Annual Evaluation of the Idaho Highway Safety Plan FFY 2010

Idaho Transportation Department
Office of Highway Operations and Safety

Driving Safely?

Every Life Counts

Idaho Transportation Department

TOWARD ZERO DEATHS

Idaho

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ANNUAL

EVALUATION

EXECUTIVE

SUMMARY

Executive Summary

The Idaho Transportation Department (ITD) is the recipient agency for federal highway safety grant funds. As the administering agency, the Office of Highway Safety (OHS), within the Division of Highways, develops and implements projects and programs to reduce deaths, serious injuries, and economic losses resulting from motor vehicle crashes. These programs address driver behavior. The purpose of the program is to provide grant funding at the state and community level for highway safety programs that address Idaho's highway safety issues as identified in the Highway Safety Plan as well as the Strategic Highway Safety Plan.

We are proud to highlight some accomplishments from FFY 2010.

- The OHS used $3,749,438 in federal funds to support efforts to reduce traffic deaths and serious injuries. Total program costs, including match, was $5,302,063.

- Idaho updated its Strategic Highway Safety Plan (SHSP) following a November 2009 workshop. It was approved by the Idaho Transportation Department Board in June 2010. The development process included over 100 people representing engineering, enforcement, education, and emergency response. The implementation includes these same individuals serving on Emphasis Area Teams. The work is being overseen by the SHSP Oversight Team using quarterly meetings to review progress and direction. The Federal Highway Administration has been impressed with our process and Mary Hunter presented Idaho's process in a FHWA SHSP Implementation Process Model webinar, as well as at a Rhode Island safety conference.

- The Idaho Transportation Department has declared traffic safety to be its top priority. The Long Range Transportation Plan is being finalized and it will set the stage for long term commitment to allocating resources to improving Idaho's roads to improve safety, mobility, and economic development.

- Participation in our mobilizations by local law enforcement agencies significantly increased in FFY 2009. Much of this increase can be attributed to Idaho's Law Enforcement Liaison Program which is seen as a model program for other states to consider.

- Idaho's Highway Safety Summit drew 267 attendees representing enforcement, education, engineering, and emergency response. This was our largest event ever and it continues to build commitment to traffic safety as it provides tools to attendees.

- Fatalities declined during the Federal Fiscal Year 2010. The following is preliminary data and subject to change. However, it is clear to say that fatalities declined during the period of time that the FFY 2010 programs were being implemented. We are very pleased to report:
    - Unrestrained fatalities declined from 96 in FFY 2009, to 81 in FFY 2010.
    - Impaired driving fatalities declined from 92 in FFY 2009, to 82 in FFY 2010.
    - Speeding fatalities declined from 79 in FFY 2009, to 67 in FFY 2010.

	FFY 2006	FFY 2007	FFY 2008	FFY 2009	FFY 2010
Fatal Crashes	242	225	211	208	181
Fatalities	270	259	230	233	205
Unrestrained Fatalities	119	125	96	96	85
Impaired Fatalities	104	111	84	92	82
Speeding Fatalities	91	69	75	79	67

We cannot confirm the cause of these reductions in fatalities but we believe that our nine high visibility enforcement campaigns supported with paid media are significant contributors. Other contributors may also include; Idaho's Law Enforcement Liaison Program, commitment to Toward Zero Deaths by the Idaho Transportation Department and its many SHSP partners, Jared Olson as Idaho's Traffic Safety Resource Prosecutor, Idaho's Alive at 25 Program, and a poor economy.

The FFY 2010 Highway Safety Performance Plan was developed following an extensive planning and development process. Traffic safety focus areas are identified using crash data analysis. Idaho develops a three-year plan which identifies the most critical highway safety problems in the state. FFY 2010 is the first year of the three-year FFY 20010-2012 highway safety performance plan. Although it was developed before the SHSP was updated, the allocation of resources is consistent with the emphasis areas in our SHSP because Idaho focuses its resources based on crash data. (Distracted driving is an emphasis area in the SHSP and was added as a focus area in the FFY 2011 Highway Safety Performance Plan.)

This report represents the annual evaluation of the FFY 2009 Highway Safety Performance Plan which is composed of the following grant programs: Section 402, Section 410 Impaired Traffic Safety Incentive, Section 408 Data Program Incentive, Section 2010 Motorcycle Safety Incentive, Section 1906 Unbiased Racial Profiling Incentive, Section 163 0.08 BAC Incentive, and FHWA Flex Funds.

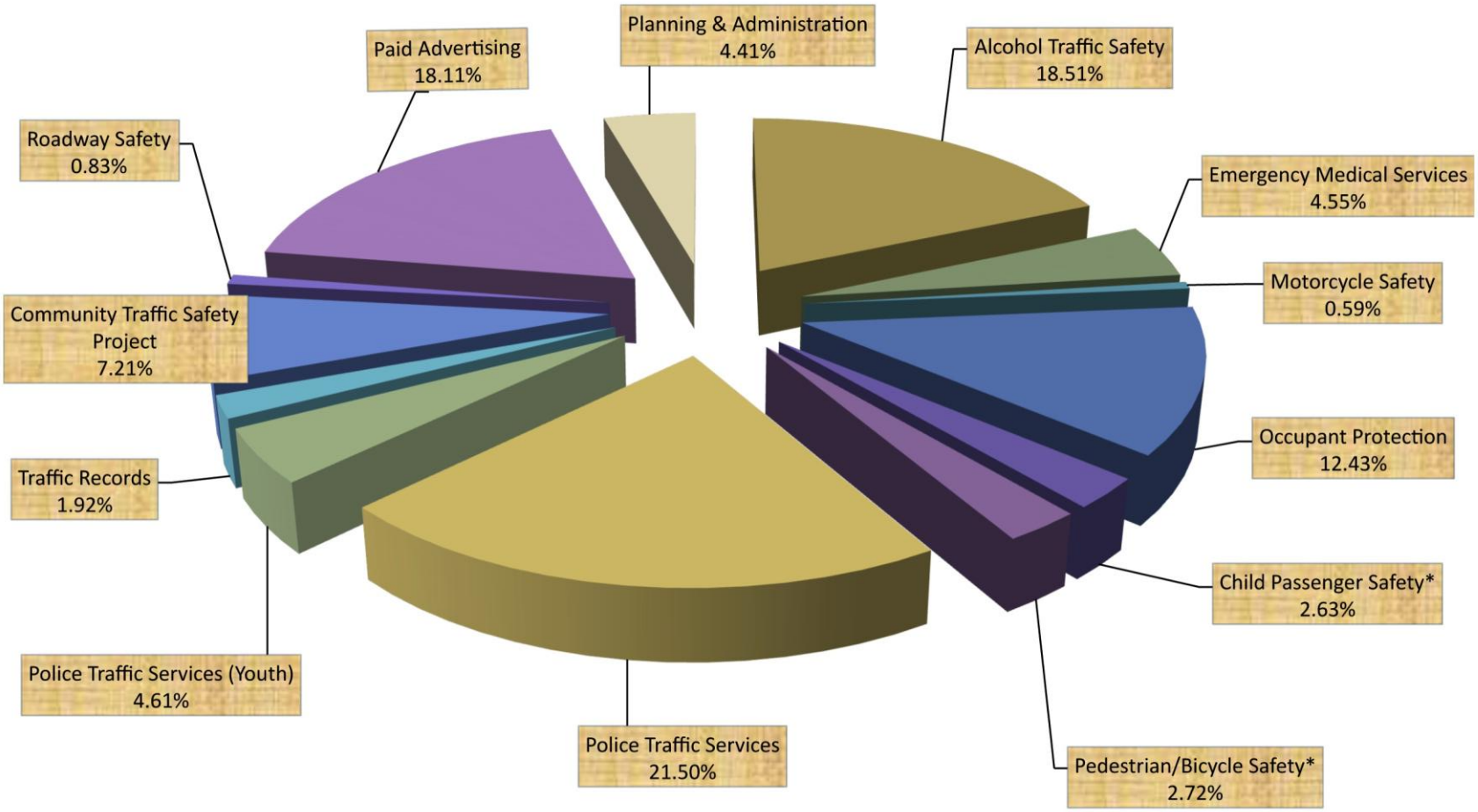
Forty-five Section 402 grants, five Section 410 grants, eleven Section 408 grants, two Section 2010 grants, one Section 1906 grant, five FHWA Section 163 grants, and four FY'08 FHWA Flex Fund grants, were proposed to address the identified highway safety problems, for a total of seventy-three grants**.** This report provides the overall accomplishments of FFY 2010 efforts, and highlights the accomplishments in each of the program areas. Reports on our paid media program, enforcement campaigns, and the effectiveness of Idaho's safety restraint law are also included.

Section 402 Expenditures by Program Area
FFY 2010

Program Area	Federal Funds	Match Funds	FFY 2010 Total Funds
Alcohol Traffic Safety	$297,828	$219,869	$517,698
Emergency Medical Services	$73,178	$31,796	$104,974
Motorcycle Safety	$9,503	$3,167	$12,671
Occupant Protection	$200,040	$17,993	$218,032
Child Passenger Safety*	$42,269	$891	$43,160
Pedestrian/Bicycle Safety*	$43,696	$6,467	$50,162
Police Traffic Services	$345,953	$16,089	$362,042
Police Traffic Services (Youth)	$74,099	$15,106	$89,206
Traffic Records	$30,938	$4,557	$35,496
Roadway Safety	$13,312	$77	$13,389
Community Traffic Safety Project	$115,967	$1,658	$117,625
Paid Advertising	$291,391	$0	$291,391
Planning & Administration	$70,887	$42,659	$113,547
ALL PROGRAM AREAS	**$1,609,061**	**$360,331**	**$1,969,392**

*Some print charges performed in FFY 2009 were inadvertently paid in FFY 2010 in the areas of child passenger safety and bicycle/pedestrian safety. We found the error and reversed the FFY 2010 charge on Voucher 31. NHTSA did not pay for the printing because FFY 2009 was already closed. The total print charge was $2,327.68 which was paid by ITD.

FFY '10 SECTION 402 EXPENDITURES



FFY 2010 EXPENDITURES FOR SECTION 163 (0.08 BAC)			
SUMMARY OF PROJECTS	OBLIGATED	EXPENDED	FUND BALANCE
Paid Media (163 only)			
Highway Safety Overall	16,742	16,742	$0
Aggressive Driving	17,659	17,659	$0
Bicyclist/Pedestrian Safety	9,121	9,121	$0
Teen Driving Website	60,549	19,389	41,160
Education/Media Awareness	4,699	-	$4,699
Mobilization			
Youth Drivers	13,449	13,449	$0
LEL	6,658	6,655	$3
TOTAL	**128,877**	**83,015**	**45,862**

FFY 2010 EXPENDITURES FOR FY08 FLEX FUND			
SUMMARY OF PROJECTS	OBLIGATED	EXPENDED	FUND BALANCE
Paid Media and SHSP/IHSC			
SHSP & IHSC Development and Implementation	130,000	37,335	$92,665
Year-round Taglines	32,000	25,030	$6,970
Aggressive Driving	116,169	72,243	$43,926
Seat Belt Safety	145,410	145,410	$0
Child Passenger Safety	39,900	39,900	$0
Bicyclist/Pedestrian Safety	15,000	2,398	$12,602
Mobilization			
Aggressive Driving	321,488	100,622	$220,866
Seat Belt Safety	128,072	83,984	$44,088
Bicyclist/Pedestrian Safety	25,000	434	$24,566
Youthful Driver	70,000	38,836	$31,164
Alive at 25 (Grantee)	71,295	13,212	$58,083
Alive at 25 (CSPFF-Contractor)	28,705	15,855	$12,850
Traffic Records/Roadway Safety	69,428	37,128	$32,300
ICAAP	12,260	6,640	5,620
TOTAL	**1,204,727**	**619,027**	**585,700**

*The fund balance will be transferred for Alive at 25 program expenditure for FFY'11.

Program Impact

The FFY 2010 Highway Safety Plan is composed of ten program areas in Section 402 and the Incentive Grant Programs. In FFY 2010, the Office of Highway Safety (OHS) implemented thirty-nine projects within the Section 402 Program and sixty-four projects within the Incentive Grant Programs and FHWA projects. A summary of achievements, based on analysis of the latest complete 2009 data includes the following highlights:

- Idaho's fatality rate per 100 million vehicle miles traveled declined to 1.46 in 2009, down from 1.52 in 2008.
- The number of fatalities resulting from motor vehicle crashes decreased from 232 in 2008 to 226 in 2009, a 3% decrease. The number of fatal crashes decreased from 212 in 2008 to 199 in 2009. There were more fatal crashes resulting in multiple fatalities in 2009 than in 2008.
- The number of serious injuries decreased from 1,503 in 2008 to 1,399 in 2009, a 7% decrease.
- The number of motor vehicle crashes decreased by 8%, from 25,002 in 2008 to 22,992 in 2009. The decreases in crashes may be attributed in part to the poor economy. While the annual vehicle miles of travel (AVMT) increased slightly in 2009, it is still less than it was in 2007, and it didn't increase as much as population or licensed drivers increased.
- Fewer than 29% of the fatalities were the result of impaired driving in 2009. This is a 32% reduction in impaired driving fatalities. Of the 65 persons killed in impaired driving crashes, 91% were either the impaired driver, a person riding with an impaired driver, an impaired ATV driver, or an impaired pedestrian. Only 23% of the passenger motor vehicle occupants killed in impaired driving crashes were wearing seat belts.
- Idaho's observed seat belt use increased from 77% in 2008 to 79% in 2009. While the observed rate was 79%, only 41% of the motor vehicle occupants killed in crashes were wearing seat belts. This represents a 25% increase in belt use from 2008 to 2009 by motor vehicle occupants killed. If everyone had been wearing seat belts, 43 of the 85 unbelted motor vehicle occupants may have been saved.
- Aggressive driving was a contributing factor in 52% of the motor vehicle crashes and 105 people were killed in aggressive driving crashes in 2009. Aggressive driving fatalities increased by 5% as compared to 2008.
- Youthful drivers, ages 15 to 19, continue to be over-involved in motor vehicle crashes. In 2009, youthful drivers were 2.8 times as likely as all other drivers to be involved in a fatal and injury crash. There were 43 people killed in crashes involving youthful drivers. This is a 10% increase as compared to 2008.
- There were 10 pedestrians and 7 bicyclists killed in motor vehicle crashes in 2009. There was a 9% decrease in pedestrian fatalities, and a 250% increase in bicyclists killed from 2008 to 2009 (2 to 7 killed).
- There were 34 motorcyclists killed in motor vehicle crashes in 2009. This is a 17% increase in

motorcyclist fatalities as compared to 2008. Just over half (52 percent) of fatal motorcycle crashes involved just the motorcycle, while nearly a quarter (24 percent) of fatal motorcycle crashes involved an impaired driver.

- Fatal crashes involving commercial motor vehicles decreased by 23 percent in 2009 and the number of injury crashes involving commercial motor vehicles decreased by 21 percent. There were 27 people killed and 551 people injured in commercial motor vehicle crashes in 2009.

Progress in Meeting Highway Safety Goals

Idaho's goals and progress toward our goals are provided in the table on the following page. The new performance measures and goals were set in accordance with DOT HS 811 025 "Traffic Safety Performance Measures for States and Federal Agencies". These goals are based on crash data from the previous five years rather than one year. However, the observed seat belt use rate is an annual rate. The goals were selected to provide a significant challenge for OHS and our highway safety partners. Idaho is pleased to report that we met or exceeded most of the goals in 2009, except for the number of speeding fatalities, the number of motorcycle fatalities, and the yearly observed seat belt use rate.

Because we greatly exceeded some of our goals in 2008, the goals were reassessed and new goals were established for 2009 through 2012 for both the five-year average number of fatalities and the five-year fatality rate. This was also done in conjunction with developing an updated Strategic Highway Safety Plan for Idaho. The five-year average number of fatalities decreased in 2009 to 250, exceeding our newly set goal of 251.

Rates provided below are based on estimates because FHWA has not published the 2009 AVMT figures at the time of publication of this document. Therefore, the five-year fatality rates and the yearly total, urban, and rural fatality rates are estimated for 2009.

Idaho met or exceeded all 2009 goals except for the following:

- The number of speeding fatalities increased slightly in 2009, but as long as there is not a substantial increase in the number of speeding fatalities in 2010, we should meet the goal next year.

- Motorcycle fatalities continue to remain high, averaging more than 31 over the last five years. At this point, it will be nearly impossible to achieve the goals that have been set.

- While the goal of 80% observed seat belt use was not achieved in 2009, seat belt use did increase from 77% in 2008 to 79% in 2009.

Performance Measures and Goals 2008-2012

		Benchmark 2007	2008	2009	2010	2011	2012
C1	5-Year Ave Fatalities - Goals		268	251	240	228	218
	Actual Values	269	257	250			
C2	5-Year Ave Serious Injuries - Goals		1,705	1,687	1,670	1,652	1,634
	Actual Values	1,716	1,695	1,642			
C3	5-Year Fatality Rate - Goals		1.80	1.64	1.55	1.46	1.38
	Actual Values	1.80	1.70	1.64			
C4	5-Year Ave Unrestrained PMV Fatalities - Goals		120	118	114	108	100
	Actual Values	121	113	109			
C5	5-Year Ave Driver BAC>=0.08 Fatalities - Goals		84	82	80	78	76
	Actual Values	84	79	75			
C6	5-Year Ave Speeding Fatalities - Goals		80	79	79	78	77
	Actual Values	82	80	82			
C7	5-Year Ave Motorcycle Fatalities - Goals		29	29	28	25	24
	Actual Values	27	29	31			
C8	5-Year Ave Unhelmeted MC Fatalities - Goals		17	17	16	14	13
	Actual Values	17	16	17			
C9	5-Year Ave Drivers <=20 in Fatal Crashes - Goals		47	46	45	44	42
	Actual Values	48	47	45			
C10	5-Year Ave Pedestrian Fatalities - Goals		13	12	11	10	10
	Actual Values	13	12	11			
B1	Yearly Observed SB Use - Goals		77%	80%	81%	83%	84%
	Actual Values	78%	77%	79%			
Items for Reporting							
	Yearly Total Fatality Rate	1.60	1.52	1.48			
	Yearly Urban Fatality Rate	0.80	0.85	0.81			
	Yearly Rural Fatality Rate	2.12	1.97	1.92			
			FFY2008	FFY2009	FFY2010	FFY2011	FFY2012
A1	Seat Belt Citations Issued during Grant Funded Activities		6,576	10,763	11,276		
A2	DUI Citations Issued during Grant Funded Activities		1,453	2,110	1,352		
A3	Speeding Citations Issued during Grant Funded Activities		9,868*	20,773	16,464		

*The speeding citations for FFY2008 had to be estimated based on the percentage of speeding citations issued during enforcement mobilizations. "Traffic Safety Performance Measures for States and Federal Agencies" was not released until August 2008. This was near the end of FFY2008 and the sub-grantees were not required to specifically report speeding violations as a part of their grant performance.

Updated: 11/23/2010

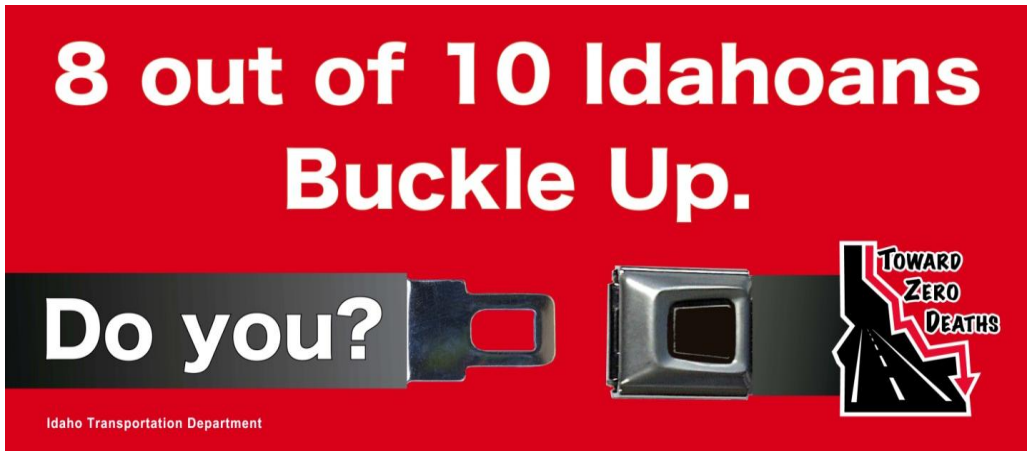
Evaluation of Safety Restraint Law Effectiveness

Idaho last revised its safety restraint law, Idaho Code 49-673, on July 1, 2003. The revised law includes the following:

- Applies to all front and backseat seating positions manufactured with safety restraints;
- Adult violators, 18 and older, in any seating position are subject to a $10 citation;
- An adult driver with unbelted juveniles is fined $10;
- Young drivers, 15-17 years, and the driver or any occupant under 18 years of age is unbelted; court costs are added to the cost of the $10 ticket bringing the total fine to $61.50. Only the driver gets the ticket.
- An officer may issue a citation solely for a safety restraint violation, however, a primary violation is required to make the traffic stop.
- The Catastrophic Health Care Cost Program received $5 from each conviction.

Idaho's seat belt use rate increased from 76.9% in 2008 to 78% in 2009. Idaho's use rate exceeds the national average for secondary law states of 76% despite our minimal fine of $10 for adult violators. Idaho's observed use rate is still below the national average of 85%.

In 2009, 85 people were killed and 305 people critically injured in car crashes while not wearing seat belts.



Legislative Highlights

<u>Three</u> pieces of legislation concerning highway safety became law in FFY 2010.

HOUSE BILL NO. 397

This legislation will allow issuance of the driver training instruction permit to people 14 1/2 years of age and older. Currently, driver training instruction permits may only be issued to people 14 1/2 to17 years of age (the permit is retained by the instructor). If a person 17 years of age or older wants to take driver training they must be issued a Class D instruction permit.

However, Class D instruction permits may only be issued AFTER the applicant passes the Idaho knowledge test. People who have reading or learning challenges have substantial difficulty passing the knowledge test without first obtaining classroom instruction. Allowing people 14 1/2 years of age or older to be issued a driver training instruction permit will enable people who have reading or learning challenges to obtain the information necessary to pass the knowledge test after completion of driver training.

This legislation also corrects the identity document requirements in sections 49-305 and 49-306, Idaho Code, so these two sections are congruent with regard to the issuance of driver training instruction permits, Class D instruction permits and drivers licenses.

HOUSE BILL NO. 522

This new section of Idaho Code 62-801and 62-802 provides clarification with respect to the potential liability of emergency responders across state boundaries. This legislation extends the provisions of existing Idaho Code Section 49-623, incorporating specific references to out-of-state personnel. Finally, this legislation provides enhanced protection to out-of-state emergency responders by amending Idaho Code Section 56-1014.

SENATE BILL NO. 1296

The purpose of this legislation is to correct legal audit findings arising from a Federal Motor Carrier Administration review of Idaho statutes.

1. The proposed amendment to Section 49-104 will align Idaho Statutes with the federal definition of conviction for the limited purpose of determining and applying disqualification from commercial motor vehicle driving privileges.

2. The proposed amendment to Section 49-240 relating to bond forfeitures will allow application of the statute to operators of commercial motor vehicles who do not have a Commercial Driver's License (CDL).

3. The proposed amendment to Section 49-335 will give the state authority to disqualify a CDL holder or commercial motor vehicle operator if the Federal Motor Carrier Safety

Administration (FMCSA) has declared the driver an "imminent hazard". Due process for these types of disqualifications will be handled by the Federal Motor Carrier Safety Administration.

4. The proposed amendment to Section 49-1416 will prohibit masking of convictions if a non-CDL driver was cited while operating a commercial motor vehicle.

Twelve pieces of legislation concerning highway safety did not become law in FFY 2010.

HOUSE BILL NO. 423

The purpose of this amendment was to clarify Idaho Code Section 18-8002A pertaining to the length of the suspension imposed by this section of law. These suspensions related only to the suspension of a driver's license upon failure of evidentiary testing in Idaho. If a person has two failures of evidentiary tests in Idaho, this amendment would clarify the authority the Idaho Transportation Department has to suspend the license for one year with no limited privileges.

HOUSE BILL NO. 606

The purpose of this legislation was to establish a highway safety fund and provide for continuous appropriation to the fund. It provided a court cost distribution for all safety restraint violations, placed $5.00 to the highway safety fund, and placed $26.50 to the catastrophic health care cost fund. It provided for exceptions and makes technical corrections.

HOUSE BILL NO. 666

This legislation will provide an exemption for licensing for certain operators under the age of 16 of ATVs, UTVs and specialty off highway vehicles and motorbikes. In addition, this legislation sets provisions for completing a state approved motorbike or ATV safety course.

HOUSE BILL NO. 729

The purpose of this legislation provided a definition for the term "texting" and allowed exemptions for emergency and law enforcement. It also provided a penalty for a person in violation of this provision to be an infraction with a fixed penalty of fifty dollars ($50.00) and subsequent violation of this provision, fixed penalty of one hundred dollars ($100.00).

SENATE BILL NO. 1259

The purpose of this RS was to amend Idaho Code 49-124 to add a definition for "wireless communication device" and add a new section to the Idaho Code to be identified as 49-658A. This new section would have prohibited the use of a wireless communication device while operating a motor vehicle within a posted school zone while children are present in Idaho. Exemptions included emergencies, those carrying out their official duties as law enforcement officers and emergency responders, stopped motor vehicles and when reporting a safety hazard or criminal activity. The fine

for violation of this section would have been a minimum of $75.00 for the first offense and a minimum of $150.00 for each succeeding offense.

SENATE BILL NO. 1264

The purpose of this legislation was to amend Idaho Code 49-104 to add a definition for "cellular telephone" and add a new section to the Idaho Code to be identified as 49-1431. Subject to exemptions for emergencies and for those carrying out their official duties as law enforcement officers and emergency responders, this new section would prohibit the use of a cellular telephone while operating a motor vehicle in Idaho. This section does not apply to someone using a "hands free" device. The fine for violation of this section would be $75.00.

SENATE BILL NO. 1289

Idaho Code section 18-8000 (4C) provides for enhanced penalties for any person who is found guilty of driving under the influence. Pursuant to Idaho Code section 18-8004
(1) (a), the current blood alcohol concentration level for which the enhanced penalty is imposed is 0.20. This legislation would have reduced the blood alcohol concentration to 0.15 with respect to the enhanced penalties.

SENATE BILL NO. 1336

This legislation would have provided a statewide policy requiring loads to be secured on all vehicles. It included an exemption for forestry and agriculture products.

SENATE BILL NO. 1348

Road safety is critical for all road users. Most motorists when passing non-motorized road users will move over to provide a safe distance. To allow law enforcement to protect non-motorized road users, this legislation would have required (when possible and safe) that motor vehicles provide a three foot distance when passing a pedestrian, bicyclist, or other human powered vehicle (such as a wheelchair) in the same lane.

The obligation for due care when operating a motor vehicle on Idaho roads (Idaho Code 69-615) is fully maintained. To prevent non-motorized users from obstructing travel, the legislation required pedestrians, bicyclists, or other human powered vehicles to move to the side of the road to allow motorists to pass when obstructing the passage of three or more motor vehicles. This is the same requirement for motor vehicles obstructing the passage of three or more motor vehicles in Idaho code section 49-639.

SENATE BILL NO. 1349

This legislation would have clarified Idaho Code 49-702 to specify that bicyclists and human powered vehicles cannot suddenly enter a road in a manner that causes an immediate hazard. In addition, a new section (49-725) would have required that all bicycles operating on Idaho roadways have a working brake.

SENATE BILL NO. 1350

Harassment of non-motorized road users is an under reported safety hazard on Idaho roads. This legislation would have created a misdemeanor for maliciously harassing or intimidating a pedestrian, bicyclist, or other human powered vehicle. Harassment specifically includes threatening, frightening (such as shouting or honking a horn), throwing objects, or engaging in conduct that creates a risk of death or serious physical injury. A civil penalty of $75.00 would have been added to any other sanction. This civil penalty would have been deposited into the Safe Routes to School Fund to be used by the Idaho Transportation Department to make routes to school safer for students.

SENATE BILL NO. 1351

This legislation would have added a $75.00 civil penalty to all infractions involving bicycles (including motor vehicle interactions with bicycles). The civil penalties collected from these infractions would have been directed into a newly created Safe Routes to School Fund to be used by the Idaho Transportation Department (ITD) to enhance their Safe Routes to School Program, making children safer when travelling to or from their school.

SECTION 402

PROGRAM

HIGHLIGHTS

IMPAIRED DRIVING PROGRAM

Impaired Driving Statewide Services Grant – SAL1001

Funded Grant Total: $174,500 Expended: $146,136

The overall goal of the 402 Impaired Driving Program is to reduce the number of alcohol and drug-related fatalities and serious injuries through increased awareness, education, training, enforcement, and meaningful adjudication and treatment.

Idaho's five-year average impaired fatalities goal for 2009 was no more than 77 fatalities. 2009 finished with 75 for the five-year average, so Idaho exceeded the five-year impaired driving goal.

Idaho's impaired driving crashes, as a percent of all 2009 crashes, decreased to 6.8% compared to 7.1% in 2008. In 2009, Idaho's impaired driving fatalities, as a percent of all fatalities was 28.8%, a decrease compared to 41.4% in 2008.

Accomplishments include:

- **$144,336** funded equipment purchases agencies earned during five Impaired Traffic mobilizations claiming regular traffic patrol hours for impaired driving, aggressive driving, and seat belt enforcement. Some examples of equipment included in-car video systems, speed detection equipment, alcohol monitoring devices, and electronic citation equipment. **See 410 Incentive Statewide Services Mobilization section for more details.**

- **$1,800** funded travel costs for Boise Police Lieutenant David Adams to attend the September 2010 Governor's Highway Safety Association (GHSA) Annual Meeting in Kansas City, MO. The 2010 meeting theme was *Technology and Highway Safety: What's Driving Our Future?* General Sessions and breakout workshops examined both the benefits and challenges technology presents as GHSA works together with its members and partners toward the ambitious goal of zero deaths on our nation's roadways.

Twin Falls County Sheriff STEP Grant – Impaired Driving SAL1005, Aggressive Driving SPT1005

Funded Grant Total:	$15,000	Expended:	$13,635
SAL1005	$9,500		$8,135

See Aggressive Driving Program for details.

Idaho State Police – Impaired Driving SAL1009, Aggressive Driving SPT1009, Safety Restraint SSB1009

Funded Grant Total:	$90,000	Expended:	$88,494
SAL1009	$45,000		$43,495

See Safety Restraint Program for details.

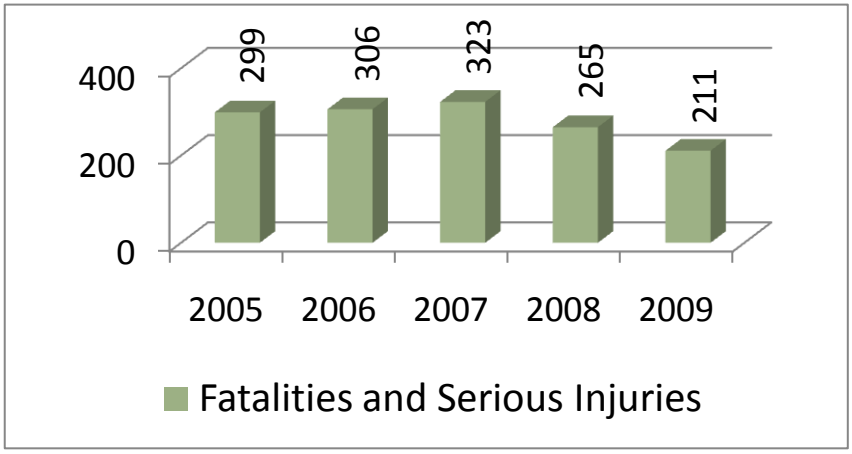
YOUTHFUL DRIVER PROGRAM

Youth Aggressive Driving Statewide Services Grant – SPT1021
Funded Grant Total: $194,000 Expended: $40,179

Section 163 Youth Mobilizations Grant – V079850 (H912)
Funded Grant Total: $13,449 Expended: $13,449

Youth Flex Funds – V099470 (H903, H912)
Funded Grant Total: $170,000 Expended: $67,903

Saving lives, reducing serious injuries and economic losses in young adult drivers from ages 15 through 19 years is the focus for the Youthful Driver program. Strategies to prevent traffic crashes in Idaho, the number one killer of this age group, include a combination of pre-driving and driving age education and enforcement.

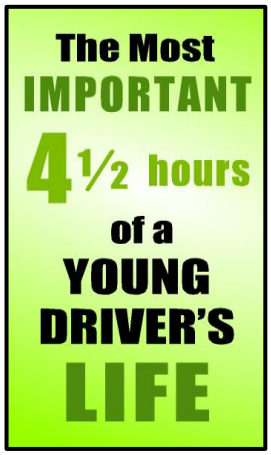


The above graph includes five-year data on youthful driver fatalities and serious injuries on Idaho roadways. Program action plans concentrate on changing behaviors and decisions young inexperienced drivers make to reduce the deaths and serious injuries, while working toward a Strategic Highway Safety Plan (SHSP) five-year average goal for youthful drivers of 42 in 2012. The 2010 goal of 45 was achieved.

Accomplishments include:

- Improving the safety for students traveling to and from school, as well as transportation to attend school functions, law enforcement agencies were funded from October 17-25, 2009 to provide enhanced enforcement in school zones. The timing for the School Zone Campaign was early in the school year, and allowed law enforcement an opportunity to raise public awareness for student safety on the roadways. Funding supported 2,326 officers from 44 agencies, and totaled $81,241 in overtime and incentive equipment. Enforcement resulted in: 176 DUI motorists arrested; 820 seat belt violations; 54 child safety seat violations; and 3,536 speeding citations to adults and youthful drivers. A paid advertising campaign focused on reminding teens to slow down and wear seat belts.

- Distribution of teen oriented brochures included: 409 *Parent Notification* brochures for law enforcement agencies to inform a parent when their teenagers have been stopped for traffic violations; 57 teen *Winter Driving* DVDs were distributed to schools, commercial driver education programs and parents; 2,583 *Snow and Ice – Think Twice* for teen winter driving advice; 4,159 *Are You Under 21?* Through law enforcement agencies, probation offices, and MADD; 9,650 *Highway Safety Kids* Calendars to schools, law enforcement and state agencies; and 1,607 XTR4 palm cards on the teen traffic safety website were distributed. A banner and new brochure were developed for the Alive at 25 Program, with 2,046 distributed to judges, prosecutors, law enforcement agencies, driver's education instructors, young adults and parents.



- A statewide television paid media purchase promoted safe driving behaviors for young adult drivers. A total of $49,291 funded an ad to encourage youthful drivers to slow down and wear seat belts. The television ad also made the public aware of the National Teen Driver Safety Week. See the Paid Advertising Youthful Driver Section for more details.

- In 2010, one class and a workshop for all Idaho instructors were held for the Alive at 25 Program. Seven instructors were trained to make young adult drivers more aware of their driving behaviors. Classes provide a candid opportunity to explore results of driving choices. Through discussions and interactive teaching tools, information on; risks, interactive videos, sharing experiences with peers, role-playing various driving situations, review of local and traffic driving laws, and graduated driver's license requirements are shared. More information is available in the FHWA Incentive Funds section, Project V099470.

- Planning and development of the new www.idahoteendriving.org website began in 2010. The XTR4.com website has been maintained until the new website is functioning. For a period of time the website will be redirected to the new website while content data is moved. Expenditures for the webhosting and new development total $19,389.

- A total of 9,650 Highway Safety Kids Calendars were distributed to Idaho elementary schools, law enforcement and other state agencies. Lesson plans with ideas to present a unit on traffic safety were mailed to all elementary, middle and junior high schools. The Traffic Safety Unit can be accessed at www.idahoteendriving.org on the button noted as "Pre-Drivers/Lesson Plans". Teachers from 39 Idaho schools submitted almost 900 artwork designs from students in

kindergarten through sixth grades. The annual Highway Safety Kids Calendar contest gives the OHS an opportunity to recognize student talents, and continue educating school peers, family members, teachers, law enforcement agencies and state officials, while emphasizing traffic safety on Idaho roadways. The local Law Enforcement Liaison presented the 14 student winners with a calendar frame for the student's winning artwork and traffic safety message.

Teen Partner Project – V099470 (H903)

Funded Grant Total:	$100,000	Expended:	$29,067

See FHWA Flex Funds Section for more details.

POLICE TRAFFIC SERVICES – AGGRESSIVE DRIVING PROGRAM

The primary goal of the Aggressive Driving Program is to reduce motor vehicle deaths and serious injuries on Idaho's highways by implementing programs that are designed to change driver behavior. In 2009, there were 105 people killed due to aggressive driving. Aggressive driver behaviors include the following factors that contribute to traffic crashes: exceeding the posted speed, failure to yield to right of way, passing a stop sign, driving too fast for conditions, following too close, and disregarding a signal.

There are two main components of Idaho's aggressive driving program. The first component is the funding of Selective Traffic Enforcement Program (STEP) Teams. STEP Teams are established to address significant crash problems within a specific region. Funding is typically allocated for officer salary as well as equipment, training, and traffic data systems. The primary duties of STEP officers is traffic enforcement, crash problem identification, and coordination of crash prevention partnering with non-enforcement agencies such as the courts, highway districts, community groups, and educational systems. In addition, there is also an important public information component.

The other primary component of the aggressive driving program is the funding of statewide Traffic Enforcement Mobilizations. The goal of this program is to reduce deaths and serious injuries in traffic crashes by funding dedicated overtime enforcement hours and providing a way for agencies to acquire equipment for regular duty hours worked by officers and dedicated to the mobilizations. In Fiscal Year 2010, there were ten traffic enforcement mobilizations conducted. See Mobilization Program section for more information.

Aggressive Driving Statewide Services Program Grant – SPT1001, Flex Funds V099470 (H921)

Funded Grant Total:	$611,488	Expended:	$335,410
SPT1001	$290,000		$234,788
V099470 (H921)	$321,488		$100,622

Accomplishments include:

- Two aggressive driving enforcement mobilizations were sponsored by OHS during the year; April 1-12, 2010, and the summer campaign from July 15-26, 2010. The funds were used for police officer overtime and/or the purchase of traffic enforcement equipment. The Aggressive Driving Program Area provided $195,484 for overtime, and $109,678 for equipment incentives (traffic enforcement equipment). This includes the Aggressive Driving Motorcycle campaign. See Mobilization Section for more details.

- Participation for law enforcement agencies increased from 56 agencies in FFY09 to 66 agencies in FFY10. Our partnership with the Law Enforcement Liaisons (LEL's) continued to be the driving force for the continued increase in participation statewide. Each of the LEL's have continued to reach out to the agencies within their area, offering themselves as a resource when needed and encouraging officers to be involved in traffic enforcement related projects. The LEL's are highly respected in their area and have built solid relationships with many law enforcement agencies.

- With the implementation of the Idaho Strategic Highway Safety Plan (SHSP), an aggressive driving emphasis area team was created. This has been a great partnership with various individuals who are committed to reducing aggressive driving crashes in Idaho.

- Enforcement activity during the Aggressive Driving Mobilization timeframes resulted in: 7,898 speeding tickets, 126 reckless driving tickets, 198 DUI arrests, 1,910 seat belt tickets, 59 felony arrests, 2,756 uninsured motorist violations, 471 suspended license violations, 176 youthful driver speeding citations, and 83 child passenger safety tickets. A total of 15,057 citations were issued during the mobilizations.

- Based on the *Idaho Traffic Crash Report* 2009, Idaho continued the downward trend in aggressive driving fatal and serious injury rate. We are seeing a continued decline by attaining a rate of 4.82 for 2009. This was down significantly from 5.54 in 2008, and 6.78 in 2007.

- The number of aggressive driving-related crashes decreased by 11.2%, as noted in the *Idaho Traffic Crash Report 2009*. It is very encouraging to see the number of aggressive driving fatal and serious injury crashes decreased from 846 crashes in 2008, to 743 crashes in 2009, a significant decrease.

- The paid media campaign for the Aggressive Driving Program took a different slant this year. For the past few years, there has been a strong emphasis on enforcement. In FFY 2010, a new concept was implemented for the campaign. The message was "Dangerous Drivers: Run Red Lights. Tailgate. Speed. Are You One?" More information on the campaigns can be found in the Paid Media section for specific funding levels. The statewide campaign ran during April and July. Both included radio & television advertising as well as billboards.

- This is the third consecutive year that OHS has partnered with the Idaho State Police (ISP) for the TACT "*Targeting Aggressive Cars & Trucks"* project. The TACT project was developed to help reduce the number of people that are injured and killed each year on Idaho's roadways in crashes involving commercial vehicles. This project uses officers with cameras inside commercial vehicles to identify drivers who drive unsafely around commercial truck units. There was five days of enforcement in different regions of the state. The dates and locations of the project for Calendar Year 2010 were as follows:

  - Region 1 (I90 milepost 0-12) - July 30
  - Region 3 (I84 Caldwell to Gowen Rd) - May 19-20, October 28
  - Region 6 (US 20 Idaho Falls to Rigby) - July 1

  201 drivers were cited for aggressive driving violations during these efforts. ITD Districts 1, 3 and 5 displayed reader boards 7-10 days prior to each enforcement project in Boise, Pocatello, and Coeur d' Alene, with the campaign message, "*Leave More Room for Trucks".*

- OHS has continued to develop strong partnerships while investing in our law enforcement agency's STEP Teams who have strong dedication to traffic enforcement.

- This was the first year that OHS partnered with our Law Enforcement Liaisons to conduct traffic enforcement workshops around the state. The workshops provided an opportunity for agencies to attend and get their questions answered regarding traffic enforcement mobilizations and traffic safety grants. A few of the things covered in the workshops were; history of mobilizations, reporting process, emphasis areas, mobilization timeline, data analysis using WebCars.

- OHS sponsored an Aggressive Driving Summer Campaign to include motorcyclists. This was a targeted project that came about in response to a lot of aggressive driving crashes that happen in the summer months when traffic increases on the mountain roads. Boise County Sheriff's Office

partnered with the Boise Police Department Motor Team to increase officer hours working Boise County roads during those heavier traffic periods in the summer. This enforcement project kicked off July 4th, and ended on Labor Day. Refer to the Motorcycle Safety Section for additional information.

- OHS distributed 4,569 aggressive driving public informational and educational materials to 40 different agencies and groups and to the general public.

- Through funding provided for the Aggressive Driving Program, we were able to sponsor training for two officers. Officer TJ Harms, Boise Police, attended in a Motorcycle Crash Reconstruction course in Jacksonville, Florida in March. This training was sponsored by IPTM. In addition, funding was also used to send Motor Officer Eric Simunich, Boise Police, to the Lifesavers Conference, in Philadelphia in March.

Bingham County Sheriff Grant – Aggressive Driving SPT1002, Impaired Driving SAL1002

Funded Grant Total:	$27,000	Expended:	$26,645
SPT1002	$8,000		$7,994

See Safety Restraint Program for details.

Canyon County Sheriff's Office – Aggressive Driving SPT1003, Impaired Driving SAL1003, Safety Restraint SSB0903

Funded Grant Total:	$30,600	Expended:	$30,564
SPT1003	$5,200		$5,196

See Safety Restraint Program for details.

Lewiston Police Department – Aggressive Driving SPT1004, Impaired Driving SAL1004

Funded Grant Total:	$43,000	Expended:	$40,836
SPT1004	$21,500		$20,419

Accomplishments include:

- Officer Matt Breese continued in his role as the STEP Officer for Lewiston Police Department for the second year.

- In June, Officer Breese attended an 80-hour, 2-week basic crash investigation course. He also taught a 40-hour Instructor Development Class. Matt was on family leave for an extended period during the summer. All of these factors contributed to a significant decrease in enforcement activity.

- Officer Breese and Officer Matt Larson completed the two-week POST-certified motor school in Boise at the end of March. They are both now certified motor officers for the State of Idaho.

- For the second year of the grant, the STEP Officer accomplished the following: 1266 traffic contacts; 463 seat belt citations; 192 speeding citations; 81 other aggressive driving citations; 20 impaired drivers arrested; and 24 teen safety restraint citations. With the exception of speeding citations, there was a significant increase in the number of citations issued for FFY 2010.

- The STEP Officer schedules were adjusted from dayshift to a modified swing shift to focus strictly on DUI enforcement for the November, December, and March Impaired Driving Mobilizations. Since there was a specific emphasis on DUI enforcement during these periods, there was minimized focus on seat belt and speeding violations.

- Officer Matt Larson participated in a multi-agency safety awareness day with the City of Moscow on June 5, 2010. Officer Breese participated in a local "*reading program"* presentation during "real life hero's week" with the local advocates of the YWCA on June 29, 2010. This was a very positive and non-threatening environment in which he could explain the basics of law enforcement duties and safety issues to young school children.

- Lewiston reported a 14% decrease in the number of reportable crashes, from 641 in 2009 to 549 in 2010.

- Lewiston Police Department continues to develop a solid rapport with the local media, and provided the public with information regarding mobilization efforts and additional educational programs.

Twin Falls County Sheriff STEP Grant – Aggressive Driving SPT1005, Impaired Driving SAL1005

Funded Grant Total:	$15,000	Expended:	$13,635
SPT1005	$5,500		$5,500

Accomplishments include:

- This was the third and final year of a three-year STEP Grant for Twin Falls County Sheriff. In September 2009, Officer Ken Baisch was moved from the STEP Team to Patrol. An experienced officer with similar traffic experience, Ken Danson, was selected for the STEP Officer position.

- Officer Ken Danson was involved in a serious motorcycle crash, while attending motorcycle training course in Ogden, Utah on May 10, 2010. Danson was unable to perform in his role as STEP Officer for several weeks. His absence toward the later part of the grant cycle was a significant factor in performance for the STEP Team.

- Educational materials (palm cards, aggressive driving brochures, and underage drinking brochures) were distributed at appropriate traffic stops.

- The Step Officer addressed safety restraint use during every traffic stop. Zero tolerance for seat belt violations has been in effect in Twin Falls County for several years.

- During the third and final year, Officer Danson accomplished the following: 1150 traffic contacts, 89 speeding citations (11 other aggressive driving citations), 28 seat belt citations, 5 underage alcohol citation, and 24 impaired drivers arrested.

- In Fiscal Year 2010, we are pleased to report that the Aggressive Driving Fatal & Serious Injury crashes in Twin Falls County reduced 47% from 59 in Fiscal Year 2009, to 33 in Fiscal Year 2010. We did see a different trend with the Impaired Driving Fatal & Serious Injury Crashes, with an increase from 18 in FY '09 to 24 in FY '10.

- Press releases were issued for all traffic enforcement mobilizations that the STEP Team participated in for FY '10. The Sheriff's office also partnered with ISP to produce safe driving commercials that aired Nov 2009-Jan 2010.

- Ken Danson served as a panelist for Murtaugh School District #418 in early April, providing expertise and feedback on senior class projects related to law enforcement, traffic enforcement, Drivers License procedures, immigrant drivers, and DUI's. This event provided critical listening, evaluating student research, and challenged youth perspectives on a variety of topics.

Idaho County Sheriff STEP Grant – Aggressive Driving SPT1006, Impaired Driving SAL1006

Funded Grant Total:	$60,000	Expended:	$39,465
SPT1006	$20,000		$19,734

Accomplishments include:

- Experienced deputy, Jack "Scott" Paulsen was hired as the STEP Officer for Idaho County Sheriff. He started in this new position on December 3, 2009 and previously he had worked as a patrol sergeant for Idaho County Sheriff.

- Deputy Paulsen is certified in Standard Field Sobriety Testing by Idaho POST, and received re-certification for the Intoxilyzer 5000 in December.

- The STEP Officer participated in the Grangeville Elementary Schools Health & Safety Fair on March 25, 2010. During this event, he had interaction with 200+ school children and parents while handing out a variety of traffic safety materials that encouraged use of seat belts.

- Scott also met with various highway districts to discuss their safety concerns when working on the roadways and necessary signage while working.

- Deputy Paulsen continued to use crash data to determine where to focus his enforcement efforts.

- Idaho County Sheriff's Office worked with the local media, on several occasions articles were published in *Idaho County Free Press* providing the community with information about the STEP Officer program and emphasizing the importance driving safely.

- On August 26th, the STEP Officer became certified on the Lifeloc FC20.

- During the first year of the STEP grant, Deputy Paulsen accomplished the following: 1482 traffic contacts, 293 speeding citations, 36 other aggressive driving citations, and 22 impaired drivers arrested.

Idaho State Police Grant – Aggressive Driving SPT1009, Impaired Driving SAL1009, Safety Restraint SSB1009

Funded Grant Total:	$90,000	Expended:	$88,494
SPT1009	$25,000		$25,000

See Safety Restraint Program for details.

SAFETY RESTRAINT PROGRAM

The objective of this program is to reduce motor vehicle-related deaths, serious injuries and societal costs in Idaho, by increasing the use of safety restraints. Idaho continues to lose too many lives and incur too much cost due to unrestrained motor vehicle drivers and occupants in crashes. Safety restraint use includes the use of safety restraints, child passenger safety seats, and booster seats.

This year Idaho's safety restraint use decreased slightly from 79.2% to 77.9% which is under the national average of 84%. Idaho is not eligible to receive federal grant funds to address the low use rate because our safety restraint and child passenger safety laws do not meet the minimum standards established by Congress. The weakness in our laws includes a secondary law and a safety restraint fine of just $10, and the nursing baby exemption which allows parents to let their children ride unrestrained while parents attend to the child's physiological needs. Another gap in the law is the vehicle weight. Right now the law states all seating positions in a passenger motor vehicle with a weight of 8,000 or less must be belted. However, the DOT law does not step in until a vehicle weight is 10,000 lbs. or more. There is a 2,000 lb. weight gap in the law.

Idaho conducted its annual observational safety restraint survey in June 2010. In 2010, the survey cost $8,497 and was funded with Section 402 funds. The survey was conducted by Idaho's public health districts following our extensive statewide education and enforcement campaign. The survey found that 80.2% of Idahoans use safety restraints in passenger cars, 82.3% buckle up in vans and SUV's, while just 68.3% buckle up in pickup trucks. The figures reflect a slight decrease in passenger car and van/SUV use rate and a slight increase of 1% for pickup trucks.

Usage rates across the state varied. The highest usage rate was recorded in Southwest Idaho, including Boise and surrounding communities at 93.2%.

2010 Safety Restraint Usage by Idaho State Region

Region/ Main City	2006	2007	2008	2009	2010	% Increase/Decrease 2008/2009
Northern Idaho/ Coeur d'Alene	88.5%	87.3%	82.3%	71.3%	71.1%	-.02%
North-Central Idaho /Lewiston	83.1%	81.7%	85.2%	82.8%	87.4%	+4.6%
Southwest Idaho/ Boise	88.5%	87.0%	87.9%	90.7%	93.2%	+2.5%
South-Central Idaho/ Twin Falls	66.7%	68.5%	71.6%	70.3%	71%	+.07%
Southeastern Idaho/ Pocatello	65.9%	62.2%	63.3%	64.7%	62.6%	-2.1%
Northeastern Idaho/ Idaho Falls	65.9%	60.0%	59.6%	66.7%	64.3%	-2.4%

Although safety restraints would save the lives of approximately half of all unbelted motor vehicle occupants killed in crashes, safety restraints will not save everyone. Some crashes are so severe that they are un-survivable. However, the goal would be to have everyone belted including those persons killed in traffic crashes.

The table below shows safety restraint use in fatal and serious injury crashes. Idaho is showing an increase in belt use in these crashes.

Restraint Use in Idaho Traffic Crashes

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Idaho's Observed Safety Restraint Use Rate	58.6%	60.4%	62.9%	71.7%	74.0%	76.0%	79.8%	78.5%	76.9%	79.2%	77.9%
Safety Restraint Use in Fatalities	28.7%	29.7%	37.5%	37.2%	42.4%	40.0%	38.8%	34.8%	32.9%	41%	
Unbelted Fatalities	169	149	135	150	113	126	116	114	105	85	
Safety Restraint Use in Serious Injuries	49.7%	51.0%	57.6%	58.4%	64.7%	64.7%	67.6%	66.1%	64.6%	65.9%	
Unbelted Serious or Incapacitating Injuries	729	668	612	545	476	452	384	402	350	305	
Total Crashes*	26,241	26,090	26,477	26,700	28,332	28,238	24,225	26,452	25,002	22,992	

**The definition of a reportable crash changed from a threshold of $750 to $1,500 in 2007*

Safety Restraint Statewide Services Program Grant – SSB1001, Flex Funds V099470 (H961) V099470

Funded Grant Total:	$412,572	Expended:	$226,233
SSB1001	$284,500		$141,824
V099470 (H961)	$128,072		$83,984
V069760 (163)	$4,699		$425

Accomplishments include:

There were two safety restraint mobilizations conducted in 2010. The first was during the national Click It or Ticket campaign in May. However, we did not us the CIOT message due to direction from the Governor and staff. Because Idaho is not a primary seat belt law state, the enforcement message is not favored. The first mobilization ran from May 24th through June 6, 2010. The second mobilization ran from September 10-20 2010. Funding came from Section 402, and FHWA Flex Funds. Highlights include:

May 24- June 6, 2010 Mobilization:

- Total enforcement cost $141,007. $80,495 funded overtime while $60,512 was used for incentive equipment expenditures.
- 67 agencies participated, a 25% increase over last year's mobilization participation. Awards were granted for both overtime and equipment incentives.
- We created a new television ad. The ad was created in house using the culture change message, *"8 Out of 10 Idahoans Buckle Up. Do you?"* This leads the public to realize that most Idahoans buckle up and so should you because it's socially unacceptable not to do so. The ad received high praise by viewers as well as other industry experts.
- The media messaging cycle began by running the "*Faceplant*" high impact video on the state's Facebook page. This was the first time this was used by the ITD. The video was then picked up by anyone who linked it from their website. We had over 650 views within in the first day and more over the next several weeks. We have no way to track how many viewed the link on subsequent face books pages. This non-enforcement message shows the dangers of not buckling up. The video was produced through NHTSA and then tagged by a third party vendor at no expense to the state.

September 10-20, 2010 Mobilization:

- $71,823 was used for overtime only, not incentive equipment.
- 47 agencies participated in the mobilization.
- The paid media campaign consisted of television, radio and billboard media. The cost was paid by both the Seat Belt Program and the Child Passenger Safety Program since the media spanned over the National Child Passenger Safety Week.
- The *"Faceplant*" ad was again run in the Treasure Valley only for the highest impact.

Seat Belt Mobilization Performance Summary

Description	May 24 – June 6, 2010	September 10 – 20, 2010
Number of Overtime Hours	2,127	1,782
Incentive Equipment Hours	14,279	0
Total Contacts	10,245	6,476

Total Citations Issued	8,050	4,915
DUI's	40	73
Seat Belt Citations	4,555	2,497
Child Passenger Seat Citations	89	43
Felony Arrests	9	8
Recovered Stolen Vehicles	10	0
Fugitives Apprehended	32	18
Suspended Licenses	213	144
Uninsured Motorist	1,291	576
Speeding Citations	1,762	1,857
Reckless Driving	59	65
Drug Arrests	25	48

Sustained education and outreach efforts include seat belt safety articles submitted in the weekly Quick Notes, brochures, posters, press releases, a daily Twitter message through SeatBeltsSave and links on the ITD Facebook page.

OHS employee Ping Yerby used a toy car and raw eggs to demonstrate what would happen if you don't wear a seat belt. Buckle up and you are whole and un-cracked. Over 10,000 people stopped to watch the demonstrations at the Western Idaho State Fair.

Educational tools and materials are provided to the public. The main users of the materials are law enforcement agencies, educators from K-12, and other partners such as physicians, community service and outreach organizations. The agencies and partners distribute the items when making traffic stops, talking to school kids, at county fairs, and other civic events. Items distributed this year include:

Quantity	Item Description
4,070	Car Air Fresheners (Buckle Up for Those Who Love You!)
6,531	Litter Bags (Top Tips for Save Driving)
5,788	Bandage Dispenser
7,706	Click Pens
3,368	Note Pads

All Section 402, 163, and 410 enforcement grants include safety restraint enforcement components and require agencies to have a safety restraint policy in effect for employees. The continuing efforts by agencies statewide contribute to sustained law enforcement.

Bingham County Sheriff's Office – STEP Program
Impaired Driving SAL1002, Aggressive Driving SPT1002

Funded Grant Total:	$27,000	Expended:	$26,645
SAL1002	$19,000		$18,651
SPT1002	$8,000		$7,994

The objective of the grant was to reduce alcohol-related and aggressive driving motor vehicle fatalities and serious injuries by reducing impaired driving, aggressive driving and increasing the use of safety restraints in Bingham County.

In 2009 there were 729 total crashes, 4 fatalities and 202 serious injuries in Bingham County. Alcohol was the cause in 50 of these crashes. In 2010 there was a slight decrease in the total number of crashes to 707 total crashes but an increase in the number of fatalities to 8 and a decrease in the number of serious injuries to 149.

Accomplishments include:
This was the final year of a three-year grant. Deputy Chad Morgan continued as the STEP Officer, along with Deputy Marcus Graham as the second STEP Officer. However, in Marcus Graham took a position with a new agency and Deputy Todd Howell was brought into the second STEP officer position.

Deputy Morgan has been certified as an instructor for Field Sobriety Testing by Idaho POST, and is currently certified on the Intoxilyzer 5000 he also became a TOPS (Traffic Occupant Protection Specialist) certified instructor.

Both Deputy Morgan and Graham are certified on the Intoxilyzer 5000, and Deputy Graham is a certified *Alive at 25* Instructor.

Dedicated Traffic Patrol Performance by the Bingham County STEP Officers

Performance Measure	Total
Reportable Crashes	305
Seat Belt Citations	619
Child Restraint Citations	36
Teen (15-17 yrs.) Restraint Citations	43
DUI Citation	46
Under Age Alcohol Citations	5
Speeding Citations	797

Canyon County Sheriff's Office – STEP Program
Safety Restraint SSB1003, Impaired Driving SAL1003, Aggressive Driving SPT1003

Funded Grant Total:	$30,600	Expended:	$30,565
SSB1003	$5,200		$5,196
SPT1003	$5,200		$5,196
SAL1003	$20,200		$20,172

The objective of this grant was to reduce motor vehicle-related deaths and serious injuries in Canyon County reducing impaired and aggressive driving crashes and increasing the use of seat belts by those killed or seriously injured in traffic crashes.

In 2009 there were 2485 crashes resulting in 16 fatalities and 1373 injuries. Only two of the fatalities were unbelted and three were motorcycle crashes with no-helmet. In 2010 there was a decrease in with 1888 crashes resulting in 14 fatalities and 1086 injuries. Only one of the fatalities was not belted but two were motorcycle crashes in which no helmets were worn.

Accomplishments include:

- Regular attendance at district highway safety meetings throughout the county to address traffic problems that are brought to the table by commissions and/or the public during these meeting.
- LifeLoc certified
- Worked with students and continues to teach student drivers safety course.
- Child Passenger Safety (CPS) Seat technician
- The officer performed several CPS checks and spoke to high school driver's educations classes. He has become an advocate for all highway safety issues.

Performance Measure	Total
Reportable Crashes	44
Total Traffic Contacts	712
Seat Belt Citations	61
Child Restraint Citations	16
DUI Citation	3
Under Age Alcohol Citations	1
Speeding Citations	192
Teen (15-17yr.) Speeding Citations	23
Other Aggressive Driving Citations	78
Parent Notifications	44

Idaho State Police Grant – Aggressive Driving SPT1003, Impaired Driving SAL1009, Safety Restraint SSB1009

Funded Grant Total:	$90,000	Expended:	$88,494
SSB1009	$20,000		$19,999,
SAL1009	$45,000		$43,495
SPT1009	$25,000		$25,000

Accomplishments include:

ISP worked 141 aggressive driving, impaired driving, and seat belt emphasis patrols throughout the state. The following statistics represent all six regions and are from February 2010 through September 2010:

Description	Quantity
Total Hours	1,431
Seat Belt Citations	473
DUI Arrests	50
Speeding Citations	641

ISP statistics collected during the grant period represent increases in all instances, but one, seat belt citations. ISP seat belt citations decreased by 8.51% during the grant period. Even with the decrease in seat belt citations and usage rates, belted and not belted fatalities also decreased. Aggressive and impaired driving crashes also decreased in 2010. It is clear that enforcement efforts are effective, but law enforcement agencies and their partners need to remain vigilant to reach the goal of zero deaths.

The impact evaluation, which compares data from WebCARS for Federal Fiscal Years 2009 and 2010, shows a decrease in all regions for aggressive and impaired driving crashes. Aggressive driving crashes are down 14% and impaired driving crashes are down 15% statewide. The most significant decrease (32%) was in aggressive driving crashes in Region 2, followed closely by aggressive driving crashed in Region 1, which decreased by 28%.

The seat belt comparison for fatality and incapacitating injury crashes shows a decrease or no change in all instances, but five. Incapacitating injuries for not belted occupants increased by 22% in Region 1 (46 in FFY09 to 56 in FFY10), incapacitating injuries for belted occupants increased by 3% in Region 2 (30 in FFY09 to 31 in FFY10), fatalities for belted occupants increased by 133% in Region 4 (6 in FFY09 to 14 in FFY10) and 200% in Region 5 (4 in FFY09 to 12 in FFY10), and fatalities for not belted occupants increased by 75% in Region 6 (8 in FFY09 to 14 in FFY10). Note: The data from WebCARS is a combination of all law enforcement activity (city, county, and state) in a region.

According to the OHS Observational Seat Belt Surveys for 2009 and 2010, seat belt use in Idaho has decreased by an estimated 1.3% over the last year (79.2% in 2009 to 77.9% in 2010). Region 3 continues to have the highest seat belt usage rate at an estimated 93.2%, a 2.5% increase over last year. Seat belt usage rates also increased in Regions 2 and 4. The rate in Region 2 decreased from

2008 to 2009, but increased by 4.6% from 2009 to 2010. Regions 1, 5, and 6 had decreases in seat belt usage rates over the last year. The most significant decrease was in Region 1 (77.2% in 2009 to 71.1% in 2010). Regions 5 and 6 continue to have the lowest seat belt usage rates in Idaho.

ISP is an active participant and valued partner to the Office of Highway Safety. They serve on the Idaho Traffic Safety Commission, Idaho Highway Safety Coalition, and on committees for the Strategic Highway Safety Plan.

CHILD PASSENGER SAFETY PROGRAM

Through public awareness efforts and education, Idaho continues to promote the proper and safe way to restrain children in safety seats. The Child Passenger Safety Program emphasizes NHTSA's recommendations for child passengers. Children less than 4'9" tall should ride in booster seats. Once the child is over 4'9" tall, they should continue to ride in the back seat using an appropriate safety restraint. A child should never ride in the front seat, especially in front of an airbag.

Idaho continues to struggle with weaknesses in the child passenger safety law. These include a secondary safety restraint fine of just $10 for children 7 years and older, and the exemption for allowing parents to leave the child unrestrained while attending to the child's physiological needs. Because of these weaknesses, Idaho is not eligible for some federal grant funds.

Child Passenger Safety Statewide Services Program – Safety Restraint SSB1031

Funded Grant Total:	$25,000	Expended:	$808
SSB1031	$25,000		$808

Accomplishments include:

- OHS prepared the materials and contracted with WITCO to construct 10,000 WHALE (We Have a Little Emergency) kits. These kits are very popular and are distributed through our statewide child passenger safety partners. The kits are also available to any parent, grandparent or caregiver that contacts the office.

- Participated in the highway safety booth during the Western Idaho State Fair. We handed out printed material and spoke to over 10,000 fair goers.

- Through our safety partners, OHS was able to distribute the following educational materials:

Quantity	Item Description
2,408	*What's the Buzz on Child Safety Seats?* palm cards
3,944	WHALE Kits (We Have a Little Emergency)
112	*4 Steps* Car Seat Poster
156	Seat Belt Growth Charts
200	*Boost 'em* Stickers
4,207	Seat Belt and Car Seat Safety Fun Pages

- During the National Child Passenger Safety Week, OHS was conducting a statewide seat belt traffic enforcement mobilization. Officers were asked to pay close attention to unbelted children. There were 60 child passenger safety citations issued during the emphasis period.
- The paid media campaign consisted of radio, billboards and online messaging cost $39,940. The main message of the campaign promoted the use the NHTSA recommendations for CPS safety as well as to remind parents and caregivers to buckle up after they've safely restrained the children.
- Child passenger safety messages and links to CPS articles, NHTSA information and other information from SafeKids are included in the SeatBeltsSave twitter on a daily basis.
- For further details see the ICAAP grant description.

ICAAP, Idaho Chapter of the American Academy of Pediatrics Child Passenger Safety Program – Safety Restraint SSB1032, Section FHWA Flex Funds V099490

Funded Grant Total:	$62,260	Expended:	$45,427
SSB1032	$50,000		$38,787
V099490	$12,924		$6,284

Accomplishments include:

- This grant supported statewide distribution of child passenger safety seats using partnerships with healthcare professionals in physician's offices, hospitals, emergency medical providers, and health care districts. The funds were awarded to the partners based on needs and plans. There was one agency representing each of the seven health district regions. Each of the seven agencies was awarded $6,700.
- Each key agency developed new partnerships within their respective regions to further child passenger safety education and distribute child passenger safety seats to families giving special attention to socially and economically disadvantaged families.
- There continues to be a need for more certified CPS technicians. All seven regions worked closely to create training options accessible to not just their regions but to all CPS technicians statewide. This year's efforts resulted in 40 new technicians, 2 instructors and 42 recertified child passenger safety seat technicians. It seems that the length of training to become a tech is prohibitive to many potential techs.
- Each region is working with partners to establish additional permanent child passenger seat check sites.

- The ICAAP coordinated with seven districts statewide, focusing on a goal to reduce deaths and serious injuries to children from motor vehicle crashes by increasing proper use of child passenger safety seats and safety restraints. Regional efforts insured distribution through all 44 Idaho counties. Along with the seats, each family received appropriate educational materials and instruction on proper use and installation of the seat.
- Educational materials and class instruction was given to expectant mothers to show them how to properly wear their seat belt and how to properly buckle up and infant.

Agency	Seats Distributed	Families Reached	Seats Checked	Seat Check Events
Region 1 - Kootenai Medical Center	90	238	154	31
Region 2 - Success by Six of the Palouse	93	48	108	25
Region 3 – West Valley Medical Center	168	9	45	11
Region 4 - Safe Kids of the Treasure Valley	286	416	447	33
Region 5 – Safe Kids of Magic Valley	65	5	?	2
Region 6 – SE District Health, Safe Kids of SE Idaho	178	65	40	8
Region 7 – Madison Memorial Hosp, Rexburg PD	63	?	?	6
TOTALS as reported*	**943**	**781**	**794**	**116**

*Not all agencies reported the same so the totals are not exact but as reported.

BICYCLE AND PEDESTRIAN SAFETY

The goal of the Bicycle Pedestrian Statewide Services Program is to reduce deaths and injuries in Idaho from motor vehicle crashes involving bicyclists and pedestrians. Funds promoted safe travel on Idaho's transportation system through the correct use of safety equipment, especially bicycle helmets, and the education and enforcement of the road rules and pedestrian laws in Idaho.

The number of bicycle crashes in Idaho increased in 2009 by 6%. This may be a result of people using alternate forms of transportation due to the high price of gas and the poor economy. In 2009, 99% of bicyclists involved in crashes received some degree of injury, and 19% were between 4 and 14 years of age. Only 15% of bicyclists involved in crashes were reported to be wearing helmets. However, 22% of bicyclists, 25 years of age and older, involved in crashes were wearing helmets while only 9% of bicyclists under age 25 were wearing helmets. No children three years and younger were injured in 2009, a 100% reduction from 2008!

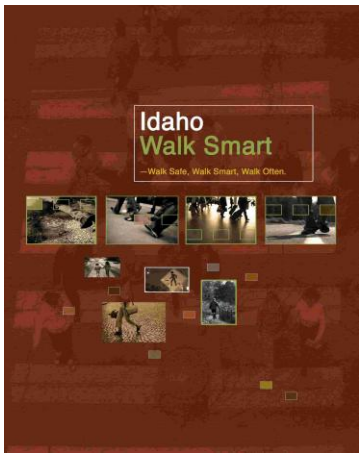
Pedestrian crashes decreased by 5% in 2009, and the number of pedestrians killed in motor vehicle crashes decreased by 9%. Of all pedestrians involved in crashes, 97% received some degree of injury. Also, in pedestrian fatality or injury crashes, 21% were between the ages of 4 and 14. Of the pedestrians killed in motor vehicle crashes, one was 1 year of age, two were under 25 years of age, and seven were 44 years of age or older. Impaired pedestrians were involved in 9% of all pedestrian crashes and 33% of fatal pedestrian crashes.

Bicycle and Pedestrian Safety Statewide Services Grant – SPS1001

Funded Grant Total: $35,000 Expended: $24,375

Accomplishments include:

- Bicycle Helmet Distribution – reimbursed 12 agencies a total of $15,045 for the purchase of 2,180 bike helmets which were distributed at bicycle safety events and educational programs around the state.



- The *Idaho Walk Smart* booklet, created for both bicycle and pedestrian safety, was distributed statewide. These booklets were mailed to public libraries, hospitals, senior centers, schools, and police departments along with a reorder form.

  Public education materials distributed:

  - ✓ 34,707 *Idaho Walk Smart- Walk Safe, Walk Smart, Walk Often* booklets
  - ✓ 2,519 *From A to Z Bicycle Guide; Guide to Safe Bicycling for Kids and Adults* booklets
  - ✓ 4,007 *A Correct Fit* bicycle helmet brochures
  - ✓ 5,950 *Ride Safe/Walk Smart Wallet Cards*
  - ✓ 4,329 *Bicycle Safety Fun Page* brochures
  - ✓ 3,461 *Pedestrian Safety Fun Page* brochures
  - ✓ 1,689 *Be Seen* strobe lights
  - ✓ 7,317 *Be Seen* reflective decals

- Sandpoint Police Department continued as a partner in a pedestrian enforcement mobilization for funded dedicated crosswalk enforcement. They dedicated 12 overtime hours to the mobilization for a total reimbursement of $434. They also held a bike rodeo and distributed 535 bike helmets at a cost of $3,000.

- New partnerships were developed with Nampa Parks & Recreation, Habitat for Humanity, Nampa Housing Authority, Payette Lakes Community Association, and Saint Maries Police Department to distribute bicycle helmets. Continued partnership with SafeKids was expanded as we worked together to provide bicycle helmets to youth in Magic Valley. The Safe Routes to School Coordinator from the Treasure Valley Family YMCA continued to manage bicycle helmet distribution in the Treasure Valley.

City of Rexburg – SPS1002
Funded Grant Total: $15,000 Expended: $8,697

Accomplishments include:
The City of Rexburg implemented a 10-point Safety Plan to educate the public on pedestrian and bicycle safety. This grant supported 18 bike safety presentations reaching an estimated 622 children and 124 adults. Rexburg police also included 341 regular hours dedicated toward pedestrian enforcement activities spending 195 hours of overtime and 146 hours of regular duty hours. During these patrol hours they made 631 traffic stops issuing 256 citations of which 98 citations were for failure to yield to a pedestrian. They also conducted multiple officer saturations using non-uniformed officers as crosswalk decoys. The police also partnered with the local university's safety committees and student council to distribute reflectors to make students more visible to drivers. They purchased 500 reflective pedestrian walking flags (to replace missing, non-reflective, and worn flags) as well as three mobile pedestrian crosswalk signs to improve pedestrian safety in Rexburg. This grant came in under budget because commodities cost less than budgeted. Planned classes required to those receiving a citation for pedestrian violations were not implemented and therefore budgeted officer overtime was not spent. This grant also got off to a late start due to city staff and leadership changes. In spite of these challenges, the areas around the University, parks, and school zones are noticing a decrease in vehicle speed which improves pedestrian safety.

EMERGENCY MEDICAL SERVICES

The Section 402 Program included funding for the Emergency Medical Services (EMS) Program to provide extrication equipment & education to EMS agencies. The overall goal of the EMS Program is to reduce the severity of trauma resulting from traffic crashes.

Accomplishments include:
- Helping to ensure that EMS providers have the most up-to-date equipment available by funding extrication equipment for five agencies costing $36,136. As new car technology changes, so does

the equipment needed. Many grantees noted their older equipment, for example, extrication cutters, could not cut through newer vehicles. The new equipment purchased allowed them to have technology compatible with newer vehicles, as well as decrease the time it takes to cut through older vehicles.

- Some grantees used the funding to purchase lighter, more portable extrication equipment, which for the first time allowed them to respond to crash victims in hard-to-reach places, such as rollovers down steep embankments.

- Requiring up-to-date training on the use of the equipment purchased was an accomplishment with multiple benefits to grantees; in some cases an extrication course was taught to help certify ambulance and fire departments, and many of these trainings helped improve the techniques and operations used for existing equipment. In some cases, the training extended beyond the immediate ambulance or fire crew and served both groups, as well as county deputies.

- In cases where the equipment had already been called out, the average response times for extrication of crash victims decreased by at least 25% and in some cases by as much as 50%.

Hauser Lake Fire Protection District – SEM1002
Funded Grant Total: $7,400 Expended: $7,079

Accomplishments include:
The agency replaced extrication equipment with a new hydraulic cutter, air bag lifting system, and air powered extrication system. All Hauser Lake Fire personnel were trained in the use of the new equipment. This equipment will reduce the time to extricate crash victims.

Garden Valley Fire Protection district – SEM1003
Funded Grant Total: $7,950 Expended: $7,950

Accomplishments include:
The agency purchased Rope Rescue System to respond to water rescues. This new equipment eliminates the setting up of time consuming pulley systems and reduces the number of rescuers needed from 10 to 2. All volunteers with Garden Valley have been trained on the equipment.

Oneida County Ambulance – SEM1004
Funded Grant Total: $7,800 Expended: $7,769

Accomplishments include:
The agency purchased a cribbing kit, step chock, and rescue jacks. Training for the use of the new equipment was held in August 2010. The agency did not have adequate lifting and stabilization equipment prior to the grant for most vehicle rollovers, especially those vehicles that roll down steep hillsides. They will now be able to provide extrication services in remote areas that were not previously served or had to wait for equipment to come from Pocatello or Tremonton.

Cottonwood Volunteer Fire Department – SEM1005
Funded Grant Total: $4,500 Expended: $4,338

Accomplishments include:
The agency purchased air lifting bags to improve the ability to effectively and safely perform a wide variety of vehicle extrication/rescue operations. Volunteers and staff have been trained on the use of the equipment. This critical equipment has been needed for several years and solves many of the problems experienced in the past during vehicle extrications.

Snowville Fire District – SEM1006
Funded Grant Total: $9,000 Expended: $9,000

Accomplishments include:
The agency purchased extrication equipment to greatly improve the safety, effectiveness, and emergency response time in the remote/rural area in the southeast border of Idaho. This agency is located in Utah on the northern border of Idaho/Utah. Thirty percent of the crashes they respond to along the remote stretch of Interstate 84 are in Idaho. The closest Idaho city is Burley which is 86 miles northwest. The nearest extrication equipment available was located a minimum of one hour away so this equipment will greatly improve rescue/scene response time. All volunteers have been trained on the use of this equipment.

Idaho Volunteer Fire & Emergency Services Association – SEM1007
Funded Grant Total: $44,000 Expended: $22,787

Accomplishments include:
This non-profit organization provided much needed training to improve the emergency medical services provided by first responders at crash scenes. This agency conducted five train-the-trainer workshops to 107 EMS/Fire fighters.

MOTORCYCLE SAFETY PROGRAM

For the third consecutive year, OHS sponsored an aggressive driving enforcement campaign during the summer months, from July to September. Section 402 Aggressive Driving funds expended were $25,861. Section 402 funds were used for overtime reimbursement.

See Section 2010 Motorcycle Safety in the Incentive Program Section for more details.

TRAFFIC RECORDS/ROADWAY SAFETY

The overall goal of the Traffic Records/Roadway Safety Program is to improve the operational efficiency of the record systems involving crash data to provide effective and accurate problem identification tools and analysis for users. Idaho has been recognized nationally for its crash data system.

A comprehensive traffic safety program is based upon efficient and accurate records systems. An effective highway safety program includes processes to identify highway safety problems, develop measures to address the problem, implement the measures, and evaluate the results. Each stage of the process depends on the availability of accurate highway safety data and analysis tools.

The success of the OHS crash system and providing accurate data is attributed to several factors: 1) a uniform crash report is required by law; 2) standardized training is provided for law enforcement agencies; 3) timely crash data is transmitted electronically by Impact (**I**daho **M**obile **P**rogram for **A**ccident **C**ollec**T**ion) software; 4) within the OHS, the Impact crashes are processed through software called CIRCA (**C**rash **I**nformation **R**etrieval **C**ollection and **A**nalysis); 5) WebCars, the crash analysis reporting tool, provides an avenue to easily obtain the data for analysis; 6) Statistical analysis is provided by trained professional research analysts; and 7) the system is financially supported by Idaho Transportation Department to allow planners, engineers and other organizations utilization of the OHS crash data and analysis tools.

The OHS continues to identify high crash locations with timely and accurate crash data, and then focus limited resources on the problems of greatest need. In FFY 2010, the OHS concentrated on the efficient and accurate collection and dissemination of traffic data, and continues to be a leader among the states in timely gathering of crash data and reporting systems.

Traffic Records Statewide Services – STR1001
Funded Grant Total: $125,000 Expended: $17,266

Roadway Safety Statewide Services – SRS1001
Funded Grant Total: $97,877 Expended: $13,082

Section 408 Incentive Data Program SAFETEA-LU – SK91001
Funded Grant Total: $1,412,436 Expended: $407,619

Flex Funding – V099500

Funded Grant Total: $69,428 Expended: $37,128

Accomplishments include:

- Of the 125 active law enforcement agencies in Idaho, all have implemented eImpact. Although 19,421 reportable crashes were transmitted electronically, there were three instances of receiving paper copies when agencies experienced technical difficulties and were unable to electronically transmit. These are the exception, and all law enforcement agencies were transmitting electronically in 2010.

- With the implementation of eImpact (**e**lectronic **I**daho **M**obile **P**rogram for **A**ccident **C**ollec**T**ion), the process of transmitting files using a web service allows easier updating of a successive version of the software to be implemented by agencies. By delivering good customer service to agencies and resolving eImpact and transmittal issues with agencies, OHS has been able to increase the performance of the system in providing accurate and complete data.

- Typical customer support issues with law enforcement agencies are: lack of technical knowledge and support of the end-user; files are not registering correctly on the end-user's computer; files have become corrupted and crash reports are not transmitting correctly; teaching the law enforcement how to perform regular database maintenance to prevent corruption; and complaints on a slow system. Customers are a priority for OHS, and resolution of issues is important. OHS programmers work with the customers to resolve issues.

- Enhancements made to eImpact have focused on providing more accurate crash data needed by OHS, and not allowing incomplete reports to transmit. The events related to specific units and the driver's license class were rewritten for increased performance. At users' request, the process was streamlined with automatic population and completion of fields, based upon user selection.

- With the planning and development of adding 14 MMUCC (Model Minimum Uniform Crash Criteria) elements and attributes, training was delayed until closer to the implementation of the software enhancements. Training is considered an important aspect to assure accuracy, standardization and completeness of crash reporting, and the delivery format is currently being developed.

- WebCars enhancement projects completed this year are to map crashes using Google maps and implementing the enhancement into production, performance enhancements for large reports utilized in crash analysis statewide, and adding a grid style report to the intersection analysis.

- OHS continues to receive requests for the crash analysis tools. During 2010, 335 users at 170 agencies were authorized to use WebCars. For the users, technical support is important to accurately, efficiently and effectively analyze the crash data.

- Section 408 funding is provided for improvements and enhancements to the six traffic records systems: Crash, Roadway, Vehicle, Driver, Citation/ Adjudication and Injury Surveillance. The Traffic Records Coordinating Committee (TRCC) provides guidance in supporting and prioritizing the Traffic Records Strategic Plan developed to address deficiencies noted in the 2006 Traffic Records Assessment. A Traffic Records Assessment is planned for mid-summer of 2011. See Incentive funds for more details on Section 408.

TRCC members in the photo above represent Crash, Roadway, Driver, Vehicle, Citation/Adjudication and Injury Surveillance, and other meeting attendees

COMMUNITY TRAFFIC SAFETY

Community Traffic Safety projects have been set up to fund three individual projects encompassing all focus areas and programs.

Traffic Safety Summit – Section 402 SCP1001
Funded Grant Total: $38,000 Expended: $31,052

Accomplishments include:
The annual Highway Safety Summit was held in Boise, Idaho, at the Grove Hotel on Wednesday, April 28, 2010. This year there was a record 267 in attendance. A majority of the attendees were law enforcement officers. Many of the other attendees represented were health professionals, prosecutors, engineers, safety advocates, traffic & roadway safety professionals, and many others.

This is the first year that prosecutors were eligible to receive legal certification. Law enforcement officers continue to receive POST continuing education credits.

The success of the Idaho Highway Safety Summit is due largely to the Law Enforcement Liaison's (LEL's) who worked very hard in each of their regions to encourage agencies to be more involved in traffic safety. Each of them also played a significant role in the planning & implementation of the 2010 Highway Safety Summit. The LEL's presented workshops, facilitated the Executive Session, and recruited participants. This is the second year that "Beyond the Traffic Stop" awards were presented

to individuals who went above and beyond the normal traffic stop in performing their duties. The awards this year were presented to the following: Sgt Brenda Smith from Post Falls Police Department, Officer Jeremy Barnes with Lewiston Police Department, and Officer Ryan Hayes from Montpelier Police Department.

The conference began with the Boise Pipes and Drums along with an acappella rendition of the National Anthem sang by the Boise Police Department men's trio. This was the second year that workshops were offered, as part of the afternoon session. The morning session started with a welcome by Highway Safety Manager Mary Hunter and Idaho Transportation Department Deputy Director L. Scott Stokes. The keynote speaker was Pam Holt, from St. John's Regional Medical Center where she is a nurse and trauma prevention advocate. Holt provided a graphic account of the physics and physical consequences of high-speed motor vehicle crashes, specifically those incidents that involved individuals who were unbelted.

Some of the other morning presentations included:

- Sgt Ted Piche', Lewiston Police Department - "Line of Duty" presentation. As part of his presentation, he dedicated the Highway Safety Summit to those fallen officers across America, including a few Idaho officers.
- Sheriff Whetsel, Oklahoma County Sheriff's Office – "Traffic Safety: It Matters". John Whetsel was invited to talk about traffic enforcement, why it is so important for our communities. He was also a participating panel member for the afternoon Executive Session.

(LEL Andy Hitt with Charlene Eggleston, widow of fallen officer Joshua Eggleston)

The afternoon included 1-hour breakout workshops by the following:

- *Lethal Weapon Overview*- Fred Rice with ISP & Traffic Safety Resource Prosecutor Jared Olson
- *Lane Departures/Intersections* – John Perry with FHWA, Terry Little with ACHD
- *Innovative Enforcement Techniques* – Sgt Matt Pavelek, Nampa PD
- *Distracted Driving* – Pam Holt, St John's RMC
- *The ALS Process: What LE agencies and prosecutors should know* – Mark Richmond, ITD
- *Web Cars: New Crash Analysis Tools* – Kelly Campbell, OHS
- *Road Safety Audits* – Lance Johnson, FHWA
- *Crash Reconstruction & Blackbox CDR* – Cpl Eller & Trooper Carmack, ISP
- *DUI Courts* – Jamie Shropshire, City of Lewiston

- *Safety Corridor Projects, Matthew Ender* – Washington DOT
- *Distracted Driving* – Dave Carlson, AAA
- *A-Ride Overview* – Casey Hancuff – Boise PD & Dean Matlock – ISP

A new feature added to the conference agenda was the Executive Session, which was devoted to agency executives. The Executive Session was a two-hour workshop set up to provide an opportunity for chiefs, sheriffs, and ISP command staff to talk with other agency heads about the successes and challenges they all face in highway safety. The expert panel, consisting of one Chief of Police, one ISP command officer, and one Sheriff, helped to facilitate some great dialogue among the various participants. Many of those in attendance gave excellent feedback, requested this be offered at the next Summit.

This is also the first year that workshops were offered for engineers, prosecutors, and other highway safety advocates.

Law Enforcement Liaison Program (LEL) – Section 402 SCP1002, Section 163 V079880

Funded Grant Total:	$65,354	Expended:	$59,840
SCP1002	$60,000		$53,185
V079880	$6,658		$6,655

The main objective of the LEL program is to increase the participation and effectiveness of law enforcement agencies and officers in Idaho for statewide mobilizations conducted FFY 2010. The six LEL's in Idaho are full-time officers, and work performed for OHS is on an overtime basis. They represent each ITD transportation district:

District 1 (North Idaho)	Officer Nick Knoll, Coeur d'Alene Police Department
District 2 (Mid West/North Idaho)	Sgt. Ted Piche', Lewiston Police Department
District 3 (Southwestern Idaho)	Officer Kyle Wills, Boise Police Department
District 4 (South central Idaho)	Trooper Andy Hitt, Idaho State Police
District 5 (Southeastern Idaho)	Deputy Chad Morgan, Bingham County Sheriff's Office
District 6 (Northeastern Idaho)	Lt. Cameron Stanford, Madison County Sheriff's Office

Accomplishments include:
It was the goal of each LEL to personally visit with the chief or sheriff of each law enforcement agency in their respective districts. 90% of the agencies in Idaho were personally visited by an LEL. It was often difficult to arrange a meeting with the executive officer of the agency due to time constraints or misunderstanding the exact necessity of the meeting.

The grant contracts officers, Lisa Losness, Cecilia Awusie and Kevin Bechen, were each responsible for law enforcement mobilization enforcement training in two of the six districts. The LEL's of each of the respective districts assisted the GCO's with the training by helping to get the word out about the classes, attended the training and answered questions related to their particular area of the state. The training consisted of best practices for effective enforcement for the different mobilizations,

review of the required paperwork and a history of the programs. Overall the training was well received by all of the districts. Over 60 agencies received the training.

Again the LEL's were very active in the planning of the annual Highway Safety Summit. They offered their suggestions, expertise and knowledge. The LEL's also taught several of the afternoon breakout workshops. LEL Chair Ted Piche presented the annual Beyond the Traffic Stop Awards during the Awards Luncheon. This year during the Summit the LEL's coordinated the first annual executive session for chiefs, sheriff's and command staff. The session was led by LEL Chair Ted Piche along with an expert panel.

Through the LEL Program, 24 Streamlight LED/Halogen flashlights were distributed. The flashlights were purchased and handed out by the LEL's to agencies or individuals who performed commendably during a mobilization or through some other highway safety efforts. Ted Piche' even had a few engraved with the name of an officer to whom he gave the flashlight in commemoration outstanding performance.

As part of the grant, LELs Nick Knoll, Chad Morgan, Ted Piche' and Cameron Stanford purchased laptops exclusively for LEL business.

All of the LEL's participated in Idaho's Strategic Highway Safety Plan workshop on Nov. 4, 2009 by either chairing a focus area or serving on one of the may focus area committees.

The LEL's participated in additional workshops and trainings:

- NHTSA – Getting the Word Out: Traffic Safety Messaging for Patrol Officers. (Boise, ID)
- NHTSA – TOPS: Traffic Occupant Protections Strategies, Train-the-Trainer (Boise, ID)
- NHTSA LEL meeting, Oklahoma, OK
- Lifesavers Conference (Philadelphia, PD)
- Idaho Highway Safety Summit (Boise, ID)

Coalition Building – Section 402 SCP1003, FHWA V099480

Funded Grant Total:	$222,000	Expended:	$72,086
SCP1003	$92,000		$32,347
V099480	$130,000		$40,512

The objective of the coalition is to reduce deaths and serious injuries in Idaho from motor vehicle crashes by promoting collaborative efforts between agencies, organizations and individuals within Idaho. Coalition-building has been recognized by NHTSA as an effective tool for behavior change.

Accomplishments include:

- Maintained the website as a clearinghouse for coalition activities statewide.
- Distributed a monthly newsletter to over 1,000 partners statewide including law enforcement, engineers, educators, health safety professionals, highway safety professionals and ITD employees. The newsletter includes current information

regarding highway safety related issues. Articles contributed were submitted by the Highway Safety Manager, the grants officers, and others.

- The Idaho Highway Safety Coalition worked closely with the Strategic Highway Safety Plan development and process. Funds for the coalition were used to help develop the SHSP.
- A logo "Toward Zero Deaths" was created in-house by grants officer Lisa Losness. To advertise the SHSP, educational materials featuring the logo were produced. SHSP manuals were printed and the SHSP is available on the ITD website.
- SHSP activity included the work of consultants who provided the following support:
- Organized and assisted in the facilitation of the Strategic Highway Safety Plan Workshop.
- Captured and disseminated the data from the SHSP Workshop.
- Developed an action plan for the Emphasis Area Teams.
- Coordinated and facilitated meetings among the Emphasis Area Teams as needed.

HISPANIC OUTREACH

As with the rest of the nation, Idaho is becoming more diverse, mainly because of its growing Hispanic population. With about 165,000 Hispanic residents, Idaho has the 15th highest proportion of Hispanics in the nation. Today, roughly 11% of Idahoans are Hispanic. Hispanics make up the largest and fastest growing ethnic group with Idaho's Hispanic population growing at an annual rate of 7% compared to 2% for non-Hispanics. This compares to an annual rate of 4% growth among Hispanics nationwide. The Hispanic population grew faster in urban than in rural Idaho (9% in urban Idaho compared to 5% in rural parts of the state.

As a result of this growth, it is important to ensure that our media messages reach this population who are sometimes Spanish-speaking or bilingual. The cultural norms for driving behaviors and methods for educating this population must be taken into account through partnerships with Latino organizations.

This year we partnered with the Mexican Consulate who invited Grants Officer Donna Vasquez to speak about issues that relate to all Idahoans who use the roads. This included five live Spanish radio interviews, and seven Spanish presentations in the consulate offices. Informative brochures in Spanish were also provided for the Mexican Consulate's mobile unit which travels to all parts of the state.

We also reached out to the Hispanic population through Spanish radio ads for aggressive driving as well as purchased advertising space in the Hispanic Yellow Pages and La Mirada Magazine.

¿ERES UN CHOFER DISTRAIDO?
Celulares
Bebidas
Comida
Maquillaje
ponlo abajo
¡Estas son todas las distracciones!
Hacia Cero Muertes
www.itd.idaho.gov
Idaho Transportation Department

¿Conduce con seguridad?
Hacia Cero Muertes
Cada Vida Cuenta
Idaho Transportation Department

¿Quiere a su familia?
Maneja con Cuidado
Como Llegar Sano y Salvo
• Siempre usa el cinturón de seguridad
• Siempre usa los asientos apropiados para niños
• Nunca maneja después de tomar bebidas alcohólicas
• Presta atención y no maneja soñoliento
• Nunca manda mensajes de texto
• Nunca usa el teléfono móvil
• Observa el límite de velocidad
• Maneja con cuidado según el clima
• Usa los señales de dirección
• Mantenga a su vehículo
Toward Zero Deaths
www.itd.idaho.gov - - Idaho Transportation Department

ASIENTO MIRANDO HACIA ATRAS
ASIENTO MIRANDO HACIA DELANTE
ASIENTO ELEVADO (BOOSTER SEAT)
CINTURON DE SEGURIDAD
Está tu futuro seguro?
Los niños son el futuro. Asegúrelos apropiadamente y a salvo en un asiento de seguridad adecuado siempre que estén en un automóvil, camión o SUV. En Idaho, la causa principal de muerte en niños mayores de 1 año de edad es un accidente de coche. La ley requiere que todos los niños hasta los 7 años deben ir apropiadamente asegurados en un asiento de seguridad.
4 ETAPAS DE SEGURIDAD PARA NIÑOS
NHTSA

INCENTIVE

GRANT

PROGRAM

HIGHLIGHTS

SECTION 410 IMPAIRED TRAFFIC INCENTIVE GRANT PROGRAM

The overall goal of the Section 410 Alcohol Traffic Incentive Grant Program is to reduce the number of alcohol-related fatalities and serious injuries through increased public awareness and education, training for law enforcement professionals, equipment, and salaries.

Impaired Driving Statewide Services Grant – SK81001
Funded Grant Total: $766,597 Expended: $ 345,257

Accomplishments include:

- **$58,504** funded the November 2009 statewide impaired driving enforcement mobilization. Federal funding for 43 agencies supported DUI overtime saturation or dedicated patrol hours. Officers made 12,682 traffic stops resulting in 366 DUI arrests. These results include the Idaho State Police efforts.

- **$63,372** funded the December 2009 statewide impaired driving enforcement mobilization. Federal funding for 46 agencies supported DUI overtime saturation or dedicated patrol hours. Officers made 15,277 traffic stops resulting in 505 DUI arrests. These results include the Idaho State Police efforts.

- **$59,461** funded the March 2010 statewide impaired driving enforcement mobilization. Federal funding for 42 agencies supported DUI overtime saturation or dedicated patrol hours. Officers made 14,183 traffic stops resulting in 420 DUI arrests. These results include the Idaho State Police efforts.

- **$45,448** funded the July 2010 statewide impaired driving enforcement mobilization. Federal funding for 44 agencies supported DUI overtime saturation or dedicated patrol hours. Officers made 17,000 traffic stops resulting in 386 DUI arrests. These results include the Idaho State Police efforts.

- **$55,855** funded the Labor Day 2010 statewide impaired driving enforcement mobilization. Federal funding for 45 agencies supported DUI overtime saturation or dedicated patrol hours. Officers made 12,681 traffic stops resulting in 294 DUI arrests.

- **$3,526** funded attendance for two ITD Administrative License Suspension Hearing Officers to attend the National Association of Hearing Officers Conference in Nashville.

- **$5,700** funded travel and registration expenses for approximately 30 judges and probation officers to attend the annual 2010 Idaho Conference on Alcohol and Drug Dependency which was held at Boise State University.

- **$5,000** covered travel costs for 60 prosecutors to attend Prosecuting the Drunk Driver course in Boise. The course was sponsored by the Idaho Prosecuting Attorney's Association and taught by Idaho's Traffic Safety Resource Prosecutor, Jared Olson.

- **$1,650** funded travel expenses for ISP Sgt. Dean Matlock to travel to Eastern Idaho instructing Advanced Roadside Impaired Driving Enforcement (ARIDE) to 32 law enforcement officers from 5 agencies.

- **$450** funded the registration fee for Boise Police Officer Jermaine Galloway to attend the Mothers Against Drunk Driving (MADD) 20 year celebration, in Washington D.C. While there, Officer Galloway was presented a national award from MADD for his work in underage drinking prevention.

- The following educational material was distributed:

DUI DRINK COASTERS	12,203	.08 BAC BROCHURE ENGLISH	1329
LITTER BAGS	6530	.08 BAC BROCHURE SPANISH	385
ADULT DUI BROCHURE ENGLISH	4145	IGNITION INTERLOCK INFO	771
ADULT DUI BROCHURE SPANISH	1220	UNDER 21 DUI BROCHURE	4760

Traffic Safety Resource Prosecutor Grant – SK81002
Funded Grant Total: $150,600 Expended: $ 137,009

Accomplishments include:
In the battle against impaired driving, adding more law enforcement officers doesn't always translate into more convictions or lead to fewer impaired drivers on Idaho highways. Jared Olson is Idaho's first Traffic Safety Resource Prosecutor (TSRP). He serves as a liaison and resource for prosecutors, judges, law enforcement officials and other stakeholders to draw on as they work to catch and convict impaired drivers across the state.

Technical Assistance Provided:

MONTH	TECHNICAL ASSISTANCE	TRAINING REQUESTS	NUMBER OF PARTICIPANTS
October 2009	69	4	380
November	64	6	98
December	38	7	943
January 2010	54	7	24
February	64	10	107
March	63	9	138
April	56	10	1,024
May	49	7	298
June	64	3	360

July	52	3	100
August	53	8	221
September	65	7	307
TOTALS	691	81	4,000

Participant Breakdown (as near as possible) for 4th Year:

Number Instructed	PROSECUTORS	POLICE	COMMUNITY
TOTALS	1034	1380	1586

Comparison to Previous Years' Training Report:

Number Instructed	PROSECUTORS	POLICE	COMMUNITY
First Year	93	666	3186
Second Year	565	1112	688
Third Year	580	1313	473
Fourth Year	1034	1380	1586
TOTALS	2272	4471	5933

Olson provided four editions of "For the Road", a quarterly newsletter mainly directed towards prosecutors, but also containing timely information for law enforcement officers as well.

SECTION 408 DATA PROGRAMS

Program funding is provided to identify priorities in making improvements of timeliness, accuracy, completeness, uniformity, integration and accessibility of the traffic safety data. In the June 2006 Traffic Records Assessment, each of the systems of Crash, Roadway, Vehicle, Driver, Citation/Adjudication and Injury Surveillance were evaluated to determine ways Idaho can more effectively gather and analyze the traffic crash data. Deficiencies were listed in the report, and a Strategic Plan was developed to address the deficiencies noted.

Of the systems developed for the collection, management, retrieval and analysis of crash data, the eImpact (**e**lectronic **I**daho **M**obile **P**rogram for **A**ccident **C**ollec**T**ion) system utilized in collecting crash data from law enforcement agencies. Of Idaho's 125 law enforcement agencies, 125 agencies submitted almost 100% of all crash reports electronically.

Projects are listed in the Strategic Plan and prioritized to address recommendations noted in the Traffic Records Assessment. Baseline values are set for each project and are used to determine whether measurable progress is being met. A grant application was completed and Idaho was awarded $500,000 in 2010. The funding will be distributed by the Traffic Records Coordinating Committee (TRCC) based upon the strategic plan and the regular quarterly meeting.

Accomplishments include:

Measurable Progress:
EMS Patient Care Reporting System, ID-P-EMS ID_P-00601
Funded State Total: $250,000 Expended: $103,820

The Idaho EMS Patient Care Reporting (PCR) System performance measure increase for completeness in the statewide EMS/Injury Surveillance database improvement was accepted by the Section 408 Review Team as meeting from an increase of 35% during July 1, 2008 to March 3, 2009, to 41% during July, 2009 to February 28, 2010 in the percentage of patient care report data records. These records are entered into the database with 129 fields of information, as opposed to 43 fields entered in non-PERCS report records. The Review Team determined "the improvement occurred subsequent to the start of the Section 408 application and award cycle in FY 2009, it constitutes current measurable progress of relevance".

Project status update on remaining projects:

Section 408 Incentive Data Program SAFETEA-LU – SK91001
Funded Grant Total: $735,431 Expended: $0

This project holds general obligation projects, integration projects with the crash system, and future electronic citation projects included in the Strategic Plan. During the current year there have been no integration projects. This will occur next year with the additional MMUCC Model Minimum Uniform Crash Criteria) elements being added.

MMUCC Compliance and Idaho Vehicle Collision Training Manual Revision, ID_P-00110
Funded Grant Total: $335,228 Expended: $113,781

The project planning, development, programming and testing have been completed for additional MMUCC elements and new attributes to existing elements. The agency to pilot test the implementation has been selected and will begin in January, 2011, with full implementation to all agencies after completion of testing.

Courts-Driver-CDLIS Integration Project, ID-P-00403
Funded Grant Total: $109,341 Expended: $78,531

Electronic court payments are posted daily to the driver record. This clears any pending suspension for non-payment of infractions. With electronic court suspension data posting, an increase of 20-25% more suspensions are being reported for drivers that should not have been driving, because of convictions. Posting is more timely and errors have been reduced and now clearly printed on daily reports. The ACD (AAMVA Code Dictionary) conviction codes for CDL (Commercial Driver's License) drivers moving to Idaho from other states are now being preserved and bring Idaho into compliance with FMCSA (Federal Motor Carrier Safety Administration) requirements.

Idaho Trauma Registry Enhancement, ID-P-00603
Funded Grant Total: $110,400 Expended: $98,702

The project funds the Emergency Medical Services (EMS) Bureau for a project to provide software enhancements for the Idaho Trauma Registry (ITR), increasing the number of data records available for analysis, and pursuing the use of trauma bands. Software purchases have been made and implemented during this fiscal year. Required data fields for reporting have been reduced to 53 fields. The numbers of hospitals submitting cases have been increased from 16 to 20 and 12 of the participating hospitals have been trained in the pilot project for using trauma bands in data linkage. While the enhancements were projected to be completed this year, the project is extended to FFY 2011 to complete input of the backlog of cases created during the transition to the new software. The new date for completion is projected to be June 1, 2011.

Nampa Police Department eCitation, ID-P-00507
Funded Grant Total: $5,250 Expended: $0

The project will begin October 1, 2011.

Orofino Police Department eCitation, ID-P-00508
Funded Grant Total: $10,000 Expended: $0

The project will begin October 1, 2011.

Rathdrum Police Department eCitation, ID-P-00509
Funded Grant Total: $6,408 Expended: $0

The project will begin October 1, 2011.

Sandpoint Police Department eCitation, ID-P-00510
Funded Grant Total: $43,301 Expended: $40,321

Electronic citation software has been purchased and is in “the build process”. Equipment is currently being installed in eight vehicles. There was a problem with brackets, but this has been resolved. The expected completion date is May, 2011.

Wilder Police Department eCitation, ID-P-00516
Funded Grant Total: $32,957 Expended: $32,362

All equipment has been installed and is working. Problems with the software have been resolved and the agency is working with the courts for the linkage with their system.

Teton County Sheriff eCitation, ID-P-00513
Funded Grant Total: $29,300 Expended: $0

The project will begin October 1, 2011.

Eastern Idaho Regional eCitation, ID-P-00514
Funded Grant Total: $281,465 Expended: $0

The project will begin October 1, 2011.

WebCars Mapping Solution, ID_P-00101
Funded Grant Total: $260,162 Expended: $4,472

The project identifies a mapping solution to enable user-friendly crash mapping, using mapped crashes to show hot spots and increase criteria selection in high accident locations. With the implementation of additional MMUCC elements and attributes, measurable progress will be met during the next fiscal year.

Unbiased Policing – Orofino Police Department, ID-P-00511
Funded Grant Total: $77,875 Expended: $64,284

See Section 1906 for project details.

Completed or Removed Projects:
Sign, Signal, Illumination Project , ID_P-00202
Funded Grant Total: $44,885 Expended: $37,084

The project created a centralized system for complete and accessible signs, signals and illumination data. The system improvements provide statewide ITD (Idaho Transportation Department) access to data in the system with data integrity of the newly centralized database. Training was completed in June, 2010. When the project was implemented, there were now 486 signals and light records in the database, an increase above the records listed in the excel spreadsheets utilized by districts previously. The system is being rolled into the TAMS (Transportation Asset Management System) which will provide more complete data in the justification process of funding improvements to Idaho's roadway system. Of the $96,150 total funded for this phase of the project, $51,265 was expended in FFY 2009. The project is now closed.

Post Falls Police Department eCitation, ID-P-00505
Funded Grant Total: $0 Expended: $0

Funding of $18,740 was expended during FFY 2009 on this project, with full implementation in FFY 2010. Electronic ticketing software and equipment was purchased for 13 patrol vehicles. The project

has allowed more accurate citation data to be transmitted to the court system for driver's license and vehicle information. Electronic citation equipment continues to be used on a daily basis. The project is now closed.

Rathdrum Police Department eCitation, ID-P-00506
Funded Grant Total: $0 Expended: $0

In FFY 2009, expenditures for this project were $10,100, and the performance measure was completed in FFY 2010. Rathdrum Police Department purchased electronic ticketing equipment for patrol vehicles to process citation data with greater accuracy of driver's license and vehicle information. With the electronic citation equipment, more accurate driver's license and vehicle information is transmitted to the court system. The initial baseline error rate was 9.5%. After ecitation implementation, the error rate was 5.2%. The project is now closed.

Twin Falls County Sheriff's Office eCitation, ID_P-00502
Funded Grant Total: $0 Expended: $0

Project funding of $45,000 was expended in FFY 2009. Full implementation and completion of the project was in FFY 2010. Twin Falls County Sheriff worked with Twin Falls City Police Department to purchase and install electronic citation equipment in agency vehicles. The project is now completed and agencies find citation data is more accurate and electronically transferred to the courts. In addition to accuracy, officers feel this technology makes their job safer. A baseline error rate was established at 4%. After implementation, the error rate was 0%. The project is now closed.

Orofino Police Department eCitation, ID-P-00504
Funded Grant Total: $0 Expended: $0

Funding of $12,950 was expended in FFY 2009 with completion of the project in FFY 2010. Orofino Police Department purchased electronic citation software and equipment. With the completion of this project, the agency processes more accurate citation data to the court system. The project is now closed.

Lewiston Police Department eCitation, ID_P-00504
Funded Grant Total: $0 Expended: $0

During FFY 2009, Lewiston Police Department expended $6,823 on bar code scanners to scan driver's licenses and vehicle data. With the completion of this project in FFY 2010, the agency processes more accurate and timely citation data. Baseline data established a 15% error rate. After implementation of the project, the error rate was 5%. The project is now closed.

CIRCA Enhancements Automated Vehicle Data Link, ID_P-00301
Funded Grant Total: $16,013 Expended: $2,692

The project created a linkage of CIRCA (Crash Information Retrieval, Collection and Analysis) with the DMV (Department of Motor Vehicles) database to check driver's license and vehicle registration information. Of the $25,000 funded for this project, $8,987 was expended in FFY 2009. The project is completed and closed.

Idaho State Police Electronic Ticketing, ID-P-00512
Funded Grant Total: $0 Expended: $0

An American Recovery was submitted with $900,000 funded for the project. The project scope was reviewed and reduced to accommodate a statewide implementation of electronic citation software and equipment. Currently electronic citations are linked with Canyon and Kootenai county courts. The project is completed.

Wendell Police Department eCitation, ID-P-00515
Funded Grant Total: $34,467 Expended: $0

The project was cancelled at the agency's request due to the city's financial status. The project is now removed from the strategic plan.

Unbiased Policing – Boise Police Department, ID-P-00512
Funded Grant Total: $254,170 Expended: $0

The agency requested to cancel the project, and is removed. See Section 1906 for project details.

Idaho State Police Accident Reconstruction Equipment, ID-P-0052
Funded Grant Total: $0 Expended: $0

The application for funding for Byrne Stimulus was not funded and the project is being removed from the strategic plan

Sign, Signal, Illumination Project , ID_P-00202
Funded Grant Total: $60,250 Expended: $0

The system is being rolled into the TAMS (Transportation Asset Management System) which will provide more complete data in the justification process of funding improvements to Idaho's roadway system. It was requested to cancel this phase of the project and removed from the strategic plan.

Section 408 Strategic Plan Project Schedule and Costs
Update for FFY 2010 Annual Evaluation

October 1, 2009 through September 30, 2010

				Year 4 Current Funding Budget				Year 4 Expenditures			
Priority	Project Description	System	Original Award	Federal 408	Federal 402	Federal/ FMSCA or Other Grant	State/City or County	Federal 408	Federal 402	Federal FMCSA or Other Grant	State/ City or County
1	MMUCC Compliance & Idaho Vehicle Collision Training Manual Revision	Crash	$335,228	$335,228		$50,000	$90,000	$113,781		$22,259	
2	Courts-Driver-CDLIS Enhancement Project	Driver	$111,000	$109,341				$78,531			
3	Idaho Trauma Registry Enhancement Project	Injury Surveillance	$138,000	$110,400			250,000	$98,702			$151,298
4	Nampa Police eCitation	Citation/ Adjudication	$0	$5,250				$0			
5	Orofino Police eCitation	Citation/ Adjudication	$0	$10,000				$0			
6	Rathdrum Police eCitation	Citation/ Adjudication	$0	$6,408				$0			
7	Sandpoint Police eCitation	Citation/ Adjudication	$0	$43,301				$40,321			
8	Wilder Police eCitation	Citation/ Adjudication	$0	$32,957				$32,362			
9	Teton Co. Sheriff's Office eCitation	Citation/ Adjudication	$0	$29,300				$0			
10	Eastern Idaho Regional eCitation	Citation/ Adjudication	$0	$281,465				$0			
11	Electronic Citation Projects to be implemented	Citation/ Adjudication	$0	$134,467				$0			
12	WebCars Mapping Solution	Crash	$260,162	$260,162	$30,000		$5,000	$4,472	$0		$0
13	EMS Patient Care Reporting System	Injury Surveillance		$0			$250,000				$103,820
14	Unbiased Policing Orofino Police Dept.	Citation/ Adjudication		$0	$77,875				$64,264		$0
	New NHTSA Award & Integration			$572,267			$200,963	$0			$11,994
	Total Current Projects		$844,390	$1,930,546	$107,875	$50,000	$795,963	$368,169	$64,264	$22,259	$675,112
	Program Match										$124,433

Section 408 Strategic Plan Project Schedule and Costs Continued
Update for FFY 2010 Annual Evaluation

October 1, 2009 through September 30, 2010

			Current/Final Funding Budget				Current/Final Expenditures			
Project Description	**System**	**Original Award**	**Federal 408**	**Federal 402**	**Federal/ FMSCA or Other Grant**	**State/City or County**	**Federal 408**	**Federal 402**	**Federal FMCSA or Other Grant**	**State/ City or County**
Sign & Signal Database	Roadway	$96,150	$44,885				$37,084			
Post Falls Police eCitation	Citation/ Adjudication	$18,749	$18,749				$18,740			
Rathdrum Police eCitation	Citation/ Adjudication	$10,115	$10,115				$10,100			
Twin Falls County eCitation	Citation/ Adjudication	$45,000	$45,000	$38,100	$50,000	$46,844	$45,000	$39,014	$48,152	$44,645
Orofino Police eCitation	Citation/ Adjudication	$13,300	$13,300				$12,950			
Lewiston Police eCitation	Citation/ Adjudication	$6,823	$6,823				$6,823			
CIRCA Enhancements Automated Vehicle Data Link	Crash/ Vehicle	$25,000	$16,013				$2,692			
Idaho State Police Electronic Ticketing	Citation/ Adjudication	$0	$0		$900,000				$900,000	
Wendell Police eCitation	Citation/ Adjudication	$34,467	$34,467			$11,490				
Unbiased Policing Boise Police Dept.	Citation/ Adjudication	$60,250	$60,250							
Idaho State Police Accident Reconstruction Equipment	Citation/ Adjudication	$0	$0		$189,117					
Sign & Signal Database	Roadway	$0	$0							
Total Completed and Canceled Projects			$249,602	$38,100	$1,139,117	$58,334	$133,389	$39,014	$948,152	$44,645

SECTION 2010 MOTORCYCLE SAFETY GRANT PROGRAM

Motorcycle awareness programs and rider training focus on reducing the number of single- and multi-vehicle crashes involving motorcycles and promoting public awareness of the motorcyclist in order to move towards zero traffic related deaths. Funding for the motorcycle safety program includes Sections 402 and 2010.

Motorcycle Safety Section 2010 – SK61002/SK61001

Funded Grant Total:	$147,169	Expended:	$ 73,943
SK61001	$21,827		$4,041
SK61002	$125,342		$69,902

Accomplishments include:

- Motorcycle fatalities jumped up to 34 in 2009, from 29 the prior two years. In 2010, there have been 28 fatalities through December 1st.

- The implementation of the Idaho Strategic Highway Safety Plan (SHSP) provided an opportunity to strengthen our already existing partnerships with motorcycle safety advocates from various backgrounds. The emphasis area team has been very proactive in implementing those strategies that were outlined in the final SHSP implementation.

- OHS secured motorcycle safety program funding with an application for Section 2010 Motorcycle Safety in July. An award for $100,000 was funded for FFY10.

- The Paid Media campaign for Motorcycle Safety program included radio, television, and outdoor with the message, "*Look Twice, Motorcycles Are Everywhere*." Outdoor media included billboards and pump toppers in 60 locations statewide. The broadcast flight for television and radio was June 14-17th, and dates for outdoor were May 31st – June 27th. This campaign was planned in conjunction with Ride Your Bike to Work day, June 21st. The goal of the media campaign was to increase motor vehicle operators' awareness of motorcyclists. OHS contributed $69,902 for the summer campaign with Section 2010 funding.

- The Boise Police Department Motor Unit partnered with Boise County Sheriff for a Motorcycle Aggressive Driving enforcement campaign. The enforcement started on July 4th and ran through Labor Day weekend. This was an enforcement and educational project that took place in Boise County. Sheriff Roeber requested assistance from Boise PD for additional summertime enforcement due to the increase in traffic during those months. The following activity was accomplished during the enforcement period: 263 speeding citations, 17 uninsured motorists cites, 2 suspended licenses, 2 youthful driver speeding citations, and 19 other aggressive driving citations. Section 402 provided funding of $25,861 from the Aggressive Driving Program for the enforcement campaign.

- Through our partnership with Idaho Coalition for Motorcycle Safety (ICMS) and Idaho *STAR*, OHS had the opportunity to develop a new paid media concept for Motorist Awareness Month. One of the strategies that came about from the SHSP planning session was the development of a postcard that riders could personalize and send to their friends and family members as warmer weather was approaching and riders would be seen more on the roadways. This postcard was very well received by the riding community, and was ready for distribution just in time for the May Motorist Awareness rally on May 1st. The postcards were distributed to motorcycle safety partners statewide including insurance agencies, riders groups, and motorcycle dealers. Section 2010 Incentive funds were used to cover the printing costs of the postcards. See Motorcycle Safety Paid Media for more details.

- OHS partnered with KBOI (Natalie Hurst), ICMS, and Idaho *STAR* to air a series of motorist awareness stories the week prior to the Motorist Awareness rally.

- Although there was an increase in the number of fatalities in 2008, there was a 15% decrease in the number of overall motorcycle-related crashes. As of December 1st, 2010, the number of motorcycle fatalities is 28, down from 34 in 2009.

SECTION 1906 RACIAL PROFILING GRANT PROGRAM

Idaho applied for and received Section 1906 grant funds in FFY 2007 and 2008.

This grant was implemented to ensure that law enforcement agencies have racial profiling policies and procedures in place, and that officers are following those policies and procedures when making traffic stops.

Boise Police Department – SK11003
Funded Grant Total: $254,170 Expended: $0

Accomplishments include:

- Racial Profiling grant funding was awarded to the Boise Police Department at the beginning of FFY ’10. This project was set up for e-ticketing implementation within the Motor Unit only, not department-wide.

- On May 5, 2010 OHS received notification from Boise PD that they made the decision to not participate in the Section 1906 Racial Profiling grant. Their concern was that equipment purchased might not being compatible with the new Records Management System (RMS). Also, the on-going maintenance costs could not be supported with grant funds.

- Madison County Sheriff was the recipient of funding that was originally allocated to Boise Police. They will be the lead agency in a county wide e-ticketing implementation project for Fiscal Year '11. This grant project is a coordinated effort with Rexburg Police Department as well as several other agencies within Region 6. All grant activities are scheduled to begin on October 1, 2010. Lieutenant Cameron Stanford has been working out the details of the project implementation for the last several months.

Orofino Police Department Racial Profiling – SK11002

Funded Grant Total: $77,875 Expended: $64,284

Accomplishments include:

- The Racial Profiling grant was awarded to Orofino Police Department at the close of FFY09, and was included in the FFY10 & FFY11 Performance Plan. This agency was selected to develop a pilot program which would serve as a model for smaller law enforcement agencies in Idaho, to capture race and ethnicity data on traffic stops, analyze the data, and make reports available to the public who request the information.

- This grant funding has made it possible for Orofino Police Department to purchase electronic ticketing equipment and in-car video cameras to support the data that is being captured.

- Data collection with the e-ticketing equipment started on March 1, 2010. Officers have been running test citations electronically for a few months. They have been able to export citations to the court successfully.

- Initial project implementation date was June 1, 2009. Orofino has made significant progress since the initial planning phase of this grant.

- All officers and office staff have completed training to be certified in ILETS.

- The interface between Orofino PD's Records Management System (RMS) and ILETS is still being developed. Implementation of ILETS department-wide should occur by March 1, 2011.

- Orofino has developed and implemented a website, using Section 1906 funds, as a tool to share project information with the community. Statistical data is actively being reviewed to determine if any problem areas are evident. It is anticipated data will be available to the public by July 1, 2011.

- As of September 1st, 2,274 hours of officer time have been dedicated to this project.

- Orofino Police Department is right on target to complete this project within this fiscal year, completion date of September 30, 2011.

(Chief Jeff Wilson – Orofino Police displaying the e-ticketing equipment purchased through the Section 1906 grant)

FHWA

FUNDING

SECTION 163 PROGRAM

Section 163 funds were used for the purpose of reducing traffic deaths and serious injuries on Idaho roadways in FFY 2010.

Paid Media Campaigns – V069730

Funded Grant Total:	$43,522	Expended:	$43,522
Highway Safety Overall	$1,792		$1,792
Summer Live Read	$14,950		$14,950
Aggressive Driving	$17,659		$17,659
Bicycle/Pedestrian	$9,121		$9,121

Accomplishments include:
These funds were instrumental in funding the OHS paid media campaigns during FFY 2010. A summary of the types of paid media purchases are provided by program area below. See Paid Advertising Program section for more details on the paid media campaigns.

Program Area	Media purchases
Overall	Media firm fees, outdoor, and radio advertising
Aggressive Driving	Radio and outdoor mobilization advertising
Bicycle/Pedestrian	Radio and television advertising
TOTAL	$43,523

Media Awareness – V069760

Funded Grant Total: $4,699 Expended: $0

Teen Website – V069740

Funded Grant Total: $60,549 Expended: $19,389

Accomplishments include:

- Planning and development of the new www.idahoteendriving.org website began in 2010. The XTR4.com website has been maintained until the new website is functioning. For a period of time the website will be redirected to the new website while content data is moved to the new website. Expenditures include web hosting and new website development.

Mobilizations – V079850

Funded Grant Total: $13,449 Expended: $13,449

Accomplishments include:
In an effort to reduce deaths and serious injuries resulting from motor vehicle crashes, statewide campaigns with OHS partners in law enforcement were emphasized. These mobilizations coordinate paid media campaigns beginning the week before a mobilization, to advertise and enhance the effectiveness of each campaign. These campaigns are designed to directly address driver behavior. See the Mobilization Section for more details.

FLEX HSIP FUNDING

Idaho is one of the lowest funded states from NHTSA, for its highway safety program. This is largely because Idaho cannot qualify for seat belt incentive grant funds due to the law requirements for Section 405 and Section 406 funding. This inability to obtain the passage of more effective seat belt and child passenger safety laws has reduced funding for occupant protection projects under SAFETEA-LU as compared to funding received under TEA-21.

To address this shortfall and bolster other programs, Idaho was able to flex a portion of the Highway Safety Improvement Program funding as provided by the Federal Highway Administration into the behavioral safety program. This took great support from our Idaho Federal Highway Administration Division office (FHWA) and the executives of the Idaho Transportation Department (ITD). The flex funds, totaling $612,386 are being spent on; paid media and enforcement for the statewide mobilizations, teen project intended to change attitudes and develop decision-making skills, child passenger safety, and traffic records enhancements. Although Idaho qualified for 10 percent, it was decided to use only 5 percent of the flex funds, with the rest used on infrastructure projects.

The majority of the funds will supplement NHTSA funds to build upon the successful format of the *Click It or Ticket* mobilizations. In FFY 2010, Idaho conducted ten mobilizations geared toward reducing impaired driving, aggressive driving, and increasing the use of seat belts. Idaho began increasing the number of statewide mobilizations starting in 2006.

Statewide Mobilization – V099470

Funded Grant Total:	$644,560	Expended:	$252,943
Aggressive Driving (H911)	$321,488		$100,622
Seat Belt (H961)	$128,072		$83,984
Youthful Driver (H912)	$70,000		$38,836
Teen Partner Project (H903)	$100,000		$29,067
Bicycle Pedestrian (H981)	$25,000		$434

Accomplishments include:

See Mobilization Section for more detail.

Behavioral Education – V099480

Funded Grant Total:	$478,479	Expended:	$322,315
Year Round Taglines (H910)	$32,000		$25,030
Strategic Highway Safety Plan/Idaho Highway Safety Coalition (H910)	$130,000		$37,335
Aggressive Driver Paid Media (H921)	$116,169		$72,243
Seat Belt Paid Media (H961)	$145,410		$145,410
Bicycle Pedestrian Paid Media (H981)	$15,000		$2,398
Child Passenger Safety Paid Media	$39,900		$39,900

Accomplishments include:

- The Live-Read Schedule was implemented in the summer of FFY '10. Our media vendor, Davies-Moore determined the schedule based on a target demographic of Adults 21+. A variety of stations were included in the media buy. The primary focus of the messages was DUI, aggressive driving, and seat belt use. Section 163 V069730 and flex funding V099480 was used to fund this tagline schedule.

- For the Aggressive Driving Spring campaign, flex funding from project V099470 was expended for overtime reimbursement. In addition, funding from Project V099480 was used for the media buy. For more details, see Section 402 Paid Media.

- Flex funds were coordinated with Section 402 Paid Media for both seat belt campaigns. For more details, see Section 402 Paid Media.

- For bicycle & pedestrian safety, Section 163 expenditures were utilized before flex fund were planned for expenditure.

ICAAP, Idaho Chapter of the American Academy of Pediatrics Child Passenger Safety Program – V099490

Funded Grant Total:	$12,260	Expended:	$6,640

Accomplishments include:
For details, see ICAAP Section 402.

Traffic Records – V099500

Funded Grant Total:	$69,428	Expended:	$37,128

Flex funding expenditures were part of the updating for CIRCA to .net, high accident location and related WebCars changes. See Section 402 Traffic Records Statewide Services project for more detail.

Teen Partner Project – V099470 (H903)

Funded Grant Total: $100,000 Expended: $29,067

During 2009, Idaho's young adult drivers were identified as 2.9 times as likely as other drivers to be in a vehicle crash. Idaho is fortunate to have a dedicated group of law enforcement officers who work full time jobs enforcing the laws of Idaho. At the end of the work day or week, a group of those officers are certified to then present a 4 ½ hour defensive driving class, *Alive at 25*, for young adults. The class program focuses on the behaviors and driving choices young, inexperienced drivers make. Presentations address what is happening, why it is happening, the unanticipated consequences of passengers and distractions in an automobile, who is (or should be) in charge and responsible in an automobile, and how to recognize and remedy when one loses charge and control of their passengers and/or automobile.

While establishing the program in communities throughout Idaho, instructors have been speaking with judges, prosecutors, parents, the news media, and making high school presentations to increase awareness and promote the *Alive at* 25 classes.

Instructor Thomas Gearrey from Nampa Police Department

Accomplishments include:

- Twenty instructors are presenting classes throughout Idaho. During FFY 2010, 28 classes were held at 10 different community sites. This was the first full year for offering the program.

- Of the students completing the class, 54% were males and 46% were females. As students register online at the www.idsafedriver.org, various reasons are recorded as to why they are attending this important class. Parents are the major reason students gave, and some parents have required a son or daughter to attend before giving permission to obtain a driving permit. Note reasons provided by students in the chart below:

Reasons	%
Parents required	37%
Before obtaining permit	17%
Recommended by law enforcement, court ordered	30%
Insurance reduction	11%
Other	5%

- The class is structured for young adults ages 15 through 24 and presented in a manner that addresses the various learning styles of students. If a student needs extra consideration, they are able to note this and alert the instructor when registering. An automatic email is generated to provide the instructor an opportunity to be prepared. Below is a chart providing the ages of students enrolling in this year's classes:

Student Age	% of Enrollment
Below 15	7%
15	25%
16	21%
17	21%
18	11%
19	5%
20	3%
Above 20	7%

- Seven officers attended *Alive at 25* training June 7-11. Instructors were Joy Grissom, *Alive at 25* National Training Director, and Capt. Rich Munro from the Colorado State Patrol. The class was held at the Meridian POST (Police Officer Standards Training) complex. Successfully completing the rigorous course: Todd Bilboa, Evan Bradley and Glen Rawson from Boise Police Department; Todd Howell from Bingham County Sheriff's Office; and Aaron Coleman, Rod Herman and Nathan Hoiosen from the Nampa Police Department.

- A workshop was held for all instructors on June 11. Lead by Joy Grissom, it offered agencies an opportunity to share how they are working in their community in presenting and offering classes to young adult drivers. Brochures and posters other states use to promote their program were among the visuals and information shared with instructors to take back for use in their community. Discussion and breakout sessions allowed all to participate, and it gave those in attendance a variety of solutions others have used to solve challenges.

Front row: *Andrew Hitt of Idaho State Police, Kent Chalmers of Rexburg Police, Robert Taylor of Cassia County Sheriff's Office, Kevin Smart of Kootenai County Sheriff's Office, Aaron Coleman of Nampa Police, Todd Howell of Bingham County Sheriff's Office, Thomas Gearrey of Nampa Police, Angela Jolley of Nampa Police, Joy Grissom National Training Director for Alive at 25 and Colorado State Patrol Trooper*
Back row: *Rich Munroe Instructor Trainer for Alive at 25 and Colorado State Patrol Captain, Evan Bradley of Boise Police, Dave Thomas of Boise Police, Todd Bilbo of Boise Police, Nathan Hoiosen of Nampa Police Jack McAvoy of Kootenai County Sheriff's Office and Rod Herman of Nampa Police*
Not pictured*: Glen Rawsen of Boise Police, Marcus Graham of Idaho State Police, Russ Turner of Owyhee County Sheriff's Office, Jared Willmore of Madison County Sheriff's Office, Tyler Carson of Orofino Police, Chad Harrold and Jay Warren of Canyon County Sheriff's Office*

PAID

ADVERTISING

PAID ADVERTISING

The overall goal of the Paid Advertising Program is to enhance the effectiveness of highway safety programs through paid media buys. Our public relations contractor, Davies Moore, worked hard to bring earned media to our highway safety issues. Strategic purchase of mass multi-media including radio, television, cinema, billboard, traffic/weather/news reports, and other printed medium were conducted to enhance public awareness and motivate behavioral changes to promote safe driving habits. **Fourteen campaigns** were conducted in seven highway safety focus areas during FFY 2010.

Impaired Driving Paid Advertising

Impaired Driving – Section 402 SPM1001 (H911), Section 410 SK810PM

Funded Grant Total:	$597,616	Expended:	$416,672
SPM1001 (H911)	$100,000		$22,504
SK810PM	$497,616		$397,168

Accomplishments include:

Section 402

- **$22,503** of Section 402 funding was combined with the **$45,487** of Section 410 for the **November 2009** two weeks of *minor-adult alcohol* television campaign that ran in **October 2009**. The focus was on adults providing alcohol to minors.

Section 410

- **$45,487** of Section 410 combined with **$22,503** funding was used for two weeks of *Minor-Adult Alcohol* television Campaign that ran in **October 2009**. The focus was on adults providing alcohol to minors.

	PAID	MATCH		PAID	MATCH		PAID	MATCH
TV	1160	2336	**RADIO**	0	0	**OUTSIDE**	0	0

- **$59,541** of Section 410 funding was used for the **November 2009** Impaired Mobilization for the purchase of television and radio advertising, with the message "*Over the Limit Under Arrest.*" The funding purchased:

	PAID	MATCH		PAID	MATCH		PAID	MATCH
TV	1156	1572	**RADIO**	1121	1156	**OUTSIDE**	0	0

- **$69,834** of Section 410 funding was used for the **December 2009** Impaired Driving mobilization to purchase television, radio, and outdoor advertising featuring the message, "*Over the Limit Under Arrest*." The funding purchased:

	PAID	MATCH		PAID	MATCH		PAID	MATCH
TV	1144	1655	**RADIO**	1079	1202	**OUTSIDE**	9	5

- **$54,845** of Section 410 funding was used for the **March 2010** Impaired Driving mobilization for television, radio, and outdoor advertising, with the message, "*Over the Limit Under Arrest*." The funding purchased:

	PAID	MATCH		PAID	MATCH		PAID	MATCH
TV	921	1177	**RADIO**	950	955	**OUTSIDE**	10	3

- **$49,849** of Section 410 funding was used for two weeks of *Minor-Adult Alcohol* television campaign that ran in **June 2010**. The focus was on adults providing alcohol to minors.

	PAID	MATCH		PAID	MATCH		PAID	MATCH
TV	1620	1426	**RADIO**	0	0	**OUTSIDE**	0	0

- **$69,645** of Section 410 funding was used for the **July 2010** Impaired Driving mobilization to purchase television, radio, and outdoor advertising, featuring the message, "*Over the Limit Under Arrest.*" The funding purchased:

	PAID	MATCH		PAID	MATCH		PAID	MATCH
TV	905	1232	**RADIO**	1071	1131	**OUTSIDE**	21	7

- **$69,543** of Section 410 funding was used for the **August/September 2010** Impaired Driving mobilization for television, radio, and outdoor advertising, with the message "*Over the Limit Under Arrest*." The funding purchased:

	PAID	MATCH		PAID	MATCH		PAID	MATCH
TV	934	1225	**RADIO**	1065	1111	**OUTSIDE**	22	7

SAFETY RESTRAINT PAID ADVERTISING

Safety Restraints – Section 402 SPM1001, Flex Funds V099480 (H961)

Funded Grant Total:	$322,910	Expended:	$234,782
SPM1001 (H961)	$177,500		$89,372
V099480 (H961)	$145,410		$145,410

Accomplishments include:
There were two safety restraint campaigns this year. The first was held during the May 24 – June 6, 2010 mobilization.

- The paid media campaign consisted of television, radio, billboard and online advertising. We ran two types of television ads during the campaign. The first ad was titled "*Do the Right Thing*." This ad was a social awareness campaign to let get Idahoans to realize that most people are buckling up and they should too. The billboard also ran the same theme which states that "*8 out of 10 Idahoans Buckle Up. Do you?*" The second TV ad was called "*Faceplant*" which was a high impact social media to show you what could happen if you are in a crash and you aren't buckled up. The billboard, radio and TV ads were produced in-house. The *Faceplant* ad was produced by NHTSA and tagged with ITD logo at no cost to the state.

Description	**Quantity**
Television Airings (Paid / Free)	2042 / 2652
Radio Spots (Paid / Free)	2425 / 2516
Billboards (Paid / Free)	39 / 13
Print/Online IMP	375
Spanish Radio (Paid/Free)	318 / 317

- Social media is the new buzz word so we reached out to the public by placing the *Faceplant* ad on the Idaho Transportation Department's Facebook page. From that Facebook page a number of citizens shared it with their friends. We have no way of tracking how many people viewed the through Facebook sharing. A link to the ad was also put on the SeatBeltsSave and ITD twitter links.

- A new radio spot was recorded with the voice of a young man. The voice choice was based on the target audience of 18-34 males we are trying to reach. The recording was performed in-house.

- Baseball outfield sign for the Idaho Falls Chuckers. The team is located in the area of the state that has the lowest seat belt use rate.

- Spanish outreach advertising with seat belt ads were placed in two issues of a south Idaho Spanish magazine we also placed an ad in the Spanish phone book.

The second media campaign ran during the September 10-20, 2010 seat belt campaign. This campaign also contained messaging regarding child passenger restraints. The paid media campaign cost $85,115.

- This campaign consisted of TV, radio, and billboards. There was a dual focus on this campaign since it was conducted during the NHTSA National Child Passenger Safety Week. Seat belt and child passenger safety ads were both run for additional information regarding the CPS portion of the campaign see the next section.

- The radio, TV and billboard ads that ran were the same as the ads in the May campaign which included the TV *"Faceplant"* and "*Do the Right Thing*" ads.

Description	Quantity
Television Airings (Paid / Free)	1748 / 2257
Radio Spots (Paid / Free)	1452 / 1403
Billboards (Paid / Free)	27 / 7

- Posters were also created and made available to law enforcement and educators around the state.

CHILD PASSENGER SAFETY PAID ADVERTISING

Child Passenger Safety – Section 402 SPM1001, Flex Funds V099480 (H963)

Funded Grant Total:	$42,400	Expended:	$42,328
SPM1001 (H963)	$2,500		$2,428
V099480 (H963)	$39,900		$39,900

Accomplishments include:
A media campaign was conducted in conjunction with the National Child Passenger Safety Week. The radio ad included a message to parents from the child, reminding them to buckle up too! We created a new billboard using the NHTSA design as the inspiration. The same design was translated into Spanish and placed in a local Spanish magazine.

Description	Quantity
Radio Spots (Paid / Free)	897 / 865
Billboards (Paid / Free)	21 / 6

Child passenger safety seat technicians were encouraged to conduct seat check sites during the National Seat Check Saturday. Over 12 check sites were conducted during the campaign.

AGGRESSIVE DRIVING PAID ADVERTISING

Aggressive Driving – Section 402 SPM1001, Flex Funds V099480, Section 163 V069730 (H921)

Funded Grant Total:	$306,828	Expended:	$203,868
SPM1001 (H921)	$173,000		$113,796
V099480	$116,169		$72,243
V069730	$17,659		$17,659

Accomplishments include:
OHS sponsored two statewide aggressive driving campaigns, one from April 1-12, 2010 and the other one was July 15-26, 2010. A new paid media campaign was developed in 2010. The slogan message for both of these paid media campaigns were *"Dangerous Drivers: Run Red Lights. Tailgate. Speed. Are you One?* "In conjunction with a new billboard, television and radio 30- second advertisements were developed in-house. This was a joint effort with our Communications Office. The focus of the media was to define & educate the public about what aggressive driving is.

In 2010, the media buy for both the April and July mobilizations was coordinated through Davies-Moore. Details of the media buy for April and July are as follows:

- Estimated 70 outdoor paid billboards, with 22 matching spots
- 82% of the population was reached through outdoor media
- Radio paid spots purchased were 5529, 7373 matching spots
- More than 5,454,544 impressions for online advertising, during the July campaign.
- 63-65% of the population was reached through radio ads

Radio ads for the April campaign aired from March 22 – April 11, 2010. Billboards were on display for 30 days, from March 22 – April 18, 2010 with the exception of North Idaho locations. Flight dates for Coeur d' Alene and Sandpoint were from March 10 – April 4th. Paid media for this campaign cost $89,902.

Radio and television for the July campaign ran from July 5-23rd, 2010. Scheduled flight dates for the billboards were June 28-July 25th. Online advertising ran from June 28th-July 25th. This was the second consecutive year that on-line advertising was used as part of our paid media campaign for July. In addition, two Spanish radio 30-second ads were developed and aired on several stations throughout southwestern Idaho. Also included in the *Summer* campaign, was a schedule for live traffic reads with two aggressive driving 15-second messages. Paid media for the campaign cost $112,735.

The media vendor Davies-Moore was also instrumental in coordinating our monthly publications for the Spanish magazine, La Mirada. The September issue focused on Aggressive Driving, using a billboard from our July Aggressive campaign. (see above)

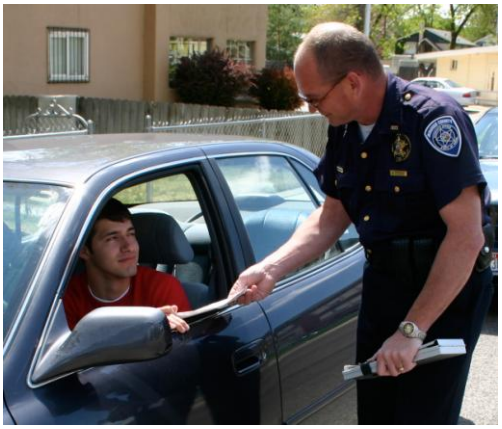
YOUTHFUL DRIVER PAID ADVERTISING

Youthful Driver – Section 402 SPM1001 (H912)

Funded Grant Total: $50,000 Expended: $49,291

Accomplishments include:

Paid media was purchased for television to promote safe driving behaviors. The focus of the ad encouraged youthful drivers to slow down and wear seat belts.



MEDIA	PAID	MATCH
TV	1,482	1,692

Featured in the advertisement, and shown at the right, were Capt. Mark Cowley from the Bingham County Sheriff's Office and teen, Brandon Ibarra, from the Bingham/Blackfoot Teen Advisory. The television ad also made the public aware of the National Teen Driver Safety Week.

Bicycle and Pedestrian Safety Paid Advertising

Bicycle/Pedestrian Safety – Section 402 SPM1001, Flex Funds V099480, Section 163 V069730 (H981)

Funded Grant Total:	$24,048	Expended:	$11,519
V099840(H981)	$15,000		$2,398
V069730 (H981)	$9,048		$9,121

Accomplishments include:

The bicycle/pedestrian campaign included a primary sponsorship with KIVI for the "Safe smart" Treasure Valley campaign. This included radio ads and television spots which aired during May through August 2010. The television ad used was the award winning black & white retro style commercial which was created in-house. The sponsorship also included a link in the Head Smart web page which covered bicycle helmet safety information and a link to ITD's website. To reach the Spanish-speaking population, an ad was published in La Mirada magazine which explained the meaning of pedestrian crossing signals. This was an ad created by NHTSA.

MOTORCYCLE SAFETY PAID ADVERTISING

Motorcycle Safety – Section 2010 SK61002

Funded Grant Total:	$125,342	Expended:	$69,902
SK61002	$125,342		$69,902

Accomplishments include:

The paid media campaign for Motorcycle Safety Program included radio, television, and outdoor with the message, "*Look Twice, Motorcycles Are Everywhere*." Outdoor media included billboards and pump toppers in 60 locations statewide. The broadcast flight for television and radio was June 14-17th, and dates for outdoor were May 31st – June 27th. This campaign was planned in conjunction with Ride Your Bike to Work day, June 21st. The goal of the media campaign was to increase motor vehicle operators' awareness of motorcyclists. During the campaign, 1,188 radio ads were purchased & OHS received 1,209 free radio spots. OHS purchased 114 television spots and received 186 free television spots. 204 pump topper posters were added to the media buy plan for the June campaign, and placed in 60 locations statewide. OHS contributed $69,902 for the summer campaign using Section 2010 funding.

OHS coordinated another media project in April, with a similar message. This was a joint partnership between the Idaho *STAR,* Idaho Coalition for Motorcycle Safety (ICMS), and OHS to develop a new paid media concept for Motorist Awareness Month. One of the strategies that came about from the SHSP planning session was the development of a postcard that riders could personalize and send to their friends and family members, as warmer weather was approaching and riders would be seen more on the roadways. This postcard was very well received by the riding community, and was ready for distribution just in time for the May Motorist Awareness rally on May 1st. The postcards were distributed to motorcycle safety partners statewide. Section 2010 Incentive funds were used to cover the printing costs of the postcards. See Motorcycle Safety Paid Media for more details. (sample below)

FFY 2010 Paid Advertising Summary

Focus Area	Section 402		Section 410		Section 2010		Section 163		Flex Funds		Total Paid Advertising	
	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended	Budget	Expended
Impaired Driving Total	$57,000	$22,504	$497,616	$397,168			$0	$0	$0	$0	$554,616	$419,672
Youthful Driver Total	$50,000	$49,291					$0	$0	$0	$0	$50,000	$49,291
Aggressive Driving Total	$173,000	$113,796					$17,659	$17,659	$116,169	$72,243	$306,828	$203,698
Safety Restraints Total	$177,500	$89,372					$0	$0	$145,410	$145,410	$322,910	$234,782
Child Passenger Safety	$2,500	$2,428					$0	$0	$39,900	$39,900	$42,400	$42,328
Bicycle/Pedestrian Total	$0	$0					$9,121	$9,121	$15,000	$2,398	$24,121	$11,519
Highway Safety Program Overall	$0	$0					$16,742	$16,742	$32,000	$25,030	$48,742	$41,772
Motorcycle Safety	$0	$0			$125,342	$69,902	$0	$0	$0	$0	$125,342	$69,902
Total Paid Advertising	$460,000	$277,391	$497,616	$397,168	$125,342	$69,902	$43,522	$43,522	$348,479	$284,981	$1,474,959	**$1,072,964**

FFY 2010 Media Summary of Activities

PROGRAM	MEDIA	FLIGHT DATES	MARKETS	AVG. FREQUENCY	AVG. REACH	PAID SPOTS	MATCHING SPOTS	MEDIA COSTS
Seatbelt	Television/Cable	Flight #1 5/10 - 6/13 Flight #2 8/23 - 9/26	Boise, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/Moscow	5.39	62.7%	3796	4911	$82,756.93
	Radio		Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremon, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	13.73	70.4%	3520	3913	$62,157.18
	Outdoor		Boise, Nampa, Caldwell, Lewiston, Moscow, Twin Falls, Burley, Rupert, Paul, Idaho Falls, Pocatello, CDA, Post Falls	13.12	82.7%	66	21	$70,496.52
	Online	5/10 - 6/13	Targeted Online Banners-Statewide	Targeted Online Banners	4862498.00	2,431,249	2,431,249	$14,551.74
Impaired Drivers	Radio	Flight #1 12/14 - 1/03 Flight #2 3/01 - 3/21 Flight #3 6/28 - 7/25 Flight #4 8/23 - 9/12 Flight #5 11/16 - 11/29	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Bingham, Bonneville, Butte Caribou, Clark, Custer, Fremont Jefferson, Lemhi, Madison, Power Teton, Bear Lake, Oneida, Franklin,Blaine, Camas, Cassia, Gooding, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	9.04	62.0%	5271	5555	$92,527.63
	Television/Cable		Boise, Idaho Falls/Pocatello, Twin Falls, N. Idaho/Spokane, Lewiston/Moscow	4.09	64.9%	5060	6861	$158,194.18
	Outdoor	Flight #1 12/1 - 1/13 Flight #2 3/01 - 3/28 Flight #3 6/28 - 7/25 Flight #4 8/16 - 9/12	Boise, Nampa, Caldwell, Pocatello/Idaho Falls, Twin Falls, Lewiston, Moscow, Burley, Rupert, Kellog/Wallace, CDA	11.97	82.3%	63	27	$72,689.30
Aggressive Driving	Radio	Flight # 1 3/22 - 4/11 Flight #2 7/05 - 7/25	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremon, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	12.55	63.11%	2935	3088	$50,877.79
	Television/Cable			4.9	65.07%	2594	4285	$66,991.27
	Outdoor	Flight # 1 3/22 - 4/18 Flight #2 6/28 - 7/25	Ada	11.97	82.29%	70	22	$68,706.66
	Online	6/28 - 7/25		12.34	82.34%	2,727,272	2,727,272	$16,323.60

FFY 2010 Media Summary of Activities

PROGRAM	MEDIA	FLIGHT DATES	MARKETS	AVG. FREQUENCY	AVG. REACH	PAID SPOTS	MATCHING SPOTS	MEDIA COSTS
Child Restraint	Radio	9/13 - 9/26	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremon, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	8.98	59.2%	898	865	$18,578.62
	Outdoor	9/6 - 10/03	Boise, Nampa, Caldwell, Lewiston, Moscow, Twin Falls, Burley, Rupert, Paul, Idaho Falls, Pocatello, CDA, Post Falls	13.06	79.1%	21	6	$23,244.05
Motorcycle	Radio	6/14 -6/27	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremon, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	9.45	65.9%	1188	1209	$23,429.33
	Television/Cable		Southern Idaho - Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem	4.3	50.2%	114	186	$7,603.50
	Outdoor	5/31 - 7/11	Boise, Nampa, Caldwell, Pocatello, Idaho Falls, CDA, Twin Falls, Lewiston, Moscow	14	85.0%	29	29	$22,545.62
	Pump Toppers	5/28-6/28	Boise, Nampa, Pocatello, Idaho Falls, Twin Falls. Burley, Coeur d'Alene, Post Falls, Moscow, Lewiston	60 locations	NA	4 weeks	2 weeks	$16,323.52
Bike/Ped Safety	Radio	5/24 - 8/23	Boise Market only	12.5	32.0%	176	187	$3,798.04
	Television	5/24 - 8/23		11.4	25.7%	146	637	$7,214.96
Youth Driver Saftey	Television	10/12 - 10/25	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremon, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	4.73	73.20%	1482	1692	$49,290.50
Minor-Adult Alcohol Campaign	Television	Flight #1 5/31 - 6/13 Flight #2 10/19 - 11/01	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremon, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	6.07	89.44%	2799	4662	$95,337.98
Live Reads	Radio	7/12 - 9/05	Ada, Boise, Canyon, Elmore, Owyhee, Payette, Valley, Adams, Camas, Gem, Bannock, Bingham, Bonneville, Butte, Caribou, Clark, Custer, Fremon, Jefferson, Lemhi, Madison, Power, Teton, Bear Lake, Oneida, Franklin, Blaine, Camas, Cassia, Gooding, Lincoln, Minidoka, Twin Falls County, Jerome, Kootenai, Shoshone, Bonner, Benewah, Boundary, Latah, Clearwater, Nez Perce, Idaho, Lewis	17.75	58.8%	2570	2921	$39,980.15

SUMMARY OF PAID ADVERTISING SURVEY RESULTS

The Social Science Research Unit (SSRU) at the University of Idaho was contracted by the Idaho Transportation Department (ITD), Office of Highway Safety (OHS), to conduct the annual public awareness survey. A version of this survey has been conducted each year from 2003. A total of $17,100 was expended for the survey in 2010, with $14,000 from Section 402 and $3,100 from Section 2010 for data collection and analysis.

In 2009, wireless telephone numbers were added to the sample to account for the fact that nearly 1/4 (22.7%) of all Idaho households no longer have a landline telephone number. Research has shown that wireless-only households tend to be younger (18-29 years), are more likely to be male, and are more educated than landline households. Accounting for wireless-only households is important in representative survey research.

The survey instrument was modified from previous years. Wording for questions retained from previous years was kept the same so the data can be compared across years; however some questions were omitted that had been on previous surveys and a few new questions were added to the survey this year. The survey took 12 minutes on average to complete as was approved by the University of Idaho Institutional Review Board.

All SSRU telephone interviewers were trained in proper telephone interviewing, phone etiquette, and the use of Computer Assisted Telephone Interviewing (CATI) software. In addition, interviewers received training specific to the survey, including what kinds of questions respondents may have regarding the study and how to code specific types of responses. Each interviewer is required to complete an online National Institutes of Health training course in human subject research, including confidentiality rules and regulations. Interviewers were monitored during each calling session by trained supervisors.

To increase the telephone survey response rate, a pre-calling postcard was sent to all landline respondents the week prior to the telephone calls (July 7, 2010). The postcard stated the date for contact by SSRU, the purpose of the survey, and provided a toll-free number to call the SSRU if they had any questions or concerns regarding the study. Calls began July 12, 2010 and continued until August 19, 2010. The SSRU employed a Spanish-language speaking interviewer. Ten surveys were conducted in Spanish.

For the survey of landlines, 304 completed interviews, 102 were disconnected numbers, 24 ineligibles households (households or respondents that had lived in Idaho for less than six months, were deceased, did not have a valid driver's license, were fax numbers or businesses, or spoke a language other than English or Spanish), and 119 were refusals. 219 households were not able to be contacted for the survey. The final response rate is 45.1%, the cooperation rate (the proportion of interviews conducted from all eligible units actually contacted) is 71.9%, and the refusal rate is 17.7%.

The study resulted in 260 completed interviews for the mobile phones, 616 disconnected numbers, 200 ineligibles households (households or respondents that had lived in Idaho for less than six months, were deceased, did not have a valid driver's license, or spoke a language other than English or Spanish, were too young to complete the survey, lines used only for business purposes, or individuals that did not live in Idaho), and 318 refusals. 606 households were not able to be contacted for the survey. The final response rate is 22.0%, the cooperation rate (the proportion of interviews conducted from all eligible units actually contacted) is 45.0%, and the refusal rate is 26.9%.

The final response rate for the combined landlines and mobile phones is 30.4%, the final cooperation rate is 56.3%, and the final refusal rate is 23.5%.

This study provides valuable information about driving behavior in the State of Idaho. In addition, this study presents quantitative data about preferences regarding legislation and regulations affecting Idaho's drivers. Several key finding from this study are:

- 84% of Idaho drivers report they always wear a seatbelt when driving or riding in a vehicle. This estimate is not statistically different than the survey estimate from the 2009 telephone study (82%), or from a 2010 statewide observational study of seatbelt use, indicating similar findings from the three studies;

- Over half of respondents (59%) state they would either probably or definitely support legislation allowing police to ticket individuals for not wearing a seatbelt, even if that was the only reason for which they were pulled over;

- A statistically significantly higher percentage of Idaho residents stated they never engage in aggressive driving behavior in 2010 (50%) compared to 2009 (36%);

- When asked to describe the relationship between road rage and aggressive driving, the most common response was road rage involves anger, maliciousness, or disregard for others and aggressive driving does not;

- 40% of Idaho drivers, state they never drive more than 5 miles over the speed limit on a road with a speed limit of 30 miles per hour; that percentage rises 54% for roads with a 65 mile per hour speed limit;

- 60% of drivers state they believe it is either "very likely" or "likely" they will get a ticket for driving more than five miles over the speed limit;

- Nearly a third (32%) of respondents indicated the most common problem they observe with teenage drivers is talking or texting on a cell phone;

- Over half (64%) of respondents said they would support legislation raising the age at which children should be restrained in a booster seat or car seat to eight years old, and 60% felt it is either "very likely" or "likely" someone will receive a ticket for failing to buckle up a child;

- Nearly all respondents (97%) felt it was "very important" or "important" for Idaho to enforce the drinking and driving laws, though only 70% of drivers would support roadblocks to check for drivers who had been drinking;

- Half of all drivers (52%) "strongly agree" that risky driving behavior such as speeding, driving under the influence, and not wearing a seatbelt, could result in additional medical costs and increased health insurance premiums for all Idahoans;

- 88% of respondents feel either "safe" or "very safe" on Idaho's roads and highways, and a similar amount (89%) feel the laws and highway safety regulations contribute either a "great deal" or "somewhat" to safer highways.

2010 Paid Advertising Survey Results

How often do you drive a motor vehicle?

Response	Frequency	Percent
None	24	4.4
A few times a year	4	0.7
A few times a month	25	4.6
Almost every day	124	22.9
Every day	377	67.3
Don't know	1	0.2
Total	423	100.0

*

How often do you wear a seat belt when you are driving or riding in a motor vehicle? (required question B-1)

Response	Frequency	Percent
Never	12	2.2
Rarely	8	1.4
Occasionally	19	3.4
Usually	52	9.4
Always	463	83.5
Total	554	100.0

In the past 60 days, have you recently seen or heard messages about seat belt law enforcement? (required question B-2)

Response	Frequency	Percent
No	175	32.1
Yes	371	65.3
Don't know -- don't read	9	2.6
Total	555	100.0

What do you think the chances are of getting a ticket if you don't wear your safety belt? (required question B-3)

Response	Frequency	Percent
Very likely	125	22.5
Likely	150	27.2
Neutral	81	14.7
Unlikely	115	20.8
Very unlikely	59	10.6
Don't know	22	4.1
Total	552	100.0

*

Would you support legislation allowing police to ticket you for not wearing a seat belt, even if that was the only reason for which you were pulled over?

Response	Frequency	Percent
Definitely not support	111	20.2
Probably not support	69	12.6
I am neutral	36	6.4
Probably support	113	20.4
Definitely support	213	38.7
Don't know -- don't read	9	1.7
Total	551	100.0

On a local road with a speed limit of 30 miles per hour, how often do you drive faster than 35 miles per hour? (required question S1-a)

Response	Frequency	Percent
Never	222	40.3
Rarely	187	33.6
Occasionally	98	17.8
Usually	34	6.1
Always	12	2.1
Total	553	100.0

*

On a local road with a speed limit of 65 miles per hour, how often do you drive faster than 70 miles per hour? (required question S-1b)

Response	Frequency	Percent
Never	297	54.2
Rarely	171	30.7
Occasionally	66	11.9
Usually	11	1.9
Always	6	1.1
Don’t know	1	.2
Total	552	100.0

What do you think are the chances of getting a ticket if you drive more than five miles over the speed limit? (required question S-3)

Response	Frequency	Percent
Very likely	137	24.8
Likely	195	35.1
Neutral	70	12.6
Unlikely	98	17.9
Very unlikely	44	8.0
Don’t know	9	1.6
Total	553	100.0

Within the last 30 days, have you read, seen, or heard anything about speed enforcement by local law enforcement? (required question S-2)

Response	Frequency	Percent
No	351	63.9
Yes	191	34.3
Don't know	10	1.8
Total	552	100.0

Are inappropriate driving behaviors of teenagers a problem in your community?

Response	Frequency	Percent	
I don't notice a problem	202	36.7	
Minor problem	114	20.7	
Moderate problem	150	27.2	
Major problem	68	12.3	
Don't know -- don't read	17	3.0	
Total	551	100.0	*

Would you support legislation that would require children to be restrained using a child safety seat or booster seat until they reach eight years old?

Response	Frequency	Percent	
No	161	29.4	
Yes	352	63.9	
Don't know -- don't read	36	6.6	
Total	549	100.0	*

In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcoholic beverages? (required question A-1)

Response	Frequency	Percent
Once	36	6.5
Twice	23	4.1
Three times	10	1.8
More than three times	17	3.1
Never	290	53.1
I don’t drink alcohol	170	31.4
Total	546	100.0

What do you think the chances are of someone getting arrested if they drive after drinking? (required question A-3)

Response	Frequency	Percent	
Very likely	189	34.3	
Likely	191	34.8	
Neutral	68	12.4	
Unlikely	72	13.0	
Very Unlikely	11	1.9	
Don't know	19	3.4	
Total	550	100.0	*

In the past 30 days, have you seen or heard messages about not drinking and driving? (required question A-2)

Response	Frequency	Percent	
No	128	23.6	
Yes	413	75.2	
Don’t know	7	1.3	
Total	548	100.0	*

Where did you see or hear this message?

Response	Frequency	Percent	
Billboard	157	28.1	
Radio	90	16.1	
Television	264	48.4	
Poster	0	0.0	
Brochure	0	0.0	
Newspaper	35	6.4	
Law enforcement officer	6	1.1	
News stories	5	0.9	
Internet	2	0.3	
Don't know	7	1.2	
Other	29	5.2	
Total	551	100.0	*

Would you support the police setting up roadblocks to check for drivers who had been drinking?

Response	Frequency	Percent
No	131	24.0
Yes	384	69.9
Don't know -- don't read	34	6.1
Total	549	100.0

Have you recently seen or heard messages about motorcycle awareness?

Response	Frequency	Percent	
No	191	35.0	
Yes	352	64.0	
Don't know -- don't read	6	1.1	
Total	549	100.0	*

Have you recently seen or heard the message "Look Twice. Motorcycles are Everywhere"?

Response	Frequency	Percent	
No	42	11.6	
Yes	309	86.3	
Don't know -- don't read	7	2.0	
Total	358	100.0	*

Do you feel that risky driving behavior such as speeding, driving under the influence, and not wearing a seat belt, could result in additional medical costs and increased health insurance premiums for all Idahoans?

Response	Frequency	Percent
Strongly agree	282	51.5
Agree	201	37.0
Disagree	30	5.4
Strongly disagree	8	1.4
Don't know	25	4.7
Total	546	100.0

In what year were you born?

Response	Frequency	Percent
18-19	7	1.3
20-24	33	5.8
25-34	65	11.6
35-44	66	12.0
45-54	90	16.5
55-59	62	11.5
60-64	61	11.3
65-74	90	16.9
75-84	49	9.6
85 +	17	3.4
Total	540	100.0 *

*Actual percentage may be under or greater than 100 due to rounding

TRAFFIC

ENFORCEMENT

MOBILIZATION

PROGRAM

MOBILIZATIONS

Mobilizations – The following funds supported our high visibility enforcement campaigns in FFY 2010; Section 402 Impaired SAL1001, Safety Restraint SSB1001, Aggressive SPT1001, Youthful Driver SPT1021, Pedestrian Safety SPS1001, Section 410 Impaired SK81001, Section 163 V079850, Flex HSIP V099470.

The traffic enforcement mobilization program is a concerted effort to reduce deaths, serious injuries and economic loss in traffic crashes by funding dedicated overtime enforcement hours and an incentive program that provide a means for agencies to acquire traffic safety equipment by working regular duty hours dedicated to the Traffic Enforcement Mobilization.

One to two weeks prior to each mobilization, a paid and earned media campaign is conducted using TV, radio, print and billboards. It is designed to address driver behavior by increasing the visibility of the enforcement effort to enhance effectiveness.

Participating law enforcement agencies provide commissioned officers to enforce impaired driving, aggressive driving, and safety restraint use laws with the mobilization emphasis designated by OHS. Some agencies also work regular duty hours dedicated to the mobilizations. The hours are tracked and OHS reimburses the agency at a rate of $20/hour for purchase of approved traffic safety equipment. Each agency is asked to work with local media to publicize the enforcement effort to increase its effectiveness and to provide education to the public. OHS provides promotional materials and draft press releases. Some agencies also participate in statewide highway safety paid media campaigns and all agencies accept the benefits of having the ads run in their local communities.

Ten traffic enforcement mobilizations were conducted. When possible, the mobilization efforts were held in conjunction with the NHTSA national mobilizations. Idaho has a total of 130 law enforcement agencies. There were 140 days of enhanced traffic enforcement during FFY 2010 as a result of the mobilization program.

Mobilization Calendar for FFY 2010

Mobilization, Date	Focus Area	Number of Agencies Participating	Overtime Hours	Dedicated Enforcement Hours	Number of Officers Participating
School Zone: Oct. 17-25, 2009	Youthful Driver	44	8,677	1,494	1,281
Thanksgiving: Nov. 20-30, 2009	Impaired Driving	51	1,558	2,045	501
New Years: Dec. 18, 2009-Jan. 2, 2010	Impaired Driving	61	1,825	15,099	1,860
St. Patrick's: March 12-22, 2010	Impaired Driving	54	1,624	1,940	506
Spring: April 1-12, 2010	Aggressive Driving	61	2,776	3,289	397
Click It: May 24 - June 6, 2010	Seat Belts	63	2,127	14,279	1,501
Independence Day: July 1-12, 2010	Impaired Driving	55	1,741	1,648	478
Summer: July 15-26, 2010	Aggressive Driving	62	10,338	3,214	452
Labor Day: Aug. 27-Sept. 7, 2010	Impaired Driving	48	1,499	8,670	229
Fall: September 10-20, 2010	Seat Belts	35	9,803	0	941

The following is a list of approved traffic safety equipment purchased by the law enforcement agencies and reimbursed using grant funds for their work in association with the mobilizations:

Equipment	Quantity
Enhanced Flash Light (for DUI arrest)	18
Radars/ Lidars	76
Radar Certification Unit	1
Car Seat	8
Digital Cameras with required accessories	118
Portable Alcohol Testing Equipment	41
Alcohol Simulator	3
Window Tint Meters	9
Crash Reconstruction as a System	5
(Car) Video Camera Systems	13
Digital Video Camera Recorders (Mini) + acces.	112
Digital Voice Recorders + Mic.	33
Radios	1
Traffic Stopping Devices	28
Electronic Ticketing Equipment	8
Digital Lighting Flare	9
LED Lighting Systems	5
Computer &/or Software/Req. accessories	5

IMPAIRED DRIVING MOBILIZATIONS

Impaired Driving – Section 402 SAL1001, Section 410 SK81001

Funded Grant Total:	$662,400	Expended:	$447,703
SAL1001	$162,000		$144,316
SK81001	$500,400		$333,387

Accomplishments include:

- 5 DUI mobilizations averaging two-week periods held in FFY10:
  - November 2009
  - December 2009
  - March 2010
  - July 2010
  - Aug-Sept 2010

Highlights include:

- Agencies chose between paid overtime or traffic safety equipment reimbursement for regular duty hours dedicated to impaired driving enforcement;
- An average of 60 participating law enforcement agencies;
- 1,800 DUI arrests.

SAFETY RESTRAINT MOBILIZATIONS

Safety Restraints – Section 402 SSB1001, Flex Funds V099470 (H961)

Funded Grant Total:	$128,291	Expended:	$216,325
SSB1001	$220,000		$132,341
V099470 (H961)	$128,071		$83,984

Accomplishments include:
A seat belt mobilization was conducted May 25 through June 6, 2010 in conjunction with the National *Click It or Ticket* Mobilization. Funding came from Section 402 and FHWA flex funds. Highlights include:

- Agencies chose between paid overtime or traffic safety equipment reimbursement for regular duty hours dedicated to seat belt enforcement;
- 63 law enforcement agencies participated, which is a 22% increase from the previous year.
- Officers worked 5,636 dedicated seat belt enforcement hours. ISP also dedicated 10,770 hours during the mobilization. ISP's time was paid through their statewide year long grant.
- 4,404 adult seat belt citations, 151 youth citations and 89 child passenger safety citations.

The second seat belt mobilization was conducted during the NHTSA National Child Passenger Safety week, September 10 through 20, 2010. Again the funding came from Section 402 and FHWA flex funds. Highlights include:

- 35 agencies worked overtime only during this mobilization.
- Officers worked 1,782 dedicated seat belt enforcement hours. ISP also dedicated 8,020 hours during the mobilization. ISP's time was paid through their statewide year long grant.
- 2,433 adult seat belt citations, 64 youth citations and 43 child passenger safety citations.

AGGRESSIVE DRIVING MOBILIZATIONS

Aggressive Driving – Section 402 SPT1001, Section 163 V079850 (H921)

Funded Grant Total:	$611,488	Expended:	$305,162
SPT1001	$290,000		$204,540
V099470 (H921)	$321,488		$100,622

Accomplishments include:

- As part of the Aggressive Driving Program, there were two campaigns conducted on April 1-12, 2010 and July 15-26, 2010. The funds were used primarily for police officer overtime and/or the purchase of traffic enforcement equipment. The Aggressive Driving Program provided $193,220 for overtime, and $109,678 for incentive of traffic enforcement equipment.

- Apart from the two statewide mobilizations, OHS sponsored an Aggressive Driving *Summer* enforcement campaign, which included emphasis on aggressive riders. This was a joint partnership between Boise County Sheriff and Boise Police Department. Boise PD Motor officers worked overtime hours within Boise County intermittently throughout the summer, targeting all aggressive drivers & riders. Funding was used solely for police officer overtime. The Aggressive Driving Section 402 Program provided $25,861 for officer overtime.

- The law enforcement agency participation for statewide mobilizations increased from 56 agencies in FFY 09 to 66 agencies in FFY 10. OHS is very pleased to continually see increased participation from various agencies around the state.

- Enforcement activity during the Aggressive Driving mobilization timeframe results were: 7,898 speeding tickets, 126 reckless driving tickets, 198 DUI arrests, 1,910 seat belt tickets, 59 felony arrests, 2,756 uninsured motorist violations, 471 suspended license violations, 176 youthful driver speeding

citations, and 83 child passenger safety tickets. (A total of 15,057 citations were issued during the mobilizations).

YOUTHFUL DRIVER MOBILIZATION

Youthful Driver – Section 402 SPT1021

Funded Grant Total:	$216,149	Expended:	$81,241
SPT1021	$132,700		$28,956
V079850 (H912)	$13,449		$13,449
V099470 (H912)	$70,000		$38,836

Accomplishments include:

- Funding was provided for agencies to participate in School Zone Enforcement. The campaign was held from October 17 – 25, 2009, and coincided with the National Teen Driver Safety Week.
- Improving the safety for students traveling to and from school, as well as transportation to attend school functions, law enforcement agencies were funded from October 17-25, 2009 to provide enforcement in school zones. The timing for the School Zone Campaign was early in the school year, and allowed law enforcement an opportunity to raise public awareness for student safety on the roadways. Funding supported 2,326 officers from 44 agencies, and totaled $81,241 in overtime and incentive equipment. Enforcement resulted in: 176 DUI motorists arrested; 820 seat belt violations; 54 child safety seat violations; and 3,536 speeding citations to adults and youthful drivers. A paid advertising campaign focused on reminding teens to slow down and wear seat belts.
- Paid media focused on encouraging teens to slow down and wear seat belts. Captain Mark Cowley and Brandon Ibarra from Bingham County were featured in the traffic safety media.
- Funding budgeted for a multi-focus area mobilization with Youthful Driver participation did not take place.

PEDESTRIAN SAFETY MOBILIZATION

Pedestrian Safety

Funded Grant Total:	$6,000	Expended:	$4,432

Accomplishments include:

A Memorandum of Understanding (MOU) for crosswalk enforcement funded 12 overtime hours for Sandpoint Police resulting in a total reimbursement of $434. This agency also participated in an equipment incentive program and earned $3,998 focusing on pedestrian safety. This agency focused their efforts on nine intersections and observed a total of 1,439 vehicles. They issued 89 citations for failing to yield to pedestrians. Out of all the vehicles observed, 92% yielded to pedestrians with the lowest percentage being 85.6% at the intersection of Highway 2 & Westwood. The highest percentage of vehicles yielding to pedestrians was 95.6% on Highway 2 & Michigan.

Mobilization Expenditure Summary

FFY 2010

Focus Area	Section 402		Section 410		Section 163		Flex Funds		Total Mobilizations		Focus Area Mobilization Total for Overtime & Equipment
	Overtime	Equip.	Overtime	Equip.	Overtime	Equip.	Overtime	Equip.	Overtime	Equipment	
Impaired Driving Total	$0	$144,316	$333,387	$1,161					$333,387	$145,477	$478,864
Youthful Driver Total	$0	$28,956			$13,449		$38,836	$0	$52,285	$28,956	$81,241
Aggressive Driving Total	$120,723	$109,678					$100,622	$0	$221,345	$109,678	$331,023
Safety Restraint Total	$71,829	$60,512					$83,984	$0	$155,813	$60,512	$216,325
Pedestrian Safety Total	$0	$3,998					$434	$0	$434	$3,998	$4,432
Total Mobilizations	$192,552	$347,460	$333,387	$1,161	$13,449	$0	$223,876	$0	$763,264	$348,621	$1,111,885

Mobilization Arrest/Citation Summary for FFY 2010

Total agency results during the traffic enforcement mobilization periods

Performance	School Zone Oct 17-25	Impaired Nov 20-30	Impaired Dec 18 - Jan 2	Impaired March 12-22	Aggressive April 1-12	Seat Belt May 24- June 6	Impaired July 1-12	Aggressive July 15-26	Impaired Aug 27-Sept 7	Seat Belt Sept 10-20	TOTAL Mobilization
DUI Arrests	176	366	505	420	308	364	386	198	294	97	3,114
Seat Belt Citations	760	450	458	461	793	5,127	495	636	532	994	10,706
Youth Seat Belt Citations	60	17	22	25	46	227	21	37	19	91	565
Child Safety Seat Citations	54	35	31	45	54	122	34	55	23	60	513
Felony Arrests	108	134	300	189	240	193	166	180	166	109	1,785
Recovered Stolen Vehicles	15	20	14	26	15	15	14	8	10	8	145
Fugitives Apprehended	70	173	212	339	221	361	284	338	200	66	2,264
Suspended Licenses	263	397	480	470	517	550	433	296	341	150	3,897
Uninsured Motorists	1,219	1,343	1,622	1,364	2,043	2,522	1,490	1,357	1,176	807	14,943
Speeding Citations	3,370	3,488	2,420	2,689	4,049	4,281	2,731	2,669	2,274	886	28,857
Youth Speeding Citations	166	63	61	87	68	117	45	172	232	132	1,143
Reckless Driving Citations	42	54	81	96	61	126	70	52	64	56	702
Drug Arrests	164	178	281	288	249	251	267	186	174	111	2,149
Underage Alcohol Arrests	47	92	196	110	118	167	146	77	111	55	1,119
Parent Notifications	51	64	77	26	21	92	49	46	17	12	455
										TOTAL	72,357

Results from officers who received overtime or worked incentive equipment hours during the mobilizations

Performance	School Zone Oct 17-25	Impaired Nov 20-30	Impaired Dec 18 - Jan 2	Impaired March 12-22	Aggressive April 1-12	Seat Belt May 24- June 6	Impaired July 1-12	Aggressive July 15-26	Impaired Aug 27-Sept 7	Seat Belt Sept 10-20	TOTAL Mobilization
DUI Arrests	6	149	274	222	116	40	193	77	109	73	1,259
Seat Belt Citations	395	103	126	108	861	4,404	97	1,026	97	2,433	9,650
Youth Seat Belt Citations	47	7	8	8	42	151	16	32	7	64	382
Child Safety Seat Citations	31	8	11	10	42	89	13	38	7	43	292
Felony Arrests	7	15	31	26	39	9	33	18	18	8	204
Recovered Stolen Vehicles	1	1	2	0	1	1	0	3	3	0	12
Fugitives Apprehended	15	31	31	24	65	32	24	27	13	18	280
Suspended Licenses	81	111	145	103	280	213	106	188	50	144	1,421
Uninsured Motorists	574	409	447	346	1,648	1,291	317	1,089	153	576	6,850
Speeding Citations	2,138	300	295	349	3,863	1,697	425	3,789	166	1,847	14,869
Youth Speeding Citations	129	16	18	14	111	65	11	65	21	10	460
Reckless Driving Citations	5	9	16	10	74	59	13	50	7	65	308
Drug Arrests	5	36	54	52	60	25	47	39	19	48	385
Underage Alcohol Arrests	5	42	68	24	15	10	36	11	43	0	254
										TOTAL	36,626

PROGRAM

PLANNING

AND

ADMINISTRATION

PROGRAM PLANNING AND ADMINISTRATION

The Planning and Administration Grant provided the necessary resources to develop and administer the activities of the FFY 2010 Highway Safety Plan (HSP). These tasks included:

- Analyzing Idaho's highway safety problems, identifying projects to respond to highway safety needs in specific program areas, and setting performance goals and evaluation criteria;
- Developing and organizing the Strategic Highway Safety Plan (SHSP) which will assist in efficiently directing highway safety programs;
- Organizing Idaho Traffic Safety Commission meetings to address the development, review, and approval of Idaho's highway safety program and the Highway Safety Performance Plan, as well as other traffic safety issues;
- Awarding funds to carry out program area projects, with specific goals and objectives written for each grant;
- Providing fiscal controls for budgets, task reimbursement, fund monitoring, and federal and state reporting;
- Maintaining property records, audit reports, and procedural manuals to meet federal requirements;
- Monitoring and oversight of funded projects;
- Conducting legislative activity to support highway safety issues and to assure requirements for federal funding are met; and
- Providing public information on highway safety issues.

Statewide services grants are written to support the management activities of the individual program areas of the HSP. Management activities include project development, monitoring, evaluation, and technical assistance to the projects, as well as overall coordination of the program area.

Planned versus Actual Costs

The table on the following page shows the planned HSP costs, the actual FFY 2010 expenditures, and the difference between these costs. In the HSP, the projected benefits to the local entities was 45 percent, whereas, actual expenditures show the benefits to local entities at 51 percent.

FFY 2010 Media Summary of Activities

COMPARISON OF COSTS PLANNED IN FFY 2010 HSP/HCS VS. ACTUAL EXPENDITURES

	Planned Costs*			Actual Costs^			Difference		
Program Area	**Match**	**Federal**	**Local Benefit**	**Match**	**Federal**	**Local Benefit**	**State/ Local**	**Federal**	**Local Benefit**
Alcohol Traffic Safety	313,600	356,700	251,418	219,869.35	297,828.24	222,165.10	$93,730.65	$58,871.76	$29,252.50
Emergency Medical Services	32,750	123,100	46,600	31,796.23	73,178.12	36,136.00	$953.77	$49,921.88	$10,464.00
Motorcycle Safety	5,167	15,500	-	3,167.44	9,503.22	-	$1,999.41	$5,996.78	$0.00
Occupant Protection	106,500	342,700	255,696	17,992.78	200,039.64	137,537.40	$88,507.22	$142,660.36	$118,159.00
Child Passenger Safety	2,000	81,000	33,450	891.20	42,269.03	33,450.00	$1,108.80	$38,730.97	$0.00
Pedestrian/Bicycle Safety	10,000	65,000	40,000	6,466.59	43,695.75	27,241.00	$3,533.41	$21,304.25	$12,759.00
Police Traffic Services	97,167	411,700	291,431	16,089.27	345,952.95	291,431.35	$81,077.41	$65,747.05	$0.00
Police Traffic Services (Youth)	82,300	230,900	79,477	15,106.36	74,099.34	29,476.95	$67,193.64	$156,800.66	$50,000.00
Traffic Records	7,000	146,000	-	4,557.23	30,938.31	-	$2,442.77	$115,061.69	$0.00
Community Traffic Safety Project	6,667	210,000	50,334	1,658.38	115,966.58	43,734.32	$5,008.31	$94,033.42	$6,600.00
Roadway Safety	991	100,850	-	76.69	13,311.86	-	$914.20	$87,537.80	$0.00
Paid Advertising	-	474,000	141,500	-	291,391.31	-	$0.00	$182,608.69	$141,500.00
Planning & Administration	69,808	116,000	-	42,659.46	70,887.14	-	$27,148.65	$45,112.86	$0.00
NHTSA 402 Total	**733,949.22**	**2,673,449.66**	**1,189,906.62**	**360,330.98**	**1,609,061.49**	**821,172.12**	**373,618.24**	**1,064,388.17**	**368,734.50**
Program Benefit to Local			45%			51%			-6.53%
410 Planning & Administration	27,566	45,806	-	4,611.64	7,663.14	-	$22,954.09	$38,142.64	$0.00
410 Alcohol SAFETEA-LU	4,473,173	1,533,537	568,710	1,016,053.00	515,326.72	267,289.86	$3,457,119.50	$1,018,210.45	$301,420.00
410 Alcohol Paid Advertising SAFETEA-LU	-	897,616	-	-	397,167.86	-	$0.00	$500,448.36	$0.00
408 Data Program	494,000	1,912,436	-	124,433.00	407,618.89	-	$369,567.00	$1,504,817.49	$0.00
2010 Motorcycle Safety	-	121,827	-	-	4,040.91	-	$0.00	$117,785.98	$0.00
2010 Motorcycle Safety Paid Advertising	-	125,342	-	-	69,901.97	-	$0.00	$55,439.67	$0.00
1906 Prohibit Racial Profiling	185,539	422,818	-	47,197.00	36,614.81	-	$138,342.38	$386,203.19	$0.00
Total Incentive Programs	**5,180,277.61**	**5,059,382.08**	**568,709.86**	**1,192,294.64**	**1,438,334.30**	**267,289.86**	**3,987,982.97**	**3,621,047.78**	**301,420.00**
Grand Total	***5,914,226.83***	***7,732,831.74***	***1,758,616.48***	***1,552,625.62***	***3,047,395.79***	***1,088,461.98***	***4,361,601.21***	***4,685,435.95***	***670,154.50***

* Using HCS Obligated Amounts 2010-HCS-37
^ Using Voucher 32

ADDENDUM

Governors Highway Safety Association
2009 Annual Evaluation Report - Idaho

	Baseline Data				Progress Data			
	2002	2003	2004	2005	2006	2007	2008	2009
Fatalities	264	293	260	275	267	252	232	226
Serious Injuries (Defined as: Incapacitating Injury)	1,750	1,607	1,667	1,812	1,689	1,806	1,503	1,399
Fatalities & Serious Injuries Combined	2,014	1,900	1,927	2,087	1,956	2,058	1,735	1,625
Fatality Rate per 100 million AVMT	1.85	2.03	1.75	1.84	1.75	1.59	1.52	1.46
Fatality & Serious Injury Rate per 100 million AVMT	14.08	13.19	13.00	13.94	12.82	12.99	11.35	10.53
Fatality Rate per 100K population	19.68	21.44	18.66	19.24	18.21	16.81	15.22	14.83
Fatality & Serious Injury Rate per 100K population	150.17	139.06	138.31	146.04	133.38	137.25	113.86	106.64
Alcohol Related Fatalities	97	115	103	100	110	101	96	65
Alcohol Related Fatalities as a percentage of All Fatalities (%)	36.7%	39.2%	39.6%	36.4%	41.2%	40.1%	41.4%	28.8%
Alcohol Related Fatality Rate per 100 million AVMT	0.68	0.80	0.69	0.67	0.72	0.64	0.63	0.42
Alcohol Related Fatality Rate per 100K population	7.23	8.42	7.39	7.00	7.50	6.74	6.30	4.27
Percent of Population Using Safety Belts	62.9%	71.7%	74.0%	76.0%	79.8%	78.5%	76.9%	79.2%
Drivers & occupants of passenger vehicles killed Percent Restrained	37.4%	37.7%	42.3%	40.0%	38.8%	34.8%	32.9%	41.0%
Drivers & occupants of passenger vehicles killed Percent Unrestrained	59.8%	59.4%	54.1%	57.3%	56.3%	61.0%	64.0%	54.5%
Drivers & occupants of passenger vehicles killed Percent Restraint Use Unknown	2.8%	2.9%	3.6%	2.7%	4.9%	4.2%	3.1%	4.5%

IDAHO TRANSPORTATION DEPARTMENT