STATE OF ALASKA
HIGHWAY SAFETY ANNUAL REPORT
FEDERAL FISCAL YEAR 2018

prepared for

Governor Michael J. Dunleavy

under the direction of

Commissioner John MacKinnon
Transportation and Public Facilities

prepared by

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

State of Alaska Highway Safety Annual Report

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date

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Acronym Guide

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

MAP-21	Moving Ahead for Progress in the 21st Century
NEMSIS	National Emergency Medical Service Information System
NHTSA	National Highway Traffic Safety Administration
OPTF	Occupant Protection Task Force
OPUS	Occupant Protection Use Survey
SFST	Standard Field Sobriety Test
SK	Safe Kids
SHSP	Strategic Highway Safety Plan
STSI	State Traffic Safety Information
TDMS	Traffic Data Management System
TRCC	Traffic Records Coordinating Committee
TRIPRS	Traffic Records Improvement Program Reporting System
TSRP	Traffic Safety Resource Prosecutor
UMOT	Uniform Minor Offense Table
UOCT	Uniform Offense Citation Table
VMT	Vehicle Miles Traveled

Executive Summary

This Alaska Highway Safety Annual Report (AR) for Federal Fiscal Year (FFY) 2018 serves as the State's assessment of the 2018 Highway Safety Plan (HSP). Each year, the Alaska Highway Safety Office (AHSO) develops the HSP that identifies current highway safety problems, defines performance targets and measures, and describes safety programs and projects that will be implemented to address highway safety concerns and achieve the safety performance targets. The AR reviews the yearly progress on implementing Alaska's HSP and documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for Federal funds available under the Section 402 State and Community Highway Safety grant program and the Section 405 National Priority Safety Program of the Federal transportation bill Moving Ahead for Progress in the 21st Century (MAP 21) and the more recently passed Fixing America's Surface Transportation (FAST) Act.

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

Successes can be attributed to the combined efforts of many traffic safety partners throughout the State. Most notable in 2018 is that the observed seat belt usage rate (91.6 percent) surpassed 90 percent for the second year in a row for the first time in Alaska's history. Another highlight was the decrease in fatalities by six percent in 2017 (79) over 2016 (84). The AHSO thanks our local, state, and Federal partners for their commitment to our mission and is grateful for their support.

The AHSO and our safety partners continue to work toward our shared goal of Towards Zero Deaths – Everyone Counts on Alaska's Roadways through joint implementation of the HSP and our Strategic Highway Safety Plan (SHSP). The AHSO will continue to provide funding and support for the national law enforcement mobilizations and effective highway safety programs aimed at reducing the unnecessary fatalities and injuries on Alaska's roadways.

Our Mission

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

1.0 Safety in Alaska

1.1 Measureable Progress

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

The performance goals and measures reported in the AR are from the FFY 2018 Alaska Highway Safety Plan (HSP). Fatality data are complete through 2017, and the serious injury data (referred to as major injury in Alaska) are complete through 2016. Previous years' data have been revised where necessary. If available, 2017 and 2018 data are noted, although some included in figures and tables may be preliminary and will be identified as such.

Traffic fatalities in Alaska decreased from 84 in 2016 to 79 in 2017. The AHSO is committed to implementing and revising safety projects as needed to maintain a long-term downward trend in the number of fatalities and major injuries.

Table 1.1 compares the fatality rates between Alaska and the United States (U.S.) from 2007 through 2017 and Table 1.2 compares fatalities in 2017 and fatality rates in 2016 among NHTSA Region 10 states.

Table 1.1 Fatality Rate Comparison

Year	U.S. Fatality Rate (per 100 MVMT)	Alaska Fatality Rate (per 100 MVMT)
2007	1.36	1.59
2008	1.26	1.27
2009	1.13	1.30
2010	1.11	1.17
2011	1.10	1.57
2012	1.14	1.23
2013	1.10	1.05
2014	1.08	1.50
2015	1.15	1.29
2016	1.19	1.60
2017	1.16	1.43

Source: NHTSA STSI/FARS and AHSO. Accessed November 18, 2018.

Table 1.2 Fatalities and Fatality Rates among NHTSA Region 10 States

State	2016 Fatalities	2016 Fatality Rate (Per 100 MVMT)	2017 Fatalities
Alaska	84	1.60	79
Idaho	253	1.47	244
Oregon	498	1.36	437
Montana	190	1.51	186
Washington	536	0.88	565

Source: NHTSA STSI/FARS. Accessed November 8, 2018. Fatality rates for 2017 are not available as of date of access.

1.2 Key Accomplishments

In FFY 2018;

- Alaska achieved an observed seat belt usage rate of 91.6 percent in 2018, an all-time high.
- 3,497 grant funded speeding citations were written in FFY 2018, a 262 percent increase over FFY 2017.
- Unrestrained fatalities fell 54 percent from 2016 to 2017.
- Young driver fatalities dropped from 16 in 2016 to 6 in 2017.
- Alcohol impaired driving fatalities dropped 27 percent from 2016 to 2017.
- Alaska increased their number of Drug Recognition Experts (DREs) to 41.

Table 1.3 provides the results of Alaska's progress in meeting the state's target for the core performance measures identified in the FFY 2018 HSP. Green circles indicate the target was met and red circles indicate the target was not met.

Table 1.3 FFY 2018 Highway Safety Performance Report

Performance Measure Type	PM ID	Performance Measure	2017 Target	2017 Actual	2017 Met Target	Percent Difference	2018 Target
Core Outcome Measures	C-1	Fatalities	55	79	🔴	44%	75
	C-1a	Fatalities (five-year average)	55	70	🔴	27%	75
	C-2	Serious Injuries	353	N/A	N/A	N/A	375
	C-3	Fatalities per 100 MVMT	1.15	1.43	🔴	24%	1.29
	C-3a	Fatalities per 100 MVMT – Urban	N/A	1.04	N/A	N/A	N/A
	C-3b	Fatalities per 100 MVMT – Rural	N/A	2.01	N/A	N/A	N/A
	C-4	Unrestrained passenger vehicle occupant fatalities	16	17	🔴	6%	18

Performance Measure Type	PM ID	Performance Measure	2017 Target	2017 Actual	2017 Met Target	Percent Difference	2018 Target
	C-5	Alcohol-impaired fatalities (driver or motorcycle operator with BAC 0.08 or higher)	16	22	🔴	38%	17
	C-6	Speeding-related fatalities	20	26	🔴	30%	19
	C-7	Motorcycle fatalities	8	6	🟢	-25%	8
Core Outcome Measures	C-8	Unhelmeted motorcycle fatalities	3	3	🟢	0%	3
	C-9	Young drivers (20 or under) involved in fatal crashes	8	6	🟢	-25%	7
	C-10	Pedestrian fatalities	8	14	🔴	75%	9
	C-11	Bicyclist fatalities	0	1	🔴	100%	0
Core Behavior Measure	B-1	Observed seat belt use	91.0%	90.1%	🔴	-1.0%	91.00%
Activity Measures (during grant-funded activities)	A-1	Seat belt citations	N/A	1,232	N/A	N/A	N/A
	A-2	Impaired driving arrests	N/A	156	N/A	N/A	N/A
	A-3	Speeding citations	N/A	966	N/A	N/A	N/A

Source: NHTSA STSI/FARS; Alaska Highway Safety Office. Accessed November 8, 2018.

1.3 Priorities

The AHSO identified seven priorities in the FFY 2018 HSP that are consistent with the three strategies and actions included in the Alaska SHSP. The SHSP emphasis areas include Driver Behavior (impaired driving, occupant protection, young drivers, and older drivers), Special Users (motorcycles, pedestrians, bicycles, and off-highway vehicles), and Roadways. Each emphasis area action plan identifies enforcement, education, engineering, and data strategies that are being implemented and tracked. The seven AHSO priorities included:

- **Impaired Driving –** In 2017, the number of alcohol-impaired fatalities involving a driver with a BAC 0.08 or above decreased to 22 from 30 in 2016, which was the highest number of alcohol-impaired fatalities in the last ten years. With the addition of the Anchorage Police Department's (APD) Impaired Driving Team we expect this number to continue to decline. In addition, in 2018 Alaska increased the number of DREs in the state to 41 and all of APD's Impaired Driving Team are now DREs.

- **Occupant Protection –** Unrestrained passenger vehicle fatalities decreased substantially in 2017 to 17 from 37 in 2016, a decline of 54 percent. This encouraging sign in unrestrained fatality reduction may be due in part to the observed seat belt usage rate climbing above 90 percent in 2017 and reaching a record high of 91.6 percent in 2018. Grant-funded seat belt citations remained strong in 2018 with 1,107 citations issued.

- **Speeding –** Since 2014, Alaska has seen its speeding related fatalities climb to 36 in 2016. In 2017, Alaska saw the speeding related fatalities drop 28 percent to 26. Historically the largest percentage of all fatalities, in recent years speeding-related fatalities have fallen to around the same number as impaired

driving and unrestrained fatalities. Furthermore, the number of speeding citations issued during grant-funded enforcement increased in 2018 to 3,497, a dramatic increase of 262 percent over 2017 or any other prior year. This increase in grant-funded enforcement citations can be largely attributed to APD's Impaired Driving Team. Table 1.4 shows the fluctuations in speeding-related fatalities and major injuries between 2007 and 2017.

Table 1.4 Fatalities and Major Injuries Involving Speeding

	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Speeding Fatalities	35	29	25	26	14	22	18	22	36	26
Speeding Major Injuries	98	82	112	64	91	107	76	89	108	N/A
Speeding Fatalities as a Percent of All Fatalities	44%	45%	46%	35%	24%	43%	22%	34%	43%	33%
Speeding Major Injuries as a Percent of All Major Injuries	25%	18%	23%	16%	25%	31%	24%	26%	25%	N/A

Source: Source: NHTSA FARS and Alaska DOT&PF. Accessed December 18, 2018. *Major Injury data represents the most current data via the DOT&PF.

- **Motorcycle Safety –** In recent years, the number of motorcycle fatalities have remained steady. Motorcycle fatalities held at six in 2017 following the six in 2016. Of the six fatalities in 2017, three were unhelmeted.

- **Pedestrian and Bicycle Safety –** Pedestrian and bicyclist fatalities in 2017 were similar to previous years. However, pedestrian fatalities reached their highest total since 2014, increasing to 14 fatalities from the 12 fatalities in 2016. Bicyclist fatalities remained at one fatality in 2017 as they were in 2016. The percentage of all fatalities involving pedestrians and bicyclists accounted for nearly 19 percent of all fatalities in 2017, this is an increase from 15 percent of all fatalities in 2016.

- **Novice Drivers –** Nationally novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While risk-taking is involved in many teen crashes, most crashes occur because the teen driver does not have the skills or experience needed to recognize a hazard and take corrective action. Like their peers in the lower 48 states, Alaskan teens are most likely to crash due to driver error with recognition and decision errors topping the list. However, novice drivers under 20 years old involved in fatal crashes dropped to 6 in 2017 in Alaska, a 63 percent decrease from 16 in 2016.

- **Traffic Records –** Traffic Records is a unique priority that touches all areas the AHSO addresses in traffic safety. Following a Traffic Records Assessment in 2016, Alaska developed a new Traffic Records Strategic Plan in 2017 to continue improvements in the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic records data used to develop and track traffic safety countermeasures. Improvements in traffic records in FFY 2018 included the increase in citations submitted to the Alaska Court System for adjudication on day of offense from 40.5 percent to 43.7 percent, compared to the same time period in the prior year.

1.4 Progress in Achieving Performance Targets

Outside of the core behavior measure for observed seat belt use, only preliminary fatality data were available to determine if performance targets identified in the FFY 2018 HSP will be met. At the time of this report, it appears Alaska will not meet seven of the 11 targets set for FFY 2018 (Table 1.5). Unfortunately, like the rest of the nation, Alaska has seen its fatalities rise in the last few years. When the FFY 2018 targets were set using the five year rolling average from 2011-2015 fatalities were trending downwards, thus aggressive downward targets were set for FFY 2018. Moving forward, the AHSO began adjusting the targets in the most recent FFY 2019 HSP using the five year rolling averages from 2013-2017. Fatalities increased 29 percent from 65 in 2015 to 84 in 2016. With incorporation of this new data set in upcoming HSPs, the AHSO believes more targets will be met moving forward.

The AHSO has made great strides in recent years increasing the observed seat belt rate and reducing impaired driving fatalities. Moving forward, the AHSO will continue to encourage increased participation in high-visibility occupant protection, impaired driving, and speed enforcement by agencies across the state. Plans are also underway for increased education and communication efforts with existing and new stakeholders and contractors to reach a greater audience across the state on safe driving behaviors. With these continued and enhanced efforts, the AHSO believes more future performance targets will be met.

Table 1.5 Preliminary FFY 2018 Highway Safety Progress Report

Performance Measure Type	PM ID	Performance Measure	2018 Target	2018 Actual*	2018 Met Target	Percent Difference
Core Outcome Measures	C-1	Fatalities	75	77	🔴	3%
	C-1a	Fatalities (five-year average)	75	76	🔴	1%
	C-4	Unrestrained passenger vehicle occupant fatalities	18	20	🔴	11%
	C-5	Alcohol-impaired fatalities (driver or motorcycle operator with BAC 0.08 or higher)	17	16**	🟢	-6%
	C-6	Speeding-related fatalities	19	38	🔴	100%
	C-7	Motorcycle fatalities	8	12	🔴	50%
Core Outcome Measures	C-8	Unhelmeted motorcycle fatalities	3	5	🔴	67%
	C-9	Young drivers (20 or under) involved in fatal crashes	7	8	🔴	14%
	C-10	Pedestrian fatalities	9	14	🔴	56%
	C-11	Bicyclist fatalities	0	0	🟢	0%
Core Behavior Measure	B-1	Observed seat belt use	91.0%	91.6%	🔴	0.7%

Source: Alaska Highway Safety Office. Accessed December 15, 2018.

*All 2018 fatality data are preliminary.

**Testing for alcohol related fatalities is still in progress.

***Preliminary serious injury data was not available at the time of this report.

PLEASE NOTE: All 2018 data are preliminary and subject to further changes, therefore this data is used only in Section 1.4. The Annual Report is a public document that will be available online. For this reason, the AHSO did not want preliminary data being quoted or used for another purpose before being finalized. For the most recent data stakeholders should contact the AHSO.

2.0 Performance Data – Alaska 2012 to 2018

2.1 Crash Statistics Summary

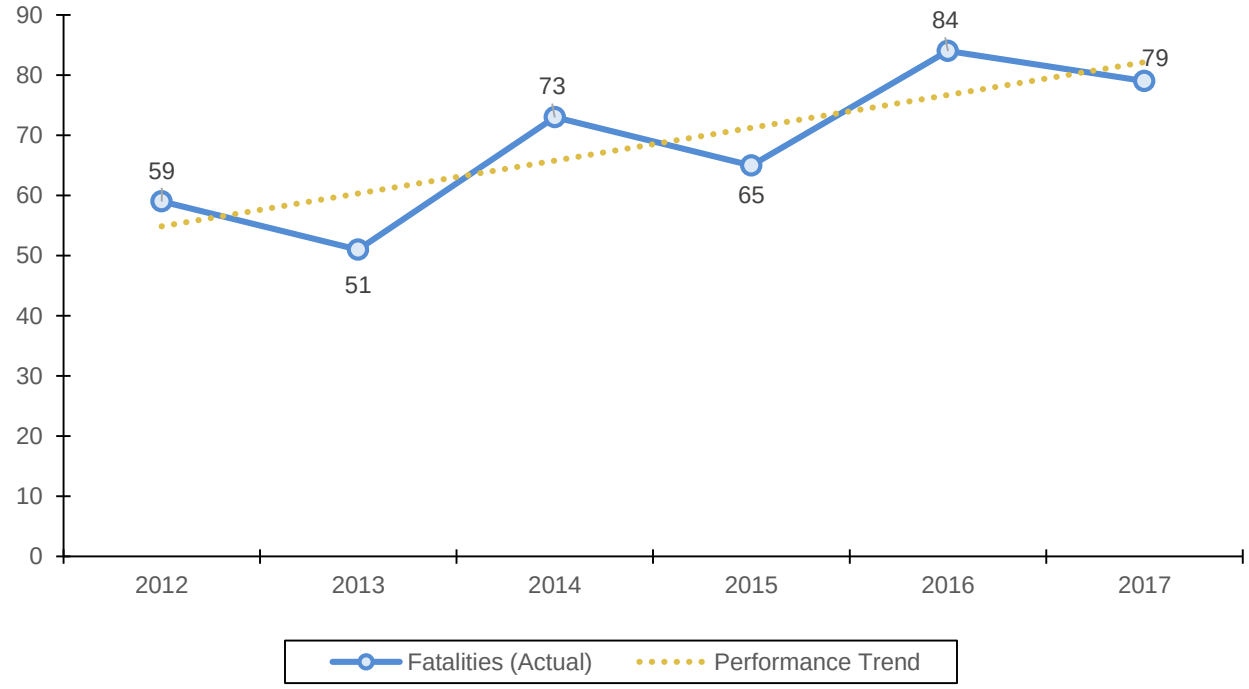
In Alaska, fatalities resulting from motor vehicle crashes decreased from 84 in 2016 to 79 in 2017. Details on Alaska's highway safety trends between 2012 and 2018 are provided in Table 2.1. Figures 2.1 through 2.15 illustrate select performance measures shown in Table 2.1. Fatality data are complete through 2017 and major injury data are complete through 2016. Previous years' data have been revised where necessary. Additional notes and citations regarding the figures are located under the corresponding figure.

Table 2.1 Alaska Traffic Safety Trends 2012 to 2018

Crash Data/ Trends	2012	2013	2014	2015	2016	2017	2018	Percent Change 2016-2017	Average Annual Change
Fatalities (Actual)	59	51	73	65	84	79	N/A	-6%	5.60
Fatalities per 100 MVMT	1.2	1.05	1.51	1.29	1.6	1.43	N/A	-11%	0.08
Serious Injuries	359	347	320	338	431	N/A	N/A	N/A	14.40
Alcohol-Impaired Fatalities (Driver with BAC 0.08 or Higher)	15	16	22	22	30	22	N/A	-27%	1.17
Unrestrained Passenger Vehicle Fatalities	19	12	21	15	37	17	N/A	-54%	-0.33
Speeding-Related Fatalities	14	22	18	22	36	26	N/A	-28%	2.00
Motorcyclist Fatalities	9	9	8	11	6	6	N/A	0%	-0.50
Unhelmeted Motorcyclist Fatalities	5	2	3	4	2	3	N/A	50%	-0.33
Young Driver (20 or under) Involved in Fatal Crash	7	8	11	6	16	6	N/A	-63%	-0.17
Pedestrian Fatalities	8	6	14	12	12	14	N/A	17%	1.00
Bicyclist Fatalities	1	1	3	0	1	1	N/A	0%	0.00
Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	88.1%	86.1%	88.4%	89.3%	88.5%	90.1%	91.6%	1.8%	0.01
Seatbelt Citations Issued During Grant-Funded Events	547	508	612	725	966	1,232	1,107	28%	99.00
DUI Arrests Made During Grant-Funded Events	783	250	80	192	202	156	769	-23%	137.80
Speeding Citations Issued During Grant-Funded Events	1,089	712	438	457	747	966	3,497	29%	611.80

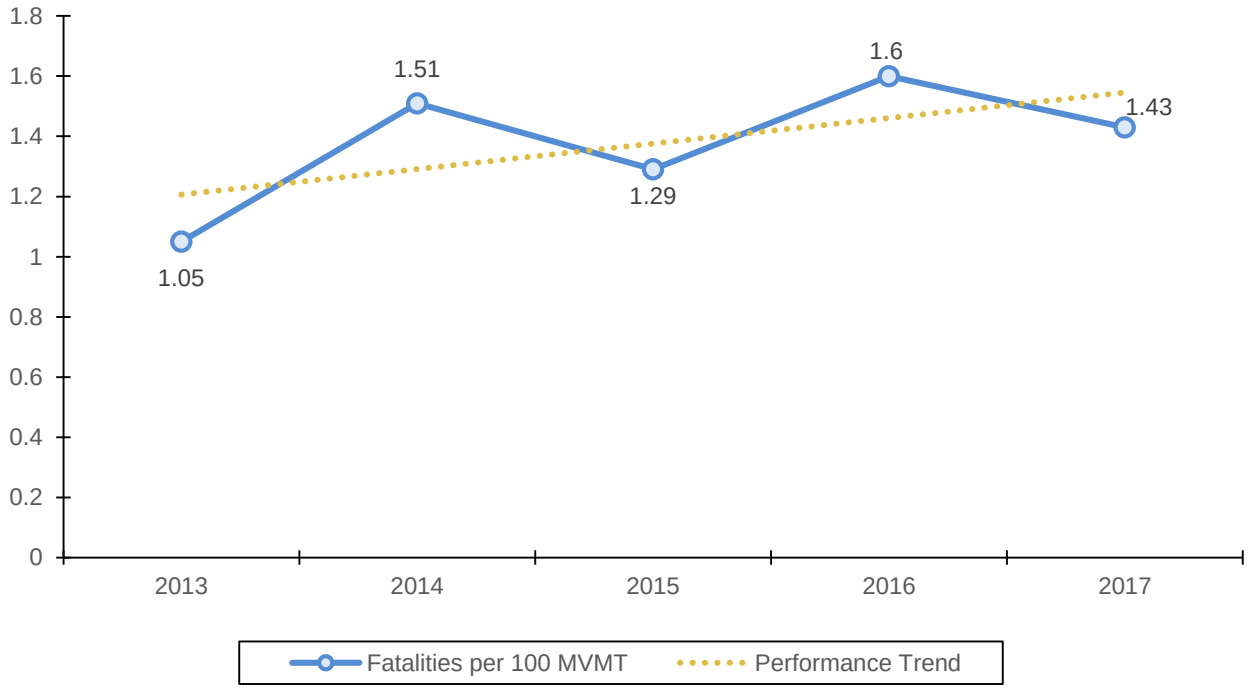
Source: NHTSA STSI/FARS; Alaska Highway Safety Office. Accessed November 8, 2018.

Figure 2.1 Statewide Fatalities



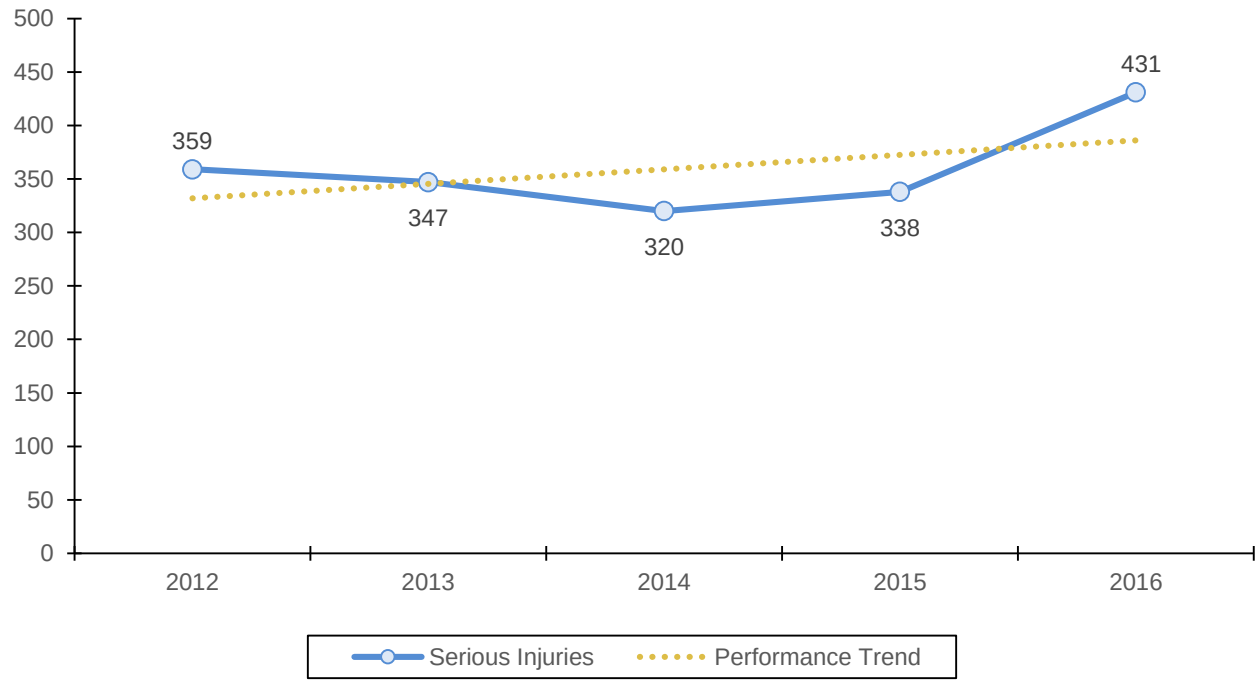
Source: NHTSA STSI/FARS. Accessed November 8, 2018.

Figure 2.2 Statewide Fatality Rate



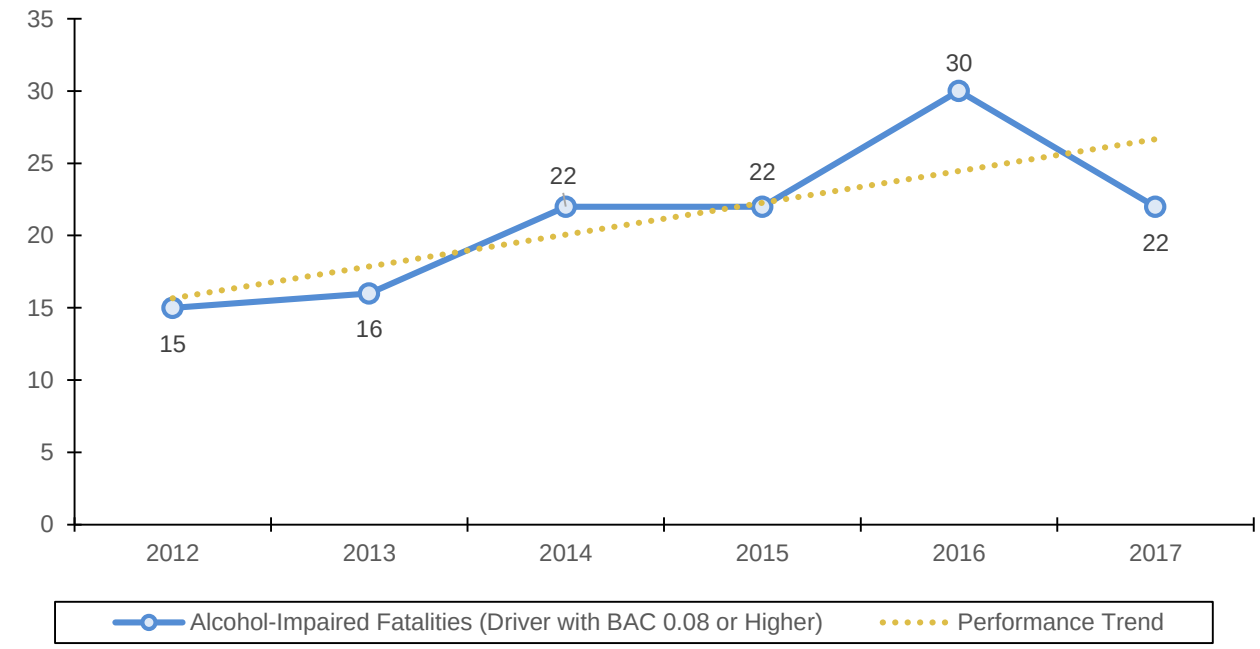
Source: NHTSA FARS and Alaska Highway Safety Office. Accessed November 8, 2018.

Figure 2.3 Statewide Serious Injuries



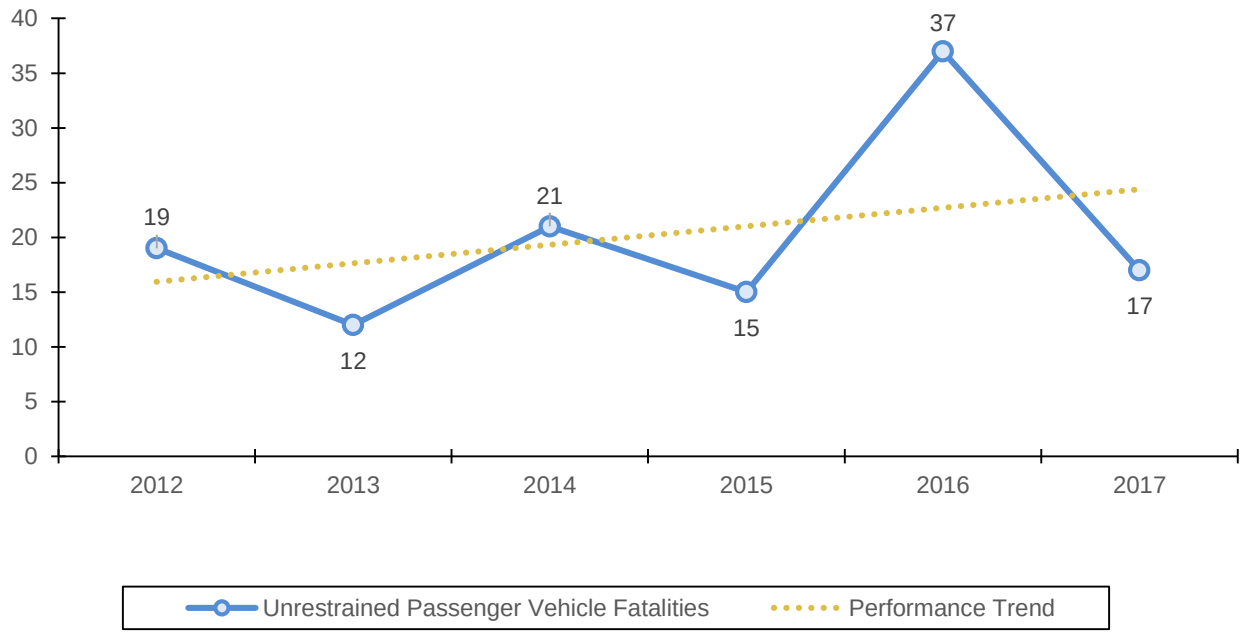
Source: Alaska Highway Safety Office. Accessed November 20, 2018. Serious injury data are not available for 2017.

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



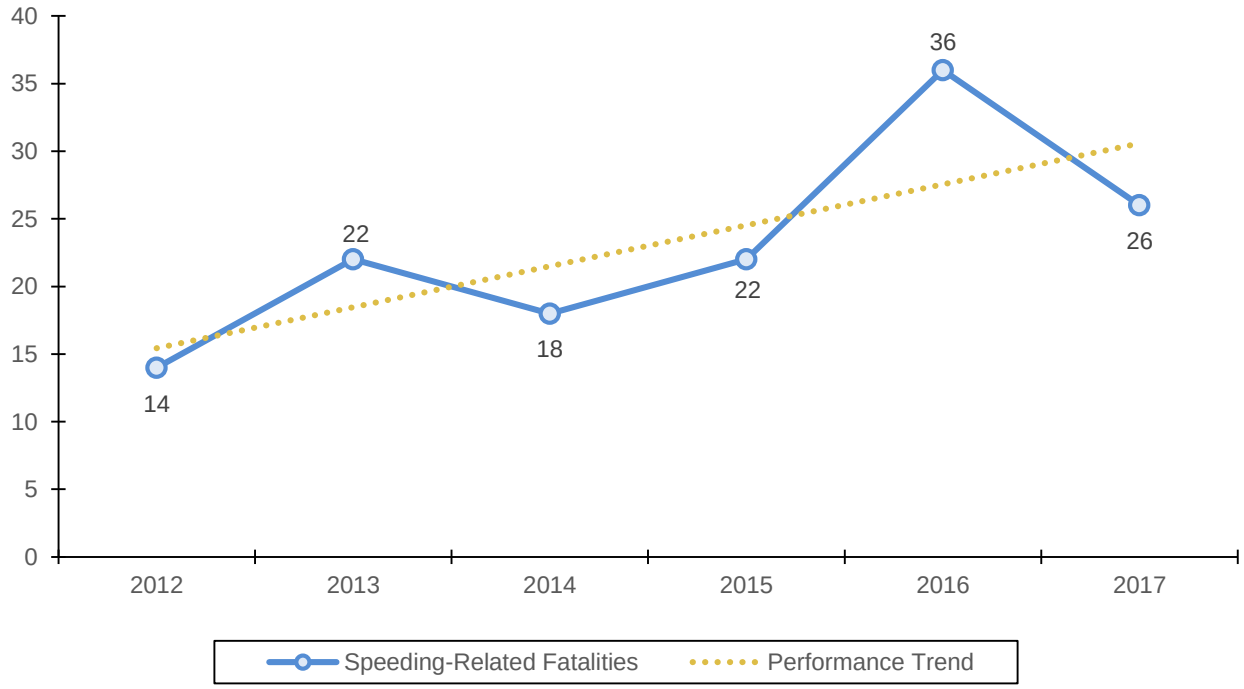
Source: NHTSA STSI/FARS. Accessed November 8, 2018.

Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities



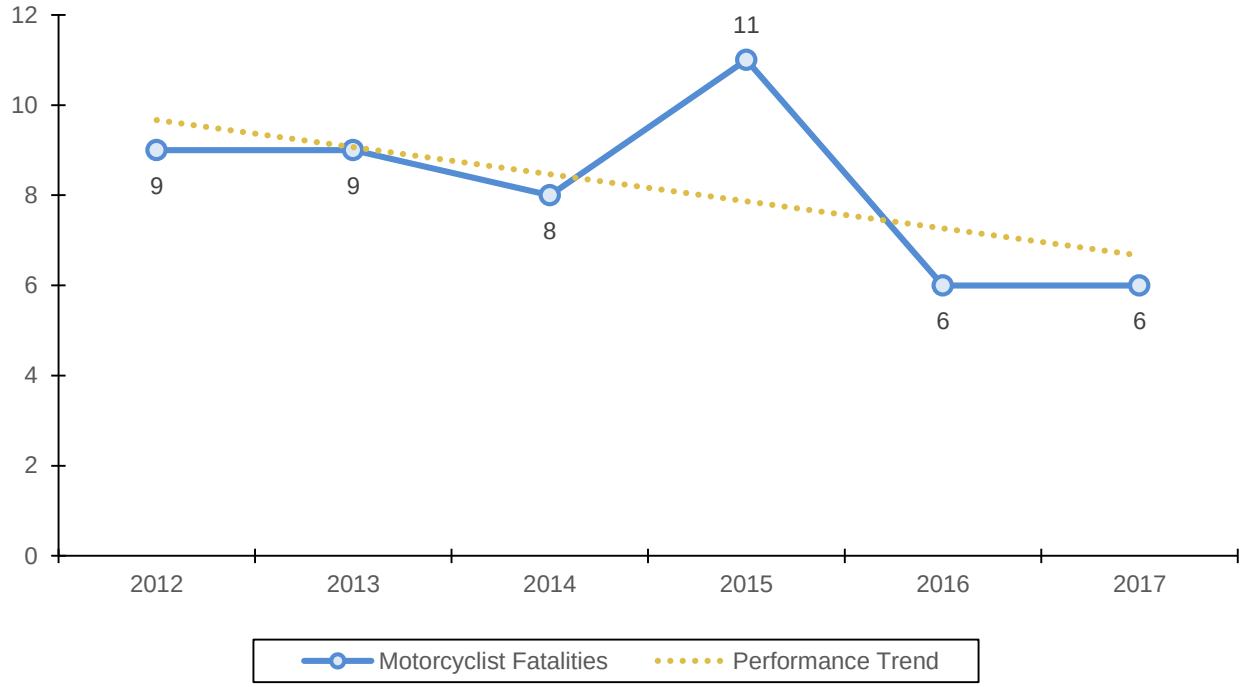
Source: NHTSA STSI/FARS. Accessed November 8, 2018.

Figure 2.6 Speeding-Related Fatalities



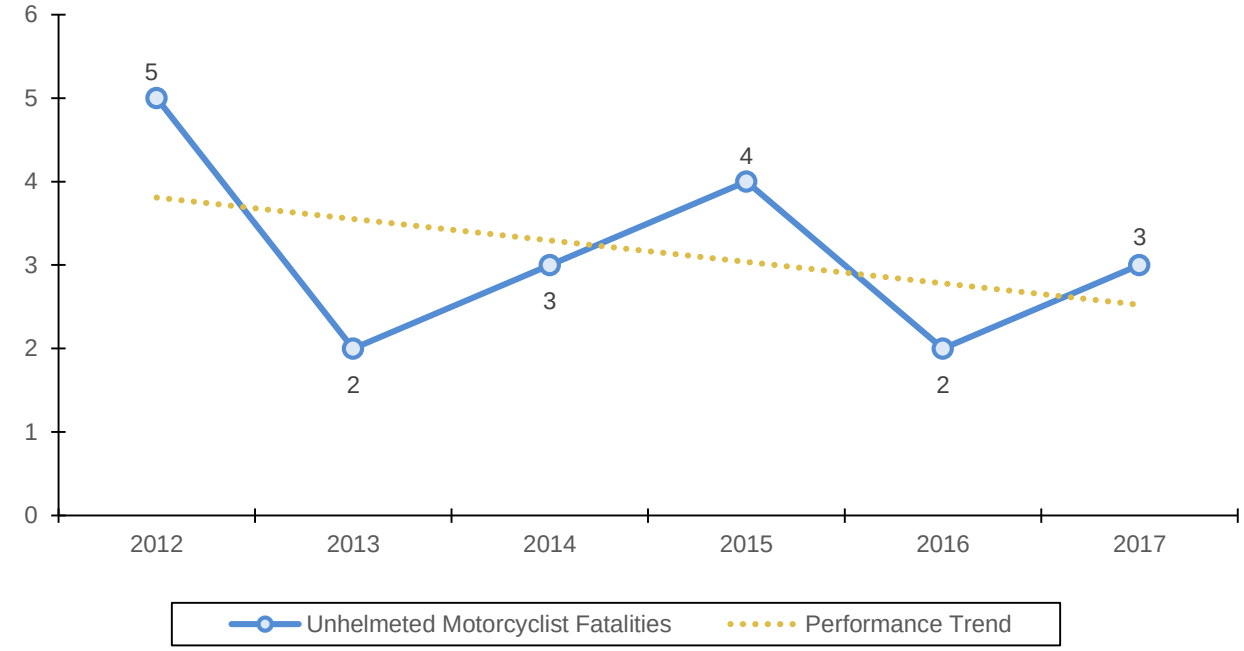
Source: NHTSA STSI/FARS. Accessed November 8, 2018.

Figure 2.7 Motorcycle Fatalities



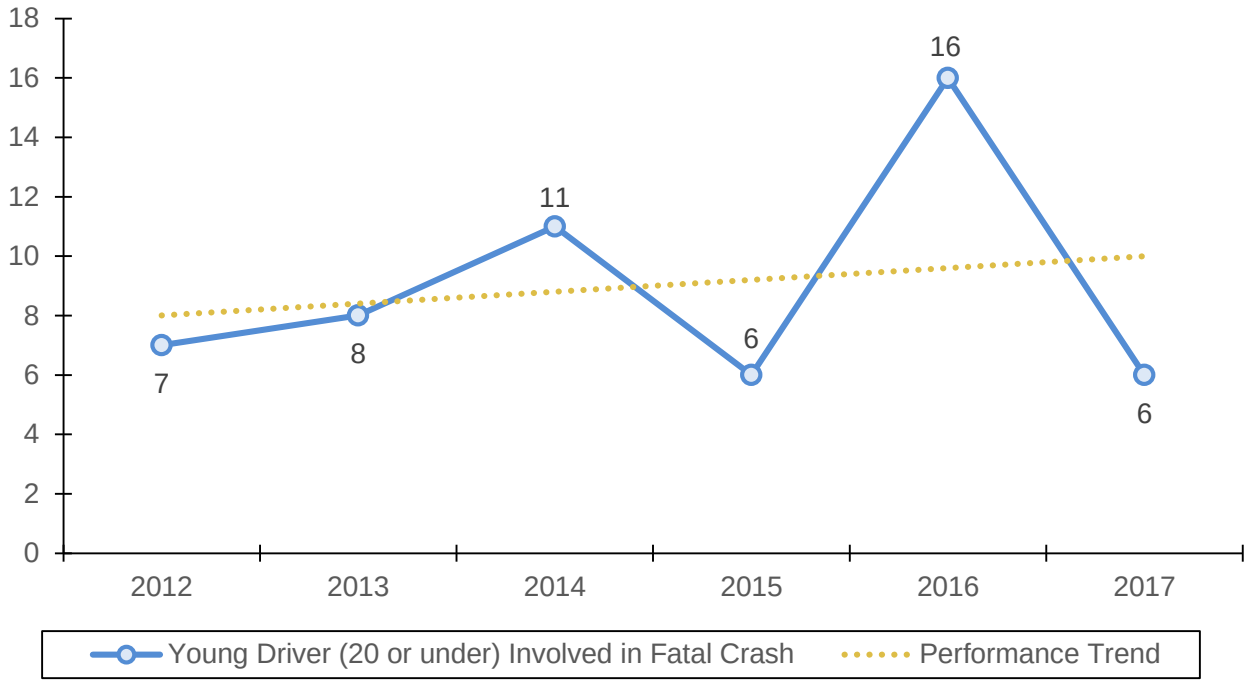
Source: NHTSA STSI/FARS. Accessed November 8, 2018.

Figure 2.8 Unhelmeted Motorcycle Fatalities



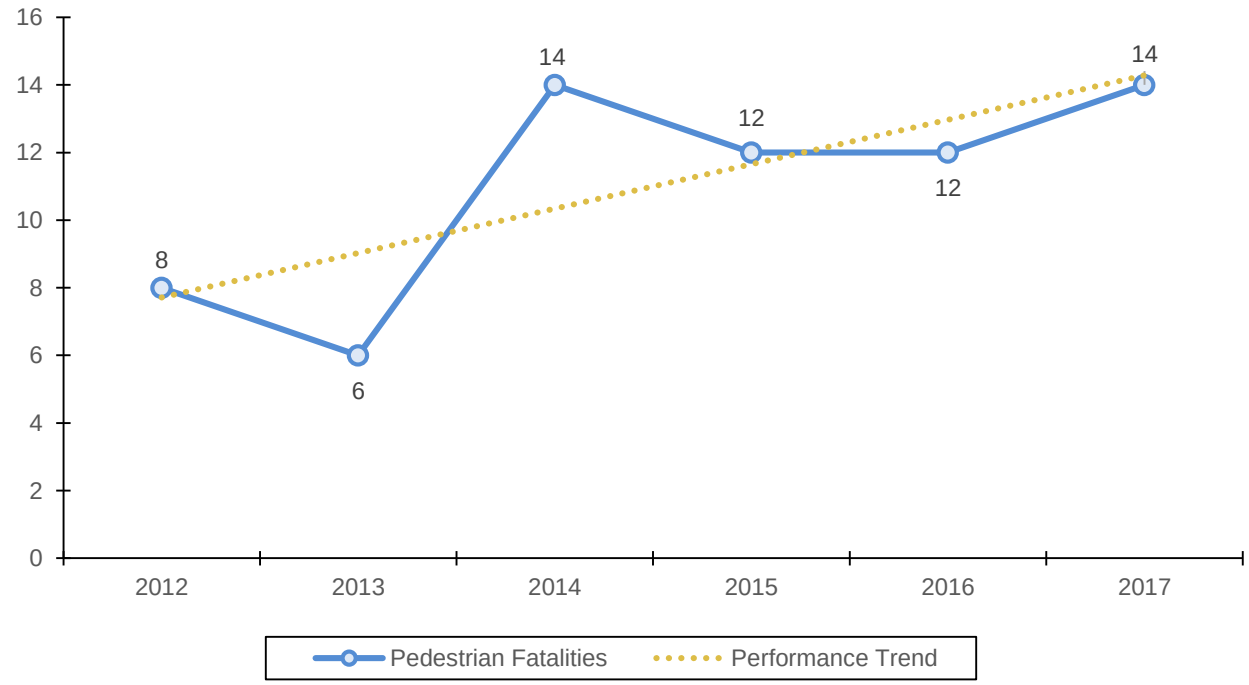
Source: NHTSA STSI/FARS. Accessed November 8, 2018.

Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes



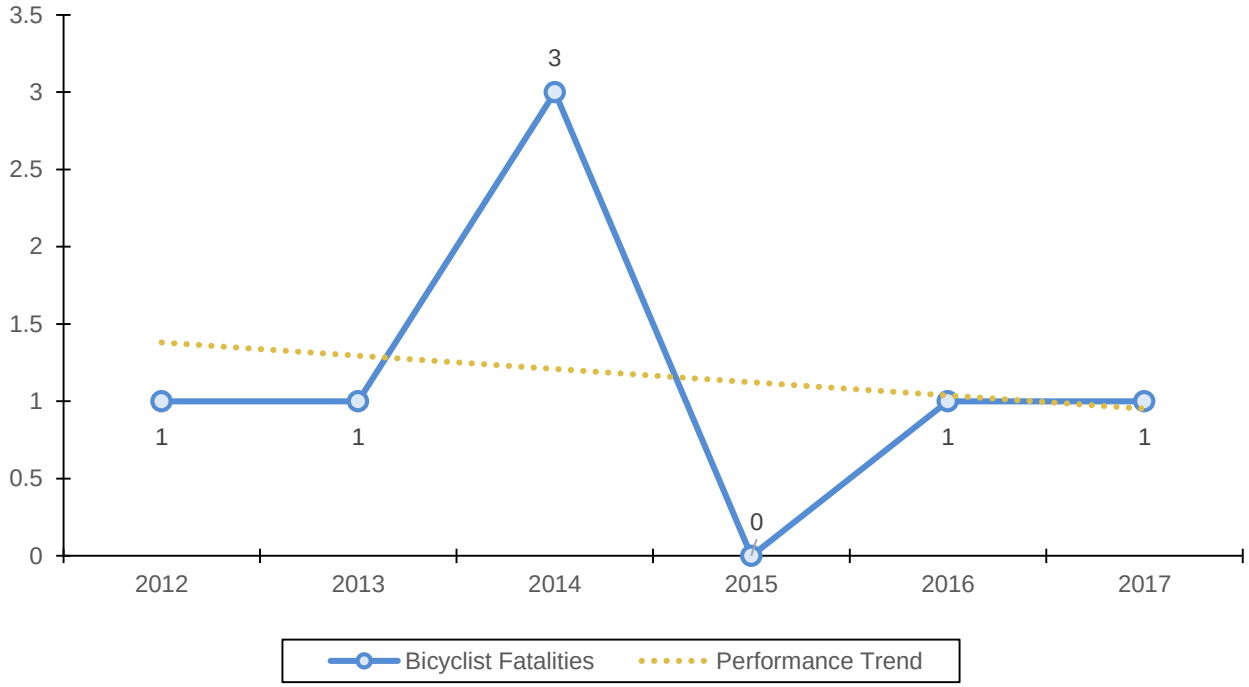
Source: NHTSA STSI/FARS. Accessed November 8, 2018.

Figure 2.10 Pedestrian Fatalities



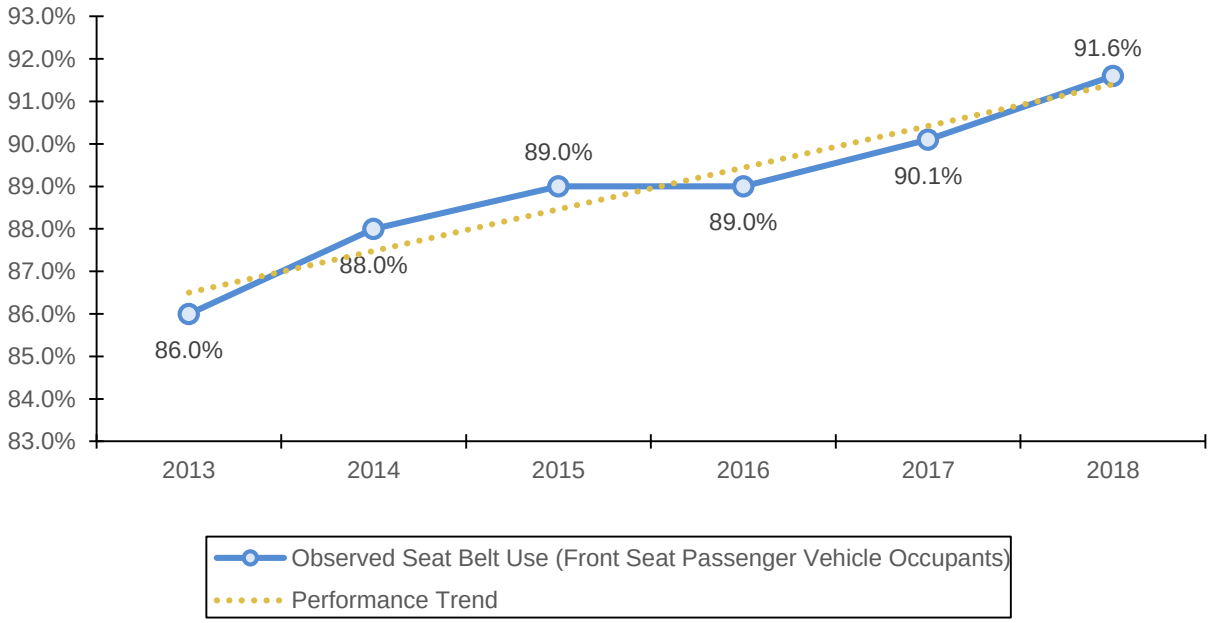
Source: NHTSA STSI/FARS. Accessed November 8, 2018.

Figure 2.11 Bicyclist Fatalities



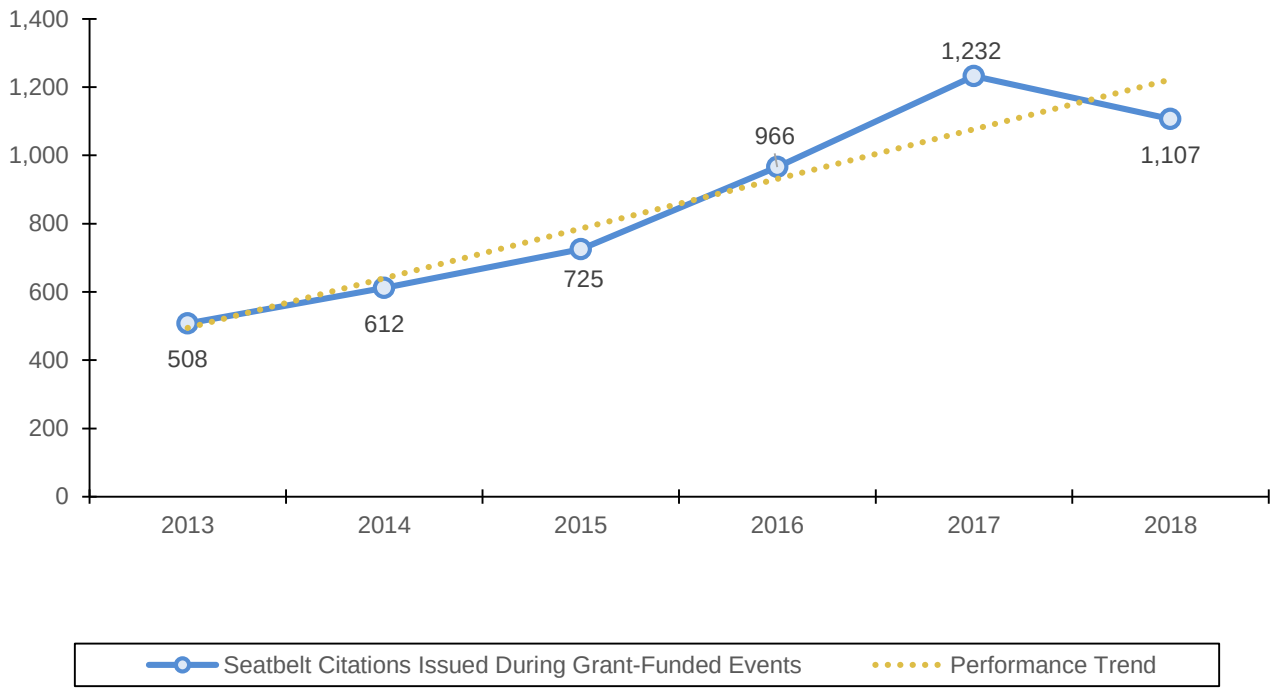
Source: NHTSA STSI/FARS. Accessed November 8, 2018.

Figure 2.12 Observed Belt use for Passenger Vehicles



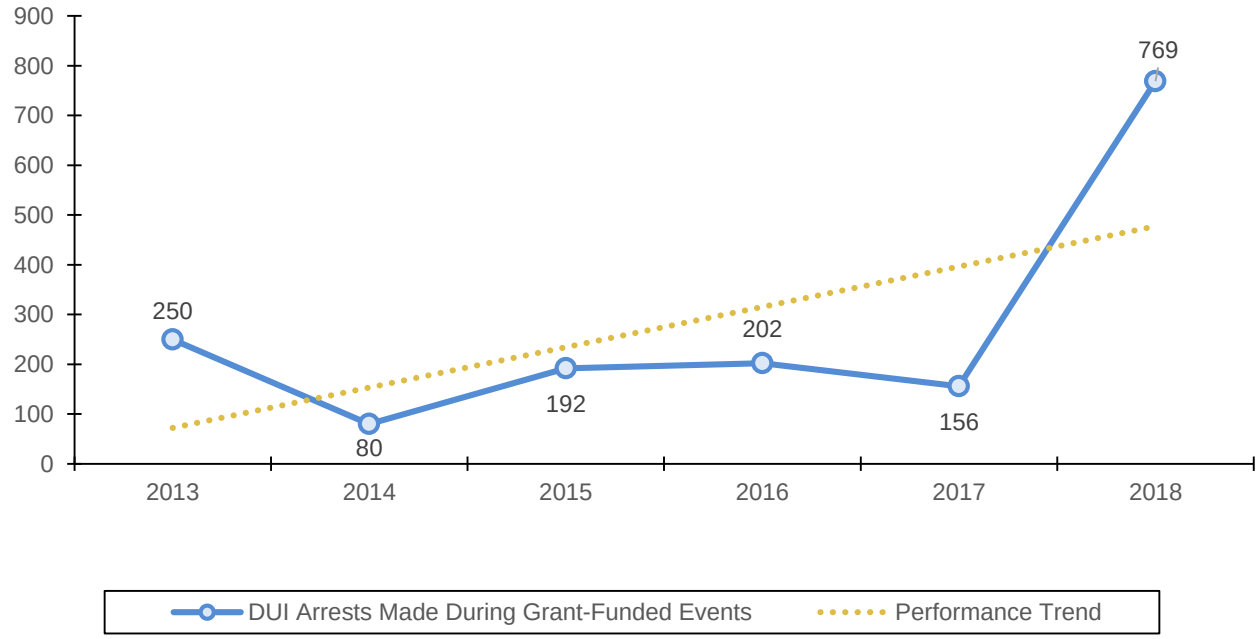
Source: NHTSA STSI/FARS and Alaska Highway Safety Office. Accessed November 8 and 20, 2018.

Figure 2.13 Seatbelt Citations Issued During Grant Funded Events



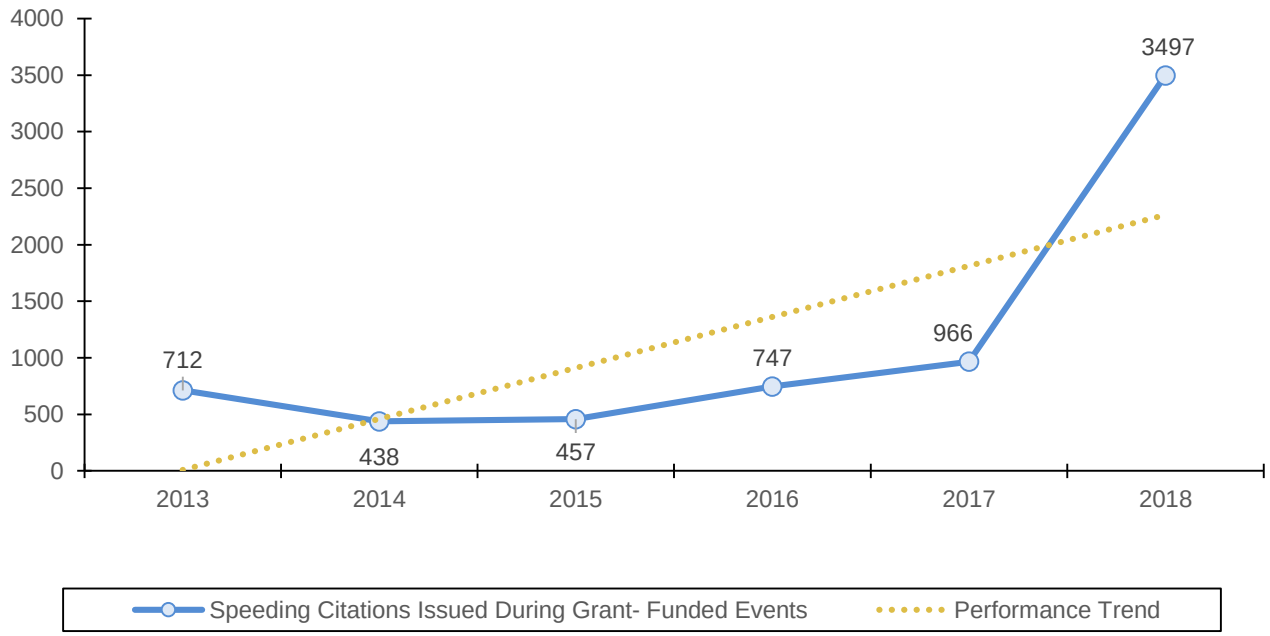
Source: Alaska Highway Safety Office. Accessed November 20, 2018.

Figure 2.14 DUI Arrests Made During Grant Funded Events



Source: Alaska Highway Safety Office. Accessed November 20, 2018.

Figure 2.15 Speeding Citations Issued During Grant Funded Events



Source: Alaska Highway Safety Office. Accessed November 20, 2018.

3.0 Program Areas

3.1 Evidence Based Enforcement Program Activities

In FFY 2018, the AHSO continued to support and implement evidence based enforcement program activities. A significant portion of Alaska's highway safety grant funds were awarded to law enforcement agencies, as noted in the program areas below. This past year saw 11 law enforcement agencies participate in Click It or Ticket or the Drive Sober or Get Pulled Over campaigns. The AHSO has policies and procedures in place to ensure enforcement resources are used efficiently and effectively to support the State's highway safety program performance targets. Funding decisions for subsequent years are based on the effectiveness of the implementation and performance of each agency's enforcement project summarized in this section. Alaska incorporates an evidence-based approach in its statewide enforcement program through three components; data-driven problem identification, implementation of evidence based strategies, and continuous monitoring.

All enforcement agencies who applied for FFY 2018 funding were required to detail data-driven approaches to identify the enforcement issues in their jurisdictions, evidence-based strategies they would deploy, and how they would track their progress. All prospective grantee applications were vetted and scored on their evidence based approach. FFY 2018 grantees were also required to submit a year-end report of the project activities, as well as the goals and objectives they set for the year.

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

3.2 Compilation of Enforcement Activity Results

In FFY 2018, 11 law enforcement agencies participated in the national Click It or Ticket campaign or in the Driver Sober or Get Pulled Over campaign. In total, all of the NHTSA funded law enforcement activities resulted in:

- 1,107 seat belt citations
- 769 impaired driving arrests
- 3,497 speeding citations

In addition, Alaska increased their number of Drug Recognition Experts (DRE's) to 41 in 2018.

The performance target(s), 2018 results, and project descriptions for the seven program areas addressed in the FFY 2018 HSP are described in the following sections 3.3 to 3.9. Similar information is provided for Paid Media (3.10) and Planning and Administration (3.11) activities conducted in FFY 2018.

3.3 Impaired Driving

Problem Statement

Impaired driving is the number one priority for the Alaska Highway Safety Office as it is a preventable crime. Legalization of marijuana in the state has further complicated the more traditional approaches for addressing impaired driving. Alaska has experienced a declining trend in traffic fatalities since 1977, but alcohol and drug use continue to be a major contributing factor to motor vehicle crashes and fatalities. Alcohol alone was a factor in 28 percent of traffic fatalities in 2017.

Performance Target

1. Decrease alcohol impaired driving fatalities by 14 percent from the 2011-2015 average of 19 to 17 by December 31, 2018.

Projects and Funding

The 2018 HSP included impaired driving projects to address the above performance targets and counter impaired driving in the State. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

Alaska did not reach the target of 16 alcohol-impaired related fatalities or lower in 2017. Although, Alaska did see a significant reduction in 2017 (22) over the 30 alcohol-impaired related fatalities in 2016. During FFY 2018, 11 agencies participated in the national mobilizations and quarterly high-visibility enforcement activity at high-risk times resulting in 796 impaired driving arrests, a 410 percent increase over FFY 2017. With the legalization of marijuana, the AHSO has and will continue to redouble our efforts to maintain the current level of DREs in the State at 41.

The FFY 2018 telephone survey indicated that two-thirds (66 percent) of Alaskan drivers think they are certainly or very likely to be arrested for driving after drinking (Figure 4.2). This is an increase from 53 percent noted by respondents in the 2016 survey and has increased each year since 2014.

Project Descriptions

Project Title: High-Visibility DUI Enforcement (405d M5HVE-18-01-00(A))

Project Description: The AHSO utilized 405d funds for police departments to participate in High Visibility Enforcement (HVE) efforts on impaired driving initiatives in FFY 2018. Highly visible enforcement is widely recognized as an effective countermeasure for reducing impaired driving fatalities and serious injuries. The AHSO funded the Alaska State Troopers (AST) and local agencies to conduct data-driven enforcement operations in areas of high risk for impaired driving crashes in coordination with the national mobilizations. The results of their collective work in FFY 2018 were 1,196 hours of DUI HVE overtime, which resulted in 40 impaired driving arrests, 835 citations for various moving, vehicle, and license violations, and 7 warrant arrests.

Budgeted: $600,000

Expended: $161,722.48

Project Title: Statewide LEL – Impaired Driving (402PT-18-06-00(D))

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

The project did not materialize in FFY 2018 due to changes at the administrative levels of agencies that had previously agreed to provide an LEL New agreements must be signed with the agencies and the AHSO intends to begin the program in FFY 2019.

Budgeted: $60,000

Expended: $0

Project Title: DPS Statewide DRE (405dM5X-18-01-00(A))

Project Description: The recreational use of marijuana has become legal in Alaska heightening the importance of the DRE program. For FFY 2018, of the project's 13 goals, eight were met and the remaining five were partially met. At the end of FFY 2018, accounting for attrition, Alaska had 41 active DRE officers, one more than at the end of the previous year. The Alaska Highway Patrol is poised to train additional DRE officers in FFY 2019 to maintain this number. Additionally, one ARIDE class and one DITEP class was held for law enforcement in FFY 2018. Furthermore, 29 people, including 26 DREs representing seven different agencies, d participated in various courses and breakout sessions at the National DRE Conference to further their education. The staff member who manages the states ignition interlock program attended the Association of Ignition Interlock Program Administrators (AIIPA) conference as well.

Budgeted: $312,000

Expended: $133,157.15

Project Title: AK DPS Toxicology Services (402 AL-18-01-00(A))

Project Description: This program paid for evidence from impaired traffic related cases to be sent to the Washington State laboratory for forensic toxicology drug analysis. As needed, expert testimony was also provided. For all of FFY 2018, 96 percent of all samples were submitted to the lab in 21 days or less. This exceeded the target of 95 percent of all samples submitted for testing as it did in FFY 2017 as well.

Budgeted: $221,000

Expended: $199,250.90

Project Title: Anchorage Police Department Impaired Driving Enforcement Unit (405d M5X-18-01-00(D))

Project Description: The Anchorage DUI Traffic Enforcement Unit started working in FFY 2017. In FFY 2018, the unit conducted 6,890 traffic stops in which 11,399 persons were contacted. During these activities the team made 537 misdemeanor DUI arrests and 41 felony DUI arrests, and issued 1,569 speeding citations, 113 seatbelt citations, 2,382 other citations for moving violations, and 422 citations or arrests for license violations.

Budgeted: $1,500,000

Expended: $1,386,774.31

Project Title: Fairbanks DUI Traffic Enforcement Unit (405d M5X-18-01-00(B))

Project Description: This project targeted suspected impaired drivers in the Fairbanks area. In FFY 2018 one officer was assigned to conduct roving patrols that targeted impaired drivers. However, there continues to be a severe officer staffing shortage so the amount of hours for impaired driving roving patrols had to be reduced. Even with reduced amount of hours all activities/milestones were met, such as conducing saturation patrols and participation in high visibility enforcement campaigns. During this period 138 DUI related citations were written.

Budgeted: $137,755

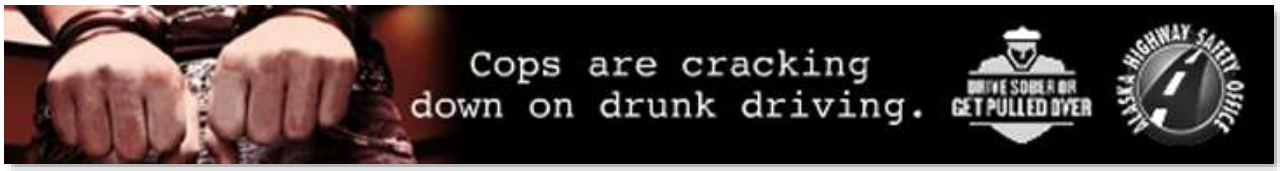
Expended: $88,518.11

Project Title: Professional Development for Traffic Safety Professionals (402 PT-18-06-00(G))

Project Description: The AHSO used 402 grant funds on the scholarship travel for training and workshops in FFY 2018 for officers from the Juneau, Fairbanks, Anchorage Police Departments, and Anchorage Fire Department to travel to the Lifesavers Conference for training and to gain insights on the latest impaired driving countermeasures to bring back to Alaska law enforcement to further reduce impaired driving in the state.

Budgeted: $25,000

Expended: $15,476.18



3.4 Occupant Protection

Problem Statement

Alaska's observed seat belt usage rate increased from 77 percent in 2004 to a historic high of 91.6 percent in 2018. According to the 2018 statewide phone survey, respondents indicated they use their seatbelt "always" 91 percent of the time, an increase from 89 percent in 2017. Survey participants also responded that their chance of being injured in a collision without a seatbelt was "very likely" or "likely" 86 percent of the time. In addition, 31 percent of respondents believed they "always" or "nearly always" had a chance of receiving a seatbelt ticket for not wearing one. This is an increase from 27 percent in 2015.

Performance Targets

1. Decrease unrestrained passenger vehicle occupant fatalities in all seating positons 3 percent from the 2011-2015 average of 19 to 18 by December 31, 2018.

2. Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1.9 percent from 89.3 percent in 2015 to 91 percent in 2018.

Projects and Funding

The 2018 HSP included occupant protection projects to make progress towards reducing unrestrained injuries and fatalities and achieving the performance targets. Additionally, funds were spent on communication efforts (described in more detail in Section 3.10 for Paid Media). Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

Alaska achieved the target of surpassing a 90 percent observed seat belt use rate in 2017 and edged above 91 percent in 2018. Seatbelt citations issued during grant-funded activity was 1,107 in 2018.

The 2018 observational seat belt survey indicated the regional areas of Anchorage, Kenai, and Matanuska Susitna all have an observed seat belt rate at or above 90 percent. The Fairbanks region had an 85 percent observed seat belt rate and the Juneau region was recorded at just below 90 percent.

Project Descriptions

Project Title: Occupant Protection Use Survey (OPUS) (405b M2X-18-04-00(A))

Project Description: The state is required to evaluate the impact of its programs aimed at increasing seat belt use. Alaska's seat belt use observational survey was redesigned in FFY 2017 and approved by NHTSA. The design allows the capture of demographic data to assist in targeting the occupant protection programs and measuring performance.

Budgeted: $75,000

Expended: $39,668.09

Project Title: Statewide Click It or Ticket Mobilization and State Blitzes (402 PT-18-06-00(A))

Project Description: The AHSO provided grants to AST and local law enforcement agencies to conduct seat belt enforcement activity in their jurisdictions. The AST, in collaboration with local law enforcement agencies, conducted high-visibility (overtime) enforcement during the Click It or Ticket mobilization and state blitzes through directed and saturation patrols, and seat belt informational checkpoints. Enforcement focused on roadways that produce low seat belt use rates, as determined by crash data and Alaska's annual Observational Survey. Participating agencies also conducted earned media activities and participated in educational events. In FFY 2018, law enforcement agencies worked 1,197 hours HVE overtime, which resulted in eight impaired driving arrests, 927 occupant protection citations, and 16 warrant arrests.

Budgeted: $250,000

Expended: $130,783.04

Project Title: Safe Kids Kenai Peninsula CPS Program (405b M2CPS-18-04-00(B))

Project Description: Safe Kids Kenai Peninsula (SKKP) supports the CPS component of the state's Occupant Protection Strategic Plan. SKKP coordinated, trained, supported certification, and mentored CPS technicians in the region, hosted CPS events (e.g., car seat check events, inspections, seat distribution), supported existing and developed additional child safety seat fitting stations, provided CPS education at community events, implemented earned media opportunities, and initiated a CPS media campaign through the Central Peninsula Hospital to educate the public. The results of SKKP were 21 car seat events, 393 car seat checks, 120 car seats distributed, reaching a total of 894 children and 1,479 adults.

Budgeted: $54,000

Expended: $45,175.03

Project Title: Fairbanks Safe Rider Program (405b M2CPS-17-04-00(C))

Project Description: In support of the CPS component of the state's Occupant Protection Strategic Plan, the Fairbanks Safe Rider Program coordinated, trained, supported certification, and mentored CPS technicians in the region, hosted CPS events (e.g., car seat check events, inspections, seat distribution), supported existing and developed additional child safety seat fitting stations, provided CPS education at community events, and implemented earned media opportunities to educate the public. The program's CPS Technician teamed with local law enforcement and participated in Click It or Ticket mobilization by providing assistance to motorists with improperly or unrestrained children. The outputs of the Fairbanks Safe Rider program were 15 car seat events, CPS education to 215 new parents, 44 hospital rounds and referrals for car seat fittings, and 149 child safety seat checks.

Budgeted: $85,939

Expended: $80,549.67

Project Title: Mat-Su Child Passenger Safety Program (405b M2CPS-18-04-00(A))

Project Description: In support of the CPS component of the state's Occupant Protection Strategic Plan, the Mat-Su Child Passenger Safety Program coordinated and mentored CPS technicians in the region, created and distributed a quarterly newsletter, hosted and partnered with schools and other agencies on CPS events (e.g., car seat check events, inspections, seat distribution), provided CPS education to parents and family members at the Mat-Su Medical Center Birthing Center and community events, reached out to and tracked foster parents attending seat check events, and implemented earned media opportunities to educate the public. In FFY 2018, the Mat-Su Services for Children and Adults, Inc. checked 203 car seats, held six car seat check events, and educated 68.5 percent of all new parents about child passenger safety who delivered at the Mat-Su Regional Medical Center.

Budgeted: $41,708

Expended: $40,276.46

Project Title: Statewide CPS Coordinator and Co-Coordinator (405b M2CPS-18-04-00(D) and (E))

Project Description: This project funded the positions (salary or labor hours and expenses) of the statewide CPS Coordinator and Co-Coordinator who functioned as extensions of the AHSO. The statewide CPS Coordinator position was created in 2014. In FFY 2018, the Coordinators oversaw the CPS (technician, instructor, and inspection station) database, monitored the recertification rate, scheduled six CPS technician training classes, taught two CPS technician classes, compiled an event calendar, participated in Click It or Ticket events, assisted with the occupant protection portion of the AHSO web site, and provided support to the AHSO with occupant protection communications and other activities as needed.

Budgeted: $80,000

Expended: $66,562.89

Project Title: Professional Development for Occupant Protection (405b M2PE-18-04-00(A))

Project Description: The AHSO's travel scholarship program provided reimbursement for travel and/or training costs to occupant protection and CPS-related events that benefit Alaska's mission and support the activities of the HSP. In FFY 2018 funds were used for sending three attendees to the Lifesavers Conference and three attendees to the Kidz in Motion Conference from AIPC and Mat-Su Services and Resource Center for Parents and Children.

Budgeted: $15,000

Expended: $6,030.67

3.5 Speeding

Problem Statement

From 2006 to 2015, Alaska made great strides in reducing speeding-related fatalities from 30 in 2006 to 22 in 2015. In 2016, Alaska saw a ten year high of 36 speeding-related fatalities which fell sharply to 26 in 2017. However, even with this drop, speeding-related fatalities still remain one of the leading causes of death (33 percent) in Alaskan motor vehicle crashes.

Performance Target

1. Decrease speeding-related fatalities by 3 percent from the 2011-2015 average of 20 to 19 by December 31, 2018.

Projects and Funding

The FFY 2018 HSP outlined a number of strategies to address speeding related crashes and achieve the aforementioned performance target. The AHSO awarded a substantial grant to the Alaska State Troopers to conduct data-driven high-visibility enforcement operations to address the identified problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

Speeding-related fatalities decreased from 36 in 2016 to 26 in 2017, missing the 2017 target of 20. However, the trend in speeding-related fatalities over the last ten years (2007-2017) has been falling. In reviewing the number of grant-funded speeding citations, there was a dramatic increase each of the last four years. In 2015, 457 citations were written, followed by 747 in 2016, 966 speeding citations in 2017, and 3,497 written during grant funded events in 2018.

Project Descriptions

Project Title: AST Speeding Fatality Reduction Effort (402 PT-18-06-00(B))

Project Description: The Alaska State Troopers conducted enforcement of the posted speeding limit at locations based on data-driven locations where speed crashes have occurred. Enforcement consisted of high-visibility enforcement operations to address specific problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. A total of 1,144 overtime hours were worked by Alaska State Troopers in all five detachments in the Palmer/Wasilla, Anchorage, Ketchikan, Fairbanks, and Kenai Peninsula areas. In total, Troopers issued a total of 8,512 speeding citations. Due to budget reductions leading to a reduction in the number of Troopers across the state, fewer Troopers were able to work this program in FFY 2018.

Budgeted: $455,000

Expended: $110,242.79

Project Title: Juneau Police Department Accident Response Team (402 PT-18-06-00(C))

Project Description: The Juneau Police Department (JPD) established a fully functioning and comprehensive traffic unit. This project developed a traffic accident response team through training and the purchase of investigative technology. The training and equipment is intended to improve Traffic Incident Management by more quickly and safely conducting investigations to avoid secondary crashes. Increased information collected at the crash site will also increase successful prosecutions and raise awareness of the impacts of distracted, impaired, and speed related crashes. Officers were assigned to the Juneau Major Accident Response Team (JMART) of which speed patrol and enforcement is an integral part. JMART responds to neighborhood complaints of speed and conducts school zone and work zone enforcement, as well as general patrols. This project also involved sending two JMART officers to At-Scene Traffic Crash training and Advanced Crash Investigations training. JPD was unable to purchase a 3D scanner as part of the project this year due to requirements of the Buy America Act.

Budgeted: $250,000

Expended: $54,589.37

3.6 Motorcycle Safety

Problem Statement

In 2017, motorcycle fatalities accounted for nearly eight percent of all fatalities in Alaska. The year also tied the fewest number of motorcycle fatalities (six) in the last ten years; three of these fatalities were unhelmeted. Known reported helmet use for all motorcycle operators and passengers involved in fatal crashes in 2017 was 50 percent, down from 67 percent in 2016. In 2017, Alaska recorded 31,542 registered motorcycles, a slight decrease from 32,097 motorcycle registrations in 2016.

Performance Targets

1. Decrease motorcyclist-involved fatalities by 14 percent from the 2011-2015 average of 9 to 8 by December 31, 2018.

2. Maintain unhelmeted motorcyclist fatalities at the 2011-2015 average of 3 through December 31, 2018.

Projects and Funding

The FFY 2018 HSP included a media campaign to address and make progress towards the above performance targets. Program costs to support motorcyclist safety include $50,000 in funds for the paid media buys and are listed in Section 3.10 – Paid Media. Table 7.1 in Section 7.0 contains a list with the project, funds spent on the project, and the funding source(s).

Performance Results

At the time of this report, 2018 data were not available for the motorcycle performance measures. As in 2016, there were six motorcyclist fatalities in 2017 which beat the 2017 target of eight. Of the six motorcyclist fatalities, three were unhelmeted. Due to the decrease in motorcyclist fatalities in Alaska over the last two years, the trend line over the last ten years is now trending downwards.

Project Descriptions

The paid media buys detailed in Section 3.10 – Paid Media included $50,000 to support motorcyclist safety.

3.7 Pedestrian and Bicycle Safety

Problem Statement

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. In 2017, pedestrians and bicyclists accounted for 19 percent of all fatalities on Alaska's roadways. From 2006 to 2017, bicyclist fatalities remained flat, however, pedestrian fatalities have been trending upward. At the time of this report no data were available to determine if impairment was associated with any of the pedestrian and bicyclist fatalities.

Performance Targets

1. Decrease pedestrian fatalities by 10 percent from the 2011-2015 average of 10 to 9 by December 31, 2018.

2. Decrease bicyclist fatalities by 100 percent from the 2011-2015 average of 1 to 0 by December 31, 2018.

Performance Results

At the time of this report, the 2018 data for the bicycle and pedestrian performance targets were preliminary (Table 1.5). In 2017, there were 14 pedestrian fatalities, exceeding the 2017 target of eight fatalities. On average these fatalities have been trending up since 2006, and 14 pedestrian fatalities is tied for the highest total in over 10 years. In 2015, Alaska reached the target of zero bicyclist fatalities helping the State's march Toward Zero Deaths but there was one bicyclist fatality in both 2016 and 2017, which exceeded the target of zero for 2017. It is unclear if the number of pedestrians and bicyclists on the roadways has increased, thus increasing exposure to being involved in traffic crashes.

Project Descriptions

Project Title: AIPC and Pedestrian Safety (402 PS-18-05-00(A))

Project Description: In FFY 2018, the Alaska Injury Prevention Center (AIPC) engaged with community stakeholders who are involved with the Vision Zero Anchorage commitment. AIPC participated on the Vision Zero committee to insure that safety measures were adopted to address pedestrian safety and identified methods to address pedestrian safety by reaching out to area businesses in high-risk areas alerting them and their customers of issues with pedestrian safety in the area. Solutions were also coordinated with DOT engineers, AHSO staff, and the media contractor to help address pedestrian safety. The results of these efforts were three meetings with pedestrian stakeholders to identify safety solutions, coordination of a media blitz on January 23rd with multiple stakeholders which garnered earned media on pedestrian safety from multiple television outlets, and attendance at all local Vision Zero Shareholder meeting and participation in Special Users Emphasis Area meetings to update Alaska's Strategic Highway Safety Plan.

Budgeted: $50,226

Expended: $50,151.87

Project Title: Bicycle/ Pedestrian SHSP Projects (402 PS-18-05-00(A))

Project Description: This was a placeholder for a potential bicycle and pedestrian project. No proposals were submitted to the AHSO and no projects were conducted in FFY 2018.

Budgeted: $20,000

Expended: $0

3.8 Novice Drivers

Problem Statement

Novice drivers under 20 years of age have the highest crash risk of any age group on the road. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. While many teens crash because of risk-taking, most crashes occur because the teen behind the wheel does not have the skills or experience needed to recognize a hazard and take corrective action. Alaskan teens may begin driving at an earlier age than most U.S. teens. Under the State's graduated driver license program (GDL), teens under 18 years of age may, obtain a learner's or instruction permit at the age of 14 with parental consent. This increases teens' exposure to crashes. Alaska recorded six young driver fatalities in 2017, which is equal to the lowest number of young driver fatalities in over 10 years. Fatal crashes involving young drivers 20 or under has steadily decreased in Alaska over the last ten years.

Performance Targets

1. Decrease the number of drivers age 20 or younger involved in fatal crashes by 14 percent from the 2011-2015 average of 8 to 7 by December 31, 2018.

Projects and Funding

The FFY 2018 HSP included a number of novice driver safety projects to address and make progress towards the above performance target. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

At the time of this report, 2018 novice driver data were not available. Novice driver fatalities decreased from 16 in 2016 to six in 2017, which was below the target of eight.

Project Descriptions

Project Title: Safe Roads for all Ages (402 SA-18-17-00(A))

Project Description: The Alaska Injury Prevention Center expanded its peer-to-peer teen program with new topics and expanded geographical reach to improve young driver knowledge, attitudes, and behaviors regarding impaired driving, awareness of the risks and consequences of inattentive driving, aggressive driving, and seat belt use. The AIPC developed evaluation methodology to assess changes in youth knowledge and attitudes and to evaluate program success. Results of this project included participation by eight Anchorage School District high schools and Juneau Douglas High School in the Teen Driving Safety Campaign. The pre-campaign survey showed 36 percent of students were comfortable telling a peer to stop texting while driving while the post-campaign survey showed it increased to 63 percent. Knowledge of GDL restrictions increased from 67 percent to 95 percent. Lastly, a Snap Chat filter featuring a teen driving message to peers was viewed 29,894 times.

Budgeted: $364,295

Expended: $342,046.00

Project Title: Homer Police Department – Project Drive (405d M5X-18-01-00(C))

Project Description: The Homer Police Department conducted a series of Project Drive clinics around their area that provided 6th through 12th grade students in the middle and high schools the opportunity to experience what it is like to drive impaired. In the clinics, students wear Fatal Vision goggles, which simulate BACs from .07 to .25, and drive go-kart/utility vehicles on a closed course under the supervision of a police officer. Funding supported officer overtime, gasoline, and clinic supplies. Unfortunately, Homer Police Department was down two officers in FFY 2018 which resulted in less activity than planned for Project Drive. Regardless, four clinics were presented to 236 students.

Budgeted: $39,488

Expended: $1,567.06

3.9 Traffic Records

Problem Statement

Timely, accurate, complete, uniform, and well-documented traffic records information is critical for monitoring, assessing, and addressing safety on Alaska's roadway system. An assessment of Alaska's traffic records system was conducted in 2016 and a new five-year traffic records strategic plan was developed by the Alaska Traffic Records Coordinating Committee (ATRCC), of which AHSO is a member, in 2017. The plan calls for ongoing coordination among all stakeholders in support of initiatives and projects that improve the quality of the State's traffic records systems.

Performance Targets

The performance targets (referred to as objectives in the five-year traffic records strategic plan), which directly relate to activity in the FFY 2018 HSP, include:

2.3 – Improve the timeliness of the Citation/Adjudication Data System;

3.1 – Improve the accuracy of Crash Records Data System records;

3.4 – Improve the accuracy of the Citation/ Adjudication Data System data;

4.1 – Improve the completeness of the Crash Records Data System data;

4.3 - Improve the completeness of the Citation/Adjudication Data System data;

5.2 – Improve the uniformity of the Citation/Adjudication Data System; and

6.1 – Develop a Data Integration Master Plan.

Projects and Funding

The 2018 HSP included traffic records projects to support the above goals and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list with the projects, funds spent on each project, and the funding source(s).

Performance Results

The projects funded in 2018 served to improve the timeliness, accuracy, completeness, uniformity, and accessibility of traffic records data necessary to identify priorities for Alaska's traffic safety programs. Specifically, projects were funded which helped in achieving the goals of the ATRCC Strategic Plan by improving the accuracy of citation and adjudication data system. Updating the Uniform Minor Offense Table in Court system's database ensures that citations issued within the corrected jurisdictions are accurate, complete and uniform.

Project Descriptions

Project Title: ACS Electronic E-citation Interface Migration for CVE Citation Data (405c M3DA-18-08-00(B))

Project Description: This project specifically targeted the capture of commercial driving/vehicle citation data. Commercial motor vehicle (CMV) offense data, prior to this project, was not transmitted to the courts electronically due to the calculation of fines and due to cumulative penalties related to the offending commercial vehicle/company. Since these citations had to be filed via paper, it significantly increased the amount of time that the citation processed through the courts which resulted in an increase of inaccurate and inconsistent data for these offenses.

This project also allows required commercial driver license (CDL) information to be transmitted to the courts and Division of Motor Vehicles (DMV) electronically. Out of state CDL information is not accessible to DMV because the court system does not currently have the ability to receive it. To comply with federal reporting requirements DMV needs two data elements to which it did not have electronic access: whether a commercial vehicle was used in the offense cited; and the driver license class and state of record. The previous process was a manual check of the CDL Information System to determine if the license was an out of state commercial driver license. Federal regulation requires the record of conviction to be transmitted to the state of record within 10 days of conviction. DMV reported that staff had to manually check approximately 5,200 citations a year for out of state CDLs because of this missing data.

In FFY 2018 the vendor was able to move the e-citation interface from the old RAM server to allow Commercial Vehicle Enforcement (CVE) to file citation electronically after migration. At the time of this report testing was still occurring to ensure the citations were correctly being validated by the system.

Budgeted: $49,000

Expended: $43,912.91

Project Title: Anchorage Crash and Alaska Trauma Registry Data Linkage 405c M3DA-18-08-00(C))

Project Description: This project was a pilot to determine the probabilistic linkage between crash and trauma records. The project did not begin until June 2018, however the proof of concept was verified that it is not only possible but probable to successfully link these two data streams together. Further sampling will continue in FFY 2019 of linking the two data systems.

Budgeted: $20,000

Expended: $19,841.36

Project Title: Crash Data Entry Services (408 K6-18-08-00(A))

Project Description: AHSO continued funding a contractor to reduce the current crash data backlog at DOT&PF. Changes in the Alaska Motor Vehicle Collision Report (12-200), a police completed report; problems with the electronic entry of the Alaska Motor Vehicle Crash Form (12-209), a self-reporting form for less serious crashes; a lack of electronic transfer of crash data prior to mid-2015; and the continued lack of electronic crash data transfer from the Anchorage Police Department (the largest collector of crash data in Alaska) have all contributed to a significant crash data backlog. In FFY 2018, substantial progress was made in entering serious injury through 2016.

Budgeted: $60,000

Expended: $26,581.89

Project Title: Traffic and Criminal Software (TraCS) Licensing Fee (405c M3DA-18-08-00(A))

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

Budgeted: $150,000

Expended: $91,765.00

Project Title: Professional Development for Traffic Records Stakeholders (405c M3DA-18-08-00(C))

Project Description: No members of the ATRCC in FFY 2018 attended professional development trainings or meetings. It is anticipated in FFY 2019 participation in meetings and conferences will occur.

Budgeted: $30,000

Expended: $0

3.10 Paid Media

Problem Statement

Alaska's Highway Safety Coordinated Media program was managed by a media contractor in FFY 2018. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns were coordinated to coincide with the local and national impaired driving mobilizations and occupant protection campaigns.

Performance Targets

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

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

Projects and Funding

The FFY 2018 HSP included paid media projects to support the above goals and make progress towards the HSP performance targets. Two planned activities were not implemented in FFY 2018 that were originally planned. The first one was the Sports Marketing and Educational Traffic Safety Media Buys which was not implemented because of unforeseen delays in proposal submissions followed by contracting delays. The second was the Educational Traffic Safety Media Buys for distracted driving. This activity did not occur because the State did not qualify for 405e funding in FFY 2018. Table 7.1 in Section 7.0 contains a list with the project, funds spent on the project, and the funding source(s).

Performance Results

The Paid Media project activity supported the attainment of the performance targets for impaired driving, occupant protection, speeding, motorcycle safety, pedestrian and bicycle safety, and novice driver activities identified in the FFY 2018 HSP.

Project Descriptions

Project Title: Communications Contractor and Educational Traffic Safety Media Buys (402 PM-18-25-00(A) and (B)),

Project Description: The AHSO contracted with a communications consultant to oversee the development and implementation of a statewide strategic communications plan that supported the strategies outlined in the FFY 2018 HSP and Alaska's Strategic Highway Safety Plan. The strategic communications plan focused on alcohol-impaired, distracted, and aggressive driving (which includes speeding); pedestrian, bicycle and motorcycle safety (motorist awareness), teen driving, and proper restraint for motor vehicle occupants of all ages. The plan also supported Alaska's participation in the national Click It or Ticket and Drive/Ride Sober or Get Pulled Over high-visibility enforcement mobilizations. The creative and media buys were targeted to reach key demographic groups as determined by data analysis (e.g., the parents of teen drivers, males between 18 and 35 years of age, motorist awareness of motorcyclists) with critical safety messages (e.g., make time for practice and control the keys, Drive/Ride Sober or Get Pulled Over) at key times of the year (e.g., late/spring and summer for teen drivers, in conjunction with national mobilizations). All media materials were tagged with Alaska's Zero Fatalities logo.

Budgeted: $41,738.27 (A); $175,000 (B)

Expended: (A) - $41,826.78; (B) - ATV: $32,998.08; Speed 26,980.00 ; Teen Driver Safety $16,822.38; Distracted Driving $73,969.00; Pedestrian Safety $15,863.00; Occupant Protection General $7,965.00; Landing Page Design $182.00

3.11 Planning and Administration

Problem Statement

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

Goal

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

Performance Targets

1. Conduct a Stakeholders' meeting to receive input for development of the FFY 2019 Highway Safety Performance Plan.
2. Deliver the FFY 2017 Annual Report by December 31, 2017.
3. Deliver the Federal Fiscal Year 2018 Highway Safety Plan by July 1, 2018.

Projects and Funding

The 2018 HSP included planning and administration projects to support the program area activities mentioned earlier in Section 3.0 and to address and make progress towards the HSP performance targets. Table 7.1 in Section 7.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Project Descriptions

Project Title: AHSO Operations/Planning and Administration (402 PA-18-00-00))

Project Description: Funded personnel costs, operating costs, travel expenses, conferences and training, memberships (e.g., GHSA, APOA, AACOP, WIP, and SMSA), supplies, equipment costs, and contractual services to provide statewide program direction, financial, clerical support, property management, and an audit for the 402 statewide programs. Helped the AHSO manage projects to align with Target Zero Fatalities.

The Alaska Highway Safety Office serves as the primary agency responsible for ensuring that the State's highway safety concerns are identified and addressed through the development and implementation of appropriate countermeasures. In FFY 2018, the staff administered a fiscally responsible, effective highway safety program that was data driven, included strategic partners and stakeholders, and addressed the State's specific safety characteristics.

Budgeted: $500,000 Section 402

Expended: $147,420.67 (402)

Project Title: Alaska Highway Safety Summit (402 PT-18-06-00(E))

Project Description: The AHSO planned to host a two-day Highway Safety Summit in 2018. The purpose of the conference was to gather highway safety professionals and stakeholders from around the state to discuss what is being done to address highway safety issues, update the state's safety community on best practices and new initiatives, and discuss future plans. The Summit did not occur in FFY 2018 but a survey on interest and participation was conducted for the Summit in 2019. It was also determined that the new SHSP would be released in 2019 and holding a Summit in coordination with the new SHSP would be of benefit to safety for the state.

Budgeted: $150,000

Expended: $0

Project Title: Attitudinal Telephone Survey (402 SA-18-17-00(B))

Project Description: The AHSO annual phone survey was led by the AIPC in coordination with Walsh Sheppard to determine which messages were included in recent campaigns an how best to capture recall and perceptions of Alaskan drivers. AIPC designed the survey tool and worked with Hays Research to conduct the survey. Additional results of the survey are detailed in Section 4.

Budgeted: $35,000

Expended: $29,999.98

Project Title: Distracted Driving Observational Survey (405e FESX-2018-18-00-00(A))

Project Description: The AHSO was unable to contract with a vendor to conduct a distracted driving observational survey because new funding was not awarded to the AHSO that would have funded this initiative. In future years it is anticipated the AHSO may conduct this survey if funding is available.

Budgeted: $70,000

Expended: $0

4.0 Attitudinal Phone Survey – 2018

The Alaska Injury Prevention Center (AIPC) in conjunction with Hays Research Group Inc. designed and implemented the 2018 phone survey in compliance with the NHTSA guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions which addressed driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior. The questions focused on seatbelt use, booster seats, drinking and driving, cell phone usage, and ad recall.

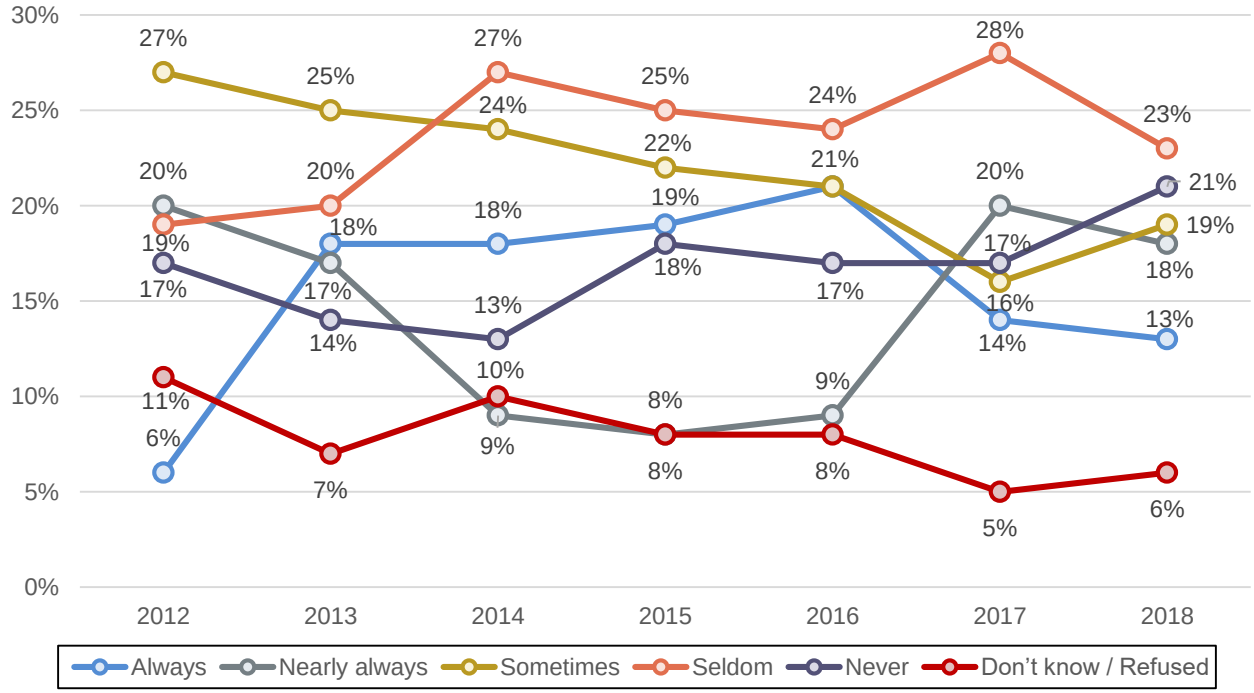
The interviews were conducted from August 15, 2018 to August 20, 2018 and averaged eight minutes in length. The random sample of 560 (n = 560) was drawn from drivers in the Anchorage, Matanuska-Susitna, Fairbanks, Kenai, and Juneau areas. Anchorage residents were oversampled to gather enough responses to allow for a statistically relevant breakdown of Anchorage only. Data in the report was weighted to reflect the actual population of Alaska statewide. Respondents were screened to ensure they were all drivers, and the ratio of men to women and of age group levels was kept in proportion to state population figures. The 2018 survey methodology had a quota of at least 60 percent of completed interviews with respondents on cell phones.

4.1 Survey Findings and Highlights

The following findings from the 2018 traffic safety telephone survey are from the executive summary of the report.

Seatbelt Usage and Ads

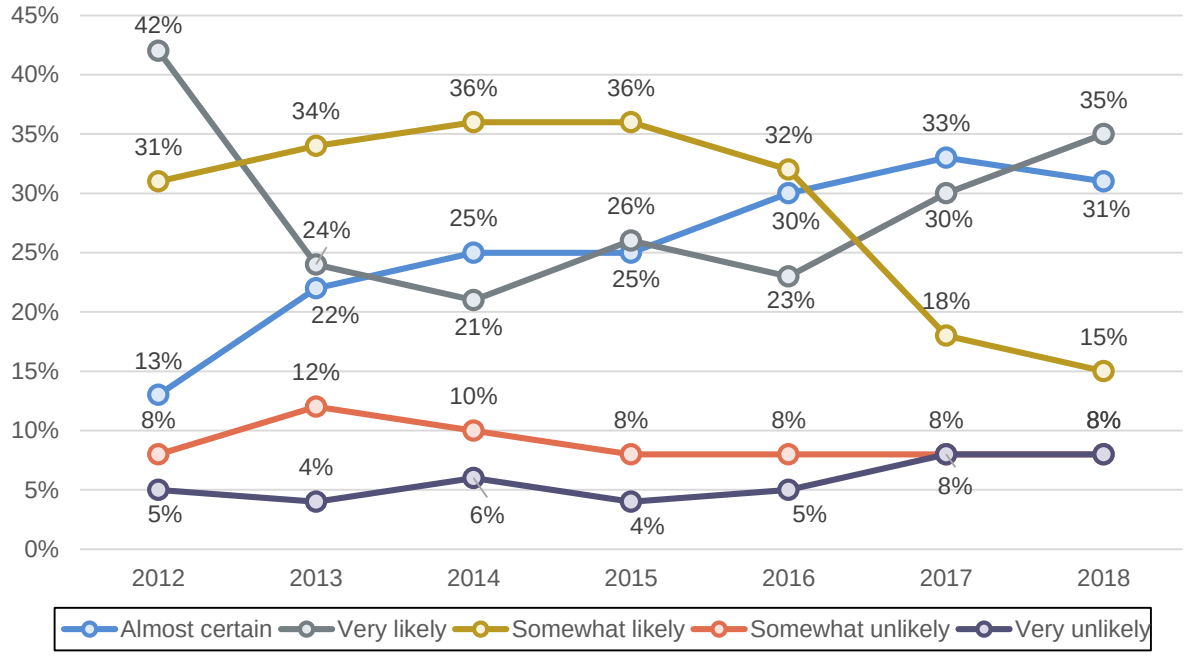
Figure 4.1 Survey Responses: "What do you think the chance is for you to get a ticket if you do not wear your seat belt?"



Source: Alaska Injury Prevention Center: Alaska Transportation Survey Results. Accessed December 17, 2018.

Drinking and Driving

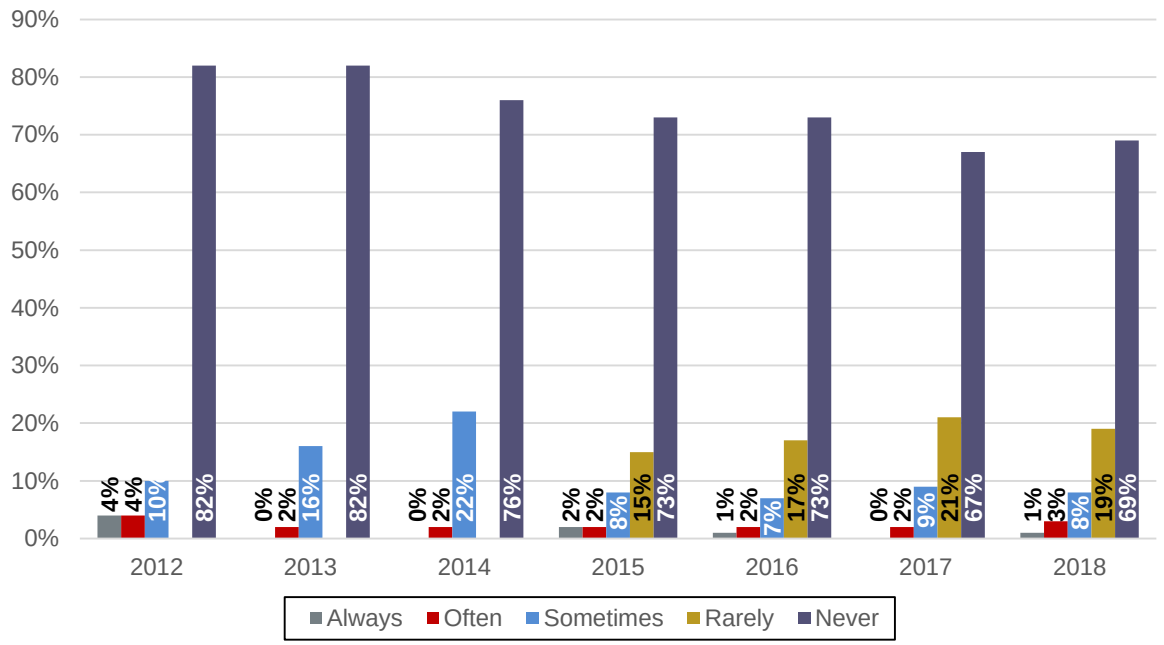
Figure 4.2 Survey Responses: "What do you think the chances are of getting arrested if you drive after drinking?"



Source: Alaska Injury Prevention Center: Alaska Transportation Survey Results. Accessed December 17, 2018.

Cell Phone

Figure 4.3 Survey Responses: "How often do you read or send text messages while driving your car?"



Source: Alaska Injury Prevention Center: Alaska Transportation Survey Results. Accessed December 17, 2018.

Demographics

- 44 percent of respondents were males and 56 percent were females.
- 46 percent of the sample were college graduates.
- 83 percent were Caucasian and 17 percent were non-Caucasian.

5.0 Alaska Observational Surveys of Seat Belt Use – 2018

The AHSO, as required by NHTSA, conducted an observational study in 2018 of driver and front row outboard passenger seat belt use in Alaska. The AHSO provided funding for the Alaska Injury Prevention Center to conduct the 2018 observational survey of seat belt use in Alaska per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011.

The 2018 observations took place from August 6 to August 29 in Anchorage, Juneau, Kenai, and Matanuska-Susitna Boroughs, as well as September 10 and September 24 to September 28 in Fairbanks North Star Borough. Seat belt use was recorded for drivers and front seat outboard passengers in passenger cars, trucks, sport utility vehicles (SUV), and vans. A total of 73,787 vehicle occupant drivers and outboard passengers were observed. 26 percent of the observed vehicles were cars, 37 percent SUVs, and 30 percent trucks. Over half (58.7 percent) of all vehicles observed were located in the Municipality of Anchorage.

5.1 Findings

- Seat belt use rate in 2018 varied by vehicle type:
  - Car – 92.4 percent;
  - SUV – 94.7 percent;
  - Truck – 88.f2 percent; and
  - Van – 92.0 percent.
- Seat belt use varied by region observed:
  - Anchorage – 93.5 percent;
  - Fairbanks – 84.9 percent;
  - Juneau – 89.4 percent;
  - Kenai – 90.6 percent; and
  - Matanuska-Susitna – 97.6 percent.
- Handheld cell phone use also was observed at 6.9 percent.

6.0 Paid Media Report

Alaska's Highway Safety Coordinated Media program is managed through a contract to a media contractor, Walsh Sheppard. Audio, video, print, and web ads were produced and released to media outlets. The media campaigns are coordinated to coincide with the local and national impaired driving mobilizations and occupant protection campaign. Table 6.1 details the FFY 2018 paid media buys coordinated by Walsh Sheppard and includes media type, audience size, evaluation results, and total paid by media source as developed in the Communications Plan approved by AHSO.

Table 6.1 FFY 2018 Paid Media

Campaign Name	Media	# of Impressions	Bonus Spots	Funding Source	Budget	Expenditures
ATV/Helmet Safety						
October 18-21, 2017						
AICP: ATV Safety	Screen	726	363	402	$3,350	$3,350
May 10 – June 24, 2018						
AIPC: ATV Safety: Wear Helmets W|S: No Brainer	TV	2,492	1,246	402	$15,000	$15,000
AIPC: ATV Safety: Wear Helmets W|S: No Brainer	Display YouTube	442,040	N/A	402	$5,000	$5,000
August 6-26, 2018						
AIPC: ATV Safety: Wear Helmets W|S: No Brainer	Cable	1428	714	402	$9,648	$9,648
Teen Driver Safety Week						
October 15-21, 2017						
W|S: Arrive Alive	Digital	142,167	N/A	402	$4,241	$4,241
W|S: Arrive Alive	Radio	851	290	402	$12,581	$12,581
Impaired Driving						
October 25-31, 2017						
W|S: Buzzed driving is drunk driving and Arrive Alive	Facebook/Mobile	492,285	N/A	405d	$9,300	$9,300
December 1, 2017 – January 1, 2018						
W|S: Star Wars	Radio	1,831	742	405d	$17,468	$18,738
W|S: Star Wars	Cinema/ TV	6	2	405d	$14,082	$16,092.50
W|S: Don't wreck the holidays	Social	511,494	N/A	405d	$9,281	$7,791.87
W|S: Drive High, Get a DUI	TV (NFL Playoffs)	38,000	1	405d	$1,700	$1,700

Campaign Name	Media	# of Impressions	Bonus Spots	Funding Source	Budget	Expenditures
February 3-4, 2018						
W|S: Star Wars	Radio	348	120	405d	$3,629	$3,504
W|S: Star Wars	TV	67420	2	405d	$1,950	$1,950
NHTSA: Home Safe	Digital	313,000	N/A	405d	$5,500	$5,650
February 9-25, 2018						
W|S: Hangover, Drive High, Get a DUI	TV	173 spots	51	405d	$51,450	$51,450
March 15-18, 2018						
W|S: Don't Test your luck	Radio	717 spots	201	405d	$11,797	$14,480
W|S: Don't Test your luck	Digital	277,856 impressions	N/A	405d	$7,506	$7,506.80
W|S: Star Wars	TV	N/A	51	405d	$4,629	$4,629
W|S: Star Wars	TV	N/A	1097	405d	$8,486	$8,486
May 1 – June 24, 2018						
W|S: Viral W|S: Star Wars	Radio	4,407	1,411	405d	$60,312	$58,956
W|S: Viral W|S: Drive High W|S: Star Wars	Facebook video Digital/Mobile display YouTube	1,089,822 impressions 191,477 views	N/A	405d	$12,032	$11,971.97
W|S: Star Wars	Cinema Slides	N/A	N/A	405d	$15,000	$15,000
W|S: Drive High W|S: Viral	TV-KTUU Cable	130 spots; 123,500 impressions 3,667	23 1,834	405d	$60,941	$60,987
June 26 – July 8, 2018						
W|S: Viral W|S: Hangover	Radio	860	290	405d	$16,970	$16,970
NHTSA: Don't lose W|S: Hangover	Mobile: Static Display: Static Facebook: Video YouTube: Video	145,005 250,578 240,491 105,595	N/A	405d	$8,000	$8,000
August 5 – September 30, 2018						
W|S: Hangover W|S: Drive High, Get a DUI	Radio	768	60	405d	$13,080	$13,052
W|S: Hangover W|S: Drive High, Get a DUI	FB/IG OTT YouTube KTUU	284,168 37,902 71,061 210,005	N/A	405d	$6,526	$6,526

Campaign Name	Media	# of Impressions	Bonus Spots	Funding Source	Budget	Expenditures
W|S: Hangover W|S: Drive High, Get a DUI	TV	164 spots; 602,000 impressions	96	405d	$61,761	$57,138
Distracted Driving						
April 2-29, 2018						
NHTSA: End of Conversation W|S: Your Phone Can Wait	Radio	1,648	486	402	$23,282	$23,282
NHTSA: Wreck it All W|S: Arrive Alive	Online	544,783 views	N/A	402	$5,000	$5,000
NHTSA: Wreck it All W|S: Arrive Alive	TV	252 spots; 520,500 impressions	114	402	$21,574	$21,574
September 3-30, 2018						
W|S: Arrive Alive	FB/IG Snapchat YouTube KTUU	237,044 166,978 42,967 3	N/A	402	$4,119	$4,301
W|S: Arrive Alive	TV	38 spots; 315,500 impressions	12	402	$12,500	$19,994
Motorcycle Safety						
May 1-31, 2018						
W|S: We All Share the Road	Radio	2,345	607	2010	$34,760	$34,738
AST: Share the Road W|S: We All Share the Road	YouTube Display & Mobile	175,368	N/A	2010	$5,240	$5,240
May 1-31, 2018						
W|S: We All Share the Road W|S: Motorcycle Safety	Radio	499	26	2010	$7,645	$7,607
AST: Share the Road W|S: We All Share the Road	Facebook Display & Mobile	337,781	N/A	2010	$2,500	$2,415
Occupant Protection						
May 14 - June 30, 2018						
NHTSA: Not Invisible NHTSA: Car Talk	Radio	3,512	652	405b	$39,758	$36,635
NHTSA: Second Chance	Facebook video Digital/Mobile	166,632 impressions	N/A	405b	$5,100	$5,529.18

Campaign Name	Media	# of Impressions	Bonus Spots	Funding Source	Budget	Expenditures
	display YouTube	161,542 views				
NHTSA: Second Chance AST: Friendly Cop	TV Cable	138 spots; 80,800 impressions	67	405b	$30,172	$22,907
July 22 – September 30, 2018						
W|S: Occupant Protection	TV and Cinema	487 spots; 862,000 impressions	197	405b	$53,194	$62,625
W|S: Occupant Protection	Quiz and Social	856,597	N/A	405b	$25,000	$10,000
W|S: Occupant Protection	Radio	120	0	405b	$2,880	$6,699
September 23-30, 2018						
W|S: Alaska DOT Child Safety	TV	57 spots; 247,400 impressions	7	402	$14,004	$7,965
Speeding						
July 22 – August 31, 2018						
NHTSA: Not Invisible NHTSA: Car Talk	Radio	1,430	60	402	$27,480	$26,980
Pedestrian Safety						
August 13 - September 30, 2018						
W|S: ABCs	Radio	730	138	402	$14,985	$12,732
W|S: ABCs	Cable TV	18 20 spots; 68,000 impressions	6 8	402	$20,010	$3,131

7.0 Financial Summary

Table 7.1 Financial Summary of FFY 2018 Expenditures

Fund Source	Name of Project	HSP Amount	FFY 2018 Expenditure
402	AHSO Operations/ Planning and Administration	$500,000.00	$147,420.67
402	AIPC and Pedestrian Safety	$50,226.00	$50,151.87
402	AK DPS Toxicology Services	$221,000.00	$201,732.58
402	Alaska Highway Safety Summit	$150,000.00	-
402	AST Speeding Fatality Reduction Effort	$455,000.00	$110,242.79
402	Attitudinal Telephone Survey	$35,000.00	$29,999.98
402	Bicycle/Pedestrian SHSP Projects	$20,000.00	-
402	Communications Contractor and Educational Traffic Safety Media Buys	$42,000.00	$41,737.59
402	Communications Contractor and Educational Traffic Safety Media Buys	$175,000.00	$174,779.46
402	Juneau Police Department Accident Response Team	$250,000.00	$54,589.37
402	Professional Development for Traffic Safety Professionals	$25,000.00	$15,476.18
402	Safe Streets Alaska	$364,295.00	$342,046.00
402	Statewide Click It or Ticket Mobilization and State Blitzes	$250,000.00	$130,783.04
402	Statewide LEL – Impaired Driving	$60,000.00	-
408	Crash Data Entry Services	$60,000.00	$26,581.89
2010	Paid Media for Motorcycle Safety	$50,000.00	$50,000.00
405b	Communications Contractor and Educational Traffic Safety Media Buys	$150,000.00	$144,395.18
405b	Fairbanks Safe Rider Program	$85,939.00	$80,549.67
405b	Mat-Su Child Passenger Safety Program	$41,708.00	$40,276.46
405b	Occupant Protection Use Survey (OPUS)	$75,000.00	$39,668.09
405b	Professional Development for Occupant Protection	$15,000.00	$6,030.67
405b	Safe Kids Kenai Peninsula CPS Program	$54,000.00	$45,172.03
405b	Statewide CPS Coordinator and Co-Coordinator	$80,000.00	$66,562.89
405c	ACS – E Citation Interface for CVE Citation Data	$49,000.00	$43,912.91
405c	Professional Development for Traffic Records Stakeholders	$30,000.00	-
405c	Traffic and Criminal Software (TraCS) Licensing Fee	$150,000.00	$91,765.00
405c	Anchorage Crash and Alaska Trauma Registry Data Linkage	$20,000.00	$19,841.36
405d	Anchorage Police Department Impaired Driving Enforcement Unit	$1,500,000.00	$1,386,774.31
405d	Communications Contractor and Educational Traffic Safety Media Buys	$400,000.00	$399,879.14
405d	Fairbanks DUI Traffic Enforcement Unit	$137,755.00	$88,518.11

Fund Source	Name of Project	HSP Amount	FFY 2018 Expenditure
405d	High-Visibility DUI Enforcement	$600,000.00	$161,722.48
405d	Homer Police Department – Project Drive	$39,488.00	$1,567.06
405d	Professional Development for Impaired Driving Programs	$15,000.00	$2,361.66
405d	Statewide DRE Program	$312,000.00	$133,157.15
405e	Communications Contractor and Educational Traffic Safety Media Buys	$50,000.00	-
405e	Distracted Driving Observational Survey	$70,000.00	-
	ICAP		$67,165.02