



STATE OF ALASKA HIGHWAY SAFETY ANNUAL REPORT FEDERAL FISCAL YEAR 2025

prepared for
Governor Michael Dunleavy

prepared by
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State of Alaska Highway Safety Annual Report

Federal Fiscal Year 2025

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Governor Michael Dunleavy

prepared by

**The Department of Transportation and Public Facilities
Alaska Highway Safety Office**
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Table of Contents

Executive Summary	ES-1
Our Mission	ES-1
1.0 Safety in Alaska	1
1.1 Measurable Progress.....	1
1.2 Key Accomplishments.....	2
1.3 Priorities	3
1.4 Progress in Achieving Performance Targets	5
2.0 Performance Data—Alaska 2018 to 2024	9
2.1 Crash Statistics Summary	9
3.0 Public Participation and Engagement	18
3.1 Public Participation and Engagement (PP&E).....	18
2025 Attitudinal Transportation Telephone Survey	18
Annual Tribal Transportation Symposium & Bristol Bay Tribal Workshop	18
Partners in Safety Alaska	19
PP&E Outcomes	19
3.2 Law Enforcement Community Collaboration	19
Anchorage Traffic Talks.....	19
3.3 Law Enforcement Data Collection and Analysis	20
Law Enforcement Agency Training.....	20
4.0 Program Areas	21
4.1 Evidence-Based Enforcement Program Activities	21
4.2 Compilation of Enforcement Activity Results	21
4.3 Impaired Driving.....	22
Problem Statement	22
Performance Target	22
Projects and Funding	22
Performance Results	22
Project Descriptions	23
4.4 Occupant Protection	26
Problem Statement	26
Performance Targets	26
Projects and Funding	26
Performance Results	26
Project Descriptions	27

4.5	Speeding.....	30
	Problem Statement.....	30
	Performance Target.....	30
	Projects and Funding.....	30
	Performance Results.....	30
	Project Descriptions.....	31
4.6	Motorcycle Safety.....	32
	Problem Statement.....	32
	Performance Targets.....	32
	Projects and Funding.....	32
	Performance Results.....	32
	Project Descriptions.....	32
4.7	Pedestrian and Bicycle Safety.....	33
	Problem Statement.....	33
	Performance Targets.....	33
	Performance Results.....	33
	Project Descriptions.....	34
4.8	Novice Drivers.....	36
	Problem Statement.....	36
	Performance Targets.....	36
	Projects and Funding.....	36
	Performance Results.....	36
	Project Descriptions.....	37
4.9	Distracted Drivers.....	38
	Problem Statement.....	38
	Performance Target.....	38
	Projects and Funding.....	38
	Performance Results.....	38
4.10	Roadside Safety.....	39
	Problem Statement.....	39
	Performance Target.....	39
	Projects and Funding.....	39
	Performance Results.....	39
4.11	Traffic Records.....	40
	Problem Statement.....	40
	Performance Targets.....	40
	Projects and Funding.....	40

Performance Results	40
Project Descriptions	41
4.12 Paid Media	42
Problem Statement	42
Performance Targets	42
Projects and Funding	42
Performance Results	42
Project Descriptions	43
4.13 Planning and Administration	48
Problem Statement	48
Goal.....	48
Performance Targets	48
Performance Results	48
Projects and Funding	48
Project Descriptions	49
5.0 Attitudinal Transportation Telephone Survey—2025	51
5.1 Survey Findings and Highlights	51
2025 Survey Demographics	53
6.0 Alaska Observation of Seat Belt Use	54
6.1 2025 Observational Seat Belt Findings	54
7.0 Paid Media Report	55
8.0 Financial Summary	66

List of Tables

Table 1.1	Fatality Rate Comparison	1
Table 1.2	Fatalities and Fatality Rates among NHTSA Region 10 States	2
Table 1.3	Fatalities and Serious Injuries Involving Speeding	3
Table 1.4	Alaska Performance Measure Tracker	5
Table 2.1	Alaska Traffic Safety Trends, 2019 to 2025	9
Table 7.1	FFY2025 Paid Media	57
Table 8.1	Financial Summary of FFY2025 Expenditures	69

List of Figures

Figure 2.1	Statewide Fatalities.....	10
Figure 2.2	Statewide Fatality Rate.....	10
Figure 2.3	Statewide Serious Injuries	11
Figure 2.4	Fatalities Involving Driver or Motorcycle Operator with Greater Than 0.08 BAC	11
Figure 2.5	Unrestrained Passenger Vehicle Occupant Fatalities	12
Figure 2.6	Speeding-Related Fatalities	12
Figure 2.7	Motorcycle Fatalities	13
Figure 2.8	Unhelmeted Motorcycle Fatalities	13
Figure 2.9	Drivers Age 20 or Younger Involved in Fatal Crashes	14
Figure 2.10	Pedestrian Fatalities	14
Figure 2.11	Bicyclist Fatalities	15
Figure 2.12	Observed Belt use for Passenger Vehicles	15
Figure 2.13	Seatbelt Citations Issued During Grant-Funded Events.....	16
Figure 2.14	DUI Arrests Made During Grant-Funded Events.....	16
Figure 2.15	Speeding Citations Issued During Grant-Funded Events.....	17
Figure 5.1	Survey Responses: “What do you think the chance is for you to get a ticket if you do not wear your seat belt?”	51
Figure 5.2	Survey Responses: “What do you think the chances are of getting arrested if you drive after drinking?”	52
Figure 5.3	Survey Responses: “How often do you read or send text messages while driving your car?”	52
Figure 6.1	Seat Belt Use by Vehicle Type	55
Figure 6.2	Seat belt Use by Region	55

Acronym Guide

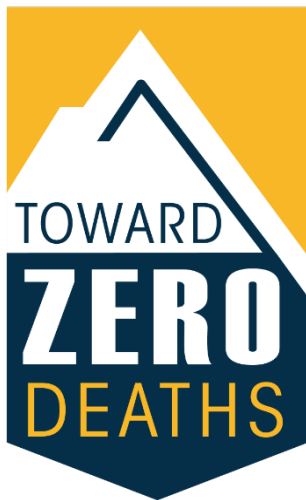
ACS	Alaska Court System
ADH	Anchorage Department of Health
AGA	Annual Grant Application
AHSO	Alaska Highway Safety Office
AKPHL	Alaska State Public Health Laboratory
APD	Anchorage Police Department
AR	Annual Report
ARIDE	Advanced Roadside Impaired Driving Enforcement
AST	Alaska State Troopers
ATR	Alaska Trauma Registry
ATV	All-Terrain Vehicles
ATRCC	Alaska Traffic Records Coordinating Committee
BAC	Blood Alcohol Concentration
CPS	Child Passenger Safety
CPST	Child Passenger Safety Training
CIOT	Click It or Ticket
DOT&PF	Department of Transportation and Public Facilities
DUI	Driving Under the Influence
DUID	Driving Under the Influence of Drugs
DRE	Drug Recognition Expert
FARS	Fatality Analysis Reporting System
FAST	Fixing America's Surface Transportation Act
FFY	Federal Fiscal Year
GDL	Graduated Driver License
GHSA	Governors Highway Safety Association
HVE	High-Visibility Enforcement
HSP	Highway Safety Plan
IJA	Infrastructure Investment and Jobs Act
KPD	Kodiak Police Department
LEL	Law Enforcement Liaison
mph	Miles Per Hour
MVMT	Million Vehicle Miles Traveled
NHTSA	National Highway Traffic Safety Administration
OPUS	Occupant Protection Use Survey
OUI	Operating Under the Influence
SFST	Standardized Field Sobriety Testing
SHSP	Strategic Highway Safety Plan
SIRIS	Spatially Integrated Roadway Information System
SKKP	Safe Kids Kenai Peninsula
STSI	State Traffic Safety Information
SUV	Sport Utility Vehicle
TraCS	Traffic and Criminal Software
VMT	Vehicle Miles Traveled
VRU	Vulnerable Road User

Executive Summary

This Alaska Highway Safety Annual Report (AR) for Federal Fiscal Year (FFY) 2025 serves as the State's assessment of year two of the FFY2024-2026 Triennial Highway Safety Plan (3HSP). Each triennial period, the Alaska Highway Safety Office (AHSO) develops the 3HSP 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 3HSP 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—the Infrastructure Investment and Jobs Act (IIJA) in 2021.

The AHSO administers the Federal funds distributed to State, local, and nonprofit organizations who agree to work toward the shared goal of reducing motor vehicle related deaths and serious injuries 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. Pending the availability of complete 2025 data, Alaska can report trends using data from 2024. Traffic fatalities statewide increased to 70 in 2024 from 61 in 2023, though fatalities are still below the peak of 82 in 2022. Serious injuries increased from 249 in 2023 to 262 in 2024, and preliminary data shows 239 serious injuries occurred in 2025. Fatalities involving alcohol impairment dropped from 16 in 2023 to 13 in 2024, and unrestrained occupant fatalities also declined from 14 in 2023 to 11 in 2024. However, speeding fatalities increased from 24 to 35, motorcyclist fatalities increased from 8 to 10, unhelmeted motorcyclist fatalities increased from 1 to 2, pedestrian fatalities increased from 13 to 15, and the state experienced one bicyclist fatality. The AHSO thanks our local, State, and Federal partners for their commitment to our mission and is grateful for their support.



In 2025, the AHSO and our safety partners continued to work toward our shared goal of Towards Zero Deaths—Everyone Counts on Alaska's Roadways through joint implementation of the HSP and Alaska's Strategic Highway Safety Plan (SHSP).

Our Mission

The AHSO is committed to enhancing the health and well-being of the State's citizens and visitors through a comprehensive statewide behavioral safety program. Any loss of life or injury sustained in a traffic crash is unacceptable and preventable. The AHSO embraces, and actively promotes, the State's Toward Zero Deaths—Everyone Counts on Alaska's Roadways campaign in collaboration with its partners.

1.0 Safety in Alaska

1.1 Measurable Progress

Federal regulations require the State to prepare the Alaska Highway Safety Annual Report (AR) containing adequate project and system-specific information to demonstrate measurable progress using performance-based measures. The Alaska Highway Safety Office (AHSO) is the primary agency responsible for implementing National Highway Traffic Safety Administration (NHTSA)-funded highway safety projects in Alaska. The AHSO is also responsible for maintaining and updating traffic fatality data and the Fatality Analysis Reporting System (FARS) for NHTSA. The Department of Transportation and Public Facilities' (DOT&PF) Transportation Data Services Office maintains the Spatially Integrated Roadway Information System (SIRIS), a suite of three systems which include 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 Alaska's Federal Fiscal Year (FFY) 2024-2026 Triennial Highway Safety Plan (3HSP). Fatality data are complete through 2024. Previous years' data have been revised, where necessary. If available, 2025 data are noted, although any data included in figures and tables which are preliminary are identified as such and subject to change.

Traffic fatalities in Alaska increased from 61 in 2023 to 70 in 2024. The most recent available data suggests that Alaska experienced 65 fatalities in 2025. The AHSO is committed to implementing and revising safety projects, as needed, to continue the trend towards reductions in the number of fatalities and maintain the long-term downward trend in the number of serious injuries.

Table 1.1 compares the fatality rates per 100 Million Vehicle Miles Traveled (MVMT) between Alaska and the United States (U.S.) from 2013 through 2025, and Table 1.2 compares 2023 fatalities and fatality rates among the NHTSA Region 10 States. At the time of reporting, all 2024 fatality rates were not available for comparison with other States.

Table 1.1 Fatality Rate Comparison

Year	U.S. Fatality Rate (per 100 MVMT)	Alaska Fatality Rate (per 100 MVMT)
2013	1.10	1.05
2014	1.08	1.50
2015	1.15	1.29
2016	1.19	1.60
2017	1.17	1.43
2018	1.14	1.46
2019	1.11	1.14
2020	1.34	1.21
2021	1.37	1.22
2022	1.34	1.50
2023	1.26	1.09
2024	1.18	1.27
2025	1.10	1.18*

Source: NHTSA FARS for 2013–2024 data. NHTSA FARS for 2024, 2025 U.S. fatality rate (early estimates). Alaska CARE for 2025 data. *Preliminary VMT for 2025 is subject to change.

Table 1.2 Fatalities and Fatality Rates among NHTSA Region 10 States

State	2023 Fatalities	2023 Fatality Rate (per 100 MVMT)	2024 Fatalities	2024 Fatality Rate (per 100 MVMT)
Alaska	61	1.09	70	1.27
Idaho	275	1.39	N/A	N/A
Oregon	587	1.59	N/A	N/A
Montana	208	1.52	N/A	N/A
Washington	810	1.35	N/A	N/A

Source: NHTSA State Traffic Safety Information (STSI) for 2023 data. Alaska CARE for 2024 data.

1.2 Key Accomplishments

In FFY2025:

- Observational seat belt rate remained over 90 percent for the ninth straight year, increasing from 92.1 percent in 2024 to 93.8 percent in 2025.
- Serious injuries increased significantly from 249 in 2023 to 262 in 2024, though serious injuries are projected to drop to 239 in 2025.
- Alcohol-impaired fatalities dropped from 16 in 2023 to 13 in 2024. Alcohol-impaired driving fatalities are projected to decrease further to 6 in 2025.
- Unrestrained passenger vehicle fatalities dropped from 14 in 2023 to 11 in 2024. Unrestrained fatalities are projected to further drop to 7 for 2025.
- Speeding-related fatalities increased from 24 in 2023 to 35 in 2024. Speed fatalities are projected to drop to 7 for 2025.
- Unhelmeted motorcyclist fatalities increased from 1 in 2023 to 2 in 2024. Unhelmeted motorcyclist fatalities are projected to be 1 in 2025.
- Young driver related fatalities increased from 9 in 2023 to 11 in 2024, but are projected to decline to 3 in 2025.
- Motorcycle-related fatalities increased from 8 in 2023 to 10 in 2024. Motorcycle deaths are projected to drop to 3 in 2025.
- The percentage of Alaskans who responded in a survey that they always or often read or text message while driving remained a relatively low two percent in 2025.
- Nearly three out of four Alaskans (79 percent) knew there are safety zones posted on highways in Alaska. Of those who knew of the safety zones, 37 percent said safety has improved in these areas.

- 594 grant-funded seatbelt citations were issued in FFY2025
- 3,835 grant-funded speeding citations were issued in FFY2025.

1.3 Priorities

The seven priorities identified in Alaska’s FFY2024-2026 3HSP are consistent with the strategies and actions included in the Alaska SHSP. The SHSP emphasis areas include Safe Road Users (pedestrians and bicycles; young drivers and older drivers; motorcycles; all-purpose vehicles and snowmachines; dangerous driving; impaired driving, occupant protection); Safe Roads and Safe Speeds (roadways; speed management); Safe Vehicles (vehicle safety); Post-Crash Care (emergency response; traffic records). Each emphasis area has strategies and actions to address traffic issues through enforcement, education, engineering, and emergency medical service efforts. The seven AHSO priorities include:

Impaired Driving—In 2024, the number of alcohol-impaired fatalities involving a driver with a Blood Alcohol Concentration (BAC) of 0.08 or above dropped to 13 from 16 in 2023, a 19 percent reduction. In 2025, the Anchorage Police Department’s (APD) Impaired Driving Team continued to be fully operational and contributed to 642 Operating Under the Influence (DUI) arrests. This number is expected to decrease further in 2025, demonstrating Alaska commitment to combating impaired driving.

Occupant Protection—Unrestrained passenger vehicle fatalities declined in 2024 to 11 from 14 in 2023. Unrestrained fatalities are projected to decline in 2025. The observed seat belt usage rate has stayed above 90 percent over the last nine years. In 2025, Alaska experienced an observed seat belt usage rate of 93.8 percent, which increased from 2024 and is again approaching a record high of 95.2 percent in 2023. Grant-funded seat belt citations declined from 1,071 in 2024 to 594 in 2025.

Speed Enforcement— In 2024, speeding related fatalities increased from 24 in 2023 to 35. However, speed fatalities are projected to decrease in 2025. In FFY2025, 3,835 speeding citations were issued during grant-funded activity across the State, which is a decline from 5,714 in 2024. Much of these grant-funded enforcement citations can be attributed to APD and AST speed-focused enforcement efforts. It is anticipated that renewed efforts to combat speeding in Alaska by law enforcement could result in a continued reduction in speeding fatalities. Table 1.3 shows the fluctuations in speeding-related fatalities and serious injuries between 2015 and 2025.

Table 1.3 Fatalities and Serious Injuries Involving Speeding

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025*
Speeding Fatalities	22	36	26	42	29	23	27	31	24	35	7
Speeding Serious Injuries ¹	89	108	75	87	74	72	67	60	78	82	39
Speeding Fatalities as a Percent of All Fatalities	34%	43%	33%	53%	43%	36%	39%	38%	40%	50%	11%
Speeding Serious Injuries as a Percent of All Serious Injuries	26%	27%	21%	26%	25%	24%	30%	23%	31%	31%	16%

Source: NHTSA/STSI for fatality data and Alaska DOT&PF for serious injury data. Alaska CARE for 2025 (preliminary data).

¹ Serious Injury data represents the most current data from 2024.

Motorcycle Safety—In 2024, Alaska recorded 10 motorcycle fatalities, an increase of 2 from 2023. Of the 10 fatalities in 2024, 2 were unhelmeted, an increase of 1 from 2023. The AHSO continues to work with their communications and sports marketing contractors to identify additional educational outreach strategies to address motorcycle fatalities and motorist awareness of motorcycles.

Pedestrian and Bicyclist Safety—Pedestrian and bicyclist fatalities continued to be an area of concern in 2025. Pedestrian fatalities increased from 13 in 2023 to 15 in 2024, and are projected to further increase in 2025. Most of these fatal crashes occurred in Anchorage. Also in 2024, Alaska had one bicyclist fatality, compared to none in 2023. We are anticipating at least 1 bicyclist fatality for 2025. Fatalities involving pedestrians and bicyclists accounted for 23 percent of all motor vehicle-related fatalities in 2024, this is a three percent increase from all fatalities in 2023. The 2023-2027 Alaska SHSP includes a Vulnerable Road User (VRU) safety assessment which identifies high-risk areas involving pedestrian and bicycle fatalities and serious injuries and develops a program of strategies to address VRU safety. AHSO will continue to focus on more of these crashes occurring on the identified high-risk corridors and intersections, focusing on the strategies listed in the VRU assessment report.

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. Alaskan novice drivers under 20 years old involved in fatalities increased from 9 in 2023 to 11 in 2024, though such fatalities are projected to decline in 2025.

Distracted Driving—Alaska bans all motorists from texting while driving. The AHSO believes the most accurate quantifiable indicator for distracted driving in Alaska comes from the annual statewide attitudinal telephone survey regarding perceptions of driving safety. The percentage of survey respondents who perceived an increased risk of being involved in a collision involving texting while driving increased from 72 percent in 2024 to 75 percent in 2025.

Roadside Safety—Alaska has a “Move Over” Law, but traffic-related incidents continue to be a leading cause of death among on-duty law enforcement officers. The AHSO believes the current best quantifiable indicator for roadside safety in Alaska comes from the annual statewide attitudinal telephone survey regarding perceptions of driving safety. The percentage of survey respondents who were aware of Alaska’s “Move Over” law increased from 71 percent to 75 percent in 2025.

Traffic Safety Information Systems Improvements—Traffic records is a unique priority that touches all areas the AHSO addresses in traffic safety. Following a Traffic Records Assessment in 2022, Alaska developed a new Traffic Records Strategic Plan to continue improvements in the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic records data used to develop and track the progress of traffic safety countermeasure implementation. In 2025, AHSO continued to collaborate with the other state and local agencies to link crash and injury surveillance and emergency medical services data. AHSO is also deploying its Drug Recognition Expert (DRE) Data Management System.

1.4 Progress in Achieving Performance Targets

The results of Alaska's progress in meeting the state's targets for the core performance measures identified in the FFY2024-2026 3HSP based on available data at the time of reporting is provided in **Error! Not a valid bookmark self-reference..**

Table 1.4 Alaska Performance Measure Tracker

Performance Measure	FFY2024					FFY2023			
	Target Period	Target Year(s)	Target Value FFY24 3HSP	Data Source ^{1/} FFY24 Progress Results	On Track to Meet FFY24 Target Y/N ² (in-Progress)	Target Year(s)	Target Value FFY23 HSP	Data Source ^{1/} FFY23Final Results	Met FFY23 Target Y/N
C-1) Total Traffic Fatalities	5 year	2020–2024	75	2020–2024 STATE 69	Y	2019–2023	70	2019–2023 STATE 69	Y
C-2) Serious Injuries in Traffic Crashes	5 year	2020–2024	300	2020–2024 STATE 260	Y	2019–2023	325	2019–2023 STATE 266	Y
C-3) Fatalities/VMT	5 year	2020–2024	1.25	2020–2024 STATE 1.26	N	2019–2023	1.3	2019–2023 STATE 1.23	Y
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FFY24-26 3HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2020–2024	16	2020–2024 STATE 14	Y	2019–2023	21	2019–2023 STATE 16	Y
C-5) Alcohol-Impaired Driving Fatalities	5 year	2020–2024	21	2020–2024 STATE 18	Y	2019–2023	21	2019–2023 STATE 19	Y
C-6) Speeding-Related Fatalities	5 year	2020–2024	28	2020–2024 STATE 28	Y	2019–2023	29	2019–2023 STATE 27	Y
C-7) Motorcyclist Fatalities	5 year	2020–2024	6	2020–2024 STATE 7	N	2019–2023	6	2019–2023 STATE 7	N

Performance Measure	FFY2024					FFY2023			
	Target Period	Target Year(s)	Target Value FFY24 3HSP	Data Source ^{1/} FFY24 Progress Results	On Track to Meet FFY24 Target Y/N ² (in-Progress)	Target Year(s)	Target Value FFY23 HSP	Data Source ^{1/} FFY23 Final Results	Met FFY23 Target Y/N
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2020–2024	2	2020–2024 STATE 2	Y	2019–2023	2	2019–2023 STATE 2	Y
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2020–2024	7	2020–2024 STATE 10	N	2019–2023	9	2019–2023 STATE 10	N
C-10) Pedestrian Fatalities	5 year	2020–2024	12	2020–2024 STATE 14	N	2019–2023	11	2019–2023 STATE 12	N
C-11) Bicyclist Fatalities	5 year	2020–2024	0	2020–2024 STATE 1	N	2019–2023	0	2019–2023 STATE 2	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2024	92%	2024 State survey 92.1% ²	Y	2023	93%	2023 State survey 95.2%	Y
B-2) Distracted driving. Increase perceived risk of being involved in a collision if texting while driving. Non-core target.	Annual	2024	74%	2024 Attitudinal Survey 72%	N ³	2023	77%	2023 Attitudinal Survey 71%	N
B-3) Roadside Safety (State Telephone Survey). Increase knowledge of Alaska’s Mover Over law based on the results of the initial 2023 attitudinal survey (baseline).	Annual	2024	79%	71% ⁴	N	N/A	N/A	N/A	N/A

Source: Alaska CARE System, data used in the analysis was accurate as of January 14, 2025. Previous years’ data have been revised, where necessary.

¹ Because 2025 data is very preliminary and possibly incomplete, this analysis uses 2024 data.

² Alaska’s 2025 Observed Seat Belt Use Rate was 93.8%.

³ Alaska’s 2025 Attitudinal Survey reported 75%, which will be on track to meet the 3HSP target value.

⁴ Alaska’s 2025 Attitudinal Survey reported 75%.

At the time of reporting, it appears that Alaska achieved its performance targets with reductions in five-year averages for fatalities and serious injuries for 2024. The 2020–2024 five-year average fatal number of 69 increased from 2023 but Alaska met the FY2024 target of 75 fatalities or fewer. Alaska did not meet the FFY2024 fatality rate target of 1.25 or less (with 2020-2024 average of 1.26) but the state did meet the serious injuries target of 300 or less (with 2020-2024 average of 260) for the reporting period.

When reviewing Alaska’s average five-year change in fatalities from 2023 to 2024, the State has seen reductions in alcohol-impaired fatalities (8 percent), unrestrained fatalities (14 percent), and bicyclist fatalities (13 percent), while saw increase in speeding-related fatalities (4 percent), motorcyclist fatalities (12 percent), and younger driver fatalities (2 percent). The average number of unhelmeted motorcyclist fatalities (2 percent) saw no change from 2023 to 2024. Alaska did not meet the motorcyclist fatality 2024 target, though the state did meet the unhelmeted motorcyclist fatality target. Though younger driver average fatalities saw a decrease (2 percent), Alaska did not meet the 2024 target. Finally, average pedestrian fatalities increased (15 percent) and the state did not meet this target as well.



The State has made great strides in increasing the observed seat belt rate. Following its all-time high of 95.18 percent in 2023, the seat belt rate declined to 92.1 percent in 2024 but increased back to 93.8 percent in 2025. Agencies continued to struggle with staffing issues in FFY2025, which impacted agency participation in high-visibility occupant protection, impaired driving, and speed enforcement.

As required by 23 C.F.R. §1300.35(a), Alaska will adjust its next 3HSP to address how it did not meet these performance targets, as well as work to sustain momentum in program areas that have shown consistent improvement. The achievement of most targets is well within reach. The AHSO has had an active Alaska Law Enforcement Liaison (LEL) that has worked to enlist more law enforcement agencies to participate in AHSO programs. Adjustments to the next 3HSP will include additional investment to enroll law enforcement agencies into NHTSA-funded programs. Alaska will continue to use a sports marketing contractor to reach greater audiences across the State on safe driving behaviors, including novice drivers, and tailor messaging based on the latest research gained from the annual telephone survey.

The AHSO continues to oversee the implementation of Alaska’s latest SHSP. The revised SHSP adopted the Safe System Approach and has reorganized the emphasis areas, focus areas, and added new actions to address safety in Alaska. One of the largest changes in the SHSP is the incorporation of the VRU assessment, as an appendix, which provides a new intensive focus for addressing crashes involving pedestrians and bicyclists. The VRU assessment is helping the state eliminate the bicycle and pedestrian fatalities and improve safety for such road users by such projects as updating the Transportation Alternatives Program to prioritize non-infrastructure Safe Routes to School projects, identifying quick-build VRU projects, updating the Alaska Highway Preconstruction Manual, developing Complete Streets Policy Recommendations, supporting VRU safety education campaigns, improving VRU safety, and more.

Non-motorized fatal crashes appear to be concentrated in certain areas of the state. The AHSO will consider how pedestrian safety efforts can be more targeted in the highest risk communities.

The AHSO will specifically consider how greater progress can be made to prevent motorcyclist crashes, which may include public information and awareness, partnership collaboration, and enforcement.

Finally, AHSO sees a clear need to sustain progress on novice driver safety. At the 2024 Alaska Highway Safety Summit, there was consensus among attending stakeholders that we need to do more to engage younger drivers on roadway safety and involve youth in roadway safety planning. AHSO will adjust its planning to identify new partners and grantees that help AHSO carry out more educational initiatives for youth.

With all of these efforts, the AHSO believes more performance targets will be met, and greater performance progress will be achieved in the future.

2.0 Performance Data—Alaska 2018 to 2024

2.1 Crash Statistics Summary

In Alaska, fatalities resulting from motor vehicle related crashes increased from 61 in 2023 to 70 in 2024, and are on track to reduce again to 65 per 2025 preliminary data. Details on Alaska's highway safety trends between 2019 and 2025 are provided in Table 2.1. Figure 2.1 through Figure 2.15 illustrate selected performance measures shown in Table 2.1. Fatality and serious injury data are through 2025; the 2025 fatality data are from the Alaska CARE system. The percentage change shows a comparison between 2023 and 2024, instead of 2024 and 2025, because the 2025 data are early estimates. The AHSO believes that comparing between 2024 and incomplete data from 2025 would provide an inaccurate analysis. Previous years' data have been revised, where necessary. Additional notes and citations regarding the figures are located under the corresponding figure.

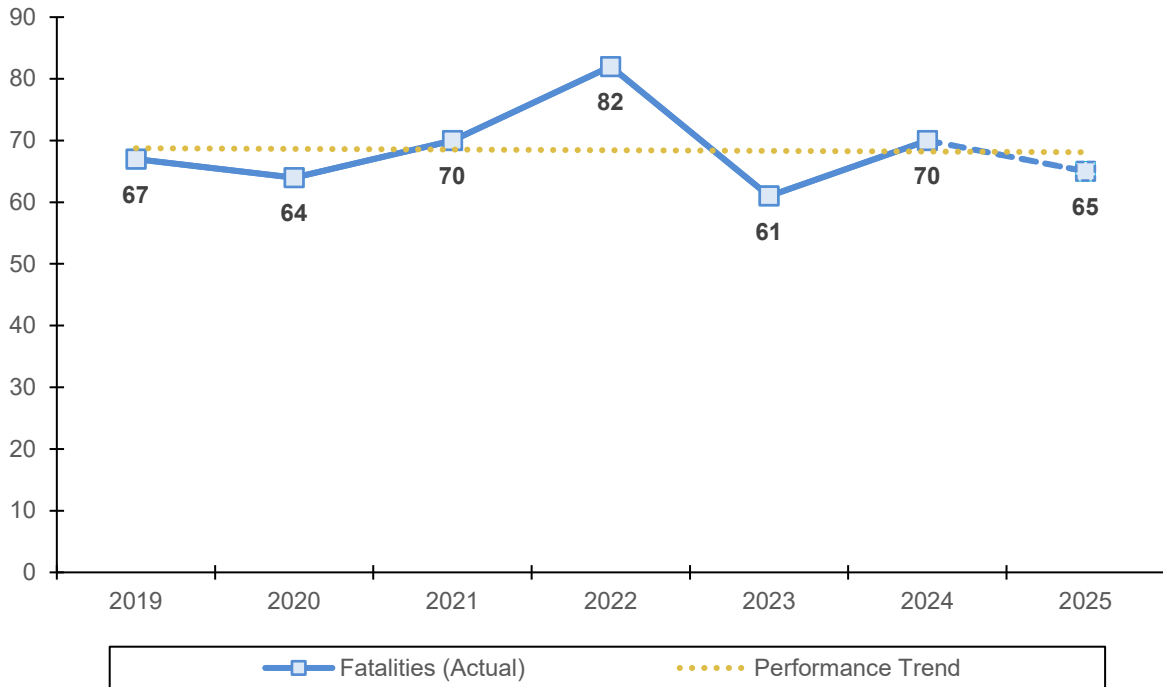
Table 2.1 Alaska Traffic Safety Trends, 2019 to 2025

Crash Data/Trends	2019	2020	2021	2022	2023	2024	Percent Change 2023–2024	2025 ¹
Fatalities (Actual)	67	64	70	82	61	70	15%	65
Fatalities per 100 MVMT	1.14	1.21	1.22	1.50	1.09	1.27	13%	1.18
Serious Injuries	293	306	220	263	249	262	5%	239
Alcohol-Impaired Fatalities (Driver with BAC 0.08 or Higher)	21	15	25	20	16	13	-19%	6
Unrestrained Passenger Vehicle Fatalities	22	14	13	17	14	11	-21%	7
Speeding-Related Fatalities	29	23	27	31	24	35	46%	7
Motorcyclist Fatalities	6	4	7	8	8	10	25%	3
Unhelmeted Motorcyclist Fatalities	2	2	3	3	1	2	100%	1
Young Driver (20 or under) Involved in Fatal Crash	10	10	8	11	9	11	22%	3
Pedestrian Fatalities	6	13	17	13	13	15	15%	18
Bicyclist Fatalities	2	2	2	2	0	1	100%	1
Observed Seat Belt Use (Front Seat Passenger Vehicle Occupants)	94.1%	94.1%	91.7%	91.5%	95.2%	92.1%	-3%	93.8%
Seatbelt Citations Issued During Grant-Funded Events	1,561	301	1,607	1,082	605	1,071	77%	594
DUI Arrests Made During Grant-Funded Events	870	621	664	804	690	769	11%	698
Speeding Citations Issued During Grant-Funded Events	6,886	7,263	4,404	4,157	4,373	5,714	31%	3,835

Source: NHTSA STSI/FARS; CARE 2025

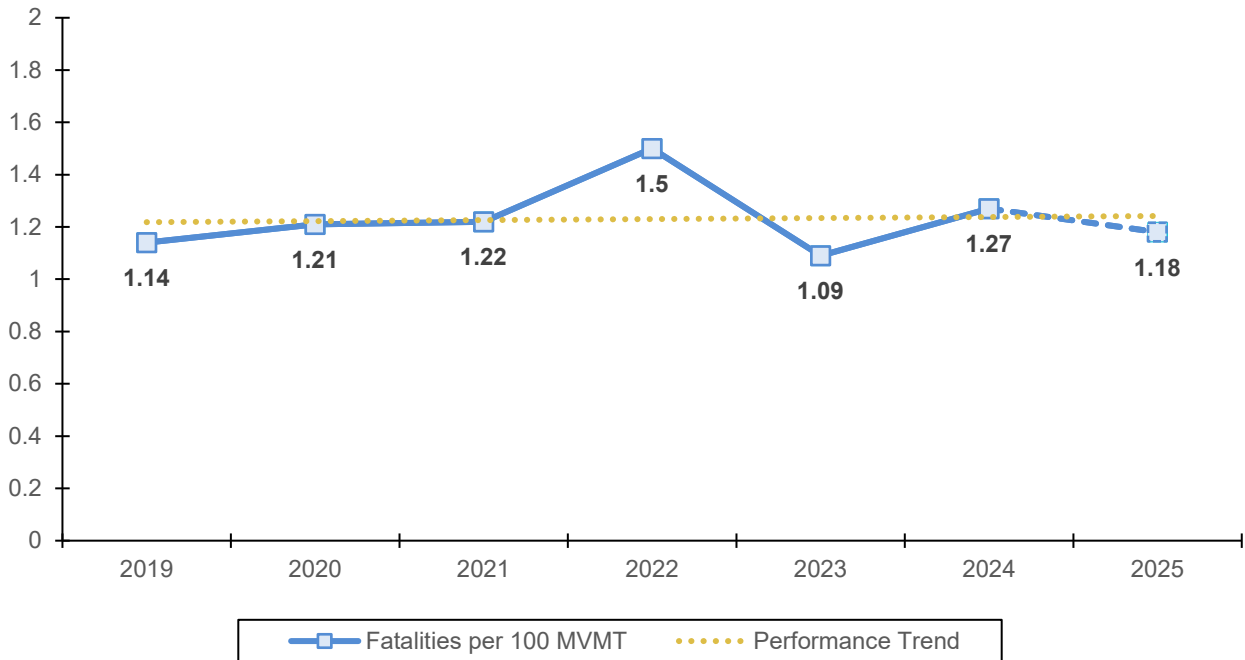
¹ 2025 numbers are very preliminary and subject to change, but are included to characterize projected trends.

Figure 2.1 Statewide Fatalities



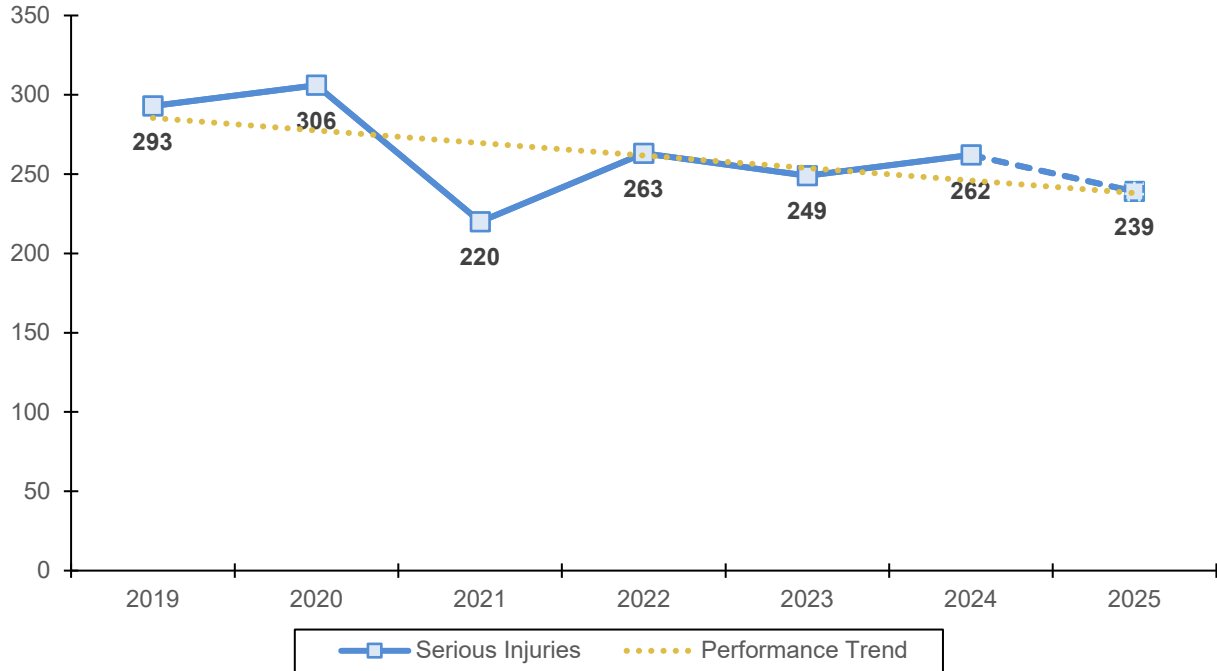
Source: NHTSA STSI/FARS and Alaska CARE system. 2025 data is preliminary and subject to change.

Figure 2.2 Statewide Fatality Rate



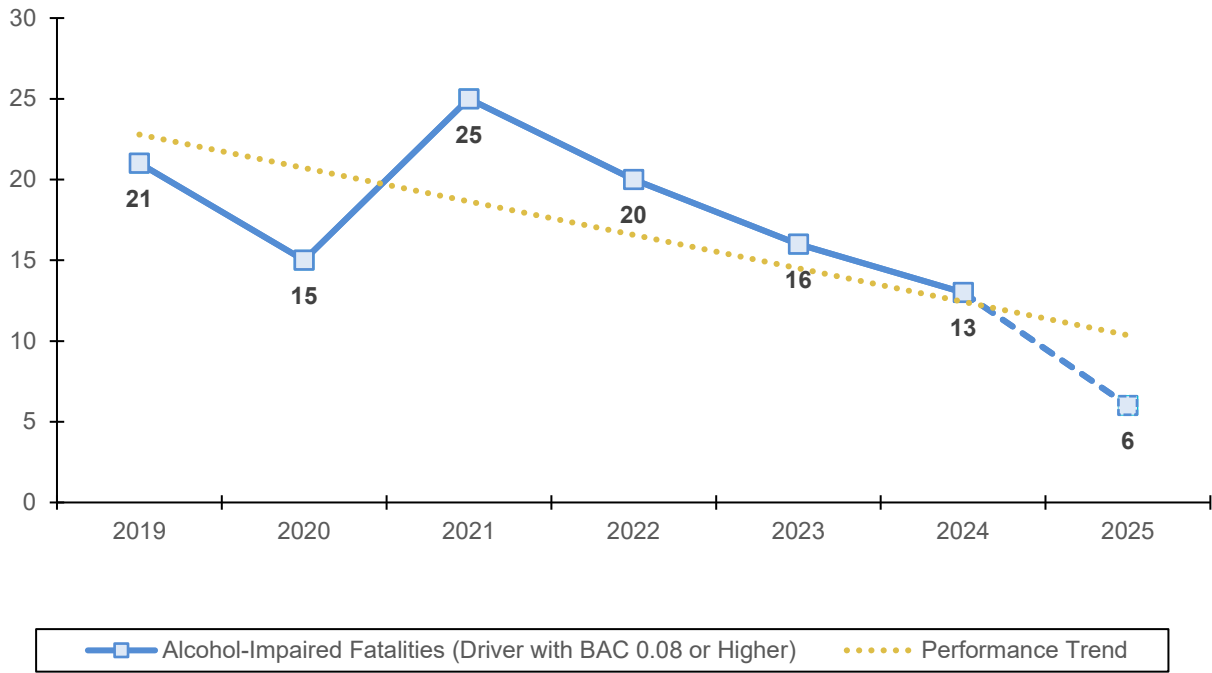
Source: NHTSA STSI/FARS and Alaska CARE system. 2025 VMT fatal rate is preliminary and subject to change.

Figure 2.3 Statewide Serious Injuries



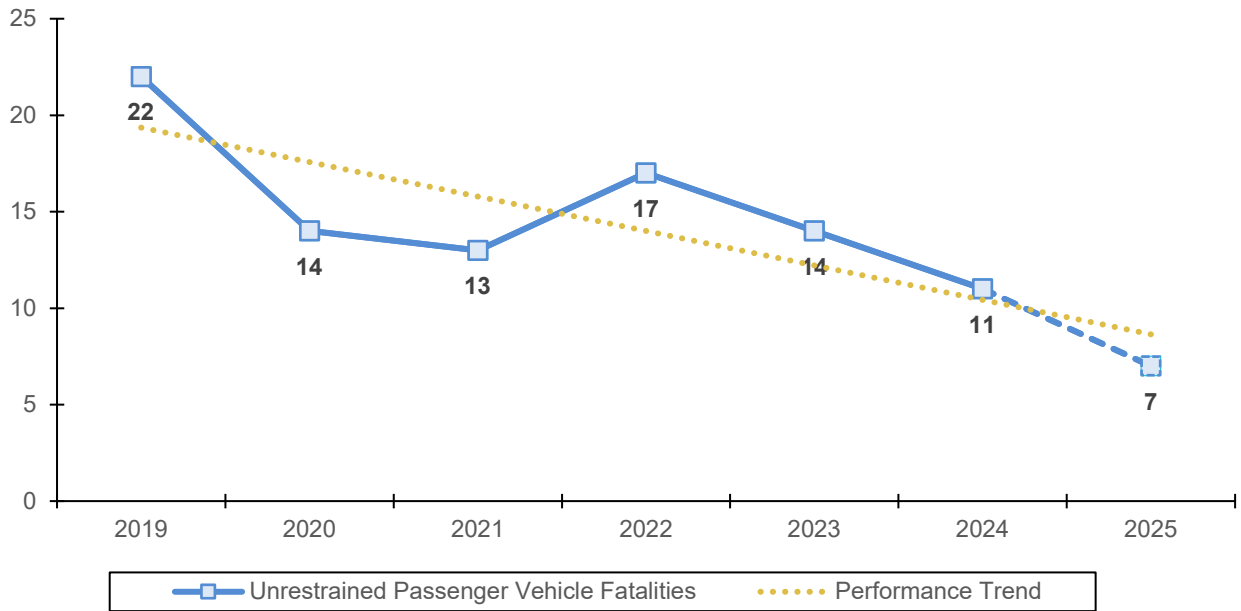
Source: Alaska CARE. 2025 data is preliminary and subject to change.

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



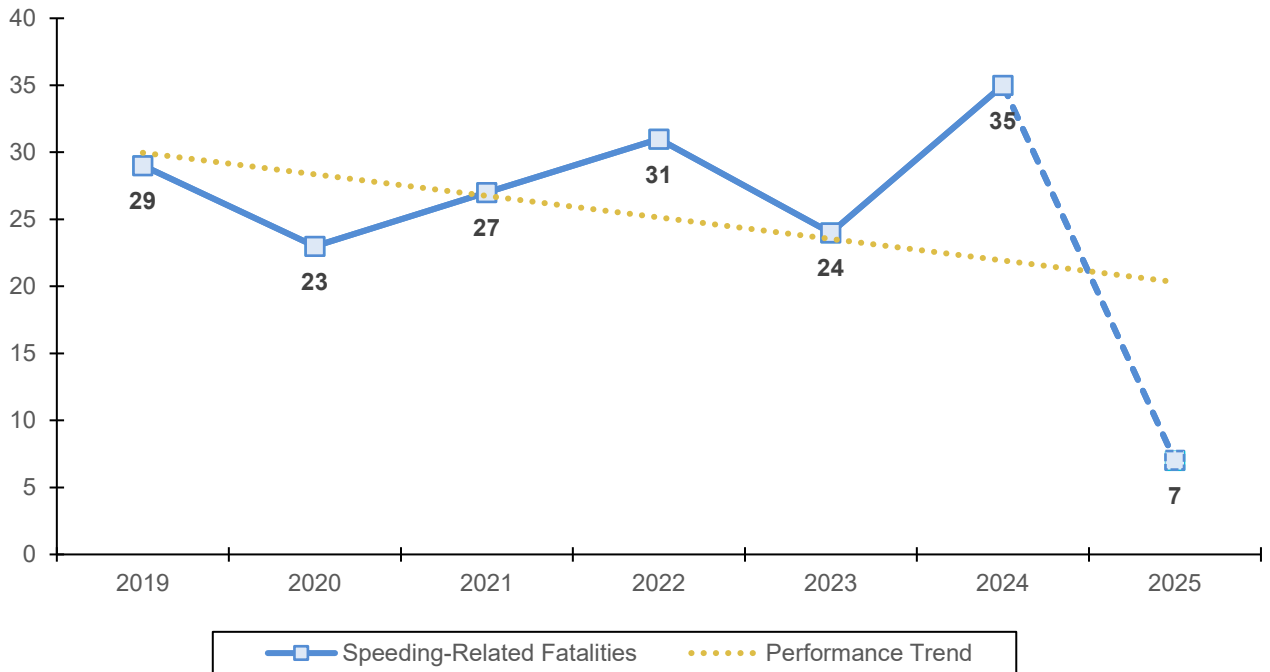
Source: NHTSA STSI/FARS and Alaska CARE system. 2025 data is preliminary and subject to change.

Figure 2.5 Unrestrained Passenger Vehicle Occupant Fatalities



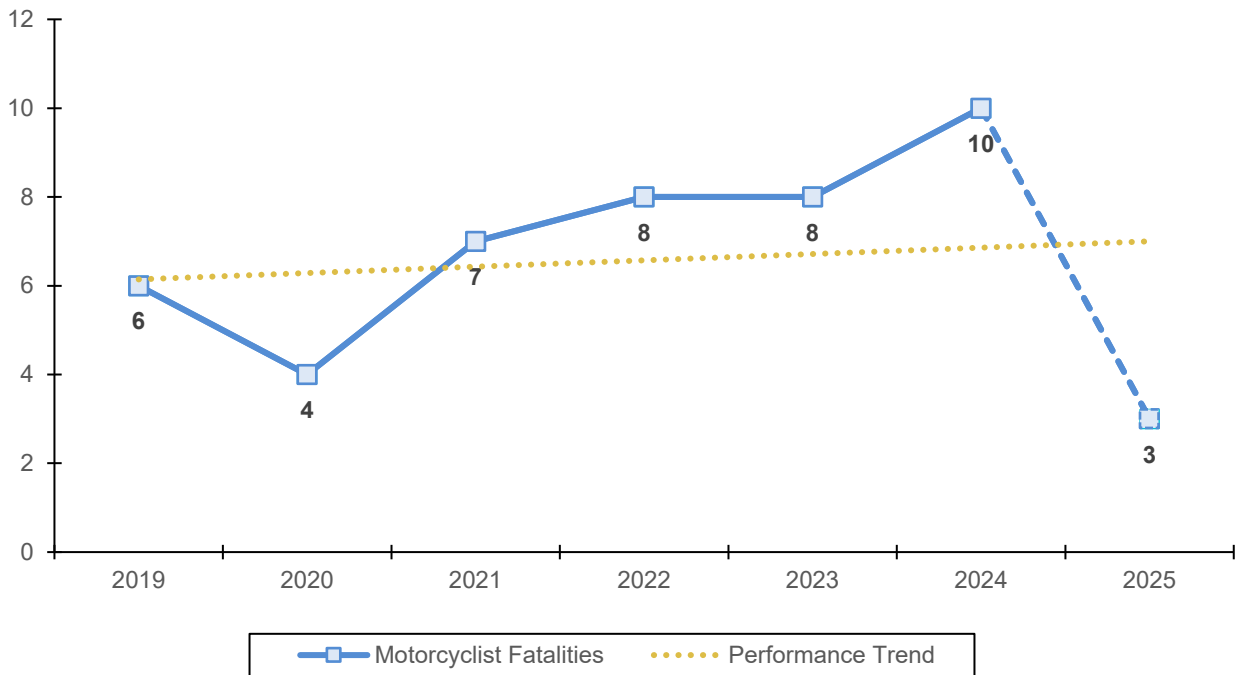
Source: NHTSA STSI/FARS and Alaska CARE system. 2025 data is preliminary and subject to change.

Figure 2.6 Speeding-Related Fatalities



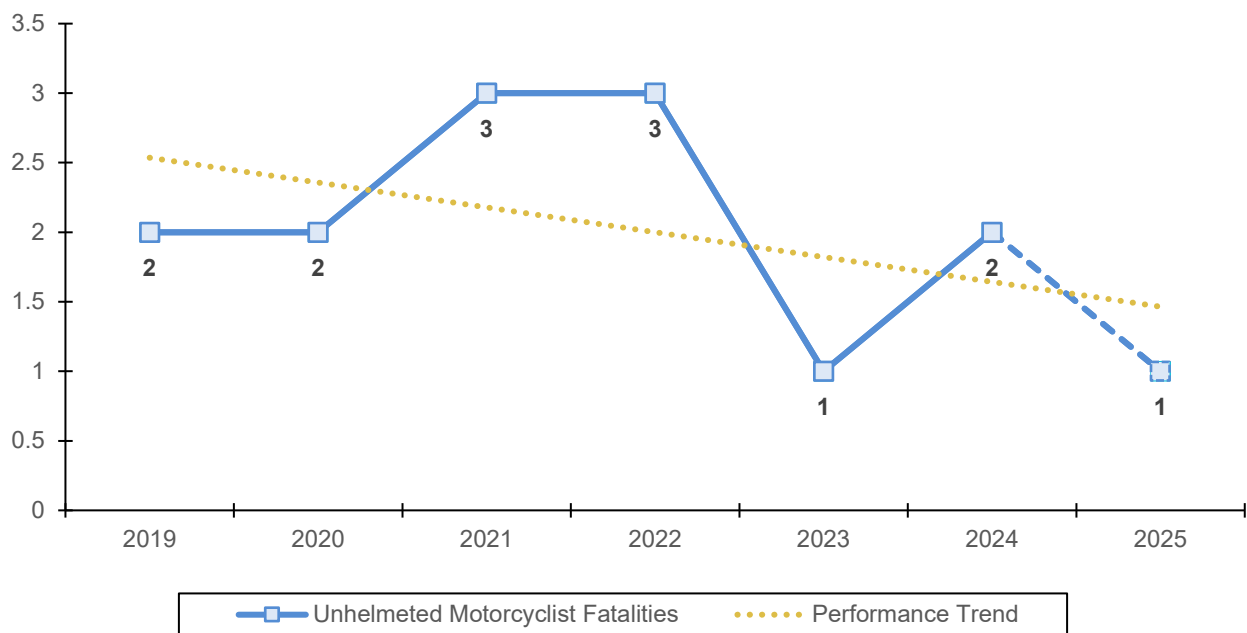
Source: NHTSA STSI/FARS and Alaska CARE system. 2025 data is preliminary and subject to change.

Figure 2.7 Motorcycle Fatalities



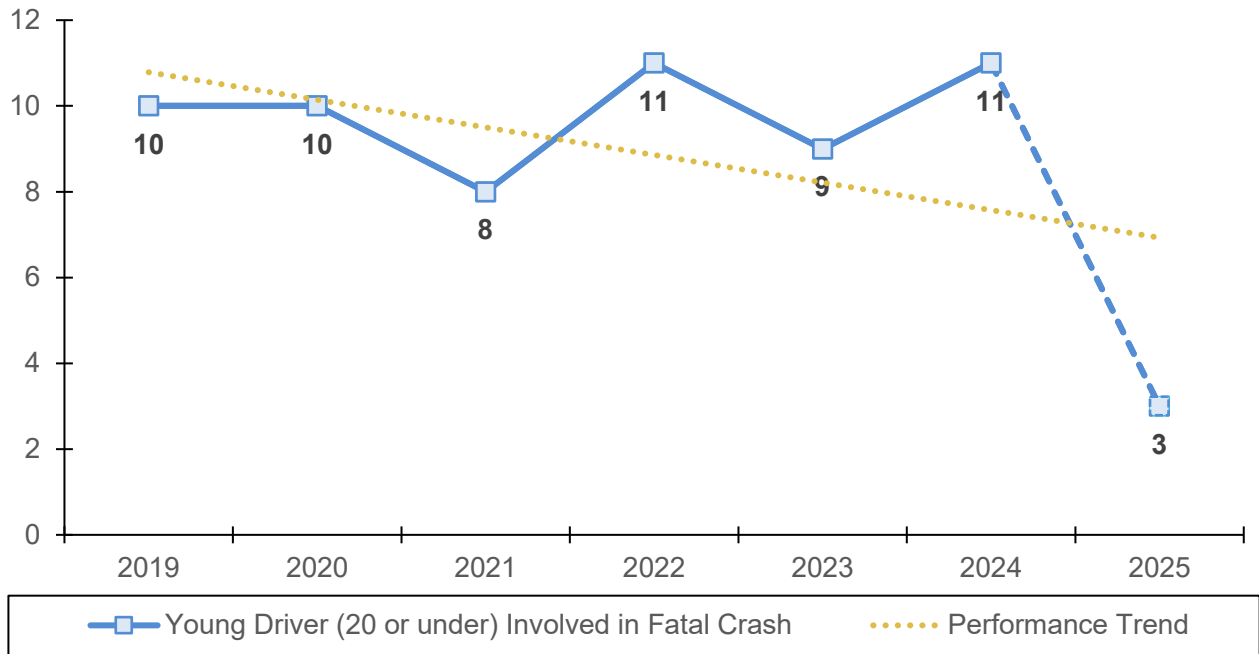
Source: NHTSA STSI/FARS and Alaska CARE system. 2025 data is preliminary and subject to change.

Figure 2.8 Unhelmeted Motorcycle Fatalities



Source: NHTSA STSI/FARS and Alaska CARE system. 2025 data is preliminary and subject to change.

Figure 2.9 Drivers Age 20 or Younger Involved in Fatal Crashes



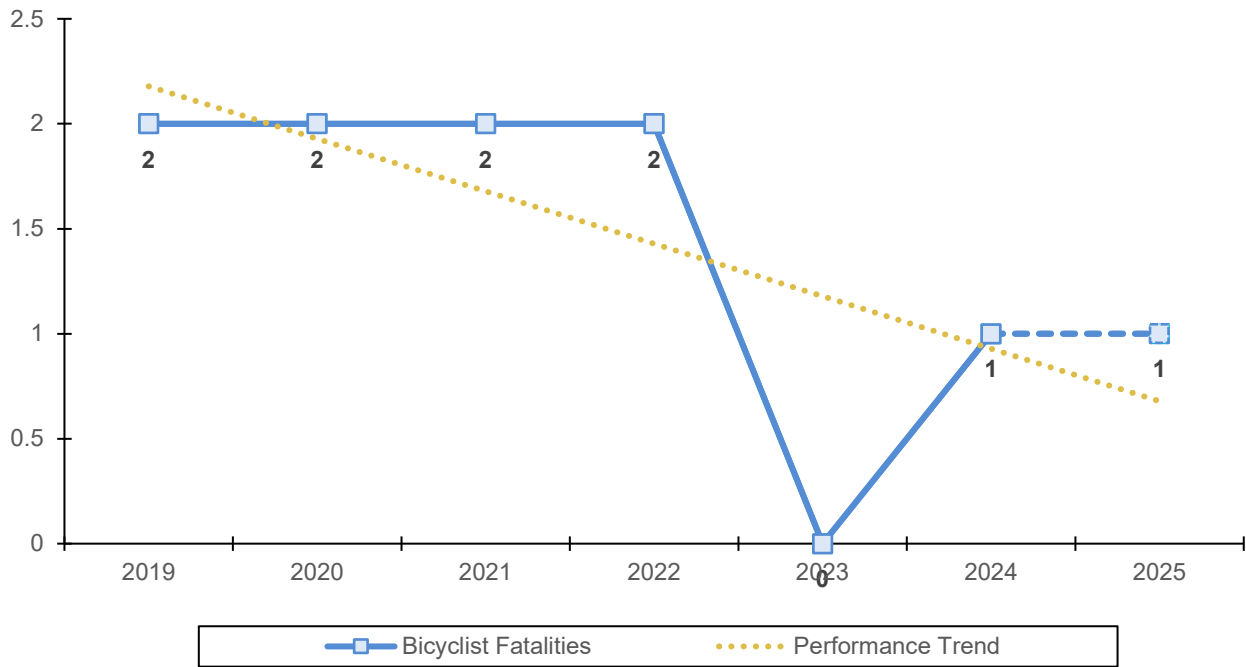
Source: NHTSA STSI/FARS and Alaska CARE system. 2025 data is preliminary and subject to change.

Figure 2.10 Pedestrian Fatalities



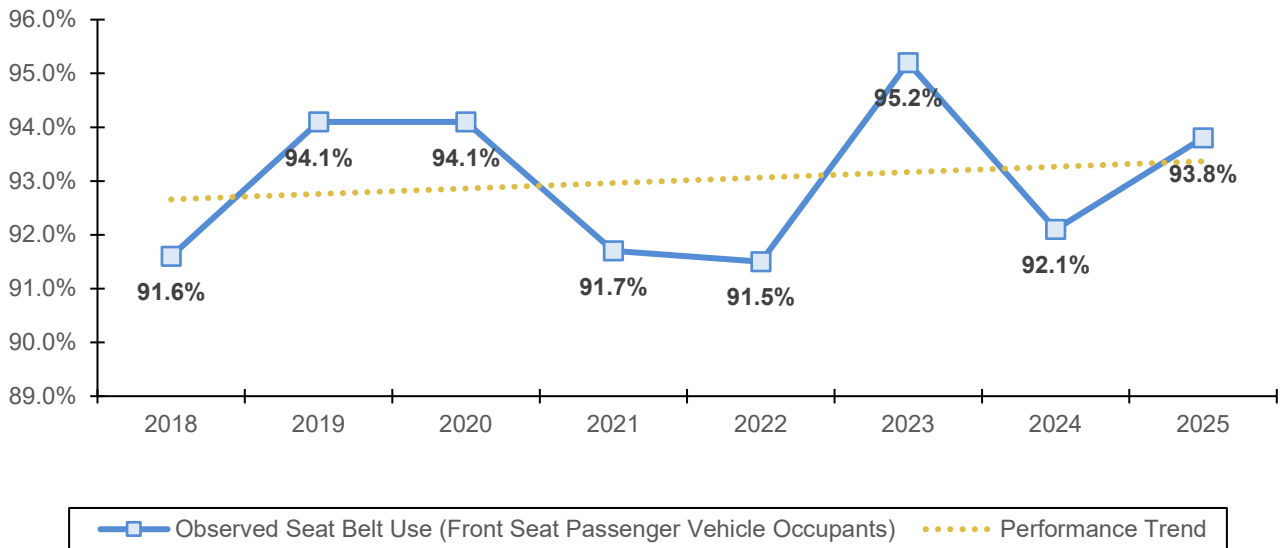
Source: NHTSA STSI/FARS and Alaska CARE system. 2025 data is preliminary and subject to change.

Figure 2.11 Bicyclist Fatalities



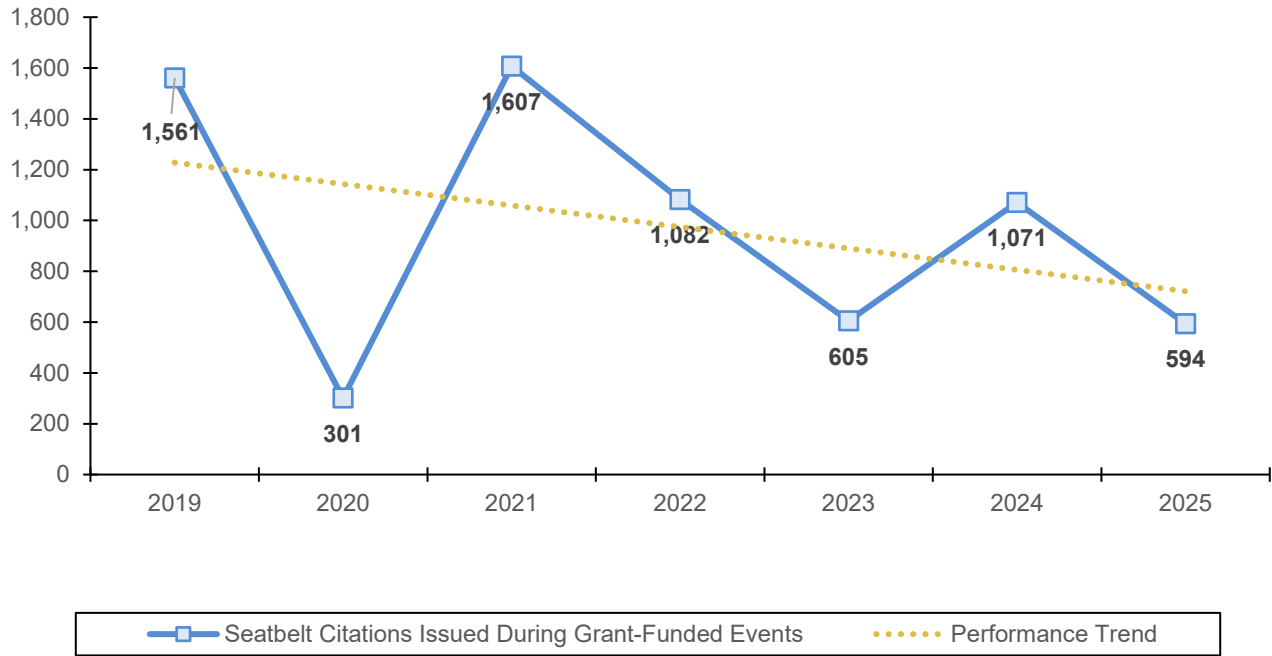
Source: NHTSA STSI/FARS and Alaska CARE system. 2025 data is preliminary and subject to change.

Figure 2.12 Observed Belt use for Passenger Vehicles



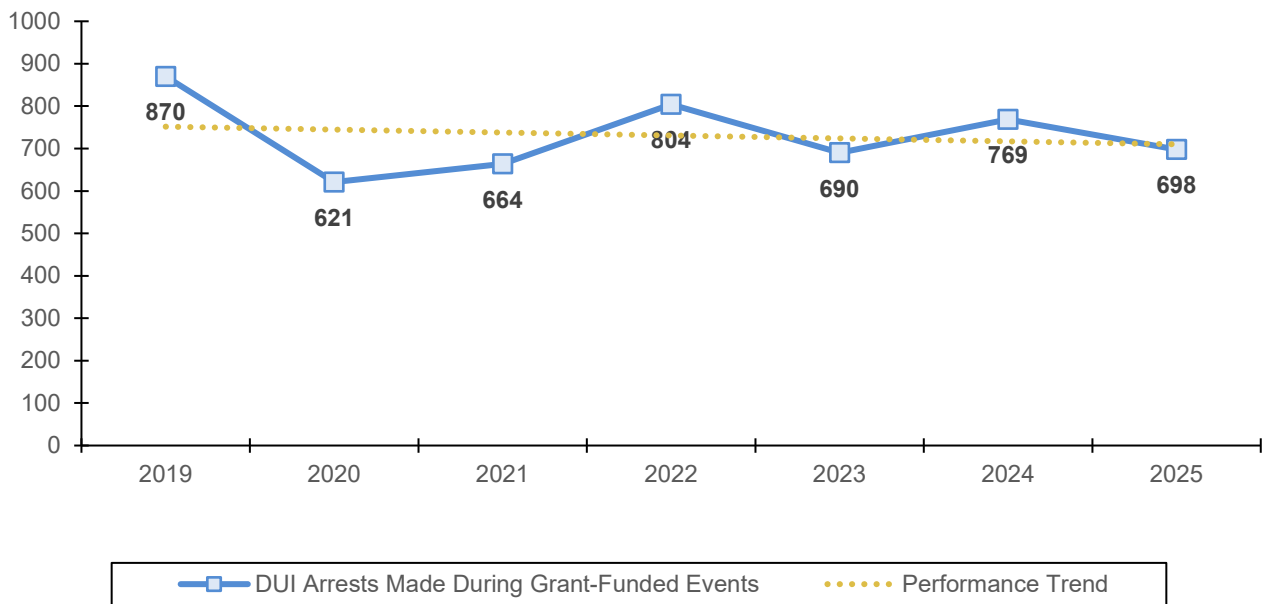
Source: Annual Seat Belt Observational Survey. Due to COVID-19, no observational seat belt survey was conducted in 2020; number shown is the observed rate from 2019 for 2020.

Figure 2.13 Seatbelt Citations Issued During Grant-Funded Events



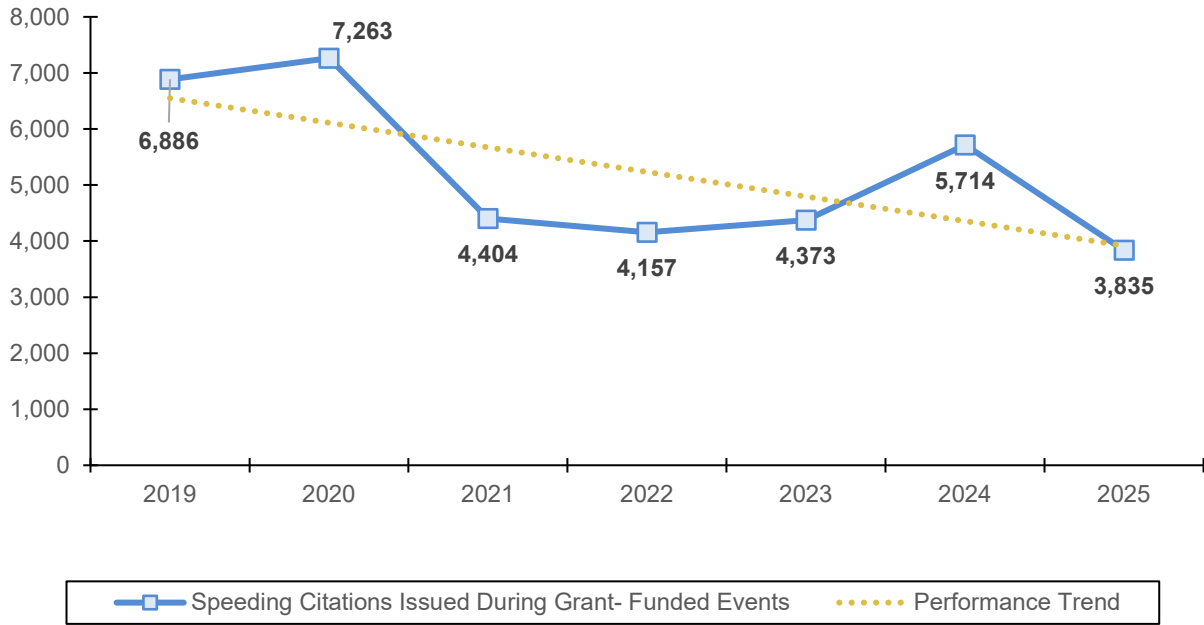
Source: AHSO.

Figure 2.14 DUI Arrests Made During Grant-Funded Events



Source: AHSO.

Figure 2.15 Speeding Citations Issued During Grant-Funded Events



Source: AHSO.

3.0 Public Participation and Engagement

3.1 Public Participation and Engagement (PP&E)

During FY 2025, AHSO continued to carry out PP&E activities to support highway safety planning, particularly to introduce these concepts and activities to partners and the public and set the stage for deeper future engagement.

2025 Attitudinal Transportation Telephone Survey

The Center for Safe Alaskans, in conjunction with Hays Research Group LLC (HRG), designed and implemented the 2025 telephone survey in compliance with the NHTSA guidelines. This survey methodology and general findings are discussed in greater detail in Section 5.0 below.

This strong engagement technique was designed to reach specific communities and resulted in opportunities to reach underserved communities and communities overrepresented in the data but also served as an accessible outreach approach for addressing the identified Tribal communities, VRUs, and unbelted occupants as the statistics of probability indicate that this outreach activity of a survey reached these populations. In particular, seven percent of respondents of the survey indicated that they were of American Indian or Native Alaskan ethnicity (note: this represents a decrease from 13 percent in the 2024 Attitudinal Transportation Survey, and may reflect the random nature of the survey sample). The survey also collected responses from individuals with a range of gender identities, education levels, driving patterns, and vehicles used.

Annual Tribal Transportation Symposium & Bristol Bay Tribal Workshop

On March 24-26, 2025, Alaska's Tribal Transportation Work Group hosted its annual transportation symposium in Anchorage, AK. The event was attended by Tribal elected officials, Tribal transportation staff, Tribal administrators, state and federal transportation and transit officials, and others supporting tribal transportation.

At the event, the AHSO presented on state safety programs and provided training on how to carry out PP&E in tribal communities. Event participants themselves provided input on safety concerns and the future focus of the AHSO, reflecting the unique challenges experienced in many rural tribal areas:

- The need for more traffic safety engagement for the young, include pre-driving training for children, novice driver programs, and parent engagement, in order to ensure newly licensed drivers are safer.
- Off-road driving, ATVs, and lack of helmet use
- Underage drinking
- Speeding
- Infrastructure improvements, lighting, and road maintenance, as well as the lack of facilities for pedestrians and bicyclists

AHSO further presented similar content to the Bristol Bay Native Association Bristol Bay Tribal Transportation Workshop on March 28 in Anchorage.

This engagement builds on our work with the Tribal Advisory Committee (TAC) in partnership with the Alaska DOT&PF, and SHSP Focus Area teams.

Partners in Safety Alaska

Alaska DOT&PF continues to carry out its Partners in Safety Campaign – a partnership between AHSO and the Alaska Highway Safety Improvement Program (HSIP) to host community meetings to gather public feedback on traffic safety as the Department implements the Safe System Approach.

PP&E Outcomes

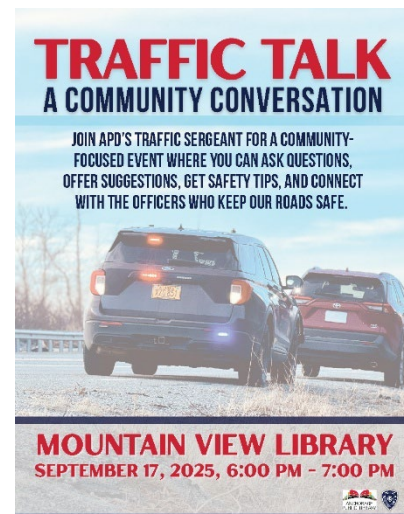
- Several indicators point to the value of increasing efforts to engage novice drivers and their parents and to further enhance the learning-to-drive process. Alaska teens are dispersed across rural areas through the state. Due to long driving distances, access to off-road areas, and lack of community resources, Alaska teens likely have more exposure to unsupervised driving situations.
- Many Alaskans are not exposed to grant-funded media messages, unpinning the need to continue to invest in public outreach and education.
- The Attitudinal and Awareness Survey findings support AHSO investment in specific Program Priorities in response to prevalent self-reported distracted driving behaviors, speeding, and remaining gaps in the use of appropriate child safety seats.
- Many PP&E participants did not mention pedestrian safety, even though this is an area where Alaska is not meeting its 3HSP target, and is especially acute in urban centers. This suggests that further awareness is needed, along with ongoing coordination with the Alaska HSIP and Walsh Shepherd to continue to implement projects to protect vulnerable road users and reverse these concerning trends.

3.2 Law Enforcement Community Collaboration

Anchorage Traffic Talks

Anchorage Police Department (APD), which responds to a significant amount of statewide traffic crashes in Anchorage, held four Traffic Talk community conversation events to allow law enforcement to receive feedback directly from community members. Events were held at the Loussac Library May 22, the Mountain View Library September 25, Girdwood Community Room September 25, and the Chugiak Volunteer Fire Department September 29, 2025. These locations were selected due to reach multiple communities representing Anchorage commuters and residents, and that were in priority traffic safety areas. Each location was ADA-accessible. The events were marketed with social media and physical flyers. Event attendance at this series was relatively small and tended to be middle-age to older individuals, but did represent individuals with diverse ethnic backgrounds.

Feedback from the events validates current traffic enforcement programs and indicates the public would like to see more.



Participants flagged specific risky locations near Anchorage. Conversations along suggested a need for additional investment in novice driver programs and more promotion of AHSO programs like CIOT.

3.3 Law Enforcement Data Collection and Analysis

Law Enforcement Agency Training

The AHSO's LEL conducted Law Enforcement Community Collaboration (LECC) Training throughout the state. This included delivering the "Community Collaborations Toolkit for Law Enforcement" provided by the U.S. Department of Justice, Office of Community Oriented Policing Services. To prepare, the LEL first met with Shannon Trice, Highway Safety Specialist, NHTSA for insight on how to encourage law enforcement agencies to invest in these activities.

Agencies participating in the training included many of the most prominent in the state:

- North Pole Police Department
- University of Alaska Fairbanks Police Department
- Wasilla Police Department
- Palmer Police Department
- Chickaloon Tribal Justice Department
- Alaska State Troopers B Detachment
- Lt. Daron Cooper, DPS DRE and Traffic Coordinator
- Homer Police Department
- Seward Police Department
- Soldotna Police Department
- Kenai Police Department
- Whittier Police Department
- Anchorage Police Department

Agencies expressed willingness to support community collaboration but expressed concern about manpower available for these activities. There may be future opportunities to include community outreach as part of larger projects for AHSO-funded activities.

AHSO plans to engage enforcement agencies around the state in FFY2026 to further determine the feasibility of further data collection and analysis for traffic safety planning.

4.0 Program Areas

4.1 Evidence-Based Enforcement Program Activities

In FFY2025, 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. In FFY2025, four law enforcement agencies participated in the May CIOT campaign. 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 FFY2025 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. FFY2025 grantees also were 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. 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 monitoring allowed for subtle or major adjustments by each grantee throughout the year, if needed, to improve traffic safety enforcement in Alaska.

4.2 Compilation of Enforcement Activity Results

In FFY2025, five agencies participated in the national mobilizations and quarterly HVE activity at high-risk times. All of the FFY2025 NHTSA-funded law enforcement activities resulted in:

- 594 seat belt citations.
- 698 impaired driving arrests.
- 3,835 speeding citations.

The performance targets, FFY2025 results, and project descriptions for the seven program areas addressed in the 3HSP are described in the following Sections 4.3 to 4.11. Similar information is provided for Paid Media (0) and Planning and Administration (4.13) activities.

4.3 Impaired Driving

Problem Statement

Impaired driving is the number one priority for the AHSO 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 alcohol-impaired fatalities. However, alcohol alone was a factor in 24 percent of Alaska's traffic fatalities in 2022, which moved up to 26 percent in 2023 then down to 19 percent in 2024.

Performance Target

1. Reduce alcohol impaired driving fatalities by five percent from 22 (2017–2021 rolling average) to 21 (2020–2024 rolling average) by 2024.

Projects and Funding

The FFY2025 AGA included impaired driving projects to address the above performance target and reduce impaired driving in the State. Table 8.1 in Section 8.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

2024 data indicate Alaska met the target of 21 alcohol-impaired-related fatalities or fewer in 2024 for the five-year target period of 2020–2024. Alaska saw a drop in alcohol-impaired-related fatalities in 2024, dropping to 13 from 16 in 2023. Alaska also met the 2023 target (based on 2019–2023) of maintaining alcohol-impaired-related fatalities at 21 or lower. We expect at least 6 alcohol fatalities in 2025. During FFY2025, four agencies participated in the national



mobilizations and quarterly HVE activity at high-risk times. With the legalization of marijuana, the AHSO will again redouble its efforts to increase the number of DREs in the State, which had dropped in recent years. Alaska plans to continue these efforts to continue its recent target setting performance.

The 2025 Attitudinal Transportation Telephone Survey indicated that more than two-thirds (69 percent) of Alaskan drivers think they are very likely or likely to be arrested for driving after drinking (Figure 5.2). This is an increase from 62 percent noted by respondents in the 2024 survey.

Project Descriptions

Project Title: High-Visibility DUI Enforcement (405d M5HVE-25-00-SP23(A), 405d M5HVE-25-00-SP24(A), 405d M5HVE-25-00-SP25(A))

Project Description: The AHSO utilized 405d funds for law enforcement agencies to participate in HVE efforts on impaired driving initiatives in FFY2025. Highly visible enforcement is widely recognized as an effective countermeasure for reducing impaired driving fatalities and serious injuries. The AHSO funded the AST and 4 local police departments 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 FFY2025 resulted in 642 impaired driving (OUI) arrests. Officers have not been signing up for all of the overtime enforcement hours that the agencies requested. The AHSO plans to utilize the LEL moving forward to encourage law enforcement officers to sign up for available HVE overtime and straight time hours.

Budgeted: \$250,000.00

Expended: \$71,697.19

Project Title: Statewide DRE Program (405d M5TR-25-01-BL(A))

Project Description: In FFY2025, 13 percent of DUI incidents were identified as drug related — a decrease from 18 percent in FFY24 and FFY23, but an increase from 10 percent in FFY22. Of the project's 9 goals, 2 were met, and the remaining 7 were not met or partially met. During 2025, the Alaska DRE Coordinator attended the Western States DRE Coordinator meeting held in April in Coeur d'Alene, Idaho, and 17 DREs attended the Annual DRE Conference, representing five law enforcement agencies. One Advanced Roadside Impaired Driving Enforcement (ARIDE) course was conducted in Valdez, a rural Alaskan community. One officer from the Anchorage Police Department completed initial DRE training in Arizona. The annual DRE in-service training was postponed to spring to improve participation, while the goal of conducting one Drug Impairment Training for Educational Professionals (DITEP) course was unmet due to limited availability of the target audience. The AHSO's goal in FFY 2026 will be to more fully utilize this project.

Budgeted: \$269,000.00

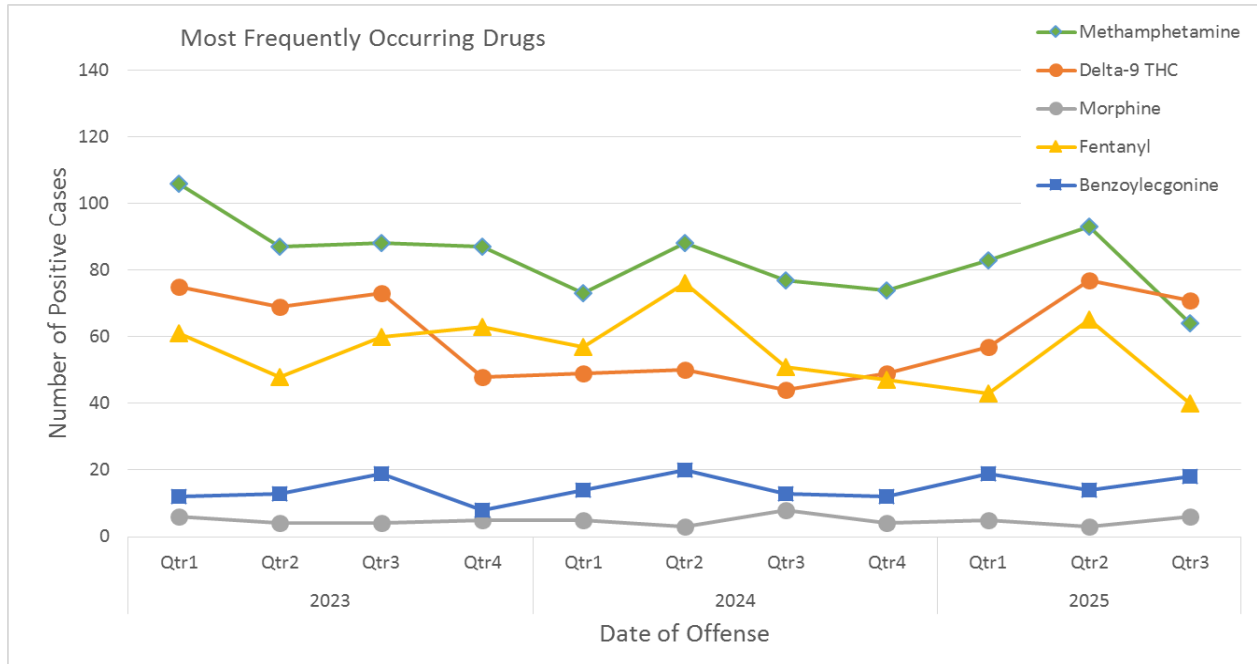
Expended: \$69,375.72

Project Title: AK State Health Laboratory Toxicology Services (405d 5BAC-25-01-BL(A))

Project Description: In FFY2019, the Alaska Public Health Laboratory (AKPHL) was tasked with clearing the Driving Under the Influence of Drugs (DUID) toxicology testing backlog. AKPHL is gradually making progress. In FFY2025, the AKPHL received 649 DUID cases and 67 cases (fewer than the 96 in FFY2024) were carried over from the previous grant year. A total of 640 cases were tested and reported during the grant year. Cases were submitted to AKPHL from 40 law enforcement agencies across the State, spanning from Southeast, Southcentral, Southwest/Aleutian Peninsula, Interior, Y-K Delta and Northwest regions. Expert Drugged Driving Toxicology testimony was provided for 19 jury trials in the grant year. Of the five goals established for FFY2025, two were met, one was partially met, and two others were works in progress. Of note, the performance target for toxicology testing both Tier I and Tier II drug classes within 96 days was achieved and continues to improve. This turnaround goal was achieved 93 percent of the time in FFY2025 (an increase from 87 percent from FFY2024).

Budgeted: \$272,000.00

Expended: \$231,160.00



Data from AKPHL shows that in FFY 2025, cannabis has overtaken methamphetamine as the most frequently occurring drug in positive cases of impaired driving toxicology testing.

Project Title: Anchorage Police Department Impaired Driving Enforcement Unit (164 ENFAL-25-00-BL(A))

Project Description: The APD’s Impaired Driving Enforcement Unit (IDEU) began in FFY2017. In FFY2025, the unit conducted 3,157 traffic stops, in which 5,119 citizens were contacted. During these stops, the team made 603 misdemeanor Operating Under the Influence (OUI) arrests and 39 felony OUI arrests, issued 2,431 citations for various traffic offenses, performed 829 Standardized Field Sobriety Testing (SFST) evaluations. In addition, 647 OUI cases were processed and 242 blood search warrants issued. IDEU accounted for 44 percent of the overall total APD arrests (1,465). Moving forward more focus is going towards reducing the fatality numbers during IDEU shift hours.

Budgeted: \$1,524,000.00

Expended: \$1,458,328.67



Our focus this week is on our Traffic Unit and Impaired Driving Enforcement Unit!

Our Traffic Unit’s mission is to ‘reduce traffic-related deaths and injuries and to promote safe and efficient use of our roadways.’ Traffic enforcement is important for several reasons; first, traffic stops and citations have the largest impact on changing driving behaviors and thus reducing traffic collisions. Second, traffic enforcement affects all crime; APD’s presence can help deter people from engaging in illegal activities. Third, criminals also drive. Countless warrants have been served, drugs seized, and stolen property recovered all as a result of pulling over a car for a traffic violation.

IDEU is responsible for enforcing laws that combat drug and alcohol-impaired driving. During the 2025 fiscal year (October 2024 – September 2025) APD made a total of 1465 OUI arrests, 43.82% of which were arrests made by IDEU. IDEU also responded to 1711 REDDI reports, making 380 stops.



Anchorage Police Department social media posting about FFY 2025 traffic enforcement outcomes

Project Title: Fairbanks Police Department DUI Traffic Enforcement (405d M5HVE-25-02-BL(B))

Project Description: This project was intended to target suspected impaired drivers in the Fairbanks area with a goal of 110 alcohol impaired arrests to maintain zero impaired driving fatalities. Since 2017, the Fairbanks Police department has maintained the goal of zero alcohol related fatal crashes and fatalities. In FFY2025, the department did not meet the project goal of 110 alcohol impaired arrests and fell short with 105 arrest due to not having a full-time dedicated traffic Enforcement Officer for the unit.

Budgeted: \$278,000.00

Expended: \$592.84

Project Title: Alaska DUI/Drug Courts Outcome Improvement Pilot (405d BSTST-25-01-BL(A))

Project Description: The overall objective of this project is to promote public safety and reduce criminal recidivism by admitting addicted offenders into treatment and court supervision as quickly as possible and supporting them through the program to successful completion.

The Alaska Therapeutic Courts increased participant retention by 12% this federal fiscal year, surpassing the established goal by 10%. The increase in retention can be attributed to reviewing struggling participants to determine whether their non-compliance is because of other treatment needs or barriers such as transportation that are not being addressed, and the use of the Impaired Driving Assessment to screen potential participants. The program has also begun adopting a new reporting tool named COMPASS.

The rollout of the use of SCRAM electronic monitoring is proceeding slower than expected, partly due to the need to develop clear policies and procedures, but further utilization was expected in Q1 FFY2026.

The courts continue to work to increase collaboration with APD, as well as increase the number of eligible DUI referrals to the program. Bi-weekly meetings are held with supervisory attorneys from both the Public Defender's office and the District Attorney's office to review the current status of therapeutic courts across the state.

Finally, Therapeutic Court administrative office has been working with the National Center for State Courts (NCSC) on an evaluation of Alaska's Drug/DUI courts, including probation officer/supervision policies and procedures.

Budgeted: \$106,371.00

Expended: \$64,434.90

4.4 Occupant Protection

Problem Statement

Alaska’s observed seat belt usage rate increased from 77 percent in 2004 to 93.8 percent in 2025. Due to COVID-19, no observational seat belt survey was conducted in 2020. The 2021, 2022, 2023 2024 surveys showed that Alaska’s observed seat belt rate stayed above 90 percent at 91.7 percent, 91.5 percent, 95.2 percent (historic high), and 92.1 percent respectively. According to the 2025 statewide phone survey, respondents indicated they use their seatbelt “always” or “often” 93 percent of the time, a slight decline from last year’s survey (96 percent). Survey participants also responded that their chance of being injured in a collision without a seatbelt was “very likely” or “likely” 89 percent of the time. In addition, 30 percent of respondents believed they are “very likely” or “likely” to receive a seatbelt ticket for not wearing one.



Performance Targets

1. Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by six percent from 17 (2017–2021 rolling average) to 16 (2020–2024 rolling average) by 2024.
2. Increase observed seat belt use for passenger vehicles, front seat outboard occupants from 2022 rate of 91.5 percent to 92 percent by 2024.



Projects and Funding

The FFY2025 AGA included occupant protection projects to make progress towards reducing unrestrained injuries, fatalities, and achieving the observed seat belt use performance target (92 percent). Funds spent on occupant protection-related communication efforts are described in more detail in Section 7.0—Paid Media. Table 8.1 in Section 8.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

Alaska met the FFY2023 target of seat belt usage rate with a historic high of 95.2 percent in 2023. The observed seat belt usage rate further increased from 91.2 percent in 2024 to 93.8 percent in 2025. Thus, the state has again achieved its target rate of 92 percent or higher. The AHSO plans to engage with additional law enforcement agencies in FFY2026 and beyond to seek their participation in occupant protection HVE

efforts to keep the safety belt usage rate high. FFY2024 data indicates that Alaska is on track to meet its target of reducing unrestrained fatalities to 16 or less based on the 2020–2024 target years. However, the year-to-year variation in these key metrics suggests that ongoing investment is needed to maintain a strong culture of buckling up. In FFY2025, Alaska experienced a decline in seat belt citations issued during grant-funded activity from 1,071 in 2024 to 594 in 2025.

Project Descriptions

Project Title: Occupant Protection Use Survey (OPUS) (405b M1OP-25-00-SP24(A), 405b M1OP-25-00-BL)

Project Description: The State is required to evaluate the impact of its programs aimed at increasing seat belt use by conducting an annual observational survey of driver and front seat outboard passenger belt use per NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011. Alaska's seat belt use observational survey methodology was redesigned in FFY2023 and approved by NHTSA. The design allows capture of demographic data to help target the occupant protection programs and measure performance. Seat belt use was recorded for drivers and front seat outboard passengers in cars, trucks, SUVs, and vans for a total of 66,323 occupants observed. The 2025 OPUS was completed in compliance with NHTSA's protocols and the observed seat belt use rate was 93.8 percent.

Budgeted: \$42,000.00

Expended: \$41,895.77

Project Title: Statewide Click It or Ticket Mobilization and State Blitzes (402 OP-25-07-SP24(A), 402 OP-25-07-SP25(A-E))

Project Description: The AHSO provided grants to the AST and local law enforcement agencies (Anchorage, Palmer, and Wasilla) to conduct seat belt enforcement activity in their jurisdictions. The AST, in collaboration with these local agencies, conducted high-visibility (overtime) enforcement during the CIOT mobilization in May 2025, as well as State blitzes through directed and saturation patrols, and seat belt informational checkpoints. Enforcement that occurred throughout the year focused on roadways with identified low seat belt use rates, as determined by crash data and Alaska's previous annual observational survey. Participating agencies also conducted earned media activities and participated in educational events. In FFY2025, these law enforcement agencies contributed to the 563 occupant protection citations written on grant-funded time in the State.

Budgeted: \$250,000.00

Expended: \$131,927.00

Project Title: Safe Kids Kenai Peninsula CPS Program (405b M1CPS-25-04-BL(C)) and (405b B1CPS_US-25-01-BL-2)

Project Description: Safe Kids Kenai Peninsula (SKKP) supports the CPS component of the State's Occupant Protection Strategic Plan. During FFY2025, the AHSO grant for CPS was split into two separate grants- one for tracking car seat purchase and another for all other aspects of running the SKKP Coalition. SKKP carried out 17 community car seat checkup events and inspection sites. SKKP spent \$16,000 to purchase and distribute 166 new car seats throughout the Kenai Peninsula Community, and met its FFY2025 goal for car seat distribution.

Budgeted: \$44,911.00

- SKKP Coalition: \$28,911.00
- Car Seats: \$16,000.00

Expended: \$43,556.56

- SKKP Coalition: \$27,556.56
- Car Seats: \$16,000.00

Project Title: Fairbanks Safe Rider Program (405b M1CPS-25-04-BL(D) and (405b B1CPS_US-25-01-BL-3))

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, mentored CPS technicians in the region, hosted CPS events (e.g., community checkup event, car seat check events, seat distribution), and partnered with agencies to provide CPS safety education at community events. During FFY2025, there were a number of community events the program was present at to educate attendees. Program staff attended an in-person instructor meeting in Anchorage regarding NHTSA CPS curriculum updates and conducted CPST training course in June where nine students were certified. A coordinated effort was made by partnering with rural agencies, participating in their community events, and leveraging rural volunteer fire departments to address gaps for inspection stations, delivering CPS services and providing car seats to underserved rural communities. The Fairbanks Safe Rider Program spent \$4,944.86 to purchase and distribute car seats.

Budgeted: \$150,158.00

- Fairbanks Safe Rider Program: \$145,158.00
- Car Seats: \$5,000.00

Expended: \$113,813.36

- Fairbanks Safe Rider Program: \$108,868.50
- Car Seats: \$4,944.86

Project Title: Statewide CPS Coordinator (405b M1CPS-25-04-zFA(A))

Project Description: This project funded the statewide CPS Coordinator who functioned as an extension of the AHSO. The coordinator oversaw the CPS (technician, instructor, and fitting station) database and monitored the recertification rate; scheduled training (certification, recertification, or special topics); maintained an event calendar; assisted with the CPS content on the AHSO website; provided support to the AHSO in developing educational materials; and provided support to the AHSO with car seat checks, occupant protection communications and other activities, as needed. In FFY2025, the CPS Coordinator instructed at two child passenger safety training (CPST) Certification Trainings in Alaska, developed a new CPS training protocol for the State of Alaska Office of Children's Services (OCS) employees, participated in two Safe Kids Worldwide focus groups on certification and recertification, and instructed in three CPST courses (hybrid and in-person) in Alaska, and reached a record year for certification courses statewide – nine total in FFY2025. The CPS Coordinator also led revision of the Alaska Department of Motor Vehicles (DMV) Driver Manual section on CPS, distributed more than 6,500 customized CPS rack cards, hosted a CPS Week Car Seat Check event, achieved a statewide recertification rate of 58.5 percent, exceeding the national average of 53.8 percent.

Budgeted: \$40,000.00

Expended: \$4,594.81

Project Title: Statewide CPS Co-Coordinator (405b M1CPS-25-04-SP25(A), 405b M1CPS-25-04-BL(B))

Project Description: This project funded the statewide CPS Co-Coordinator, who functioned as extensions of the AHSO. During FFY2025, the Co-Coordinator attended the national Lifesavers Conference, gave a trauma recertification presentation to the Alaska State Trauma Designation Committee for the Fairbank Memorial Hospital, conducted CPST certification courses and supported CPS program development in rural communities, conducted a statewide CPS instructor meeting, and supported partner CPS agencies from Anchorage on the CarFit program and car seat training.

Budgeted: \$40,000.00

Expended: \$33,487.75

Project Title: Older Drivers (CarFit) (402 OD-25-05-BL(A))

Project Description: This older driver project, administered by the Center for Safe Alaskans conducted 12 CarFit educational events and carried out 29 CarFit checks and 10 combined CPS/CarFit events, falling short of its goal to complete 40 CarFit appointments. We believe that additional education and promotion of CarFit would help expand its utilization. Safe Alaskans also established a new CarFit station at the Aging and Disability Resource Center (ADRC) – North. Safe Alaskans achieved a reach of 15,793 people and an average engagement rate of 7.3% across 31 ads and posts that made up an older driver campaign on social media account, including Facebook and Instagram.



Budgeted: \$73,668.00

Expended: \$71,706.23

Project Title: AIPC (Center for Safe Alaskans) Safe Travel for Children in Alaska (405b M1CPS-25-04-BL(C), 402CR-25-03-BL(A), 405b B1CPS_US-25-01-BL-1)

Project Description: The Center for Safe Alaskan’s CPS program is focused on education programs for low seat belt (car seat and booster seat) users and providing car seats. During FFY2025, this project distributed 252 car seats and booster seats statewide, hosted public car seat checkup events and inspected 414 car seats by car seat technicians. Safe Alaskans also conducted 38 virtual and in-person presentations to various groups, against the goal of 24. FFY2025 has seen an increase in certification courses with seven being conducted which in turn certified 57 new CPSTs. AIPC spent \$23,370 to purchase and distribute car seats.

Budgeted: \$227,315.00

Expended: \$227,296.22

- AIPC CPS Program: \$203,945.00
- Car Seats: \$23,370

- AIPC CPS Program: \$203,926.22
- Car Seats: \$23,370

4.5 Speeding

Problem Statement

Alaska has seen its speeding-related fatalities fall in recent years from the 2018 10-year high of 42 speeding-related fatalities to 24 in 2023, but increased to 35 in 2024. Preliminary data suggests that speed fatalities will drop further in 2025. Speeding-related serious injuries have fluctuated over the past years, moving from 87 in 2018 to 60 in 2022, increase back again to 78 and 82 in 2023 and 2024, and dropping to 39 in 2025, as per early estimates.

Performance Target

1. Reduce speeding-related fatalities by four percent from 29 (2017–2021 rolling average) to 28 (2020–2024–rolling average) by 2024.

Projects and Funding

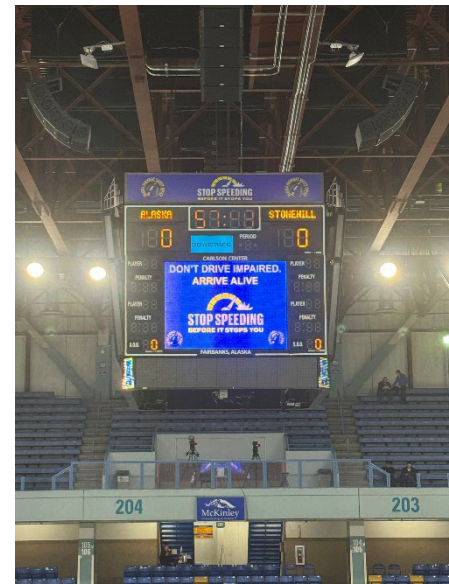
The FFY2025 AGA outlined a number of strategies to address speeding-related crashes and achieve the performance target. The AHSO awarded a substantial grant to the AST to conduct data-driven, HVE operations to address the identified problem areas, times, and events with a high incidence of speeding and aggressive driving behavior. The AHSO once again awarded a speed enforcement grant to the APD. Table 8.1 in Section 8.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

During the time of reporting, the 2024 data indicates Alaska is on track to meet the target of 28 or lower for the 2020–2024 FARS average, even though speed-related fatalities increased in 2024.

A review of the number of grant-funded speeding citations found a dramatic increase over the last several years. However, speeding citations given on grant-funded time decline in 2025 to 3,835 from over 5,700 in 2024. With continued focus on speeding enforcement in recent years, the AHSO believes the substantial drop in speeding fatalities and serious injuries in the past several years may be showing the enforcement efforts are having an impact.

In July of 2025 the AHSO plans to participate in an additional HVE speed campaign with other states in the NHTSA region. Additionally, in 2025 APD plans to conduct speed enforcement throughout the municipality, moving away from focused speed enforcement that was previously conducted on two roadways.



Project Descriptions

Project Title: Anchorage Police Department Municipal Wide Speed HVE Effort (402 SC-25-19-BL(B))

Project Description: From input received in community PP&E meetings with APD it was discussed by the affected community that speeding was one of their primary transportation safety concerns. APD carried out campaigns to improve driving behavior during peak travel times on major arterials in its jurisdiction, which include Glenn Highway and Minnesota Drive. In FY 2025, APD enforcement resulted in 3,157 traffic stops, and 590 speeding citations were issued.

Budgeted: \$227,000.00

Expended: 223,539.52

Project Title: AST Speeding Fatality Reduction Effort (402 SC-25-19-BL(A))

Project Description: During FFY2025, the Troopers around the state worked speed enforcement campaigns utilizing radars. This included enforcement in and around Juneau, Ketchikan, Palmer, and Seward. The Troopers issued a total of 410 speeding citations during these campaigns. The Troopers worked a total of 589.25 overtime hours in FFY2025.

Budgeted:242,000.00

Expended: \$88,208.87

Project Title: APD Seward Highway High Visibility Enforcement Speed Reduction (402 SC-25-19-BL(C))

Project Description: The Anchorage Police Department carried out a targeted high visibility speed enforcement project aimed at modifying driving behavior during peak travel times on major arterials in its jurisdiction. This project was funded by state funds.

Budgeted: N/A

Expended: N/A

Project Title: Speed HVE (402 SE-25-03-BL(A))

Project Description: With HVE as a widely recognized effective countermeasure for reducing speeding, this project was proposed to enable law enforcement agencies to conduct data-driven integrated enforcement for a HVE speed prevention campaign in July 2025, targeting areas of high risk for speeding crashes in coordination with national and regional mobilizations. Police departments in Palmer and Wasilla utilized this grant to participate. The Anchorage Police Department also participated using its Municipal Wide Speed HVE Effort grant (see above).

Budgeted: \$200,000.00

Expended: \$7,154.51

4.6 Motorcycle Safety

Problem Statement

In 2024, ten motorcycle fatalities accounted for 14 percent of all fatalities in Alaska, a slight increase from (13 percent) 2023. The number of unhelmeted motorcyclist fatalities in 2024 was two, an increase from one in 2023. In 2024, Alaska DMV recorded 25,565 registered motorcycles, which represents 3.2 percent of all registered motor vehicles in the State. Motorcycle registration data is not yet available for 2025.

Performance Targets

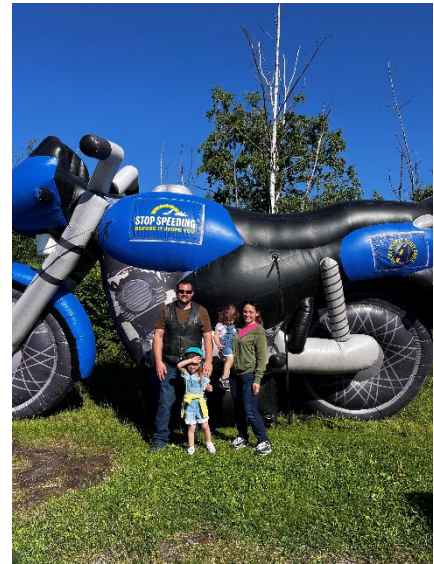
1. Reduce motorcyclist fatalities by 14 percent from seven (2017–2021 rolling average) to six (2020–2024 rolling average) by 2024.
2. Reduce unhelmeted, motorcyclist fatalities 33 percent from three (2017–2021 rolling average) to two (2020–2024 rolling average) by 2024.

Projects and Funding

A component of the Special Events and Sports Marketing campaign supported motorcycle safety efforts.

Performance Results

At the time of this report, 2024 data suggests that Alaska is likely not on track to meet its target of six or fewer motorcycle fatalities. However, preliminary 2025 data projects a decline in motorcyclist deaths. The low number of crashes makes it uncertain whether Alaska will meet the FFY2025 target of two or less unhelmeted fatalities for the 2020–2024 target years. Over the last seven years, motorcycle related fatalities fluctuated in Alaska which dropped from 12 fatalities in 2018 to four in 2020, increased in 2022 to eight, increased to ten in 2024, and is set to decline again. However, the overall trend line in the last seven years is still trending downwards. The AHSO plans to continue its educational efforts on the advantages of helmet use while riding into FFY2026 to make sure that we can continue to momentum of drivers wearing appropriate safety equipment.



Project Descriptions

The paid media buys are detailed in Section 7.0.

4.7 Pedestrian and Bicycle Safety

Problem Statement

Pedestrians and bicyclists, like motorcyclists, are more vulnerable than other roadway users in crashes. In 2024, pedestrians and bicyclists accounted for 23 percent of all fatalities on Alaska's roadways, down from 27 percent in 2021. From 2020 to 2022, bicyclist fatalities remained flat at two, came down to zero fatality in 2023, and increased again in 2024 at one fatality. We expect at least one bicyclist fatality in 2025. Pedestrian fatalities fluctuated from 2020 to 2024 averaging 14 fatalities a year.

Performance Targets

1. Reduce pedestrian fatalities by eight percent from 13 (2017–2021 rolling average) to 12 (2020–2024 rolling average) by 2024.
2. Reduce bicyclist fatalities 100 percent from one (2017–2021 rolling average) to zero (2020–2024 rolling average) by 2024.

Performance Results

At the time of this report, 2024 data for bicycle and pedestrian performance targets suggest that Alaska is not on track to meet either of the targets. However, the small number of crashes and the potential for consequential year-to-year change makes these targets very achievable. For FFY2026, the AHSO will seek additional opportunities in education and enforcement tailored toward bicyclists and pedestrians and plans to incorporate items identified in the SHSP VRU Safety Assessment in 2023 as outlined in 23 U.S.C. 148(l). Some of the requirements of the VRU Safety Assessment that will be conducted include overview of VRU safety performance; summary of quantitative analysis and identification of demographics and high-risk areas; summary of consultation with stakeholders in identified high-risk areas, identification of programs, projects, and strategies to reduce safety risks for VRUs in high-risk areas; and development of a VRU Safety Assessment that will be designed under the Safe System Approach.



Project Descriptions

Project Title: Alaska Injury Prevention Center (DBA Center for Safe Alaskans) Walk Safe, Bike Safe (402 PS-25-06-BL(A))

Project Description: In FFY2025, the Center for Safe Alaskans staff distributed 69,699 conspicuity items statewide and exceeding the performance measure goal of 25,000. Safe Alaskans saw high demand for the reflective tape made available through its reflective tape mailing program. Of the order form respondents, 1,186 indicated that they heard about the program through social media campaigns, printed ads, and the Safe Alaskans website, demonstrating the reach of this outreach. As part of the reflective tape order program, Safe Alaskans gathered a significant amount of information from Alaskans regarding the challenges they face as pedestrians and bicyclists. This information was passed on to AHSO to support PP&E. Safe Alaskans also distributed 431 bicycle helmets with bicycle helmet-fitting educational content. Safe Alaskans also worked with partners to make helmets available in many parts of the State, including Anchorage, Wasilla, and Bethel. Last winter, Safe Alaskans distributed Winter Walking Toolkits to six partner organizations (Covenant House, 3rd Ave Resource Center, Complex Care, Downtown Hope Center, Alaska Center for the Blind/ Visually Impaired, People Mover Travel Trainer) that serve people throughout Anchorage. Each toolkit included reflective hats and gloves, reflective tape, and zipper pulls to help community members stay visible during the darker months. On August 9th, Safe Alaskans implemented the pilot of its Traffic Garden initiative to help young, vulnerable road users learn the "rules of the road." The success of the implementation was driven by strong collaboration with local bicyclist advocacy groups, Alaska DOT staff, and a local children's museum. On the day of implementation, fifty-five families, representing 85 children, participated in the pilot. Children were observed practicing important safety behaviors, such as looking both ways before entering the "roadway" and practicing using protected crossings like crosswalks.

Budgeted: \$143,322.00

Expended: \$143,263.54

Project Title: Safe Kids Kenai Peninsula– Pedestrian and Bicycle Safety Program (405 PS-25-06-BL(B))

Project Description: This project had a successful FFY2025, marking its second year under this newer grant. The project exceeded all of the five goals. SKKP conducted four community bicycle safety events, hosted a Walk Your Kid To School event with participation from Soldotna Elementary and Montessori Charter School, Redoubt Elementary School, Central Emergency Services, Soldotna Police Department and local officials. During the year SKKP distributed 183 new helmets for children and adults, provided bicycle and pedestrian safety awareness and educational information to 597 children and 314 adults across Alaska.

Budgeted: \$2,859.00

Expended: \$2,841.28

Project Title: Anchorage Police Department – Vulnerable Road User (VRU) Awareness (405h FHPE-25-00-BL(B))

Project Description: During FFY2025, the APD continued its VRU safety grant initiative, combining targeted enforcement, public education, and outreach to promote safe behaviors and reduce collisions, injuries, and fatalities. Enforcement activities were guided by collision data and focused on high-risk areas with documented histories of pedestrian crashes and VRU incidents. Teams of four to eight officers were deployed to maximize visibility and deterrence, while officers shared safety information with drivers and VRUs. APD recorded 14 VRU fatalities in FFY2025. A total of 427.75 overtime hours were worked in support of pedestrian safety enforcement, resulting in 1,255 contacts, 770 citations, and 24 arrests over the course of the year.



Budgeted: \$65,000.00

Expended: \$63,765.71

Project Title: Bike Anchorage (402PS-25-05-BL(C))

Project Description: The focus of this project was to update and implement a hands-on bicycle safety education and outreach program. Bike Anchorage enlisted six experienced bicyclists to participate in an August 15-17 League of American Bicyclists (LAB) League Cycling Instructor (LCI) training, hosted on the University of Alaska Anchorage campus. These trained educators are positioned to carry out a second phase of the project to organize multiple safety education classes in Alaska using the LAB-developed curriculum. The classes are to be targeted toward bicycle riding road users in communities with high incidences of bicycle crashes

Budgeted: \$42,320.00

Expended: \$13,356.50

4.8 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 (GDL) program, teens may obtain a learner's or instruction permit at the age of 14 with parental consent. This increases Alaskan teens' exposure to crashes.



Alaska recorded a significant decline in young driver fatalities from ten in 2020 to eight in 2021, increased again to 11 in 2022, dropped back to nine in 2023 and increased again to 11 in 2024. Alaska is on track to experience a further decline in 2025. Overall, young driver fatalities have been on a downward trend line over the last seven years.

Performance Targets

1. Reduce drivers age 20 and younger involved in fatal crashes by 13 percent from eight (2017–2021 rolling average) to seven (2020–2024 rolling average) by 2024.

Projects and Funding

The FFY2025 AGA included one novice driver safety project to address and make progress towards the above performance target. Table 8.1 in Section 8.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

At the time of this report, 2024 data indicates that Alaska may not achieve its target of seven young driver fatalities or less for FFY2025 based on the 2020–2024 target years. Preliminary 2025 data does project a decline to three young driver deaths. Regardless, young drivers remains an important focus for Alaska. The AHSO has already adjusted some strategies and plans to further to achieve the set performance targets. In the Fall of 2024, the AHSO coordinated with the DMV to update the Driver's Manual for the state to be in alignment with the American Association of Motor Vehicle Administrators (AAMVA) Model Driver's License Manual. Additionally, the AHSO is coordinating with their media contractors for additional messaging opportunities to reach and educate young drivers about common dangerous driving issues involving teens.

Project Descriptions

Project Title: FFY2025 Young Drivers (402TSP-25-08-BL(A))

Project Description: The Center for Safe Alaskans supported a peer-to-peer initiative by creating a Teen Safe Driving Week Media Toolkit. This toolkit was sent to 22 schools and youth-serving organizations. Participating organizations utilized social media posts, banners, and school announcements to reach their students, collectively reaching 7,460 students across all strategies.

In March, 2025, Safe Alaskans staff met with Eagle River High School's student government class to gather feedback on their concerns about driving and effective ways to engage youth in peer-to-peer messaging campaigns. Staff also gathered feedback from a broader range of students by implementing an online survey that was sent out to Anchorage high school students who participate in the district wide Student Activities Board meeting. Staff also met with four educators from Anchorage high schools to discuss effectively integrating traffic safety projects into their classrooms.

Throughout the year, Safe Alaskans staff worked to find new ways to grow awareness of its Ready Assess project for future drivers in the local community. Staff deployed Ready Assess at six events in Anchorage, including a local community center, a Boys and Girls Club, and a back-to-school event.

Safe Alaskans refreshed its young driver webpage to make graduated drivers license information easier to navigate. Over the course of the grant year, the webpage saw 31,133 views, with a peak during Teen Safe Driving Week. Social media related to the campaign, including paid and organic posts, were responsible for a social media campaign reach of 6,840 with 9% engagement over the course of the year's 19 posts and ads. This represented a significant portion of Safe Alaskan's young driver-oriented messages on social media overall for the year, which had a reach of 7,197 and 7.8% engagement for 25 posts and ads.

Budgeted: \$170,653.00

Expended: \$170,384.24

4.9 Distracted Drivers

Problem Statement

Alaska bans all motorists from texting while driving. The state’s texting while driving law, which became effective July 1, 2016, reduced the texting-while-driving penalty in cases that do not involve physical injury or death to another person. Under the current law, texting while driving will result in a citation punishable by a \$500 fine, with no threat of jail time. The new law does not change the penalties if a texting-related crash results in injury—the violation escalates to a felony, the maximum fine is \$50,000, and the maximum prison sentence is five years. Serious injury crashes carry a maximum \$100,000 fine, while the maximum fine for a fatality resulting from a texting-related crash is \$250,000 and 20 years in prison.

The AHSO believes the most accurate quantifiable indicator for distracted driving in Alaska comes from the annual attitudinal telephone survey, as crash data on distracted driving is unreliable. A component of the survey asks citizens on their opinions of distracted driving in the state that creates a solid quantifiable data metric for tracking motorists’ behavioral attitudes and actions towards distracted driving in the state.



Performance Target

1. Increase perceived risk of being involved in a collision if texting while driving from 73 percent (2022 attitudinal survey result for those who responded “likely” or “very likely”) to 74 percent by 2025.

Projects and Funding

The FFY2025 AGA included a number of distracted driver safety projects to address and make progress towards the above performance target. Table 8.1 in Section 8.0 contains a list of the projects, funds spent on each project, and the funding source(s).

Performance Results

At the time of this report, the 2024 data for percentage of survey respondents who perceived an increased risk of being involved in a collision involving texting while driving was 72 percent, and did not meet the target. However, the percentage increased from 72 percent in 2024 to 75 percent in 2025, which does meet the target. The AHSO plans to develop new distracted driving messaging and methods of message delivery to the public for the FFY2026 AGA.

4.10 Roadside Safety

Problem Statement

Though all 50 States have a “Move Over” law, according to NHTSA, one-third of the public is not aware of these laws, and traffic-related incidents continue to be the number one cause of death among on-duty law enforcement officers.

Performance Target

1. Increase knowledge of Alaska's Move Over law at least five percent annually based on the results of the initial 2023 attitudinal survey (baseline) by 2026.

Projects and Funding

In FFY2025 media was utilized to educate the motoring public on roadside safety. Summary of that information can be found in the media section. The AHSO is exploring opportunities to implement additional programing in future years.

Performance Results

In the baseline year of the new question in the 2023 attitudinal survey asking if residents were aware of the state's move over law, 74 percent of respondents indicated that they were aware of it. In the 2025 survey, the percentage of survey respondents who were aware of Alaska's “Move Over” law increased to 75 percent. The AHSO and its partners are still working to continue to educate and inform the public about the need to slow down and move over when approaching emergency vehicles or other vehicles with flashing lights on the side of the roadway.

4.11 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 completed in 2022, 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. 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 FFY2025 AGA, include the following:

- Improve the timeliness of Crash Records Data System records.
- Improve the accuracy of Crash Records Data System records.
- Improve the completeness of the Crash Records Data System data.
- Improve the accuracy of the Citation/ Adjudication Data System data.
- Improve the timeliness of the Citation/Adjudication Data System.
- Improve the completeness of the Citation/Adjudication Data System data.
- Improve the uniformity of the Citation/Adjudication Data System.
- Improve the interfaces with the Injury Surveillance systems

Projects and Funding

The FFY2025 AGA included traffic records projects to support the above goals and to address and make progress towards the 3HSP performance targets. Table 8.1 in Section 8.0 contains a list with the projects, funds spent on each project, and the funding source(s).

Performance Results

The projects funded in FFY2025 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.

Project Descriptions

Project Title: Anchorage Crash and Injury Surveillance Data Linkage (405c-M3DA-25-00-FA(B))

Project Description: In FY2025, data linkage efforts advanced across Trauma Registry, EMS, and Citation datasets, emphasizing reliability and adaptability to evolving data formats. Building on the FFY2024 agreement with the State Department of Public Health, the team completed the transition to probabilistic linkage without using date of birth, reducing mismatched records to just 0.27%—a dramatic improvement from earlier rates exceeding 40%—through iterative scoring refinements and the inclusion of admittance dates for validation. Preparations began for integrating 2023 ATR data, which will arrive in a new format requiring framework adjustments. EMS linkage faced ongoing format challenges, but Anchorage Fire Department EMS data for 2022 and 2023 were successfully connected to crash records. Citation data processing remained active while planning for the Anchorage Police Department system upgrade, which will temporarily pause exchanges before new logic is implemented. Overall, FFY2025 focused on refining algorithms and strengthening resilience to data structure changes for a more comprehensive understanding of crashes, injuries, and related events.

Budgeted: \$113,657.31

Expended: \$78,987.54

Project Title: Crash Data Entry Services (405c M3DA-25-00-SP23(B), 405c M3DA-25-00-SP24A(B), 405c M3DA-25-00-BL(B))

Project Description: The AHSO awarded a contract to Axion Data to reduce the current crash data backlog at DOT&PF for FFY2024. At the time of reporting, this project is making progress reducing the backlog and keeping up with data entry.

Budgeted: \$100,000.00

Expended: \$79,987.54

Project Title: Traffic and Criminal Software (TraCS) Licensing Fee (405c M3DA-25-00-BL(C))

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: \$125,000.00

Expended: \$118,594.29

Project Title: DRE Data Program (405c M3DA-25-00-BL(D))

Project Description: This project funded a DRE data management system developed by the Institute for Traffic Safety Management and Research (ITSMR). The DRE Data Entry and Management System is a comprehensive data collection and reporting tool that improves the efficiency, management, and monitoring of a State's DRE program. This project increases the accuracy of the process and can also be a positive check and balance system to ensure each DRE is properly documenting and following up on their cases. This project has provided the ability to pull data for addressing goals and objectives and future needs of the Alaska DRE program.

Budgeted: \$50,000.00

Expended: \$25,208.33

4.12 Paid Media

Problem Statement

Alaska's Highway Safety Coordinated Media program was managed by a media contractor in FFY2025. 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 media program's purpose is to conduct public outreach and support national mobilizations that support AHSO grant activities and meet performance measures in other 3HSP 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 FFY2025 AGA included paid media projects to support the above goals and make progress towards the 3HSP performance targets. Table 8.1 in Section 8.0 contains a list with the project, funds spent on the project, and the funding source(s). The Sports Marketing and Educational Traffic Safety Media Buys were implemented again in Alaska in FFY2025.

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 FFY2025 HSP.

Project Descriptions

Project Title: Communications Contractor and Educational Traffic Safety Media Buys (Contract: 402PM-25-25-BL(A), Distracted: 402PM-25-25-BL(B), Speed: 402PM-25-25-BL(C), Teen Driving: 402PM-25-25-BL(D), Motorcycle: 402PM-25-25-BL(E), Bike/Ped: 405H FHPE-25-00-BL(A), 405H FHPE-25-00-FA(A))

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 FFY2025 AGA and Alaska's SHSP. The strategic communications plan focused on alcohol-impaired, distracted, and aggressive driving, speeding, pedestrian, bicycle and motorcycle safety (motorist awareness), teen driving, and proper restraint use for motor vehicle occupants of all ages. The plan also supported Alaska's participation in the national CIOT and Drive/Ride Sober or Get Pulled Over HVE 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 Toward Zero Deaths logo.

Expended: \$37,952.35 (Communication Contract); \$200,000 Section 402 (OP and CPS); \$143,466.90 Section 402 (teen driving); \$192,737.01 Section 402 (distracted); \$122,849.54 Section 402 (speed); \$19,000 Section 402 (motorcycle); \$169,744 Section 405h (pedestrian/bike); and \$699,570.96 Section 405d (Impaired Driving); \$26,982.80 (move over law)

Project Title: Special Events and Sports Marketing (Alliance) (Impaired: 402PM-25-25-BL(F), Speed: 402PM-25-25-BL(G), Bike/Ped: 402PM-25-25-BL(H), OP: 402PM-25-25-BL(I))

Project Description: The AHSO partnered with Alliance Highway Safety for immersive highway safety messaging and education at public events and schools. Guided by data and driven by collaboration, this project focused on initiatives that reached Alaskans in their communities, workplaces, sporting events, and schools, reinforcing safer choices behind the wheel and beyond. The messaging for this project was tailored to meet the strategic objectives of the AHSO, and projects were selected based on the high concentration of people attending the events who fit into the high-risk categories of young males prone to self-destructive behaviors. Some of the project's targeted campaigns included:

Speed Campaign

The "Stop Speeding Before It Stops You" campaign continued as one of the AHSO's most visible and far-reaching initiatives throughout FFY 2025, reaching over approximately 370,000 attendees through nearly 50 major events across the state. Each activation offered unique opportunities to engage different audiences, from seasoned drivers to new motorists and families teaching their teens about responsibility behind the wheel.

Using tools like Fatal Vision Goggles, the Walk-the-Line challenge, a VR driving simulator, and Giant Inflatable Cornhole, the campaign helped participants understand firsthand how speeding and impairment affect judgment and coordination. These activities turned awareness into meaningful learning that encouraged safer driving choices.

The campaign emphasized interactive, experience-based education, meeting Alaskans at community events, motorcycle rallies, fairs, raceways, and cultural gatherings across the state, demonstrating how interactive education and real stories drive meaningful change.

Key event highlights included:

- Motorcycle gatherings like the Alaska Leather Swap and Anchorage Bike Blessing
- Motorsport venues such as Alaska Raceway Park and Thunder Valley Speedway
- Community events including the Get Down Show Down and regional raceways
- Cultural gatherings like the World Eskimo-Indian Olympics
- Major fairs, especially the Tanana Valley State Fair and Alaska State Fair, which produced some of the strongest engagement.



Throughout the summer, consistent visibility and community-centered interactions helped shape long-term attitudes toward safer driving, reinforcing that speeding has real consequences for individuals and Alaska communities.

Impaired Driving Campaign

The AHSO's "Don't Drive Impaired, Arrive Alive" campaign remained a strong statewide presence and completed more than 30 statewide outreach activations in FFY 2025, engaging tens of thousands of Alaskans at community events, festivals. The campaign focused on raising awareness about the dangers and consequences of impaired driving by meeting Alaskans where they gather—at fairs, festivals, sporting events, rodeos, and community celebrations. This effort emphasized engagement through hands-on experiences, using tools such as the Meta Quest VR impaired-driving simulator, Fatal Vision Goggles, and the Walk-the-Line challenge to show how even small amounts of impairment affect reaction time and coordination.

Throughout the year, the campaign reached residents from Anchorage to Fairbanks, Kenai to Juneau. Each event presented unique opportunities to engage different audiences, from college students at athletic events to families at summer festivals. Participants frequently shared personal stories, including DUI experiences, near-misses, or the loss of loved ones, underscoring how deeply impaired driving affects Alaska communities.

Key event highlights included:

- Athletic events at the University of Alaska Anchorage and Fairbanks
- Winter outreach at the Great Alaska Beer and Barley Wine Festival
- Spring activations at the Juneau Maritime Festival and Xtreme Bull Rodeo
- Summer outreach at Colony Days, the Dan Fowlie Memorial Rodeo, and the Midnight Sun Festival
- Major holiday and community celebrations
- Safe Ride Alaska holiday events offering Uber and Lyft vouchers during major celebrations, encouraging safer choices.
- End-of-season engagement at the Vintage Show-N-Shine Motorcycle Rally and Juneau’s Capital Brewfest



By integrating hands-on demonstrations, personal storytelling, and real-world solutions across a wide variety of community settings, the campaign helped shift public attitudes toward shared responsibility and safer decision-making on Alaska’s roads.

Occupant Protection Campaign

The AHSO’s “Buckle Up, Arrive Alive” campaign continued as a prominent statewide safety initiative throughout FFY 2025, focusing on promoting seat belt use and showing Alaskans that buckling up is one simple action that can save lives. Over more than 15 event days, the campaign reached more than 21,500 Alaskans through interactive, experienced-based education at community events, fairs, and sporting venues across the state.

Throughout the season, the campaign reached communities from Anchorage to Haines and Fairbanks to Kenai, engaging families, teens, and new drivers in real-time demonstrations. Events at baseball games, community celebrations, and local fairs provided opportunities for Alaskans to share personal stories about crash experiences, survival, and the critical role of seat belts in saving lives. Many participants reflected on their own close calls, emphasizing how one moment can reshape a family’s perspective on safety.

Key event highlights included:

- Outreach at Anchorage Glacier Pilots and Anchorage Bucs baseball games,

- Community engagement at Mat-Su Miners and Eagle River Chinooks games
- Outreach in Interior Alaska at the Goldpanners Baseball Game
- Southeast Alaska State Fair activations in Haines
- Campaign finale at the Kenai Peninsula Fair

Consistent visibility and community-based outreach helped shift long-term attitudes toward occupant protection, reinforcing a shared commitment to ensuring every journey ends safely.



Traffic Safety Campaign

Toward the end of FFY 2025, the Alaska Highway Safety Office launched the new “Share the Road – #ArriveAlive” campaign to promote mutual respect and awareness among all roadway users—drivers, motorcyclists, cyclists, and pedestrians. The campaign emphasized the message Equal Respect. Equal Responsibility., reminding Alaskans that safe travel depends on everyone looking out for one another.

Implemented across four community events and supported by Alliance Highway Safety, the initiative used interactive education to highlight the importance of visibility, patience, and shared responsibility on Alaska’s roads. The campaign launched at a Glacier Pilots baseball game in Anchorage, where interactive tools like Fatal Vision Goggles and the Walk-the-Line challenge sparked conversations about distraction, near-misses, and how drivers and cyclists can better anticipate one another. It then expanded to the Sacred Acre Festival in Ninilchik, where thousands engaged with VR simulators, goggles, and other hands-on activities that demonstrated how impairment and distraction affect judgment. Attendees shared personal experiences—from close calls to visibility challenges—reinforcing the need for mutual awareness among all road users.



Despite launching late in the fiscal year, the campaign showed strong early impact. Across four activations in Anchorage and the Kenai Peninsula, “Share the Road – #ArriveAlive” successfully brought together diverse road users under a unified message of respect and accountability. By blending interactive learning with community storytelling, the campaign laid a strong foundation for future statewide outreach and reinforced the shared responsibility required to ensure all Alaskans arrive alive.

Expended: \$250,000.00 (speed); \$264,000.00 (impaired); \$118,000.00 (occupant protection); \$18,000.00 (bike/ped) Section 402

4.13 Planning and Administration

Problem Statement

The AHSO 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. Deliver the FFY2024 Annual Report by January 30, 2025.
2. Conduct a Stakeholders' meeting to receive input for the FFY2024–2026 HSP and FY 2025 AGA.
3. Deliver the FFY2026 AGA by August 1, 2025.

Performance Results

All of the three performance targets for Planning and Administration were met: development and delivery of the Annual Report and Annual Grant Application. Considerations are being made for conducting another statewide Highway Safety Conference next year, or potentially holding a virtual conference.

Projects and Funding

The FFY2025 AGA included planning and administration projects to support the program area activities mentioned earlier in Section 4.0, and to address and make progress towards the HSP performance targets. Table 8.1 in Section 8.0 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-25-00-BL)

Project Description: The AHSO 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 FFY2025, 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. Funded personnel costs; operating costs; travel expenses; conferences and training; advertising memberships (e.g., GHSA); supplies; equipment costs.

Budgeted: \$396,852.00 P&A

Expended: \$323,002.97 P&A

Project Title: AIPC Attitudinal Survey (402CP-25-02-BL(A))

Project Description: The AHSO annual phone survey was led by the Center for Safe Alaskans in coordination with HRG to obtain thoughtful answers from respondents while avoiding instrument bias. The Center for Safe Alaskans designed the survey tool and worked with HRG to conduct the survey. Additional results of the survey are detailed in Section 5.0.

Budgeted: \$40,000.00

Expended: \$846.16

Project Title: Statewide LEL (402 PT-25-07-BL(A))

Project Description: The LEL reached out to a number of LELs in the state to discuss community events unique to locations, equipment needs and provide encouragement to apply for enforcement grants through AHSO. In FFY2025, enforcement agencies participated in national campaigns of high-visibility enforcement, impaired driving, occupant protection, and speed management efforts. They received grant funding to obtain necessary equipment to begin participating with the Alaska TracCS program. During this period, implementation of the Alaska SHSP 2023–2027 continued, promoting the Safe System Approach through coordination between AHSO and traffic safety partners statewide. The LEL attended the SHSP Safe System Approach presentation by AHSO to support community education through collaboration, law enforcement involvement, and resource sharing. The LEL also attended the NHTSA Region 10 Partnership and Administrator Meetings and Regional LEL coordination meetings in October, and the Alaska Tribal Transportation Working Group Conference and Rural Transit Assistance Program in March. Moving forward, the LEL will continue developing a program guide/manual, actively support the SHSP implementation and expand law enforcement participation in the TracCS program and Alaska DRE Program.

Budgeted: \$80,000.00

Expended: \$49,237.93

Project Title: Statewide ICAP

Project Description: The Indirect Cost Allocation Plan (ICAP) was charged on all funding sources and is shown on each voucher submitted by the State of Alaska. Direct costs are those that have been incurred for a single purpose and are readily assignable to the cost objective specifically benefitted. Direct costs occurred in both operations and in capital projects. Projects were charged directly for personal services costs (including fringe benefits) and equipment usage through the Time and Equipment (T&E) reporting system. Projects were charged directly for the use of materials lab services using rates that have been approved through the DOT&PF's ten small cost allocation plans (also separately approved by FHWA). Projects were charged directly for other non-personal services costs according to the project scope and the applicable Federal grant award.

Budgeted: \$500,000.00

Expended: \$345,257.34

Project Title: Statewide LEL Program (402 PT-25-07-BL(B))

Project Description: While many law enforcement agencies expressed support for a regional statewide LEL program, there remains difficulty in identifying additional LELs for Alaska. Thus no programmatic funding was spent in FFY2025. The AHSO will continue to seek qualified candidates to serve in the LEL roles.

Budgeted: \$80,000.00

Expended: \$0

Project Title: Alaska Highway Safety Summit (402 CP-24-02-BL(B))

Project Description: The AHSO hosted a 2024 Alaska Highway Safety Summit in September of 2024, and elected not to host an event during FFY 2025 due to State Travel Restriction limiting travel to mission-critical activities only.

Budgeted: \$100,000.00

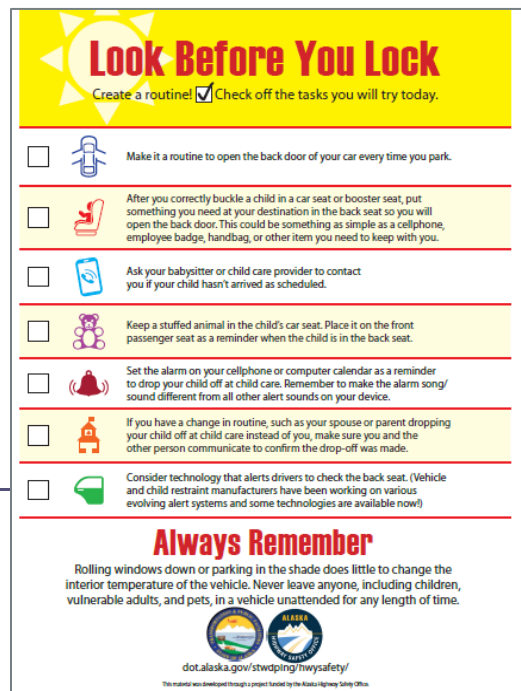
Expended: \$0.00

Project Title: Heatstroke/Unattended Passenger Education (402 UNATTD-25-00-BL)

Project Description: This project fulfills the requirement for the state to carry out a program to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator. AHSO purchased rack cards that were distributed to the public at CPS events among the key audience of parents of young children. Rack cards were also distributed to the public during a number of activities held under the Special Events and Sports Marketing project (see above).

Budgeted: \$384.05.00

Expended: \$384.05



5.0 Attitudinal Transportation Telephone Survey—2025

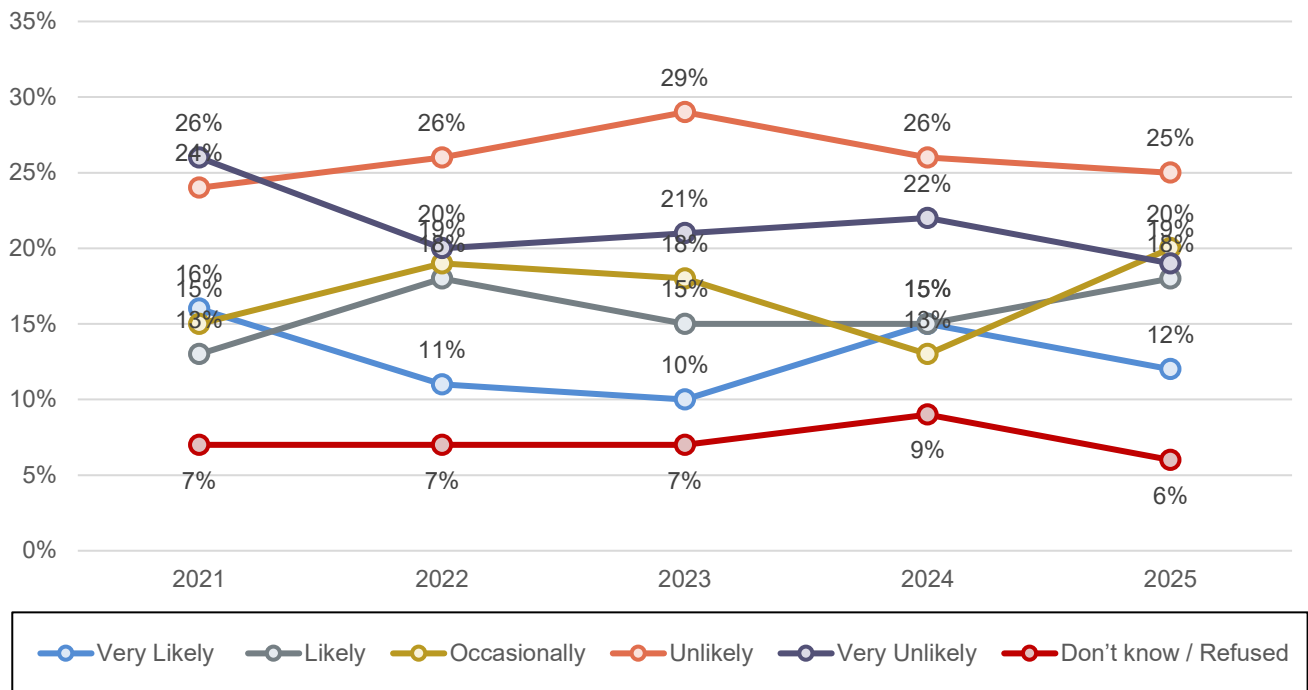
The Center for Safe Alaskans, in conjunction with HRG, designed and implemented the 2025 telephone survey in compliance with the NHTSA guidelines. A randomly selected representative sample of Alaska licensed drivers was asked a series of questions, which addressed driver attitudes, awareness of highway safety enforcement and communication activities, and self-reported driving behavior. The questions focused on seatbelt and booster seat use, drinking and driving, cell phone usage, and ad recall.

The interviews were conducted during September 2025 and averaged 12 minutes in length. The random sample of 401 (n = 401) was drawn from randomly selected drivers. 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 within the margin of errors. The survey included both multiple choice and open-ended questions and the interviews were monitored by the HRG Research Director to ensure validity of the data collected throughout the survey process.

5.1 Survey Findings and Highlights

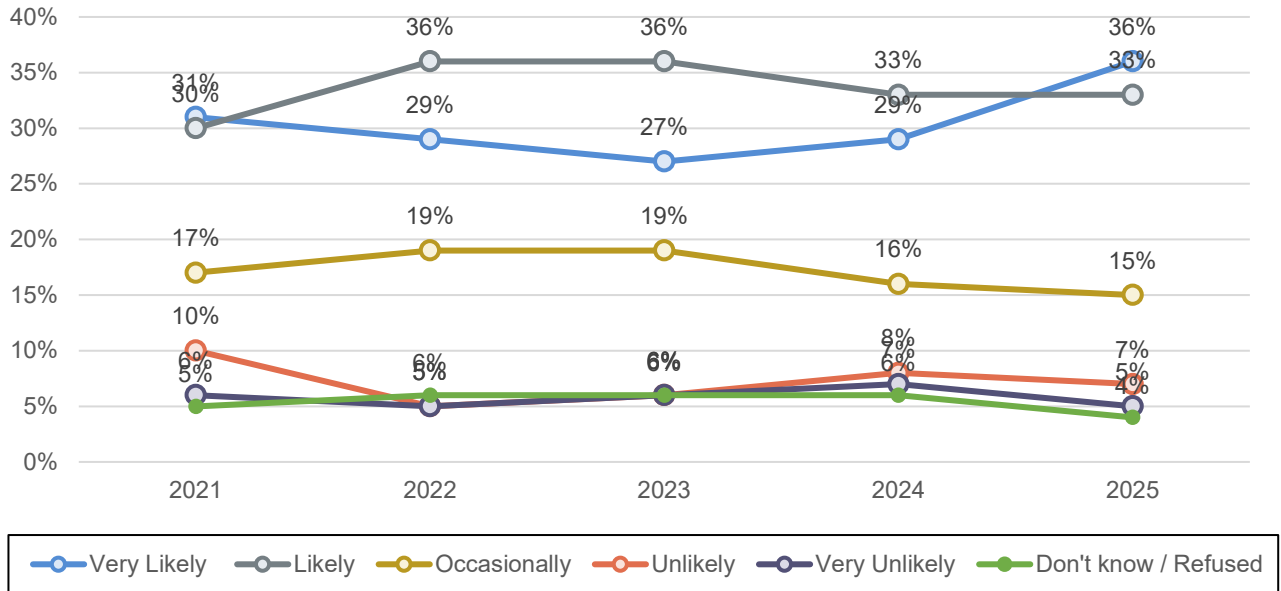
The following findings from the 2025 Attitudinal Transportation Telephone survey are from the executive summary of the report.

Figure 5.1 Survey Responses: “What do you think the chance is for you to get a ticket if you do not wear your seat belt?”



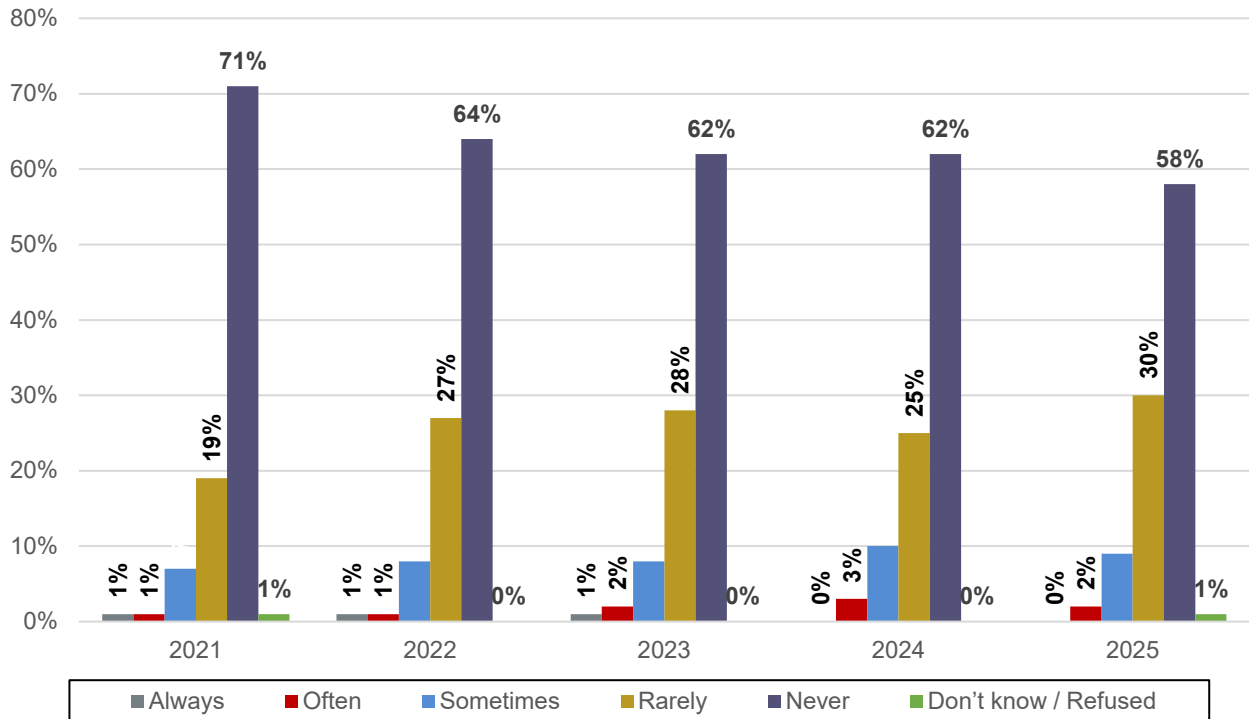
Source: Center for Safe Alaskans: 2025 Attitudinal Transportation Telephone Survey.

Figure 5.2 Survey Responses: “What do you think the chances are of getting arrested if you drive after drinking?”



Source: Center for Safe Alaskans: 2025 Attitudinal Transportation Telephone Survey.

Figure 5.3 Survey Responses: “How often do you read or send text messages while driving your car?”



Source: Center for Safe Alaskans: 2025 Attitudinal Transportation Telephone Survey

2025 Survey Demographics

- 52 percent of respondents were males, and 48 percent were females.
- 48 percent of the sample were college graduates.
- 81 percent identified as Caucasian, 16 percent as non-Caucasian, 2 percent Mixed and 4 percent Don't Know/Refused to respond.

6.0 Alaska Observation of Seat Belt Use

The AHSO, as required by NHTSA, conducted an observational study in 2025 of driver and front seat outboard passenger seat belt use. The AHSO provided funding for the Center for Safe Alaskans to conduct the 2025 observational survey of seat belt use in Alaska per NHTSA’s Uniform Criteria for State Observational Surveys of Seat Belt Use published in 2011. Due to the health and travel restrictions of COVID-19, the AHSO decided not to conduct the observational seat belt survey in 2020.

The 2025 observations occurred from June 10 through July 7, 2025, in Anchorage, Juneau, Kenai, Fairbanks North Star Borough, and Matanuska-Susitna Boroughs. Observation sites were selected according to NHTSA’s criteria based on data from the Alaska FARS and Alaska DOT&PF. During the study period, a total of 54,171 vehicles were observed. Seat belt use was recorded for drivers and front seat outboard passengers in passenger cars, trucks, sport utility vehicles (SUV), and vans, for a total of 66,323 occupants observed. Of those observed, 81.7 percent were drivers and 18.3 percent were passengers. Of the observed vehicles, about 40.2 percent were SUVs, 30.2 percent trucks, 23 percent cars, and 6.6 percent vans. Nearly 40 percent of vehicles observed were in the Municipality of Anchorage. The observed seat belt usage rate for 2025 was 93.8 percent.

6.1 2025 Observational Seat Belt Findings

Seat belt use rate varied by vehicle type and region observed. Handheld cell phone use also was observed at 4 percent, an increase from 3.7 percent in 2024.

Figure 6.1 Seat Belt Use by Vehicle Type

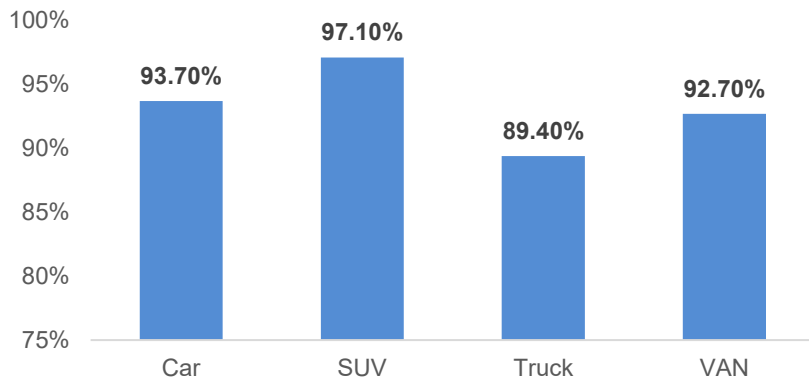
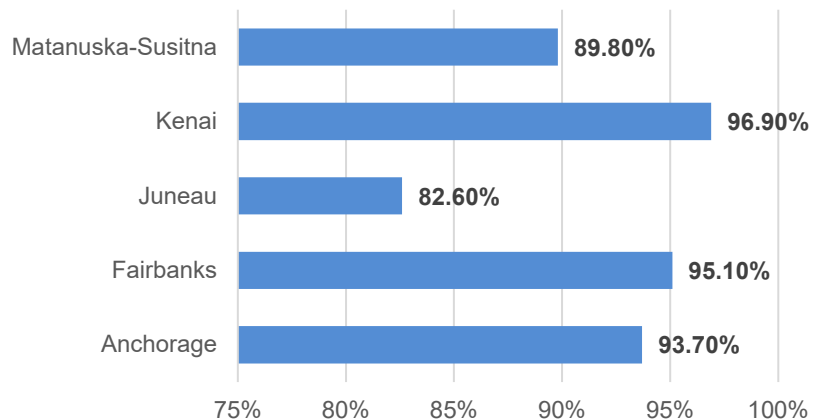


Figure 6.2 Seat belt Use by Region



7.0 Paid Media Report

Alaska’s Highway Safety Coordinated Media program is managed through a contract with 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 7.1 details the FFY2025 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 7.1 FFY2025 Paid Media

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
TEEN/NOVICE DRIVER								
Teen Driver Safety Week—October 2024								
WS: Teen Driver Safety, Alaska GDL Quiz	Facebook	X	X	239,480	51,011 72,810	1,394	0.58%	\$1,000.00
WS: 5 Ways to Arrive Alive Audio & Static	Podcast	X	X	13,964	7,769	1	0.01%	\$504.05
WS: Teen Driver Safety GDL, 5 Ways to Arrive Alive Audio & Static	Pandora	X	X	27,705	23,183	2	0.01%	\$1,000.00
WS: Listen Up Parents, Teen Driver Safety GDL	Radio	571	217	X	X	X	X	\$11,704.00
WS: Teen Driver Safety	Google - YouTube	X	X	375,263	0 5,245	37	0.01%	\$518.48
WS: Teen Driver Safety	Twitch	X	X	107,708	X	1,606	1.49%	\$2,499.98
WS: 5 Ways to Arrive Alive, Alaska GDL Quiz	SnapChat	X	X	43,083	X	642	1.49%	\$1,000.00
WS: Teen Driver Safety GDL, 5 Ways to Arrive Alive Audio & Static	Spotify	X	X	43,496	31,982	51	0.12%	\$1,000.00
Teen Driver Safety - Kraken Hockey								
WS: Listen Up Parents, Teen Driver Safety GDL	Radio	14	998	X	X	X	X	\$9,264.64
Teen Driver Safety - Ongoing Awareness - November 2024-September 2025								
WS: Listen Up Parents, Teen Driver Safety GDL	Podcast	X	X	177,189	29,092	X	X	\$1,995.93
WS: Teen Driver Safety	Twitch	X	X	705,507	X	X	X	\$26,249.90

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
WS: 5 Ways to Arrive Alive, Alaska GDL Quiz	SnapChat	X	X	1,437,749	464,448	26,240	1.83%	\$8,999.97
WS: Listen Up Parents, Teen Driver Safety GDL	Radio	1528	923	X	X	X	X	\$31,273.00
WS: Teen Driver Safety GDL, 5 Ways to Arrive Alive Audio & Static	Pandora	X	X	255,082	136,905	19	0.01%	\$5,000.00
WS: Listen Up Parents, Teen Driver Safety GDL	Spotify	X	X	309,647	237,588	279	0.09%	\$4,877.24
WS: Teen Driver Safety, 5 Ways to Arrive Alive, Alaska GDL Quiz	Facebook	X	X	360,772	61,361 328,699	7,547	2.09%	\$5,999.71
FY25 Teen Traffic Report (October 2024-September 2025)								
WS: Teen Driver Safety GDL, 5 Ways to Arrive Alive	Radio	3070	X	X	X	X	X	\$30,580.00
Total								\$143,466.90
DISTRACTED DRIVING								
Distracted Driving - Ongoing Awareness - October 2024-September 2025								
Ad Council: Don't Die Distracted, Phone Personalities, Spotlight	Streaming TV	X	X	282,516	X	X	X	\$12,499.96
Ad Council: Don't Die Distracted, Spotlight	KTUU Web	X	X	208,524	X	X	X	\$7,500.00
Ad Council: Don't Die Distracted; Self-Care; The Dive; Spotlight	Facebook	X	X	213,593	68,146 205,509	3,415	1.60%	\$3,000.02
Ad Council: End of Conversation, Let's Take a Break	Podcast	X	X	177,194	29,505 132,091	X	X	\$2,499.98
Ad Council: Let's Take a Break, End of Conversation, Text and Whatever	Radio	2696	1095	X	X	X	X	\$62,369.00
Ad Council: Let's Take a Break; WS: Phone Down, Eyes Forward	Spotify	X	X	70,765	61,482	83	0.12%	\$1,497.26
Ad Council: Spotlight; Don't Die Distracted	Cable	717	1746	X	X	X	X	\$9,000.00
Ad Council: Spotlight; Don't Die Distracted	Streaming TV	X	X	1,297,332	X	268	0.02%	\$5,864.83
WS: Phone Down Eyes Forward, There Is No Distracted Lane	Google - Display	X	X	1,322,113	X	752	0.06%	\$3,167.37
WS: Phone Down. Eyes Forward; Ad Council: Text and Whatever	Pandora	X	X	132,023	34,972	84	0.06%	\$1,500.00
Distracted Driving - College Football - October 2024-January 2025								

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
Ad Council: Don't Die Distracted, Spotlight, Phone Personalities, Until You're Ready, Just Drive	Cable	298	584	X	X	X	X	\$12,000.00
Distracted Driving - Kraken Hockey								
Ad Council: Winning Formula, It's Just Not Worth It	TV	213	188	X	X	X	X	\$4,792.50
Distracted Driving - NFL & Super Bowl								
Ad Council: Winning Formula, It's Just Not Worth It	TV	11	40	X	X	X	X	\$18700
Distracted Driving Awareness Month April 2025								
Ad Council: Don't Die Distracted, Phone Personalities, Spotlight	Streaming TV	X	X	134,334	21,994	X	X	\$4,999.99
Ad Council: Don't Die Distracted, Spotlight, Phone Personalities, WS: Until You're Ready, Just Drive	TV	148	53	X	X	X	X	\$14,025.00
Ad Council: Let's Take a Break, End of Conversation, Text and Whatever	Radio	987	458	X	X	X	X	\$21,924.00
Ad Council: Spotlight, Phone Personalities	Cable	209	418	X	X	X	X	\$2,000.00
Ad Council: The Dive	Google - YouTube	X	X	445,581	187,692	154	0.03%	\$2,397.79
WS: Phone Down Eyes Forward, There Is No Distracted Lane	SnapChat	X	X	243,637	105,456	3,184	1.31%	\$2,999.31
Total								\$192,737.01
SPEED								
Speed: Ongoing Awareness Campaign October 2024-September 2025								
Ad Council: Consequences	Cable	378	430	X	X	X	X	\$3,000.00
Ad Council: Consequences, Damages	KTUU Web	X	X	190,635	187,484	X	X	\$7,487.76
Ad Council: Consequences, Damages	Streaming TV	X	X	282,060	45,039	X	X	\$10,499.96
Ad Council: Near Miss, Life's Too Short, Speed; WS: Dog - Worth Waiting For, Cool Until You Crash	Spotify	X	X	376,319	219,065	407	0.11%	\$5,868.83

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
Ad Council: Near Miss, Life's Too Short, Speed; WS: Dog - Worth Waiting For	Pandora	X	X	373,770	137,718	288	0.08%	\$6,087.74
NTHSA: Near Miss, Life's Too Short	Radio	2119	988	X	X	X	X	\$47,089.00
Speed: Iron Dog Sponsorship—February 2025								
Ad Council: Consequences, Damages	TV	114	260	X	X	X	X	\$8,171.25
WS: Dog - Worth Waiting For	KTUU Web	X	X	634,352	X	467	0.07%	\$895.00
Fishing Report—May – September 2024								
Ad Council: Consequences	KTUU Web	X	X	82,776	X	731	0.88%	\$7,110.00
Ad Council: Consequences, Damages	TV	108	512	X	X	X	X	\$26,640.00
Total								\$122,849.54
PEDESTRIAN/BICYCLE SAFETY								
Pedestrian Safety Awareness Month—October 2024								
WS: Winter Bicycle Safety, Summer Pedestrian, Pedestrian Safety ABCs	iHeart	X	X	388,826	X	X	X	\$25,500.05
WS: Equal Respect, Equal Responsibility, Share the Road	Google - Display	X	X	1,152,686	X	817	0.07%	\$3,901.01
WS: Equal Respect, Equal Responsibility, Share the Road	Google - GeoFencing	X	X	1,937,449	X	1,147	0.06%	\$4,488.64
WS: Winter Bicycle Safety, Summer Pedestrian, Pedestrian Safety ABCs	Cable	129	462	X	X	X	X	\$10,215.00
WS: Winter Bicycle Safety, Summer Pedestrian, Pedestrian Safety ABCs	TV	267	15	X	X	X	X	\$10,007.00
WS: Pedestrian Safety ABCs; Center for Safe Alaskans: In the Moment	Radio	2834	1668	X	X	X	X	\$59,563.00
WS: Winter Bicycle Safety, Summer Pedestrian, Pedestrian Safety ABCs	Facebook	X	X	1,069,540	202,315 949,445	4,504	0.42%	\$5,993.87

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
WS: Winter Bicycle Safety, Summer Pedestrian, Pedestrian Safety ABCs	Google - YouTube	X	X	1,102,687	57,808	103	0.01%	\$3,829.62
Ongoing Pedestrian and Bike Safety Awareness								
WS: Winter Biking Safety	Facebook	X	X	300,364	110,997	5,711	1.90%	\$2,942.33
WS: We All Share the Road; Ad Council: Car Talk	Radio	610	308	X	X	X	X	\$13,265.00
Pedestrian and Bike Safety - March Madness								
WS: Winter Bicycle Safety	TV	36	6	X	X	X	X	\$566.25
Adjustment								-1024.86
Total								\$169,744.00
OCCUPANT PROTECTION								
Occupant Protection - Ongoing Awareness - October 2024 - September 2025								
WS: Occupant Safety Is for Everyone	Radio	923	536	X	X	X	X	\$22,828.00
Ad Council: Spotlight, Don't Die Distracted; WS: Summer Bear OP; Winter Bear OP	Cable	1153	1227	X	X	X	X	\$12,044.50
WS: Summer Bear OP; Winter Bear OP, Occupant Safety Is for Everyone	Streaming TV	X	X	293,668	X	X	X	\$13,999.93
WS: Summer Bear OP; Winter Bear OP, Occupant Safety Is for Everyone	KTUU Web	X	X	161,862	X	159,347	X	\$5,873.80
WS: Summer Bear OP; Winter Bear OP, Occupant Safety Is for Everyone	Facebook	X	X	2,008,393	363,518 2,002,827	7,181	0.36%	\$12,023.71
WS: Summer Bear OP; Winter Bear OP, Occupant Safety Is for Everyone	Google - YouTube	X	X	1,597,368	674,256	370	0.02%	\$9,887.88
Adjustment								-\$1,657.82
Occupant Protection Total								\$75,000
CIOT - Ongoing Awareness - October 2024-September 2025								
Ad Council: Car Talk, Not Visible; WS: Buckle Up, Every Trip, Everytime; Dog CIOT, Belt It	Pandora	X	X	385,640	117,585	249	0.06%	\$6,216.49

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
Ad Council: Car Talk, Not Visible; WS: Buckle Up, Every Trip, Everytime; Dog CIOT, Belt It	Spotify	X	X	498,815	138,416	408	0.08%	\$6,442.18
Ad Council: Headlines, Worried Sick	Google - YouTube	X	X	67,902	8,145	X	X	\$2,800.61
WS: Secure Your Child's Future; Ad Council: Gabby's Dollhouse, Know Their Future, Know It Alls	Streaming TV	X	X	606,135	58,249	X	X	\$24,999.99
Ad Council: Car Talk, Not Visible	Radio	1128	461	X	X	X	X	\$24,577.00
WS: Happy Ending, Time, Trick, Dog, Belt It	Google - Display	X	X	1,001,829	X	X	0.27%	\$3,915.63
WS: Happy Ending, Time, Trick, Dog, Belt It	Facebook	X	X	778,342	308,059 778,552	786	0.10%	\$6,999.94
Adjustment								-\$951.84
CIOT Total								\$75,000
Child Passenger Safety - Ongoing Campaign October 2024 - August 2025								
WS: Buckled In Safely & Correctly, Kids Don't Come With Manuals; Ad Council: Secure Your Child's Future; NHTSA: Right Seat	Facebook	X	X	1,186,244	59,563 275,053	8,519	0.72%	\$5,999.85
Ad Council: Let Me Ask	Podcasts	X	X	345,984	33,507	X	X	\$5,999.98
WS: Buckled In Safely & Correctly, Kids Don't Come With Manuals; NHTSA: Right Seat	Google - Display	X	X	3,429,237	X	2,378	0.07%	\$7,590.28
WS: Secure Your Child's Future; Ad Council: Gabby's Dollhouse, Know Their Future, Know It Alls	Google - YouTube	X	X	484,671	X	31	0.01%	\$1,699.41
WS: Text Ads	Google - Search	X	X	34,103	X	2,367	6.94%	\$9,554.65
Adjustment								-\$59.49
CPS Ongoing Total								\$30,784.68
Child Passenger Safety Week - September 2025								
WS: Buckled In Safely & Correctly; Secure Your Child's Future; NHTSA: Right Seat	Facebook	X	X	70,091	31,436 16,252	503	0.72%	\$354.51
Ad Council: Let Me Ask	Radio	719	244	X	X	X	X	\$15,485.00
WS: Car Seat Check	Google - YouTube	X	X	104,357	X	46 56,982	0.04%	\$875.81

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
WS: Secure Your Child's Future; Ad Council: Gabby's Dollhouse, Know Their Future, Know It Alls	Streaming TV	X	X	46,953	X	46,386	X	\$2,500.00
CPSW Total								\$19,215.32
IMPAIRED								
Ongoing Impaired Awareness - October 2023-September 2024								
Ad Council: Ride Sober Throttle, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Drive High-Get a DUI, Safe Driver Derby, Superhero	Streaming TV	X	X	549,932	21,632	X	X	\$27,499.98
Ad Council: It's Not Okay, One More, Excuses; NHTSA: Lovefest; WS: St. Patrick's Day Radio - Don't Test Your Luck	Podcast	X	X	308,450	31,821	X	X	\$5,500.00
Ad Council: It's Not Okay, One More, Excuses; NHTSA: Lovefest; WS: St. Patrick's Day Radio - Don't Test Your Luck	Radio	2342	860	X	X	X	X	\$55,845.00
Ad Council: Ride Sober, Throttle; WS: Safe Driver Derby; Winter Impaired	Facebook	X	X	249,261	66,892 110,237	4,286	1.72%	\$3,000.27
Ad Council: Ride Sober Throttle, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Drive High-Get a DUI, Safe Driver Derby, Superhero	Cable	797	1080	X	X	X	X	\$7,500.00
Ad Council: Ride Sober Throttle, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Drive High-Get a DUI, Safe Driver Derby, Superhero	Streaming TV	X	X	1,973,958	96,617		0.00%	\$17,328.39
WS: Buzzed Driving Is Drunk Driving, Safe Driver Derby	Google - YouTube	X	X	1,622,003	151,254	817	0.05%	\$5,887.46
WS: Safe Driver Derby, Superhero	Google - Display	X	X	644,471	X	465	0.07%	\$1,553.91

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
WS: Safe Driver Derby, Superhero	Google - GeoFencing	X	X	284,729	X	205	0.07%	\$686.52
Ad Council: Ride Sober Throttle, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Drive High-Get a DUI, Safe Driver Derby, Superhero	Hulu	X	X	211,662	39,440	X	0.00%	\$7,499.98
Impaired - World Series – October - November 2024								
Ad Council: Superhero, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Safe Driver Derby; NHTSA: Ride Sober Throttle	TV	38	X	X	X	X	X	\$7,321.18
FY25 - Impaired - College Football and NFL								
WS: Safe Driver Derby, Superhero	KTUU Web	X	X	135,672	X	100	0.07%	\$500.00
Ad Council: Ride Sober Throttle, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Safe Driver Derby, Superhero	TV	806	737	X	X	X	X	\$203,121.45
Ad Council: Ride Sober Throttle, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Safe Driver Derby, Superhero	Cable	372	3156	X	X	X	X	\$32,903.00
Ad Council: Ride Sober Throttle, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Safe Driver Derby, Superhero	IKTV-Sports CTV	X	X	1,953,672	X	1,442	0.07%	\$6,976.85
Impaired - Don't Drive High Radio								
Ad Council: It's Not Okay	Radio	603	182	X	X	X	X	\$12,756.00
Impaired - Halloween - October 2024								
NHTSA: It's Not Okay	Radio	627	231	X	X	X	X	\$11,478.00
Ad Council: You Can Run, But You Can't Drive High	Google - YouTube	X	X	126,823	8,839	105	0.08%	\$701.50
WS: Halloween Impaired	KTUU Web	X	X	28,937	28,503	X	0.00%	\$893.56

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
WS: Halloween Impaired	SnapChat	X	X	28,706	21,933	1,014	3.53%	\$1,000.00
WS: Halloween Impaired	Google - Display	X	X	164,394	X	99	0.06%	\$495.19
Holiday Impaired - November 2024 - January 2025								
WS: Don't Wreck the Holidays, Superhero	Cable	611	573	100,201	X	X	X	\$6,500.00
WS: Don't Wreck the Holidays, Superhero	Google - YouTube	X	X	15,199	X	X	X	\$985.94
WS: Don't Wreck the Holidays, Superhero	Streaming TV	X	X	181,348	X	X	X	\$11,763.96
WS: Don't Wreck the Holidays	Radio	366	121	X	X	X	X	\$10,246.00
WS: Don't Wreck the Holidays, Superhero	TV	76	35	X	X	X	X	\$8,000.00
WS: Don't Be on the Naughty List , Don't Wreck the Holidays, Superhero	SnapChat	X	X	403,197	163,513	538	0.13%	\$1,000.00
WS: Superhero Digital, Naughty or Nice List, Don't Wreck the Holidays	Google - Display	X	X	384,079	X	346	0.09%	\$1,142.09
WS: Superhero Digital, Naughty or Nice List, Don't Wreck the Holidays	Google - GeoFencing	X	X	169,408	X	152	0.09%	\$503.75
WS: Don't Wreck the Holidays, Superhero	Facebook	X	X	85,391	71,458	1,014 69,703	1.19%	\$1,000.00
FY25 - NewsHour Impaired - October 2024 - September 2025								
Ad Council: You Can Run But You Cant Drive High, Ride Sober Throttle; WS: Impaired Winter, Safe Driver Derby; Don't Drive High	ITUU: Web & Streaming	X	X	462,694	502,410	X	X	\$11,025.00
Ad Council: Ride Sober Throttle, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Safe Driver Derby, Superhero	TV	450	832	X	X	X	X	\$12,825.00
Impaired Iditarod - March 2025								
WS: Safe Driver Derby	TV	157	138	X	X	X	X	\$11,008.00
WS: Safe Driver Derby	KTUU Web	X	X	29,961	29,512	X	X	\$925.20
WS: Safe Driver Derby	KTVF	X	X	11,184	11,016	X	X	\$345.36
Impaired - Fishing Report Fairbanks								
WS: Safe Driver Derby	TV	57	9	X	X	X	X	\$6,365.00
WS: Superhero Digital	ITVF	X	X	4,539	X	X	0.00%	\$1,260.00

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
Impaired NBA & March Madness - March-April 2025								
Ad Council: Ride Sober Throttle, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Safe Driver Derby, Superhero	Cable	259	338	X	X	X	X	\$7,480.00
Ad Council: Ride Sober Throttle, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Safe Driver Derby, Superhero	TV	140	107	X	X	X	X	\$13,701.25
Impaired 420 Radio - March 2025								
Ad Council: Feel Different, Drive Different	Google - YouTube	X	X	102,780	X	27	0.03%	\$987.75
Ad Council: It's Not Okay	Radio	434	115	X	X	X	X	\$9,240.00
WS: Don't Drive High-Snail	SnapChat	X	X	108,653	42,373	958	0.88%	\$1,000.00
Impaired - Memorial Day - May-June 2025								
Ad Council: Excuses	Radio	446	175	X	X	X	X	\$9,995.00
WS: Safe Driver Derby	Facebook	X	X	465,578	75,127 550,727	259	0.06%	\$2,070.20
Impaired - July 4th - July 2025								
NHTSA: Fireworks, If You Partake, Kiss Goodbye, Light Up the Sky	SnapChat	X	X	511,484	268,838	1,829	0.36%	\$2,000.00
NHTSA: Fireworks, If You Partake, Kiss Goodbye, Light Up the Sky	Facebook	X	X	584,319	567,660 585,010	631	0.11%	\$1,752.04
NHTSA: Lovefest	Radio	431	140	X	X	X	0.00%	\$9,875.00
Impaired - NHL								
Ad Council: Ride Sober Throttle, Feel Different-Drive Different, You Can Run-But You Can't Drive High; WS: Winter Impaired, Safe Driver Derby, Superhero	TV	121	127	X	X	X	X	\$13,165.00
Impaired - Labor Day - September 2025								
Ad Council: It's Not Okay, One More	Radio	385	127	X	X	X	X	\$8,473.00
NHTSA: Summer's Almost Over	Facebook	X	X	508,484	492,302 509,409	423	0.08%	\$2,000.00
Total								\$698,570.97

Campaigns	Mediums	Paid Spots	Bonus Spots	Impressions	Reach Views	Link Clicks/ Swipe Ups	CTR, CPSU, VTR	Expenditures
MOTORCYCLE								
Motorcycle Safety Awareness Month—May 2024								
WS: Share the Road, Motorcycle Safety	Radio	898	329	X	X	X	X	\$18,981.00
Adjustment								-\$17.00
Total								\$18,964.00
Move Over								
Move Over Law								
WS: Move Over	Facebook	X	X	879,137	259,426	1,147	0.13%	\$2,999.96
WS: Move Over	Google - Display	X	X	1,090,719	X	489	0.04%	\$1,515.84
WS: Move Over	Radio	1261	201	X	X	X	X	\$22,467.00
Total								\$26,982.80

8.0 Financial Summary

Table 8.1 Financial Summary of FFY2025 Expenditures

Projects	AGA Funding	Source	Actual Expenditures
AST Speeding Fatality Reduction	\$242,000.00	402	88,208.87
Anchorage Police Department Municipality Wide Speed	\$227,000.00	402	223,539.52
AIPC (DBA Center for Safe Alaskans)—Older Adult Drivers (CarFit)	\$73,668.00	402	71,706.23
AIPC (DBA Center for Safe Alaskans)—Child Passenger Safety (CPS)	\$214,768.00	405b	203,926.22
AIPC (DBA Center for Safe Alaskans)—Child Passenger Safety (CPS) -Car Seats	\$23,370.00	402 405b	5,370.00 18,000.00
AIPC (DBA Center for Safe Alaskans)—Young Driver	\$170,653.00	402	170,384.24
AIPC (DBA Center for Safe Alaskans)—Bicycle and Pedestrian Safety	\$143,322.00	402	143,263.54
Safe Kids Kenai Peninsula Ped Bike Safety	\$2,859.00	402	2,841.28
Bike Anchorage	\$42,320.00	402	13,356.50
CIOT Enforcement	\$250,000.00	402	131,927.00
Speed HVE	\$200,000.00	402	6,782.81
Communications Contractor	\$38,000.00	402	37,952.35
Educational/Safety Media Buys (Impaired Driving)	\$700,000.00	405d	698,570.96
Educational/Safety Media Buys (OP & CPS)	\$200,000.00	405b	200,000.00
Educational/Safety Media Buys (Teen Driving)	\$145,000.00	402	143,466.90
Educational/Safety Media Buys (Distracted)	\$200,000.00	402	192,737.01
Educational/Safety Media Buys (Speed)	\$125,000.00	402	122,849.54
Educational/Safety Media Buys (Motorcycle)	\$19,000.00	402	19,000.00
Educational/Safety Media Buys (Pedestrian/Bicycle)	\$170,000.00	405h	169,744.00
Educational/Safety Media Buys (Move Over Law)	\$27,000.00	405h	26,982.80
Highway Safety Summit	\$100,000.00	402	0.00
Planning and Administration	\$396,852.00	402	323,0002.97
Statewide LEL (Impaired Driving)	\$80,000.00	402	49,237.93
Attitudinal Survey	\$40,000.00	402	846.16
Toxicology Services	\$272,000.00	405d	231,160.00
Fairbanks Safe Rider CPS Program	\$145,158.00	405b	108,868.50
Fairbanks Safe Rider Car Seats	\$5,000.00	405b	4,944.86
Safe Kids Kenai CPS Program	\$44,911.00	405b	27,556.56
Safe Kids Kenai Car Seats	\$16,000.00	405b	16,000.00
OPUS	\$42,000.00	405b	41,895.75
Statewide CPS Coordinator	\$40,000.00	405b	4,594.81
Statewide CPS Co-Coordinator	\$40,000.00	405b	33,487.35
AIPC (DBA Center for Safe Alaskans) Data Linkage	\$113,657.00	405c	78,987.54
Crash Data Entry Services	\$100,000.00	405c	79,698.54
TraCS License Fee	\$125,000.00	405c	118,594.29
DRE Data Program	\$50,000.00	405c	25,208.33
Anchorage PD Impaired Driving Unit	\$1,524,000.00	164	1,458,328.67
Fairbanks PD Traffic Enforcement Unit (DUI)	\$278,000.00	405d	\$592.84
Alaska Court System DUI Drug Outcome Improvements	\$106,371.00	405d	64,434.90

Projects	AGA Funding	Source	Actual Expenditures
HVE DUI	\$250,000.00	405d	71,697.19
Special Events and Sports Marketing (Speed)	\$250,000.00	402	250,000.00
Special Events and Sports Marketing (Impaired)	\$264,000.00	402	264,000.00
Special Events and Sports Marketing (Occupant Protection)	\$118,000.00	402	118,000.00
Special Events and Sports Marketing (Bike and pedestrian)	\$24,000.00	402	18,000.00
Statewide DRE Program	\$269,000.00	405d	69,375.72
Anchorage Police Department VRU	\$65,000.00	405h	63,765.71
Indirect Cost Allocation Plan (ICAP)	\$500,000.00	402, 405(b), (c), (d), (h)	345,257.34