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Section 1.0 - Overview

1.1 Governor’s Highway Safety Plan

This Governor’s Highway Safety Plan (HSP) contains methods for reducing the personal, social and economic costs resulting from injuries and fatalities in roadway crashes. The plan is required by the Highway Safety Act of 1966, as amended, that allocates funds to states, Indian reservations and territories. Title 23, Section 402 of the U.S. Code provides that State and Community Highway Safety programs identify traffic safety problems to plan and implement a Governor’s program of highway traffic safety. The State and Community Highway Safety program is assigned section 20.600 of the Catalog of Federal Domestic Assistance (CFDA) for identification of funds purposes. The SHTSO also receives funds under CDFA numbers 20.602 for Section 405 Occupant Protection, 20.604 for Section 157 Incentives, 20.605 for Section 163 Safety Incentive to Prevent Operation of Motor Vehicles by Intoxicated Persons, 20.607 for Section 154 Alcohol Open Container Requirements, and 20.608 for Section 164 Minimum Penalties for Repeat Offenders for Driving While Intoxicated.

By September 1st, the Governor’s Representative (GR) for Highway Safety sends a combined Performance and Highway Safety Plan document to the Regional Administrator of the National Highway Traffic Safety Administration (NHTSA). The Administrator reviews it with the Federal Highway Administration and other U.S. Department of Transportation agencies. The Regional Administrator for NHTSA approves the proposed activities and recommended expenditures with respect to appropriateness and eligibility for federal participation.

Rules require that the Department submit the following elements in the plan:

1. Performance Plan
2. Highway Safety Plan
3. Certifications and Assurances
4. Cost Summaries and Evaluation
5. Special Funding Conditions

Federal regional approval of these elements establishes our eligibility for federal funds. We set goals to meet that are accompanied by at least one performance measure linked to a baseline measurement to monitor our progress. We use goals and objectives, performance measures, and federal cost accounting to calculate our progress and to make corrections as needed during the year.

1.2 Planning Processes

Our planning process has 3 components. One is to determine traffic safety needs, a second is to select projects and programs, and a third is to implement annual activities. These processes combine information from our past experience, current statewide data presented in our annual Problem Identification Paper and public sources.
The plan is modified as problems, issues and strategies change. Modifications generally are made to meet issues occurring within the year. Each year’s plan adjusts our actions to meet long-term performance goals consistent with federal program guidelines and federal priority areas.

**Section 2.0 - Goals and Objectives**

The Department establishes short and long-term goals and objectives for the HSP that still meet applicable federal requirements. Our partners’ participation in advising us on issues, preferences in countermeasures, and coordination of programs is critical to our success.

We present our goals and objectives within each problem area in this Performance Plan. The proposed projects, tasks and finances are discussed in a following section called the Highway Safety Plan. Assurances at the beginning of the HSP helps certify meeting additional federal requirements to use federal funds.

**2.1 Annual Problem Identification Paper**

An annual *Problem Identification Paper* summarizes traffic safety related data to help develop our HSP goals and objectives. This information is used, in part, to determine the funding for issue and problem resolution for traffic safety related issues. We prepare and post this document on our web site by July of each year. A draft version is also available as early as May.

The annual *Problem Identification Paper* also documents our highway safety problems. In the tables to follow, we provide an issue statement along with an action or measure for each of the four elements. Following the tables, we provide the rationale and information used for our choice of issues and actions.

Two primary data sources determine Montana’s highway safety issues. One is the traffic crash records collected by the Montana Highway Patrol. The second is the Department’s summary of injury prevention data posted on our web site. We provide much of the data to our SAFE KIDS/SAFE COMMUNITIES local coalitions, DUI Task Forces, and other organizations who have a vested interest in traffic safety for their use in planning and developing programs and projects.

**2.2 Problem Area Countermeasures**

The countermeasures we choose to employ are those that have been identified by NHTSA and that apply to National Priority Programs listed below. Where new and effective countermeasures are identified, the Department may apply these in the annual HSP. The National Priority Programs are covered in the HSP along with unique state problems pertaining to traffic safety.

National Priority Problems Areas:

- Alcohol and Other Drugs
- Police Traffic Services
- Occupant Protection
- Traffic Records
- Emergency Medical Services
- Motorcycle Safety
- Speed

The Department’s FFY 2006 Problem Identification Paper covers several traffic safety areas of concern that are specific to Montana:

- Impaired Driving
- Occupant Protection
- Hazardous Actions, Speed, & License Compliance
- Traffic Records
- Emergency Medical Services
- Young Drivers and Senior Drivers
- Motorcycle Involvement in Crashes
- Collisions with Pedestrian
- Collisions with Bicyclists
- Truck Involvement in Crashes
- Other Issues and Information

Two main issues based upon the Problem Identification help identify Montana’s highway safety problems. One is the use of alcohol and other drugs while driving. The second is the lack of use or misuse of safety restraint systems. Restraints lower a person’s risk of injury and death when involved in a traffic crash.

In setting goals and objectives, we ask for input to the HSP from local and federal partners through our three step planning process. The first step is a development and evaluation process that’s illustrated later in this document followed by the project selection and the implementation process.

**Section 3.0 - Process Descriptions**

The Department uses three distinct planning processes in the development of the annual Performance and Highway Safety Plans. A development and evaluation process determines needs including federal priority areas and results in the creation of the annual HSP. The project selection process focuses on appropriate state and local projects that addresses traffic safety related problems. An implementation process directs and monitors the activities undertaken, including revisions as required.

Our partners in these processes include state, local and federal agencies and staff, university system staff and students, private firms and the public at large. Input is obtained through formal and informal forums or direct communications over the phone, by fax or written correspondence. Policy makers such as Legislators, city and county commissioners, and others provide information and commentary to devise, select and conduct programs and projects.
The evaluation process includes input from our partners as well as the federal funding agency. Our project selection process includes partner input and the Department’s priorities and preferences. The implementation process uses federal guidance and departmental policies and procedures.

**Section 3.1 - Development and Evaluation Process**

- **HSP Contents:**
  - Performance Plan
  - Highway Safety Plan
  - Certifications,
  - Program Costs
  - Special Conditions

- **SHTSO prepares draft HSP for reviews.**

- **Federal budget estimates provided to state for next year’s 402 programs.**

- **HSP is reviewed per Problem ID & counter-measures, costs and minimum 40% for local assistance.**

- **State, local, federal partners review with staff to devise best ways of working key issues & funding choices.**

- **SHTSO prepares final HSP for Governor’s Representative’s Review**

- **Governor’s Rep reviews & approves HSP**

- **SHTSO sends HSP by Sept. 1st to federal funding agency, NHTSA in Denver**

- **FHWA, other DOT agencies review for coordination of services in state.**

- **National Highway Traffic Safety Administration reviews HSP & approves document.**

- **Governor receives written approval of HSP planned programs and expenditures; plan begins October 1st of each year & evaluated at year’s end.**

- **Earmarked/other funds available periodically/results achieved or plans submitted.**

- **Federally appropriated funds reimbursed by vouchers to state for implementation of plan and programs.**
The center column summarizes the process of developing and evaluation the HSP. The two side columns show influences on the process. It is a fairly standard planning process of analyzing problems, formulating a strategy to address them, obtaining enough resources, and evaluating the results.

Throughout the year, local and state partners and federal agencies involved in the HSP process provide information and data to help facilitate our use of the best practices and techniques available. For instance, we rely heavily on NHTSA for research and supplemental data and information in conducting programs and projects in Montana.

**Section 3.2 - Project Selection Process**

The project selection process matches state highway safety problems and opportunities with appropriate solutions called *countermeasures*.

Generalized projects are identified based upon the data presented in the Problem Identification Paper. We continue existing programs or initiate new ones up to three-years or more depending upon the programs. In most cases, programs and projects are intended to become self sufficient by leveraging other resources to continue their work.

Montana benchmarked its traffic safety problems in 1996, 2001 and again in 2005 based on the data presented in the *Problem Identification Paper*. Using those benchmarks, current data and other information and experience, we prepared this year’s plan of countermeasures to reduce the causes and consequences of traffic crashes.

The following sections summarize the traffic safety related subjects integrated in this years plan based upon the *Problem Identification Paper* and other data sources.

**Section 3.2.1 – Planning and Administration**

The *Planning and Administration* program area covers the operational costs of implementing the Governor’s Highway Safety Plan (HSP). One-half of the costs for staff management services, travel, training and other personnel costs are provided by federal grants. The other ½ is matched by state funds from fuel tax revenue. These combined sources provide the full amount of our direct operating costs and related indirect costs.

**Goal (J):** Assure that the HSP is administered by a state highway safety agency suitably equipped, staffed and organized to carry out the state’s traffic safety programs in the most efficient and effective manner possible.

**Measure:** The State’s Highway Traffic Safety Office (SHTSO) includes seven full-time positions and one ½ time position within the Montana Department of Transportation. The office is equipped with and supported by the same technologies and services that are provided to all sections in the Department. The measure of success of our planning and administration efforts is successful completion of the projects within the accompanying Performance Plan.
The SHTSO is attached to the Director’s Office. During FFY 2005, we added one half-time Accounting Technician position supervised by the Grants Accountant. This was considered essential for the strict financial oversight required by our numerous highway safety grants. All job profiles were updated to meet the needs of the SHTSO and the Department. Our Operations Research Analyst officially supervises the Fatality Analysis Reporting System (FARS) Analyst. The Program Specialist III slot was transitioned into a law enforcement liaison position, which should be filled during FFY 2006.

The SHTSO plans to contract two part time law enforcement liaisons to help expand the offices out reach to local law enforcement agencies in the eastern and western parts of the state. Some of their duties will be to encourage law enforcement agencies to increase their support of traffic safety by writing more seatbelt and impaired driving tickets; to work with the MT Highway Patrol to provide Standard Field Sobriety Training refresher training to local law enforcement and tribal police; to encourage tribal law enforcement to increase traffic safety enforcement on each reservation, and to perform other traffic safety related duties as assigned.

Integrating NHTSA funding into the Department still continues. Modifications are still on going to ensure the SHTSO and the Department’s accounting processes are properly coordinated and that the traffic safety program’s effectiveness continues. Also, the SHTSO continues making the HSP closely match NHTSA’s Grant Tracking System (GTS) that documents and accounts for the various eligible activities and funds used in the HSP.

Staff and management cost categories are included in each problem area to anticipate salary and benefit expenditures. Travel and training are other categories of anticipated costs. One or more external advisory groups will assist in operating decisions and formulating plans well in advance of application deadlines.

One of two emergency legislative sessions in the summer of 2002 passed a law requiring all federally funded programs charge an Indirect Cost Rate. The rate was applied to all federal funds starting July 1st in state fiscal year (SFY) 2004 at a rate of 13.68%. During SFY 2005 this rate was 12.38% and is 17.52% for SFY 2006.

Section 3.2.2 – Alcohol and Other Drugs

Montana has the highest alcohol related fatality rate in the nation per vehicle miles traveled (1.17 per hundred million miles during 2003). Montana is also identified as one of 13 states by the National Highway Traffic Safety Administration as a Strategic Evaluation State because of it’s high impaired driving rate. During 2003, alcohol related fatal crashes were at 48.9% of all fatal crashes.

During 2004, the age group that has the highest involvement in Fatal Crashes involving alcohol and/or drugs is from age 25 to 29. This group were involved in 3.0 fatal crashes per 10,000 licensed driver. The 21-24 age group was involved at a rate of 2.9, while those in the under 21 group were involved at a rate of 2.7 fatal crashes per 10,000 licenses. When examining all alcohol/drug related crashes by age of driver involved, the chart below shows the rates.
Additionally, statistics from the Fatal Analysis Reporting System (FARS) shows that fatalities among American Indians in Montana is approximately three times that of non-American Indians. From 2002 to 2004, fatalities among American Indians averaged 18.2 percent of the statewide fatalities while the average American Indian population of the state for the same period was only 6.2 percent. From 2002 to 2004, 73.9 percent of all American Indian fatalities were alcohol and/or drug related.

Goal (A): To reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles traveled by 2008.

Goal (B): To reduce the percentage of alcohol related fatalities to 40% of all fatalities by 2008.
Measure: Table 24, Alcohol Fatalities and Fatality Rates, Problem Identification Paper, FY 2006.

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Source: Fatal Analysis Reporting System

The SHTSO is planning to implement the following countermeasures to reduce Montana’s impaired driving rate. Many of these strategies are based upon the recommendations from the May 22 – 27, 2005 Impaired Driving Assessment and the June 8, 2005 Highway Safety Planning meeting. This assessment includes countermeasures that addresses American Indian alcohol related problems. **Many of these countermeasures from the Impaired Driving Assessment are specifically identified in the 2006 Highway Safety Plan.**

In FFY 2005 the MT Department of Transportation received $4,033,400 of open container funds. Of that amount, the Governor’s Representative for Highway Safety allocated $1,008,000 of these funds to support highway safety alcohol related behavioral programs for FFY 2006 and beyond. The legislature passed an open container bill during the 2005 legislature that has halted the transfer of the state’s road construction monies into the state’s traffic safety behavioral and hazard elimination construction programs starting FFY 2006. In response to the passage of the open container legislation, the SHTSO contracted a media company to conduct educational media messages on the requirements of this new law using radio and newspapers as media resources. This campaign began mid-August 2005 and ends September 30, 2005 the day before this new law takes affect October 1, 2005.

Still, other countermeasures are needed to curb the number of impaired drivers on Montana’s roadways. The SHTSO will contract the Montana Court Administrator to provide training for
judges using a National Highway Traffic Safety Administration (NHTSA) approved curriculum and/or the National Judicial College Curriculum. The SHTSO can also fund a judges on-line training program and allow judges to mentor each other using an on-line system. This training will help the judges learn about the importance of convicting impaired drivers and proper adjudication procedures involved in doing so. The SHTSO will negotiate with the Montana Court Administrator to include training to educate judges about declining to accept plea negotiations. This will include issues pertaining prosecutorial commitments to effect the disposition of implied consent refusal proceedings in favor of a defendant.

The Salish and Kootenai Tribe is currently the only Montana tribe that uses the state’s traffic codes to its entirety and report case dispositions to Drivers Control within the MT Department of Justice. To establish a baseline of what the other tribal courts have in place in terms of current traffic safety codes, the SHTSO will conduct a survey on these reservations. The SHTSO will meet with the Montana Wyoming Tribal Judges Association to discuss the current state of tribal courts as they relate to traffic law. This will allow for the gathering of information already available to tribal courts and help determine what else tribal judges may need. Tribal judges will also be invited to participate in District Court Judges and Courts of Limited Jurisdiction training. This training will provide tribal judges a better understanding of Montana Traffic Code. The SHTSO will support a comprehensive effort initiated by the MT Department of Justice to encourage the adoption of Montana traffic codes by the tribes. The SHTSO will fund travel costs for American Indian representatives from each reservation to participate in this training.

The SHTSO will continue supporting prosecutors training by working with the Montana County Attorney’s Association (MCAA). As part of their FFY 2006 training program, the SHTSO will negotiate to have MCAA include information about having prosecutors’ present during proceedings in which pleas of guilty or no contest are entered for DUI or Per Se violations. Training will also include information about the importance of having the defendant’s conviction record available prior to imposition of sentence. We will also negotiate with MCAA to invite American Indian prosecutors to participate in their training and add specific information that would benefit American Indians concerning prosecution of DUI’s on the reservations.

To further American Indian support of sharing data, the SHTSO will invite the American Indians from each reservation to participate on the state’s Traffic Records Coordinating Committee. The tribal council would designate these representatives to attend these meetings. The SHTSO will pay these representatives per diem to participate on this committee on a regular basis.

During FY 2006, Montana plans to continue contracting over 21 local law enforcement agencies (sheriffs and police departments) and the MT Highway Patrol to conduct impaired driving overtime known as Selective Traffic Enforcement Programs (STEP) that reaches at least 85% of the population within the state. STEP contracts are disseminated based upon the population of a county, and vehicle crash rates where law enforcement agencies are located. We will also contract those local law enforcement agencies interested in participating in STEP that includes many of the rural law enforcement agencies due to additional federal funding sources received by our office during FFY 2005. Law enforcement agencies that receive these contracts will conduct sustained overtime enforcement year round and overtime enforcement during two impaired driving mobilizations around the Labor Day and Christmas-to-New Year timeframes.
STEP contracts will also require law enforcement to participate in seatbelt mobilizations in November and May and conduct sustained overtime enforcement of seatbelts.

These agencies will submit updated plans to our office on when and where they will conduct their sustained and mobilization enforcement overtime activities for impaired driving. They will develop their plans based upon the areas within their jurisdictions that have a history of high alcohol related fatalities and injuries. The MT Highway Patrol as part of the sustained enforcement and mobilization efforts have committed to conducting safety spot checks in strategic areas throughout the state to help apprehend impaired drivers. Most of the other local law enforcement agencies will center their intense enforcement efforts around major events such as rodeos, fairs, etc.

As much as possible law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. Indication of impaired driving helps lead to the establishment of probable cause for law enforcement to stop motorists and ticket those drivers seen not wearing their seatbelts since Montana has a secondary seatbelt law. Law enforcement can also use speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts. The FFY 2006 Traffic Safety Problem Identification indicates that those who drive without their seatbelts are often under the influence of alcohol and/or drugs.

The SHTSO will have our law enforcement liaison implement STEP overtime programs on the reservations with tribal law enforcement not funded by BIA federal monies as a pilot project on two or more reservations. The specifics on how to implement this program will be negotiated between our SHTSO law enforcement liaison, the MT Department of Transportation Tribal Coordinator, and the tribal law enforcement. This strategy can help improve American Indians’ ability to apprehend those driving impaired and not wearing their seatbelts. As part of this program, the liaison will encourage tribal law enforcement agencies to work with non-tribal law enforcement agencies such as the MT Highway Patrol and county sheriffs offices to assist in DUI checkpoints.

In support of local law enforcement (non-American Indians), we also plan to continue funding DUI related equipment for those agencies who have not received any such equipment within the that last couple of years. We will also provide equipment to those agencies that send in written requests justifying the need for additional equipment. DUI equipment includes radars, portable breath testing devices and in-car video systems to help them establish probable cause when encountering impaired drivers.

Our law enforcement liaison will work with the MT Highway Patrol to conduct statewide Standardized Field Sobriety Testing (SFST) refresher training in FFY 2006. The SHTSO will contract the MT Highway Patrol to provide refresher training to local law enforcement and tribal law enforcement in conjunction with their Highway Patrol officers’ SFST training. This will also involve soliciting support from the Sheriffs and Peace Officer’s Association and the Chiefs of Police Association to allow their officers to receive this refresher training from the Patrol since it is not required in statute. The eventual goal is to integrate this refresher training into the
MT Law Enforcement Academy’s coursework that develops into a continuous recertification process for local law enforcement personnel starting in FFY 2007.

The SHTSO will provide DUI related equipment including video cameras to two or more Indian reservations. In exchange for this equipment, the SHTSO will request the American Indians provide any available traffic data from the reservations such as statistics on the types of crashes, factors that led to a crash (i.e. impaired driving), whether seatbelts were in use. Historically, many American Indians have been resistant in providing this information due to their cultural beliefs in protecting their sovereignty on the reservations. Submission of this information would have to be approved by tribal councils from each reservation.

The American Indians receiving DUI equipment from the SHTSO will also have to take basic SFST training if they have not received this training in the past. The American Indians can attend SFST training at either the MT Law Enforcement Academy or the Tribal Law Enforcement Academy in New Mexico. They can also attend regional training on SFST conducted by the MT Highway Patrol.

The SHTSO will negotiate with the MT Highway Patrol and contract them to provide refresher and basic training on the reservations on how to use this equipment including video cameras and help certify them on their intoxilizer 5000. The SHTSO will ensure both basic and refresher SFST training is POST certified. The MT Highway Patrol said they would help support this worthwhile project with appropriate funding provided by the SHTSO. For American Indian and non-Native America law enforcement, SFST training provides law enforcement credibility in the courtroom when testifying against impaired drivers tested by DUI equipment during a traffic stop.

Our 16 SAFE KIDS/SAFE COMMUNITIES (SKSC) local coalitions and the state’s 17 DUI Task Forces will expand their impaired driving efforts for non-American Indian audiences by developing and disseminating public information and education information on impaired driving. They will utilize various data resources available from the Problem Identification document produced by the SHTSO, the Youth Risk Behavior Survey (YRBS), the Montana Prevention Needs Assessment survey, and other data related resources as part of their planning and development of impaired driving education programs. Using positive, non-enforcement messages, SKSC will conduct year round impaired driving educational programs for the public. These coalitions will use the help of local media resources, develop brochures, newspaper announcements, and other PI&E related resources for local use that highlight the problems associated with impaired driving. The 16 local SKSC communities plus their catchment areas consists of 30 counties. This allows these coalitions access to 80% of the state’s population making them a valuable resource to reach the public with information and education materials on impaired driving.

Local SKSC coalitions during FFY 2006 interested in implementing a designated drivers program will use their local data that supports age appropriate safe ride programs. This program will include health risk information and discourage over consumption. They will also continue their alcohol server-training program within in their respective communities using the MT Department of Revenue “Let’s Control It” server-training program. To help the development
and implementation of their alcohol program, the local SKSC coordinator from Missoula County will provide technical assistance to the other SKSC coalitions requesting help.

The local SAFE KIDS/SAFE COMMUNITIES coalitions will expand their outreach to American Indians living on and off the reservations by inviting them to participate as members of their coalitions or help them organize their own SKSC coalitions. The SHTSO will provide additional funds to the SKSC coalitions to help in this outreach effort. SKSC coalitions can provide encouragement and support to American Indians in their educational efforts in developing messages on impaired driving and seatbelt usage. This strategy may lead to traffic safety related messages jointly developed for both American Indian and non-American Indian audiences living within the same community.

The SHTSO will provide mini-grants to local DUI Task Forces to include American Indians on their coalitions who live on and off the reservations or assist them in organizing their own DUI Task Force. These funds can help offset costs for Task Forces to develop culturally sensitive educational messages on impaired driving for American Indian audiences.

The SHTSO will contract a qualified organization to develop a media plan based upon data driven specifications provided by our office for impaired driving and seatbelt media activities. The media plan will include strategies on the development and implementation of positive, non-enforcement educational messages for impaired driving and seatbelt usage for the public year round. This will include messages involving children communicating with their parents about the dangers associated with impaired driving and not buckling up. As part of the media plan, the SHTSO will require an evaluation process of media messages involving use of pre-and post surveys and focus groups.

During FFY 2006, this advertising company contracted by the SHTSO will develop and disseminate news releases to newspapers for local law enforcement agencies participating in STEP impaired driving overtime activities. For the Montana Highway Patrol, this ad agency will provide news releases to each district in the areas where they conduct their safety spot checks. Each of these agencies is expected to conduct special enforcement operations once or more a month as part of their sustained effort. The advertising agency will create news releases that have an enforcement tag line that correlates with the national “You Drink & Drive. You Lose” campaign. These news releases will focus on law enforcement overtime activities in areas noted for high alcohol related fatalities and crashes. The advertising agency will coordinate with the MT Department of Transportation to find out the dates and times of these enforcement activities and develop news releases for placement in local newspapers based upon this information. They will show each of these agencies how to approach their local newspapers and have them place these news releases free as a public service. Such ads will provide information to locals on law enforcement impaired driving activities including prosecutors and judges. This same media support will continue in FFY 2007 depending upon the availability of funding.

For the National FFY 2006 Labor Day Impaired Driving Campaign the advertising agency will do a major news release campaign in Helena, MT the capital of Montana involving the MT Department of Transportation Director, Governor, and other dignitaries. These earned media spots must use the messages similar to the You Drink & Drive. You Lose campaign or some
similar focused enforcement message approved by NHTSA. During the National Labor Day Impaired Driving mobilization, the advertising agency will also provide earned media support to each of the local law enforcement agencies involved in STEP during 4 or more nights of their scheduled intense enforcement activity. They will again coordinate with the MT Department of Transportation to find out the times and dates of these enforcement activities and develop news releases for placement in local newspapers. The contracted advertising agency will show each of these agencies how to get the local newspapers to place these free as a public service.

The contracted advertising agency will also produce and provide paid media spots in support of Labor Day Impaired Driving Campaign that has the potential to reach at least 85% of the population. The SHTSO will fund these media spots with other monetary resources from NHTSA. They will produce and place billboards, televisions spots, and radio spots in Montana’s 7 largest markets and a few smaller markets. They will provide quarterly reports on the number of media placements, the GRP’s, and frequency and reach of their television and radio spots.

For American Indian audiences, the contracted advertising company will expand the American Indian impaired driving media program by adding two or more reservations. Three of the 7 reservations already involved in this program will continue participating in FFY 2006. This program, developed by the SHTSO has been in place for about a year. The ad company will subcontract with community colleges or other organizations to provide interns on each of the participating reservations. The interns oversee the development and placement of American Indian specific messages about alcohol during pow wows, on radio stations, newspapers, billboards etc. located specifically on the participating reservations. We will work with the media company to help the American Indian interns develop messages that involve children communicating with their parents about the dangers of driving impaired and not wearing seatbelts.

Intervention programs that address alcohol use among youth will continue in FFY 2006. These programs include alcohol server training, local law enforcement projects, and sting operations funded by the MT Board of Crime Control in cooperation with local SKSC coalitions and DUI Task Forces. Minors-in-Possession (MIP) receives major focus primarily through the courts, corrections, and law enforcement.

The SHTSO will carry forward federal grant funds to continue the mobile data program. The MT Highway Patrol will continue the second phase of this project during FY 2006 by coordinating with other local law enforcement agencies to help implement this program. A Mobile Data Task Force chaired by the Gallatin County Sheriff working with the MT Highway Patrol oversees the counties who receive this equipment. Law enforcement is still required to work with the Department of Administration’s Public Safety Radio program as part of mobile data. Because of the funding sources involved, this project is directed at state and local law enforcement agencies enforcing impaired driving laws. The SHTSO also will continue the contract with the Mobile Data Program Manager hired out of MTG Management Consultants to provide technical assistance and oversight of the Mobile Data project funded by NHTSA monies.

The SHTSO will also continue funding the train the trainers certification program for ACT (Assessment, Course, and Treatment) chemical dependency counselors and fund for the first time
per diem for American Indians to participate in this training. A separate track of ACT training for the American Indians will include course work that addresses screening, referral, and treatment procedures for American Indians that address cultural differences and access to services. The SHTSO will continue funding the ACT manual that summarizes the processes involved in implementing this program and includes culturally specific information for American Indians about this program.

Section 3.2.3 – Occupant Protection

Montana’s seat belt usage rate has grown steadily over the past few years. Restraint use on most of Montana’s reservations is very low. Usage in pickup trucks is 20% lower than the state usage rate. The usage rate among occupants from 5 to 29 is lower than for other age groups. Also, the usage among males is lower than for females.

During 2004, there were 15,548 seat belt convictions reported to the Department of Justice. The Montana Highway Patrol was responsible for writing citations for 11,674 of these convictions. City police departments accounted for 2869, while county sheriff’s originated 912 of these convictions. Emphasis on STEP overtime seems to be increasing the number of seatbelt convictions by local departments during 2005. However, many smaller local law enforcement agencies do not write a significant number of seatbelt citations.

Seatbelt usage of occupants with serious injuries from crashes by age group is shown below.
Goal (C): To achieve an 85% statewide seat belt usage rate by 2008.

Measure: Table 30, Seat Belt Usage Rates, Problem Identification Paper, FY 2006. Our most recent measured seat belt use rate in June 2005 is 80.0% for all roads.

<table>
<thead>
<tr>
<th>Year</th>
<th>Interstate</th>
<th>Primary</th>
<th>City</th>
<th>Other</th>
<th>All Roads</th>
</tr>
</thead>
<tbody>
<tr>
<td>1984</td>
<td>24.7%</td>
<td>20.7%</td>
<td>8.4%</td>
<td>8.4%</td>
<td>16.8%</td>
</tr>
<tr>
<td>1985</td>
<td>30.6%</td>
<td>25.8%</td>
<td>9.7%</td>
<td>12.2%</td>
<td>21.7%</td>
</tr>
<tr>
<td>1986</td>
<td>43.4%</td>
<td>33.9%</td>
<td>14.8%</td>
<td>17.1%</td>
<td>29.5%</td>
</tr>
<tr>
<td>1987</td>
<td>54.8%</td>
<td>44.0%</td>
<td>24.0%</td>
<td>27.0%</td>
<td>39.7%</td>
</tr>
<tr>
<td>1988</td>
<td>75.8%</td>
<td>64.7%</td>
<td>41.2%</td>
<td>45.6%</td>
<td>59.5%</td>
</tr>
<tr>
<td>1989</td>
<td>78.6%</td>
<td>69.3%</td>
<td>40.6%</td>
<td>47.5%</td>
<td>61.8%</td>
</tr>
<tr>
<td>1990</td>
<td>79.1%</td>
<td>70.5%</td>
<td>40.6%</td>
<td>48.4%</td>
<td>62.6%</td>
</tr>
<tr>
<td>1991</td>
<td>80.9%</td>
<td>72.8%</td>
<td>41.4%</td>
<td>49.3%</td>
<td>64.5%</td>
</tr>
<tr>
<td>1992</td>
<td>83.1%</td>
<td>75.3%</td>
<td>47.8%</td>
<td>53.7%</td>
<td>68.0%</td>
</tr>
<tr>
<td>Year</td>
<td>Seatbelt Use</td>
<td>Head Restraint Use</td>
<td>Lower Airbag Use</td>
<td>Safety Belt Use</td>
<td>Airbag Use</td>
</tr>
<tr>
<td>------</td>
<td>--------------</td>
<td>--------------------</td>
<td>-----------------</td>
<td>----------------</td>
<td>-----------</td>
</tr>
<tr>
<td>1993</td>
<td>84.2%</td>
<td>75.9%</td>
<td>49.6%</td>
<td>56.2%</td>
<td>69.2%</td>
</tr>
<tr>
<td>1994</td>
<td>84.7%</td>
<td>75.4%</td>
<td>51.1%</td>
<td>56.4%</td>
<td>69.6%</td>
</tr>
<tr>
<td>1995</td>
<td>86.4%</td>
<td>75.0%</td>
<td>51.3%</td>
<td>57.5%</td>
<td>70.1%</td>
</tr>
<tr>
<td>1996</td>
<td>86.2%</td>
<td>75.5%</td>
<td>51.8%</td>
<td>61.0%</td>
<td>70.8%</td>
</tr>
<tr>
<td>1997</td>
<td>87.9%</td>
<td>79.3%</td>
<td>52.4%</td>
<td>60.2%</td>
<td>72.6%</td>
</tr>
<tr>
<td>1998</td>
<td>88.4%</td>
<td>78.2%</td>
<td>54.0%</td>
<td>63.5%</td>
<td>73.1%</td>
</tr>
<tr>
<td>1999</td>
<td>89.1%</td>
<td>78.9%</td>
<td>55.3%</td>
<td>65.0%</td>
<td>74.0%</td>
</tr>
<tr>
<td>2000</td>
<td>91.3%</td>
<td>79.5%</td>
<td>58.3%</td>
<td>65.5%</td>
<td>75.6%</td>
</tr>
<tr>
<td>2001</td>
<td>92.5%</td>
<td>79.6%</td>
<td>59.7%</td>
<td>65.7%</td>
<td>76.3%</td>
</tr>
<tr>
<td>2002</td>
<td>94.3%</td>
<td>82.5%</td>
<td>60.8%</td>
<td>69.7%</td>
<td>78.4%</td>
</tr>
<tr>
<td>2003</td>
<td>93.6%</td>
<td>82.3%</td>
<td>65.1%</td>
<td>71.7%</td>
<td>79.5%</td>
</tr>
<tr>
<td>2004</td>
<td>93.0%</td>
<td>83.3%</td>
<td>67.7%</td>
<td>73.1%</td>
<td>80.9%</td>
</tr>
<tr>
<td>2005</td>
<td>92.6%</td>
<td>82.4%</td>
<td>66.9%</td>
<td>72.6%</td>
<td>80.0%</td>
</tr>
<tr>
<td>Chg 1 Year</td>
<td>-0.4%</td>
<td>-1.1%</td>
<td>-1.2%</td>
<td>-0.7%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Chg 5 Year</td>
<td>-0.4%</td>
<td>+1.2%</td>
<td>+7.3%</td>
<td>+5.0%</td>
<td>+2.4%</td>
</tr>
</tbody>
</table>

Source: State Highway Traffic Safety Office – Montana Department of Transportation

*Occupant Protection* is the second main traffic safety issue based upon the problem identification process and data from fatalities in Montana. Data from all states shows that most states should pursue primary seat belt enforcement laws. Stronger enforcement of such laws protects both adults and children and reduces the likelihood of injury and/or death as a result of traffic crashes caused by impaired driving and other factors. Montanans continually demonstrate a willingness to “buckle up” as seen by our increasing seat belt usage rates. While we have reached a measured rate of 80.0% during 2005, there’s still a need to continue increasing our seatbelt usage rate to help reduce injuries and fatalities.

Within the state, occupant protection receives equal attention in reducing the consequences of traffic crashes. Usage rates vary greatly by roadway type, vehicle type as well as by segments of our population. For instance, on local roads seat belt usage rates are much lower than the interstate and primary roads.

Teenaged youth and young adult drivers have a lower seatbelt usage rate than drivers of other ages. Persons riding in pickup trucks have a much lower seatbelt usage rate than those riding in other vehicles. Additionally, pickups, SUV’s and vans have a high susceptibility to rollover. Many occupants of larger vehicles perceive they are safer and decide not to wear seat belts.

To address the problem of seatbelt usage, the SHTSO plans to implement the following countermeasures to help increase seatbelt usage throughout Montana in FFY 2006. These inputs are based upon the priority program areas determined by NHTSA for FFY 2006 and inputs from participants who attended the Highway Safety Planning meeting in June 2005.

**Priority Recommendation from Alcohol Assessment: 3-A: Enact a Primary Seatbelt Law:**
During the 2005 legislature the Attorney General sponsored a primary seatbelt law. Passage of this law failed on the floor in the House of Representatives. The MT Department of Transportation plans on sponsoring a seatbelt bill during the FFY 2007 legislature. In support of this effort, the SHTSO will do a major education campaign for the public on the importance of wearing seatbelts prior to this legislative session. A media company contracted by the SHTSO will start production of these messages in FFY 2006 and air these prior to the legislative session in FFY 2007. This ad company will produce and air seatbelt messages on the radio and television and use billboard ads. They will also do newspaper campaigns in the major markets and some of the smaller markets and use other types of media resources to educate the public about the importance of seatbelt usage.

Law enforcement plays a major role in seat belt and child safety usage by conducting overtime patrols in support of the SHTSO’s Selective Traffic Enforcement Program (STEP). This activity will continue during FY 2006. Seatbelt overtime activities by law enforcement will occur during both night and daytime. The Highway Patrol and over 21 local law enforcement agencies will continue receiving STEP contracts from the SHTSO to do seatbelt overtime during two national mobilizations in November and May covering 85% of the population. They will also conduct year round sustained enforcement with the goal of making two contacts per hour with motorists. Law enforcement agencies will focus their seatbelt efforts in areas that have a history of high incidents of alcohol related fatalities and injuries based upon plans submitted by each agency as part of their STEP contract with the SHTSO.

As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. Indication of impaired driving helps to establish probable cause for law enforcement when stopping motorists. If there is a violation, a ticket should be issued for drivers seen not wearing their seatbelts since Montana has a secondary seatbelt law. Law enforcement can also use speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts. The FFY 2006 Traffic Safety Problem Identification indicates that those who drive without their seatbelts are often under the influence of alcohol and/or drugs.

The SHTSO will have our law enforcement liaison implement STEP overtime programs on the reservations with tribal law enforcement not funded by BIA federal monies. This will happen as a pilot project on two or more reservations. The SHTSO will negotiate the implementation of this program between our office’s law enforcement liaison, the MT Department of Transportation Tribal Coordinator, and the tribal law enforcement. This strategy can help improve American Indians’ ability to apprehend those driving impaired and not wearing their seatbelts. The liaison will encourage tribal law enforcement agencies to work with non-tribal law enforcement agencies such as the MT Highway Patrol and county sheriffs offices to assist in DUI checkpoints as part of the STEP program.

Identifying access to other resources and additional funding sources helps us continue improving our occupant protection programs. The SKSC coalitions have made child safety seat training important in local programs and public information. Still, the adult population and young drivers need more focus to get them to buckle up. In response to this problem, incentive programs through the SKSC coalitions during FY 2006 will help promote increased seatbelt use by
parents, guardians and youth. The SKSC will work with local businesses to provide coupons and other incentives to drivers seen wearing their seatbelts i.e. free coffees, ice cream, soft drinks, coffee mugs, etc. These coalitions will also conduct more local seatbelt education campaigns to get the public to buckle up within their respective communities using positive messages. Depending upon funding, our office will have the contracted media company to work with the local SKSC coordinators and have them do local radio spots for the public on the importance of seatbelt usage for their use. Their ads will focus on male drivers of pickup trucks. Messages can involve rodeo and NASCAR buckle up messages or other themes.

The local SAFE KIDS/SAFE COMMUNITIES coalitions will expand their outreach to American Indians by inviting them to participate as members of their coalitions or assist them in organizing their own coalitions. SKSC coalitions can provide encouragement and support to American Indians in their educational efforts in developing messages on seatbelt usage for their respective reservations.

The media plan will include strategies on the development and implementation of positive, non-enforcement year round educational messages for impaired driving and seatbelt usage for the public. Strategies will include children communicating with adults about the negative impact of driving impaired and not wearing seatbelts. They can develop strategies involving rodeo buckle up messages. The media company will provide quarterly reports on the number media placements, the GRP’s, and frequency and reach of their television and radio spots.

A media company contracted by the SHTSO will develop seatbelt messages that has a law enforcement emphasis at the end of each radio and television spot and place these in Montana’s larger and some smaller markets covering 85% of the population. This will occur in conjunction with law enforcement seatbelt overtime activities during national mobilizations including the May Mobilization. The ad agency will also use billboards with a similar message that also focuses on seatbelts. The media campaign will have special focus on males who drive pickup trucks noted for not wearing their seatbelts.

For the National FFY 2006 May Mobilization campaign this same advertising company will do a major new release campaign involving the MT Department of Transportation Director, the Governor, and other dignitaries. These media spots must use messages similar to Click It or Ticket approved by NHTSA. The ad agency will also provide media support to each of the local law enforcement agencies involved in STEP during this same Mobilization period.

For American Indian audiences, the contracted advertising company will expand the American Indian seatbelt public information and education programs by adding two or more reservations. Three of the 7 reservations already involved in this program will continue participating FFY 2006. As much as possible, this program will occur in conjunction with the May Mobilization for non-American Indians. This program for American Indians, developed by the SHTSO has been in place for about a year. This ad agency will subcontract with American Indian community colleges or other organizations to provide interns on each of the participating reservations. The interns oversee the development and placement of American Indian specific messages about alcohol during pow wows, on radio stations, newspapers, billboards etc. located specifically on the participating reservations.
National statistics show that child safety seats reduce the risk of fatal injuries by 69% for infants and 47% for toddlers. Montana’s statistics demonstrate that injuries for children under the age of 4 have decreased 11.6% in the past 5 years. During the same timeframe the death rate for those under years of age have decreased by 54.5%. Contributing factors attributed to these child injury and fatality reductions include increased law enforcement efforts; public information and education campaigns; increased number of fitting stations and available community resources; distribution of educational materials; safety messaging via radio spots; and the execution of child safety seat training.

In FFY 2006 the SHTSO will continue child occupant protection training by certifying instructors to teach child passenger safety courses to local law enforcement, police officers, health care providers, and others with a vested interest in child passenger safety. We will continue public information and education programs targeting parents and care providers on the proper use and installation on child safety seats. This targeted group will include low income and American Indians. Depending upon available monetary resources, the SHTSO will also implement the recommendations in FFY 2006 based upon the NHTSA hosted Occupant Protection for Children (OPC) Assessment scheduled for September 2005 in Helena, MT.

3.2.4 Speed Control

In 1999 the Montana legislature passed a speed limit law that went into effect on Memorial Day weekend in 1999. The limit on the interstate for passenger vehicles was set at 75 miles an hour while the limit on most other non-interstate routes was set at 70 miles per hour. Night speeds are 75 on the interstate and 65 on non-interstate routes. Trucks have limits that are slower on some roads. Over the past four years, there has been an increase of 85th percentile 24-hour speeds on non-interstate speed monitoring sites according to the MT Department of Transportation’s Data and Statistics Bureau. While the sample sites do not make up a valid statistical sample, they do indicate a possible trend. The speeds for each of the first three quarters of 2004 were from 4.16, 4.95, and 4.35 miles an hour faster than during the same quarters in 2000. The rural interstate 85th percentile speeds are not showing this same increase during this period, but are increasing slightly.

There is a correlation between alcohol related crashes and exceeding the speed limit in fatal crashes as shown on the table below. In 2004, vehicles were speeding in 58.5% of alcohol related crashes and only 31.7% of the non-alcohol related crashes.

**Goal (I):** To reduce 85th Percentile Speeds on Non-Interstate to 71 mph for each of the four quarters by 2008.

**Measure:** Figure 18, Rural Non-Interstate, *Problem Identification Paper, 2006*
Table 37

<table>
<thead>
<tr>
<th></th>
<th>Speeding</th>
<th>Not Speeding</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol Related</td>
<td>62</td>
<td>44</td>
<td>106</td>
</tr>
<tr>
<td>58.5%</td>
<td>41.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not Alcohol Related</td>
<td>39</td>
<td>84</td>
<td>123</td>
</tr>
<tr>
<td>31.7%</td>
<td>68.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>101</td>
<td>128</td>
<td>229</td>
</tr>
</tbody>
</table>

Source: Fatal Analysis Reporting System (FARS)

In FFY 2006 the SHTSO will fund five “Your Speed Is” trailers to measure and show a vehicle’s speed on the roadway. This will improve local law enforcements’ understanding of the speed problem within their jurisdictions. The data from these trailers will show locations that have the largest speed problem and will show the time-of-day and day-of-week when the problem is the greatest. This will make it easier to concentrate manpower in the location and at the times to have the greatest effect on speed related injuries and fatalities. Placement of these trailer units will occur regionally throughout the state, shared by law enforcement agencies in major towns and counties. These units will assist in speed education for the public, school awareness, and in geographical areas with high volumes of traffic requiring a speed assessment. These trailers will
also have messaging capabilities reminding the public to wear their seatbelts and not to drive impaired mostly during national mobilizations.

The SHTSO will fund local law enforcement and the MT Highway Patrol to conduct sustained overtime for speed enforcement both day and night. This strategy also helps law enforcement to establish probable cause to apprehend impaired drivers and cite drivers seen not wearing their seatbelts.

In conjunction with law enforcement efforts, Healthy Mothers, Healthy Babies will continue their PI&E clearinghouse supplying the public information handouts on the dangers associated with speeding on the roadways. This information will be disseminated via 16 SAFE KIDS/SAFE COMMUNITIES local coalitions located throughout the State of Montana.

Section 3.2.5 – Police Traffic Services

Police Traffic Services is identified as a traffic safety related problem area. Law enforcement officers at the crash scene attempt to identify causes of crashes that include the following: speed too fast for conditions, alcohol, inattentive driving, careless driving, failed to yield, follow too closely, etc.

Major concerns have surfaced over increases in drivers whose attention is diverted by cell phones and other distractions the last few years. Novice drivers were a problem due to the lack of a Graduated Drivers License Law. However, the Montana legislature during FFY 2005 passed a Graduated Drivers License bill that should eventually contribute to the reduction of the number of fatal crashes and injuries among young drivers.

Driver’s license problems occur in over 800 injury crashes. License violations are considered a major area of concern including suspended drivers license and the requirement for motorcyclists to have endorsed driver’s licenses.

**Goal (D):** To reduce the sum of the occurrences of “speed too fast for conditions”, “failed to yield”, “careless driving”, “alcohol”, “follow too closely”, “improper turn” and “improper backing” to 16,000 by 2008 (17,363 during 2004).

**Measure:** Table 38, Contributing Circumstances in Crashes, Problem Identification Paper, 2006.

<table>
<thead>
<tr>
<th>Year</th>
<th>Alcohol</th>
<th>Speed Too Fast</th>
<th>Failed to Yield</th>
<th>Careless Driving</th>
<th>Follow Too Closely</th>
<th>Improper Turn</th>
<th>Improper Backing</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>1,532</td>
<td>2,887</td>
<td>3,902</td>
<td>4,133</td>
<td>---</td>
<td>531</td>
<td>493</td>
<td>---</td>
</tr>
<tr>
<td>1996</td>
<td>1,948</td>
<td>6,146</td>
<td>4,480</td>
<td>3,924</td>
<td>1,328</td>
<td>893</td>
<td>797</td>
<td>19,516</td>
</tr>
<tr>
<td>1997</td>
<td>1,791</td>
<td>4,806</td>
<td>4,040</td>
<td>4,313</td>
<td>1,397</td>
<td>865</td>
<td>710</td>
<td>17,922</td>
</tr>
</tbody>
</table>

Table 38
Contributing Circumstances Involving Driver
<table>
<thead>
<tr>
<th>Year</th>
<th>1998</th>
<th>1999</th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>Change 1 Yr</th>
<th>Change 5 Yr</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,816</td>
<td>1,851</td>
<td>1,818</td>
<td>1,708</td>
<td>1,922</td>
<td>1,889</td>
<td>1,908</td>
<td>+1.0%</td>
<td>+3.8%</td>
</tr>
<tr>
<td></td>
<td>4,462</td>
<td>3,335</td>
<td>4,396</td>
<td>3,426</td>
<td>4,517</td>
<td>4,663</td>
<td>3,419</td>
<td>-26.7%</td>
<td>-15.9%</td>
</tr>
<tr>
<td></td>
<td>3,687</td>
<td>3,483</td>
<td>3,627</td>
<td>3,690</td>
<td>3,883</td>
<td>3,695</td>
<td>3,630</td>
<td>-1.8%</td>
<td>-1.2%</td>
</tr>
<tr>
<td></td>
<td>4,645</td>
<td>5,492</td>
<td>5,928</td>
<td>5,373</td>
<td>5,890</td>
<td>5,998</td>
<td>5,965</td>
<td>-0.6%</td>
<td>+4.0%</td>
</tr>
<tr>
<td></td>
<td>1,284</td>
<td>1,338</td>
<td>1,341</td>
<td>1,385</td>
<td>1,517</td>
<td>1,400</td>
<td>1,468</td>
<td>+4.9%</td>
<td>+5.1%</td>
</tr>
<tr>
<td></td>
<td>753</td>
<td>713</td>
<td>742</td>
<td>500</td>
<td>503</td>
<td>501</td>
<td>517</td>
<td>+3.2%</td>
<td>-12.6%</td>
</tr>
<tr>
<td></td>
<td>718</td>
<td>633</td>
<td>629</td>
<td>465</td>
<td>459</td>
<td>400</td>
<td>456</td>
<td>+14.5%</td>
<td>-11.8%</td>
</tr>
<tr>
<td></td>
<td>17,365</td>
<td>16,845</td>
<td>18,481</td>
<td>16,547</td>
<td>18,691</td>
<td>18,546</td>
<td>17,363</td>
<td>-6.4%</td>
<td>-2.6%</td>
</tr>
</tbody>
</table>

Source: TIS – Montana Department of Transportation

As part of a distracted drivers campaign, the SHTSO will conduct a PI&E campaign on the dangers of cell phone use and other distractions while driving. Raw data from a 2004 national report produced by NHTSA shows that cell phone use is on the rise especially for females from 16 to 24 years of age. The SHTSO will develop and provide pamphlets on this traffic safety related problem for the SKSC local coalitions to disseminate to the public.

The SHTSO law enforcement liaison will work with and encourage local law enforcement agencies to cite drivers involved in the traffic violations listed in table 38. This includes the law enforcement agencies already participating in STEP impaired driving and seatbelt overtime activities.

Section 3.2.6 – Traffics Records

Traffic records information assists law enforcement, the judicial system, safety professionals, injury prevention specialists and interested supporters of safety by providing safety related data. Some of these databases include crash data, traffic citations and convictions, drivers’ records, vehicle registrations, road log information, and injury prevention health and trauma and hospital data.

**Goal (E):** To improve Traffic Records data and information in Montana to help provide better and more accurate data for decision-making, enforcement, health, and other traffic safety experts; to improve the linking of databases and improve the access to data.

**Measure:** Development of a Strategic Plan for Traffic Records and improve traffic record databases.

Improvements were made in 1995 and 1996 to upgrade the old Montana crash system. A Traffic Records Assessment was completed during April of 2004. A strategic plan for traffic records using the Traffic Records Assessment as a baseline is under development during 2005 as a starting point to help improve Montana’s traffic data reporting capability. A firm contracted by the MT Department of Transportation is developing this document and its completion is expected by fall of 2005. Based upon this plan and availability of funding, the MT Department
The traffic crash record system of the Montana Highway Patrol forms the core of data needed to examine highway traffic safety in the state, but needs additional and improved supplemental data from other sources and record systems. Examples include improved data and linkage from the driver’s licensing and vehicle registration systems within the Montana Department of Justice, improved road-log and traffic information from the MT Department of Transportation, trauma and EMS trip reports from the MT Department of Public Health and Human Services and a statewide citation/conviction system.

A variety of traffic safety stakeholders’ benefit from using traffic records data. State and local health agencies, roadway engineering, law enforcement agencies, fire departments, SKSC local coalitions, MT Department of Health & Human Services, Indian tribes, and traffic safety related agencies all benefit from improved records and data to help them develop and implement traffic safety related programs. Also, the reauthorization of local DUI Task Forces will help foster the increased use of traffic data by local treatment/rehabilitation services, law enforcement, and the DUI Task Forces themselves.

For FFY 2006, the SHTSO will work with tribal governments to encourage them to submit their crash data into the statewide database. They will be invited to have representation on the State’s Traffic Records Coordinating Committee as part of this data exchange. This strategy will result in the development of a comprehensive records data capability that will benefit American Indians and non-American Indians in tracking summary of crashes, DUI convictions, citations, and sentences.

Section 3.2.7 – Emergency Medical Services (EMS)

Severe injuries have decreased over 30% during the past ten years. This number was lower in 2004 than during 2003. Seatbelts, airbags, and child restraints may have accounted for part of this decrease. Still, severe injuries that include fatalities and incapacitating injuries are economically costly to the state.

**Goal (F):** to reduce severe injuries to persons from motor vehicle crashes below 1,700 by 2008.

**Measure:** Table 4, Injury Severity, *Problem Identification Paper, 2006*

<table>
<thead>
<tr>
<th>Year</th>
<th>Fatalities</th>
<th>Incapacitating</th>
<th>Possible Injury</th>
<th>Severe Injuries</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1995</td>
<td>216</td>
<td>2,405</td>
<td>3,099</td>
<td>2,621</td>
</tr>
<tr>
<td>1996</td>
<td>198</td>
<td>2,043</td>
<td>3,057</td>
<td>2,241</td>
</tr>
</tbody>
</table>
The category of Emergency Medical Services (EMS) has a number of issues associated with it. This service structure is failing and volunteers are becoming more and more difficult to replace. The lack of salary and retirement benefits works against recruiting volunteer Emergency Medical Services (EMS) technicians. The very survival of the program is at stake and new funding efforts from both the state and national levels needs pursuing.

Historically we have supported the EMS program within the MT Department of Public Health and Human Services (DPHHS). Financial support ended a few years when we applied seed money requirements to their program. Their focus has moved from traffic safety and Trauma System development to homeland security, terrorism, fire safety, hazardous materials problems, and other issues.

Also, connecting crash and injury prevention data remains weak in our coordination with EMS due to the following reasons:

- lack and accessibility of data
- loss of providers particularly in rural areas
- declining importance of motor vehicle crashes in the injury and death issues for the nation.

DPHHS proposes to integrate EMS within hospitals as a stopgap measure to recruit and train volunteers since this group is an integral part of a complete trauma system. This is especially important since rural EMS is a major weak area and requires attention.

An EMS Assessment co-hosted by NHTSA and the MT Department of Transportation was conducted June 2005 to help improve the EMS system in Montana. Based upon one of the recommendations from this project, the SHTSO will have packets of public information and education materials developed and disseminated to the public about EMS provider’s contribution to the communities. This packet will inform the public about the how the cost of injuries and fatalities are reduced because of well-trained EMT’s. This information is intended to demonstrate EMS is a professional system needing support to help improve statewide coverage.

<table>
<thead>
<tr>
<th>Year</th>
<th>Training</th>
<th>Initial</th>
<th>One Year</th>
<th>Two Year</th>
<th>Three Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>265</td>
<td>1,917</td>
<td>3,187</td>
<td>5,584</td>
<td>2,182</td>
</tr>
<tr>
<td>1998</td>
<td>237</td>
<td>1,834</td>
<td>3,044</td>
<td>5,202</td>
<td>2,071</td>
</tr>
<tr>
<td>1999</td>
<td>220</td>
<td>1,739</td>
<td>3,254</td>
<td>5,466</td>
<td>1,959</td>
</tr>
<tr>
<td>2000</td>
<td>237</td>
<td>1,790</td>
<td>3,325</td>
<td>5,683</td>
<td>2,027</td>
</tr>
<tr>
<td>2001</td>
<td>230</td>
<td>1,433</td>
<td>2,645</td>
<td>4,904</td>
<td>1,663</td>
</tr>
<tr>
<td>2002</td>
<td>269</td>
<td>1,738</td>
<td>2,876</td>
<td>5,472</td>
<td>2,007</td>
</tr>
<tr>
<td>2003</td>
<td>262</td>
<td>1,634</td>
<td>2,812</td>
<td>5,186</td>
<td>1,896</td>
</tr>
<tr>
<td>2004</td>
<td>229</td>
<td>1,557</td>
<td>2,692</td>
<td>5,013</td>
<td>1,796</td>
</tr>
</tbody>
</table>

Chg 1 Yr: -12.6% -4.7% -4.3% -3.3% -5.8%
Chg 5 Yr: -6.0% -6.6% -9.7% -6.2% -6.5%

Source: TIS - Montana Department of Transportation
of their services in response to serious traffic related crashes. Our SKSC coalitions would work cooperatively with our office and EMS to distribute such material and injury prevention information.

Section 3.2.8 – Motorcycle Involvement in Crashes

*Motorcycle Involvement in Crashes* is becoming a national priority in terms of traffic safety. In Montana, like elsewhere, motorcycle traffic crashes are up and affecting older riders more than any other group. The age of riders and fatalities has been increasing during the past two decades. In the past, most fatalities came from the ages of 18 to 34. Now, most motorcycle related fatalities are occurring among the 35 to 64 year old group.

<table>
<thead>
<tr>
<th>Table 44</th>
<th>Motorcycle Fatalities by Age</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Year</td>
</tr>
<tr>
<td>1995</td>
<td>1995</td>
</tr>
<tr>
<td>1996</td>
<td>1996</td>
</tr>
<tr>
<td>1997</td>
<td>1997</td>
</tr>
<tr>
<td>1998</td>
<td>1998</td>
</tr>
<tr>
<td>1999</td>
<td>1999</td>
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<td>2000</td>
<td>2000</td>
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<tr>
<td>2001</td>
<td>2001</td>
</tr>
<tr>
<td>2002</td>
<td>2002</td>
</tr>
<tr>
<td>2003</td>
<td>2003</td>
</tr>
<tr>
<td>2004</td>
<td>2004</td>
</tr>
<tr>
<td>10 Yr Total</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: TIS – Montana Department of Transportation

Motorcycle crashes result in injuries and deaths primarily from lack of protections. For instance, those over 65 years of age wore helmets more often than any other age group. For most other age groups helmet usage was between 35 and 45 percent.

**Goal (G):** To reduce motorcycle crashes to 1.6% of all crashes by 2008.

**Goal (H):** To reduce motorcycle fatal crashes to 6% of all fatal crashes by 2008.

**Measure:** Table 42, Motorcycle Crashes, *Problem Identification Paper, 2006*
<table>
<thead>
<tr>
<th>Year</th>
<th>Motorcycle Registrations</th>
<th>Crashes</th>
<th>Percent of All Crashes</th>
<th>Fatal Crashes</th>
<th>Percent of all Fatal Crashes</th>
<th>Injury Crashes</th>
<th>Percent of all Injury Crashes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>18,225</td>
<td>317</td>
<td>1.5%</td>
<td>14</td>
<td>7.5%</td>
<td>265</td>
<td>3.9%</td>
</tr>
<tr>
<td>1996</td>
<td>17,935</td>
<td>296</td>
<td>1.2%</td>
<td>8</td>
<td>4.5%</td>
<td>252</td>
<td>3.6%</td>
</tr>
<tr>
<td>1997</td>
<td>17,978</td>
<td>307</td>
<td>1.4%</td>
<td>18</td>
<td>8.1%</td>
<td>246</td>
<td>3.5%</td>
</tr>
<tr>
<td>1998</td>
<td>NA</td>
<td>286</td>
<td>1.3%</td>
<td>13</td>
<td>6.3%</td>
<td>235</td>
<td>3.5%</td>
</tr>
<tr>
<td>1999</td>
<td>NA</td>
<td>284</td>
<td>1.3%</td>
<td>15</td>
<td>7.7%</td>
<td>229</td>
<td>3.4%</td>
</tr>
<tr>
<td>2000</td>
<td>NA</td>
<td>332</td>
<td>1.5%</td>
<td>14</td>
<td>7.0%</td>
<td>279</td>
<td>4.0%</td>
</tr>
<tr>
<td>2001</td>
<td>25,618</td>
<td>302</td>
<td>1.4%</td>
<td>11</td>
<td>5.5%</td>
<td>236</td>
<td>3.8%</td>
</tr>
<tr>
<td>2002</td>
<td>28,111</td>
<td>347</td>
<td>1.5%</td>
<td>24</td>
<td>10.3%</td>
<td>251</td>
<td>3.9%</td>
</tr>
<tr>
<td>2003</td>
<td>34,433</td>
<td>375</td>
<td>1.6%</td>
<td>12</td>
<td>4.6%</td>
<td>314</td>
<td>5.0%</td>
</tr>
<tr>
<td>2004</td>
<td>42,967</td>
<td>400</td>
<td>1.8%</td>
<td>20</td>
<td>9.6%</td>
<td>325</td>
<td>5.4%</td>
</tr>
<tr>
<td>Chg 1 Year</td>
<td>+24.8%</td>
<td>+6.7%</td>
<td>+12.5%</td>
<td>+66.7%</td>
<td>+10.9%</td>
<td>+3.5%</td>
<td>+8.0%</td>
</tr>
<tr>
<td>Chg 5 Year</td>
<td>---</td>
<td>+22.0%</td>
<td>+23.3%</td>
<td>+31.6%</td>
<td>+36.8%</td>
<td>+24.1%</td>
<td>+34.3%</td>
</tr>
</tbody>
</table>

**Source:** TIS – Montana Department of Transportation

The general public demands stronger coordination and cooperation from motorcycle riders. The Havre campus of Montana State University organizes a statewide, nine (9) month initial motorcycle-training program for new riders. The Montana Fish Wildlife and Parks department conducts an off-road training program of similar duration and instruction. We’re told the amount of training for motorcyclists is up in the last few years.

During FY 2006 the MT Department of Transportation will post motorcycle safety information on their web site, and publish materials including brochures and flyers that promote motorcycle safety. These materials will include information about the problems of intoxication while driving a motorcycle and not wearing a helmet. The SKSC clearinghouse will disseminate these published materials to the public.

Motorcycle training requirements are based on industry standards published by national roadway and off-road riding associations or foundations. These will be reviewed along with other state’s regulations and programs for possible improvements in Montana. The Department of Justice will be asked to review their rules on obtaining a motorcycle endorsement for a driver’s license along with other elements studied under an assessment.

Assistance is needed to improve helmet use rates, evaluate proper license endorsement procedures, and other governmental roles in facilitating safer rides. Means to improve motorcycle safety crash data and use of data to improve motorcycle safety will be explored along with the motorcycle training programs.
## Section 3.3 Implementation Process

The third process component of the Performance Plan is depicted below. It provides a graphic overview of the processes used to implement our annual plan. The Department is constantly seeking recommendations for improvements to this process or any other facet of the planning process. It is recommended that any such recommendations be received no later than July of each year so that they might receive full consideration in the following year’s plan.

<table>
<thead>
<tr>
<th>INFLUENCES</th>
<th>PROCESS</th>
<th>PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MDT programs -</td>
<td>(1) SHTSO solicits projects from agencies as appropriate in specific problem areas</td>
<td>- Police, Sheriffs</td>
</tr>
<tr>
<td>Budget &amp; Prog. Planning -</td>
<td>- SHTSO provides problem area information and project details, rules</td>
<td>- Judicial agencies</td>
</tr>
<tr>
<td>State &amp; Federal programs -</td>
<td>- SHTSO receives project proposals from state and local agencies</td>
<td>- Local/state programs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Local agencies</td>
</tr>
<tr>
<td>Federal rules -</td>
<td>(2) SHTSO provides problem area information and project details, rules</td>
<td>- State agencies</td>
</tr>
<tr>
<td>State rules -</td>
<td></td>
<td>- Bureau staff</td>
</tr>
<tr>
<td>HSP needs/results -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Needs &amp; data -</td>
<td>(3) SHTSO receives project proposals from state and local agencies</td>
<td>- State/local staff</td>
</tr>
<tr>
<td>Leverage -</td>
<td></td>
<td>- Commissioners</td>
</tr>
<tr>
<td>Rules, HSP -</td>
<td>(4) SHTSO reviews/negotiates projects based on Problem Identification, budget and traffic safety goals &amp; objectives.</td>
<td>- SHTSO staff</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>State &amp; federal law -</td>
<td>(5) SHTSO negotiates with agencies final project objectives and costs</td>
<td>- SHTSO staff</td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td>- State/local staff</td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administration -</td>
<td>(6) SHTSO signs &amp; sends HSP implementation agreements for reimbursements of products received</td>
<td>- SHTSO staff</td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSP goals -</td>
<td>(7) Department reviews and approves agreements</td>
<td>- Administrator</td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td>- Legal Services</td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>State &amp; federal rules -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal rules -</td>
<td>(8) SHTSO sends agreements to local agencies for local reviews &amp; approvals, receives one copy for files</td>
<td>- SHTSO staff</td>
</tr>
<tr>
<td>Federal reviews -</td>
<td></td>
<td>- State/local staff</td>
</tr>
<tr>
<td>Federal reviews -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal reviews -</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The processes necessary to implement the Performance and Highway Safety Plans involve both in-house delivery and contracting services. These are defined as state and local countermeasures.
used to mitigate or abate traffic safety problems. Implementation is influenced primarily by results and by budgets, statutes, rules, policies and other local, state and federal plans and programs. Contracting parties include state and local, public and university officials, their staffs, along with private firms.

Section 4.0 Annual Report

An annual report is submitted within ninety days following the end of the Federal Fiscal Year (FFY) that runs from October 1st to September 30th. The report discusses the status of progress toward meeting the goals stated in the Performance Plan. The annual report notes traffic safety programs undertaken, projects funded, and expenditures made. It reports measurable changes realized within the general and the specific problem areas and presents evaluations of all paid media efforts. Finally, it discusses any important administrative and legislative changes that affect the overall program.

Section 5.0 Strategic Planning

One strategic planning meeting is held each year around May involving representation from numerous states, local and federal agencies.

Additional meetings may be convened to review federal or state initiatives, secure technical assistance to further the plan’s impacts, track progress or to monitor processes and expenditures. The State may request a management and program review or audit, or program area assessment at any time during the year. Our federal funding source conducts a program review about every three years.
Draft

FY 2006

HIGHWAY SAFETY PLAN

As of July 24, 2005
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SECTION 1

EQUIPMENT PURCHASES
EQUIPMENT PURCHASE FUNDING APPROVAL

Approval is sought for Law Enforcement equipment that is scheduled for purchase under contract with either state or local government.

<table>
<thead>
<tr>
<th>Problem Area</th>
<th>Estimated Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>02 Alcohol/Other Drugs</td>
<td></td>
</tr>
<tr>
<td>** - Radar trailers for “Your Speed Is” and other safety message displays</td>
<td>$125,000 ($25,000 x 5 trailers)</td>
</tr>
<tr>
<td>-- Local systems, Western Montana (Missoula, Ravalli, Mineral, Lake, Flathead) (Carried forward for completion this year)</td>
<td>$ 500,000?????</td>
</tr>
</tbody>
</table>

All items are purchased under a state and local term contract issued by the Montana Department of Administration or by a local agreement. The allocation process used for determining law enforcement equipment assistance is:

1. For in-car video and portable breath testing devices, the allocation is based upon the number of alcohol-related crashes and the number of DUI convictions in the jurisdiction. The allocation may be adjusted based upon a determination of need.

2. For radar units, the allocation is based upon the number of traffic crashes in the jurisdiction and the number of crashes where speed was a contributing factor. The allocation may be adjusted based upon a determination of need.

**No contracts for FY2006 will be provided to any of these law enforcement agencies until a list of mobile data related equipment and “Your Speed Is” trailers costing $5000 or more per unit is submitted to the State Highway Traffic Safety Office (SHTSO) from each of these agencies. During FY 2005, the SHTSO is working with these agencies to get the specifics concerning this equipment and notified they will not receive contracts from this office until this information is available.
SECTION 2

- HIGHWAY SAFETY PLAN COUNTERMEASURES
- **EVALUATION MEASURES
- BUDGET CATEGORIES

** (Cross references Highway Safety Performance Plan goals to Highway Safety Plan Countermeasures)
MT HSP 2006
01 Planning & Administration

Countermeasure Detail

Evaluation Measure: J Efficient & effective support of program objectives & administration of the HSP

Task 1  J Staff salaries and benefits of the State Highway Safety Officer, Grants Accountant, part-time Accounting Technician, Program Specialist III (Law Enforcement Liaison), Operations Research Analyst, Training and Development Specialist, and Program Specialist I are assigned work that pertain to traffic safety related programs and project accounts as necessary that provide management and monitoring services. Generally the State Highway Traffic Safety Officer and Administrative Support/Grants Accountant are the two positions funded from this cost category. Periodically, other personnel within the SHTSO are funded from this same category.

Task 2  J Staff noted above are advanced or reimbursed for their travel, per diem and training costs. These personnel are assigned to general traffic safety related projects to provide management and monitoring services.

Fund supplies in support of program management activities.

Task 3  J Alcohol Assessment Priority Recommendation 1-A: State, Local, and Tribal DUI Task Forces/Commissions: Establish a Governor’s Impaired Driving Task Force to include tribal representation with high-level visible leadership:

Tribal, state and local officials are reimbursed for travel, per diem and training costs for management, policy and procedure training in support of our highway traffic safety programs and projects. These are tribal, state and local employees, legislators, judges, police officer and sheriffs, and others necessary to help the State Highway Traffic Safety Office implement traffic safety related projects. Costs associated with the annual Highway Safety Planning (HSP) meeting cover expenses for travel and per diem for HSP participants including tribal representatives plus meeting room expenses and other associated costs. Attempts are made to provide training and travel within the state, whenever possible, to avoid the higher out-of-state travel costs. Travel throughout the year is funded to help support traffic safety related projects.

Task 4  J Alcohol Assessment Priority Recommendation 1-A: State, Local, and Tribal DUI Task Forces/Commissions: Establish a Governor’s Impaired Driving Task Force to include tribal representation with high-level visible leadership:

Provide per diem to participants who assist in the development of the Comprehensive Traffic Safety Plan. The Traffic Safety Committee chaired by the Governor’s Representative for Highway Safety is responsible for the development of this plan. The membership of this committee includes state agency directors, key local law enforcement decision makers, and American Indians. Specifically in FFY 2006 membership of this committee will include tribal council representatives from
each reservation. This plan involves all aspects of Montana’s transportation safety program including impaired driving. The Comprehensive Safety Plan will integrate portions of the FFY 2006 Governor’s Highway Safety Plan, which includes American Indian specific impaired driving countermeasures and strategies that address increased seatbelt usage. The expected result is safe mobility for all. This task funds meeting rooms and per diem for key personnel including 2 tribal representatives to attend Comprehensive Traffic Safety planning meetings who live more than 50 miles out of town.

Task 99  J  (All of the Above)  Indirect Cost Rate 17.52%
<table>
<thead>
<tr>
<th>TASK</th>
<th>TOTAL COST</th>
<th>PRIOR YEAR</th>
<th>CURRENT YEAR</th>
<th>LOCAL</th>
<th>MATCH 50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>105,000</td>
<td>105,000</td>
<td></td>
<td>0</td>
<td>56,700</td>
</tr>
<tr>
<td>2</td>
<td>10,000</td>
<td></td>
<td>10,000</td>
<td>4,000</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>10,000</td>
<td></td>
<td>10,000</td>
<td>4,000</td>
<td>5,000</td>
</tr>
<tr>
<td>4</td>
<td>10,000</td>
<td></td>
<td>10,000</td>
<td>4,000</td>
<td>16,713</td>
</tr>
<tr>
<td>99</td>
<td>16,713</td>
<td></td>
<td>16,713</td>
<td>0</td>
<td>0</td>
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<tr>
<td>TOTALS</td>
<td>151,713</td>
<td>105,000</td>
<td>46,713</td>
<td>12,000</td>
<td>78,413</td>
</tr>
</tbody>
</table>
MT HSP 2006
02 Alcohol /Other Drugs
Countermeasure Detail

Evaluation Measures:
A  Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008
B  Reduce the percentage of alcohol related fatalities to 40% of all fatalities by 2008
D  Reduce the sum of occurrences of “speed too fast for conditions”, “failed to yield”, “careless driving”, “alcohol”, “followed too closely”, “improper turn”, and “improper backing” to 16,000 by 2008
H  Reduce motorcycle fatal crashes to 6% of all fatal crashes per year by 2008
J  Efficient & effective support of program objectives & administration of HSP

Task 1  A, B, D, H, J  This task funds salaries and benefits of the following staff members: State Highway Traffic Safety Officer, Grants Accountant, part-time Accounting Technician, Program Specialist III (Law Enforcement Liaison), Operations Research Analyst, Training & Development Specialist, and Program Specialist I assigned to alcohol and other drugs program and project accounts as necessary to provide project management and monitoring services. Generally, the Program Specialist I and the Training and Development Specialist are funded from this cost category. Other staff members from the SHTSO are periodically funded from this same category.

Task 2  A, B, D, H, J  Staff noted above are advanced or reimbursed for their travel, per diem, and training costs. These personnel are assigned to alcohol and other drug programs and project accounts to provide management and monitoring services. This includes site visits to local DUI Task Forces and strategies implemented by the Training and Development Specialist to increase the number of local DUI Task Forces that covers 70% of Montana’s population.

Fund supplies in support of program management activities.

Task 3  A, B, D, J  Tribal, state and local officials are reimbursed for travel, per diem and training costs for management, program, policy and procedure training in support of alcohol and other drug programs. These are tribal, state and local employees, legislators, judges, police, sheriffs, advisor familiar with American Indian issues on and off the reservations, and others with a vested interest in traffic safety. Funds from this category may pay travel expenses for American Indian and non-American Indian law enforcement to attend special meetings that will address how to improve their alcohol overtime program. This category will also fund travel expenses for representatives from the local SAFE KIDS/SAFE COMMUNITIES (SKSC) coalitions and American Indians from the reservations to attend special alcohol forums hosted by NHTSA and/or the State Highway Traffic Safety Office (SHTSO). This category funds per diem, meeting room expenses, and other associated expenses that support local DUI Task Force representatives attending meetings hosted by the SHTSO.
The SHTSO will continue funding the semi-annual train the trainers’ certification training for ACT (Assessment, Course, and Treatment) chemical dependency counselors. This includes paying American Indians per diem to come and participate in this training. An American Indian version of the ACT training will be available for the first time in FFY 2006 as a train the trainers’ course. The SHTSO is working with the MT Department of Public Health & Human Service’s Addictive & Mental Disorders Division on this project. This training will be offered as a separate track of the regularly scheduled ACT training program. This allows flexibility to present both versions of the training for those ACT trainers living in urban areas who have Native Americans in their classes (154 AL task 14).

This task also funds people with expertise in alcohol and other drugs to network with and advise local coalitions and other local organizations. The State Highway Traffic Safety Office will contract the Missoula SKSC coordinator to assist local SKSC organizations that operate within the counties of Ravalli, Butte-Silverbow, Cascade, Flathead, Gallatin, Lake, Lincoln, Hill, and other counties as needed that are located in the western part of the state. This is where Montana has a majority of it’s population. The coordinator will show these local SKSC organizations how to conduct effective impaired driving programs including alcohol server training, working with law enforcement to encourage them to conduct impaired driving overtime, and how to develop local PI&E on impaired driving.

**Task 4** A, B

**Alcohol Assessment Priority Recommendation 2-D-1: Schools: Coordinate impaired driving and traffic safety prevention activities with science-based substance abuse strategies at the state and local level:**

SHTSO staff will continue to work with Office of Public Instruction, Safe and Drug Free School Coordinators to promote protective factors. SHTSO staff will also work with Addictive and Mental Disorders to collaborate on activities funded by SAMHA (Substance Abuse & Mental Health Administration) Community Incentive Programming grants.

**Task 5** A, B

The State Highway Traffic Safety Office will help produce reference materials including manuals and newsletters for use by professionals, DUI Task Forces, prosecutors, judges, SKSC local coalitions, (Assessment, Course, & Treatment) ACT chemical dependency counselors, and other segments of the public. Production of an impaired driving related newsletter may involve contracting a university or available advertising agency to organize and develop this document. The SHTSO will also contract the MT Department of Public Health & Human services to produce the ACT manual. This manual will include culturally specific information for American Indian use that addresses screening, referral, and treatment procedures (154 Al task 15).

**Task 6** A, B, D

Funding from this task are for SAFE KIDS/SAFE COMMUNITIES (SKSC) local coalitions to continue impaired driving programs by contracting Healthy Mothers, Healthy Babies (HMHB) to manage this project. HMHB in turn subcontracts 16 local SAFE KIDS/SAFE COMMUNITIES coalitions in the following counties: Ravalli, Butte-Silver Bow, Cascade, Fergus, Custer, Dawson, Flathead, Gallatin, Hill, Lincoln, Missoula, Richland, Lake,
Pondera, Lewis & Clark, and Yellowstone. These 16 coalitions include a catchment of 14 additional counties that total to 30 counties. Other SKSC coalitions may be added during FY 2006. The make-up of the current coalitions encompasses 80% of Montana’s population.

Contract HMHB to continue their clearinghouse to supply informational handouts to the public about impaired driving.

Local SKSC coalitions will utilize various data related resources including the Highway Safety Office’s Problem Identification FFY 2006 document, the Youth Risk Behavior Survey (YRBS) produced by the Office of Public Instruction, the Montana Prevention Needs Assessment survey, and from other traffic safety related resources as part of their planning and development of impaired driving education programs for schools, etc. Campaigns using this information will target certain high-risk population segments that are unique to each community. Using positive, non-enforcement messages, SKSC will conduct year round public education on impaired driving targeting this high risk population. These coalitions will use the help of local media resources, and develop their own brochures, newspaper announcements, and other public information and education (PI&E) sources.

Local SKSC coalitions are required to conduct public information and education projects in impaired driving that includes support to local law enforcement during 1 impaired driving national mobilizations and 1 state mobilization and support youth enforcement and public information and education projects. Coalitions are expected to continue alcohol server training within their respective counties using either the MT Department of Revenue “Let’s Control It” training program.

Alcohol Priority Recommendation 2-B: Transportation Alternatives: Ensure that designated driver and safe ride programs are age-appropriate, include health risk information, and discourage over consumption:

SKSC coalitions that choose to implement a designated drivers program i.e. “Home Free” will use local data and available data from the SHTSO that targets the appropriate age group. This program will include health risk information and discourage over consumption. Coalitions will work with local establishments to encourage them to provide patrons free soda or desserts that choose to be a designated driver for their group.

Coalitions can provide T-shirts, mugs, etc. to the establishments who actively support an impaired driving program such as server training, designated drivers program, etc.

(154 AL task 3 & task 10)

Task 7  A, B, D

Alcohol Assessment Recommendation 1-A: State, Local, and Tribal DUI Task Forces/Commissions: Expand the number of and/or reach of the DUI task forces and community coalitions so that all parts of the state including the reservations are covered by a task force and/or coalition:
SKSC coalitions and local DUI Task Forces will encourage American Indians to join their coalitions as members who live on and off the reservations. SKSC may also help the American Indians establish their own SKSC coalitions on the reservations. DUI Task Force can do the same by helping the American Indians establish their own DUI Task Forces. Both groups will provide encouragement and support to American Indians in their educational efforts in developing culturally sensitive messages on impaired driving (154 Al task 4).

** Funds are provided to police and sheriff agencies and the MT Highway Patrol to conduct sustained overtime impaired driving enforcement and overtime patrols that coincide with national impaired driving mobilizations during both night and day time. This law enforcement overtime program is known as STEP (Special Traffic Enforcement Programs). The desired outcome is to have an officer average 2 contacts per hour. The largest agencies are approached first where 60% of the state alcohol related crashes occur and can cover 75% of the state’s population.

The agencies offered contracts are as follows: the police departments in Billings, Bozeman, Great Falls, Helena, Kalispell, Missoula; the sheriffs departments in Missoula County, Yellowstone, Cascade, Ravalli, Flathead, Lewis & Clark, and Butte Silver-Bow. The next group of law enforcement agencies offered contracts are law enforcement agencies (sheriffs and/or police) in communities and counties with a population of at least 5000 people. The next agencies approached to conduct STEP programs are located in counties with less than 5000 people. In total, this provides an 85% statewide coverage of the population by law enforcement when these smaller agencies are included. The SHTSO will actively recruit more law enforcement agencies to get them to participate in STEP overtime.

** Alcohol Assessment Priority Recommendation: 3-B: Enforcement: Conduct sobriety checkpoints (i.e. safety spot checks):

** Each of these agencies will submit updated plans to the SHTSO on when and where they will conduct their sustained and mobilization enforcement overtime activities for impaired driving. Their plans are based upon the areas with a history of high alcohol related fatalities and injuries. As part of the STEP program, the MT Highway Patrol is committed to conducting safety spot checks in strategic areas throughout the state in support of sustained and mobilization efforts.

** As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. Indication of impaired driving can lead to the establishment of probable cause for law enforcement to stop motorists and ticket those seen not wearing their seatbelts since Montana has a secondary seatbelt law. The FFY 2006 Highway Traffic Safety Problem Identification indicates those who drive under the influence of alcohol and/or drugs also have a tendency to drive without their seatbelts.
**Law enforcement can use speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts. Table 37 in the FFY 2006 Problem Identification shows that vehicles were speeding in 58.5% of the alcohol related crashes. Only 31.7% of motorists were involved in non-alcohol related crashes.

(154 AL Task 1; 157 Incentive task 10; 164 AL task 3; 164 NHTSA task 3; 06 Speeding task 2)

Task 9 A, B
As a pilot project, the SHTSO will encourage 2 or more American Indian tribes to participate in STEP by having them conduct impaired driving overtime activities on the reservations. The SHTSO law enforcement liaison will coordinate this effort with tribal law enforcement, the MT Department of Transportation Tribal Coordinator, and other law enforcement agencies i.e. MT Highway Patrol, sheriffs and/or police departments.

(154 task 2)

Task 10 A, B
Funds will support judges and prosecutors training for American Indian and non-American Indian judges, prosecutors, and law enforcement personnel to maintain or improve their knowledge, skills and abilities in addressing impaired driving problems throughout Montana’s court system. We plan to use a NHTSA approved curriculum for both prosecutorial and judicial training. The National Judicial College training will also help support judges training. These trainings will include Montana’s legal and procedural elements. The SHTSO will request CLE credits for those who participate in these training programs. We will institutionalize the judges training by working closely with the MT Supreme Court Administrator and/or the University of Montana Law School. The SHTSO will also assist in funding judges on-line training that can also be used to help judges mentor each other on DUI related judiciary processes.

Alcohol Assessment Priority Recommendations:

3-D: Prosecution: Require, through statute or rule of court procedure that a prosecutor shall be present at all proceedings in which pleas of guilty or no contest are entered on DUI or Per Se violations and such prosecutor provide information to the court concerning defendant’s conviction record prior to imposition of sentence:

3-E: Adjudication: Require judges to decline to accept plea negotiations that include prosecutorial commitments to effect the disposition of implied consent refusal proceedings in favor of a defendant:

To implement 3-D and 3-E, the SHTSO will solicit help from the MT County Attorney’s Association (MCAA) and contract them to train prosecutors including city prosecutors who prosecute DUI and Per Se Offenses. Course work will include Montana’s legal and procedural elements; proper adjudication process; prosecutorial commitments that effect the disposition of implied consent refusal proceedings that favor a defendant; the importance of prosecutor’s presence during proceedings in which pleas of guilty or no contest is entered for DUI
or Per Se violations; the purpose of having the defendant’s conviction record available prior to imposition of sentence. Traffic stops, citations, arrests, incarceration, and rehabilitation are areas of concern for these groups that they must learn through education and training. This strategy will hopefully result in rule of court procedure implemented statewide.

**Alcohol Assessment Priority Recommendation 3-D: Prosecution:** Encourage tribal courts to adopt uniform traffic safety codes that incorporate provisions of the Montana statutes governing DUI, Per Se violations, and the suspension of driving privileges upon conviction or for refusal to comply with the Montana implied consent law:

To accomplish this recommendation (3-D) the SHTSO must first identify current practices on the reservations and identify the leaders that can implement change in Tribal Traffic Codes. In FFY 2006, the SHTSO will conduct a survey of American Indian judges to help establish baseline of what they already have in place within their court system in terms of current traffic safety codes. The SHTSO will meet with the Montana Wyoming Tribal Judges Association to discuss the current state of Tribal Courts as they relate to traffic law. This will allow for the gathering of information already available to tribal courts and help determine what else the judges may need. Tribal judges will be invited to participate in District Court Judges and Courts of Limited Jurisdiction training. This training will provide tribal judges a better understanding of Montana Traffic Code. The SHTSO will support a comprehensive effort initiated by the MT Department of Justice to encourage the adoption of Montana traffic codes. This will make cross deputization of tribal law enforcement and the MT Highway Patrol much easier to implement.

Working with the Montana Wyoming Tribal Judges Association, the SHTSO can provide information to judges to learn about uniform traffic safety codes of the state that incorporate statutes governing DUI and Per Se Violations if not already implemented on the reservations. During the training, the tribal judges will be encouraged to communicate this information to their Tribal Councils and have them consider adopting these codes on the reservations. This training will also cover the process of the suspending driving privileges upon conviction or for refusal to comply with the Montana implied consent law and how this process can benefit traffic safety on the reservations. The SHTSO will fund travel costs for American Indian judges from each reservation to participate in this training.

MCAA will be provided with a list of current tribal prosecutors to invite to future MCAA trainings. The SHTSO will fund tribal prosecutors per diem to attend these trainings. Additionally, the tribal prosecutors will be surveyed to identify their needs in the prosecution of DUI on the reservations.

**Alcohol Assessment Priority Recommendation 3-E: Adjudication:** Encourage all tribal courts and their judges to report all traffic convictions and case dispositions to driver control.

The SHTSO will request the MT Supreme Court Administrator and the University of MT Law School to encourage American Indian judges as part of the training to work with their tribal councils and allow sharing the reservations’ conviction and case dispositions with Montana’s Drivers Control located in the Department of
Justice. This issue will also be a major project for the Traffic Records Committee to implement. The Traffic Safety Committee coordinated by the MT Department of Transportation will address the importance of data in the development and implementation of a comprehensive traffic safety plan.

(154 AL task 19; 08 Traffic Records task 3)

** Task 11  A, B, D **

Will fund the purchase of updated DUI equipment for local police and sheriffs agencies that did not receive this equipment from the SHTSO within the last 3 years. The SHTSO will also provide equipment to local law enforcement agencies that did receive DUI equipment within the last 3 years if they send in a written justification for additional equipment. DUI equipment helps all law enforcement agencies establish probable cause to apprehend impaired drivers. Basic traffic law enforcement equipment that qualify for funding includes portable breath testing devices, radar, and in-car video systems.

All of these items have unit values below $5000 but are tracked and then used again by other law enforcement agencies that have a need for such traffic safety equipment. The goal is to achieve statewide coverage of the population by local law enforcement to counter impaired driving.

** The SHTSO will provide DUI related equipment to two or more reservations. In exchange for this equipment, the tribal governments will provide available traffic data from their respective reservations such as statistics on the types of crashes, factor that led to a crash (i.e. impaired driving), whether seatbelts were in use, etc.

** Equipment is purchased under state term contracts or other state and local bidding practices.

Provide law enforcement academy in car video cameras for training purposes.

(154 AL task 7; 164 AL task 1)

** Task 12 **

Alcohol Assessment Priority Recommendation 3-B: Enforcement: Provide SFST training and recertification training:

The SHTSO will contract the MT Highway Patrol to provide Standard Field Sobriety Testing (SFST) refresher training to local law enforcement and tribal law enforcement in conjunction with the Highway Patrol’s SFST training for their own officers. The eventual goal is to integrate refresher training into the MT Law Enforcement Academy’s coursework that eventually develops into a continuous recertification process for tribal and non-tribal law enforcement personnel starting FFY 2007 or 2008.

Tribal law enforcement receiving DUI equipment that has not taken basic SFST training will have to take this training. The SHTSO will fund American Indians to attend SFST training at the MT Law Enforcement Academy or regional SFST training. The SHTSO will also contract the MT Highway Patrol to provide refresher and basic
SFST training on the reservations. If required, the Patrol will also help certify tribal law enforcement on the intoxilizer 5000.

The SHTSO will also possibly fund a Drug Evaluation and Classification (DEC) program as an extension of SFST training by paying overtime to certified law enforcement personnel in DEC to conduct this training.

(154 AL task 8; 163 NHTSA task 4)

Task 13 A, B

Will fund an advertising agency to develop law enforcement related impaired driving media messages based upon guidelines provided by the State Highway Traffic Safety Office. Messages will focus on 18 – 34 year old males. The ad agency will develop and disseminate radio and television spots in the 7 major media markets located in the following counties: Gallatin, Flathead, Lewis & Clark, Missoula, Silver Bow, Cascade, and Yellowstone. The same agency will also purchase airtime in a few of the smaller media markets. Combined these markets reach approximately 85% of the population. Media coverage will also include billboards with similar impaired driving messages. The impaired driving messages will focus on youth and adults and coincide with 2 impaired driving national mobilizations in support of law enforcement impaired driving overtime activities.

Alcohol Assessment Priority Recommendation 1-E: Evaluation: Develop, fund, and implement a comprehensive evaluation plan to include process and impact evaluation for the impaired driving program:

Contract a university or other qualified organization to develop and conduct a telephonic surveys asking the publics’ understanding of impaired driving issues in Montana i.e. publics’ knowledge about .08 BAC and what it means. The objective of the surveys is to determine the public’s awareness of impaired driving laws and media messages and awareness of impaired driving enforcement efforts.

Alcohol Assessment Priority Recommendation 2-B: Transportation Alternatives: Ensure that designated driver and safe ride programs are age-appropriate, include health risk information, and discourage over consumption:

The ad agency will develop and implement a media campaign that support local SKSC coalitions participating in designated driver programs to include messages that are age appropriate, include health risk information, and discourage over consumption.

(154 AL task 5; 163 NHTSA task 1)

Task 14 A, B

SHTSO will contract an advertising agency to continue the American Indian impaired driving media project by adding two or more reservations. Three of the seven reservations are currently enrolled in this program and will continue their participation in FFY 2006. This ad agency will continue subcontracting colleges and other organizations to provide American Indian interns from each of the reservations to manage this media project.
American Indian surveys and other data resources from the reservations and the Highway Safety Problem Identification will help determine these target groups. The campaign strategy is to help the tribes develop partners with the assistance of local interns to produce and distribute their own American Indian related impaired driving messages.

(154 AL task 5 & 6; 164 AL task 2)

Task 15  A, B

This task will help monetarily supplement non-American Indian PI&E efforts for all 16 SKSC local coalitions and all DUI Task Forces during FY 2006 using the data related resources listed under 02 Alcohol task 5 (Alcohol Assessment 2-D-1). Monies from these grants can help supplement local PI&E programs allowing these organizations to develop brochures, make flyers for newspapers, develop PSA’s such as radio and television spots, websites, etc. that address impaired driving issues. This includes educational efforts where youth communicate with their parents about the problems associated with impaired driving.

(154 AL task 10)

Task 16  A, B

Alcohol Assessment Priority Recommendation 1-C: Program Management: Hire or contract a full-time law enforcement liaison to coordinate and manage law enforcement projects and activities that will enhance the state’s presence among the law enforcement communities:

A contracted law enforcement liaison will coordinate SFST training support for American Indian and non-American Indian law enforcement agencies by negotiating with the MT Highway Patrol and the MT Law Enforcement Academy and have these agencies provide this training. The liaison can also arrange for special SFST regional training. This liaison will visit with American Indian and non-American Indian law enforcement agencies throughout the state and provide technical assistance concerning the implementation of their STEP contracts that they have with the SHTSO. The liaison will also conduct other assigned law enforcement related duties.

(154 AL task 17; 06 Police Traffic Services task 4)

Task 17  A, B

Focus impaired driving educational efforts for American Indian and non-American Indian youth incarcerated in correctional youth facilities at Pine Hills in Miles City and Riverside in Boulder. Portions of the Office of Public Instruction (OPI) Drivers Education Curriculum will provide the necessary information for this training. Both these facilities are located in Montana and incarcerate a significant number of American Indian criminal offenders until they reach age 18. These youth serve as a captive audience that allows for unique educational opportunities including information on the importance of not driving impaired before these youth are released and start driving.

(154 AL task 19)
**Alcohol Assessment Priority Recommendation: 4-B: Treatment and Rehabilitation:** Develop screening, referral and treatment procedures for American Indians that address cultural differences and access to services:

The Addictive and Mental Disorders Division (AMDD) of the MT Department of Public Health & Human Services work with state approved programs to provide screening, referral, and treatment of Montana citizens including Native Americans on and off the reservations. SHTSO will work with and fund a portion of AMDD’s project that assures the screening tool used by the state approved programs in conjunction with ACT program address cultural appropriateness. The project is currently in the planning stages. At the end of FFY 2005 the ACT manual will be updated, however the American Indian version of this document will be pilot tested in FFY 2006. The American Indian version of this document will include the appropriate information for screening, referral and treatment for that population of DUI offenders.

SHTSO will support a program called Brief Screening and Interventions (BSI). BSI is proven to help reduce alcohol related injuries. A few communities in Montana already have this screening program in place. Funding for this project will increase BSI programs in health settings and help train those who request participation in this program.

*(154 AL task 20)*

**Task 99**  A, B, D, H, J  Indirect Cost Rate 17.52%
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### MT HSP 2006

**03 - EMS/Trauma System**

#### Countermeasure Detail

**Evaluation Measures:**

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<td>Improve traffic records data and information in Montana to help provide better and more accurate data; to improve linking of databases and improve access to data</td>
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<td>H</td>
<td>Reduce motorcycle fatal crashes to 6% of all fatal crashes per year</td>
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**Task 1** A, E, H, J  
Staff salaries and benefits of the State Highway Safety Officer, Administrative Support/Grants Accountant, Program Specialist I, Operations Research Analyst, Training and Development Specialist, and Program Specialist I assigned to EMS/Trauma System program and project accounts as necessary to provide management and monitoring services. Generally the Program Specialist I and the Training & Development Specialist are funded from this cost category. Periodically other SHTSO personnel may receive funding from this category.

**Task 2** A, E, H, J  
Staff noted above are advanced or reimburse their travel, per diem and training costs. These personnel are assigned to EMS/Trauma System program and project accounts to provide management and monitoring services.

Fund supplies in support of program management activities.

**Task 3** E  
An EMS Assessment co-hosted by NHTSA and the MT Department of Transportation was conducted June 2005 to help improve the EMS system in Montana. Based upon one of the recommendations from this project, the SHTSO will have packets of public information and education materials developed and disseminated to the public about EMS providers’ contribution to the communities. This packet will inform the public about how the cost of injuries and fatalities are reduced because of well-trained EMT’s. This information is intended to demonstrate that EMS is a professional system needing support to help improve statewide coverage of their services in response to serious traffic related crashes.

**Task 99** A, E, H, J  
Indirect Cost Rate 17.52%
MT HSP 2006
03 - EMS TRAUMA SYSTEM

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HSP 2006
04 - Motorcycle Involvement

Countermeasure Detail

Evaluation Measures:

A  Reduce alcohol related fatality rate crashes to 0.9 per 100 vehicle miles by 2008
B  Reduce the percentage of alcohol related fatalities to 40% of all fatalities by 2008
D  Reduce the sum of occurrences of “speed too fast for conditions”, “failed to yield”, “careless driving”, “alcohol”, “followed too closely”, “improper turn” and “improper backing” to 16,000 by 2008 (17,363 during 2004)
G  Reduce motorcycle crashes to 1.6% of all crashes by 2008
H  Reduce motorcycle crashes to 6% of all fatal crashes by 2008
J  Efficient & effective support of program objectives & administration of the HSP

Task 1  A, B, D, G, H, J  Staff salaries and benefits of the State Highway Traffic Safety Officer, Administrative Support/Grants Account, Program Specialist III, Operations Research Analyst, Training & Development Specialist, and Program Specialist I are assigned to the motorcycle program as necessary to provide project management services. Generally the Program Specialist III is funded from this cost category. Periodically, other SHTSO personnel may be funded from this same category.

Task 2  A, B, D, G, H, J  Staff noted above are advanced or reimbursed for their travel, per diem, and training costs. These personnel provide management and monitoring services.

Task 3  G, H  Fund training in support of the state’s motorcycle safety program. These are state and local employees, legislators, judges, police, sheriffs, and others. For example, funds from this category may pay travel expenses for law enforcement to attend motorcycle training in or out of state, and special meetings for riders and regulators to improve rider and passenger safety. Attempts are made to provide training and travel within the state, whenever possible, to avoid higher out of state travel costs.

Task 4  D, G, H  Funds are intended to address the safety concerns and issues of motorcycle riders on public roadways. Improved notice to riders is contemplated to identify highway construction areas, suggest routes to avoid these construction areas, and provide information on how to negotiate construction zones more safely. Regular coordination of construction areas and other information for riders will be placed on our Internet site. Notices and copies of published plans each year will be sent to motorcycle groups. Information developed with the Department of Justice (Motor Vehicles) will be provided to riders regarding existing legal and practical problems.
Task 5  A, B, D, G, H  Fatalities and injuries are rising in the nation and in the state requiring attention to the motorcycle safety problem. This includes alcohol related injuries and fatalities that are a key concern that needs addressing through public information and education (PI&E) efforts. Working with the Motorcycle Advisory Council out of Office of Public Instruction and Montana State University Northern out of Havre, MT to develop up-to-date PI&E materials to disseminate to the public can help in this effort. PI&E materials will focus on the 35 to 64 year old age group, which has the highest motorcycle fatality rate.

Additionally, use of materials available from other sources including NHTSA can be printed and disseminated to the public as brochures, newspaper announcements, flyers, and other means.

Task 6  G, H  Funds will help develop a plan that addresses documented needs for motorcycle safety. Countermeasures will be identified to address these needs and assisted in their application with the motorcycle community. Both the Fish-Wildlife-Parks’ off-road training and Montana State University-Northern’s Motorcycle Training programs will be reviewed for best practices and application in the state.

Task 99  A, B, D, G, H, J  Indirect Cost Rate 17.52%
MT HSP 2006
04 - MOTORCYCLE INVOLVEMENT

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MT HSP 2006
05 Occupant Protection

Countermeasure Detail

Evaluation Measures:

A Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008
C Achieve 85% statewide seatbelt usage rate by 2008
D Reduce the sum of occurrences of “speed too fast for conditions”, “failed to yield”, “careless driving”, “alcohol”, “followed too closely”, “improper turn” and “improper backing” to 16,000 by 2008 (17,363 during 2004)
F Reduce severe injuries in motor vehicle crashes to below 1,700 by 2008
J Efficient & effective support of program objectives & administration of the HSP

Task 1 A, C, D, F, J Staff salaries and benefits of the State Highway Traffic Safety Officer, Grants Accountant, part-time Accounting Technician, Training & Development Specialist, Program Specialist III (Law Enforcement Liaison), Operations Research Analyst, and Program Specialist I assigned to occupant protection programs as necessary to provide management and monitoring services.

Task 2 A, C, D, F, J Staff noted above are advanced or reimbursed for travel, per diem, and training costs. These personnel are assigned to occupant protection project accounts to provide management and monitoring services.

Fund supplies in support of program management activities.

Task 3 A, C, D, F, J Tribal, state and local officials are reimbursed for travel, per diem and training costs for management, policy, and procedure training in support of occupant protection projects. These are tribal, state and local employees, legislators, judges, police and sheriffs, and others necessary to help the State Highway Traffic Safety Office conduct occupant protection related programs and projects. Persons assisted are tribal, state and local employees, legislators, police and sheriffs, and others with a vested interest in traffic safety. Attempts are made to provide training and travel within the state, whenever possible, to avoid the higher out-of-state travel costs.

This task funds people with expertise in occupant protection to network and advise local SKSC coalitions and other local organizations. The State Highway Traffic Office plans to contract the Missoula SKSC coordinator to assist local SKSC organizations located with the counties of Ravalli, Butte-Silverbow, Cascade, Flathead, Gallatin, Lake, Lincoln, Hill and others that are located in the western part of the state where a majority of Montana’s population lives. The coordinator will show SKSC locals how to develop public service announcements on seat belts; how to work with local law enforcement to get them involved in doing seatbelt overtime in conjunction with 2 national mobilizations; how to conduct local child safety seat training and safety seat clinics as well as other important programs related to occupant protection (157 Incentive task 9).
Task 4  A, C, F  
This task funds the production and publishing of public information and education materials, manuals, brochures, pamphlets, flyers, posters, and other public information and education (PI&E) products on occupant protection that includes seatbelts and child passenger safety. PI&E materials will include information on the importance of buckling up that focuses on those who drive pickup trucks. This information is data driven based upon the Highway Safety FFY 2006 Problem Identification, the Youth Risk Survey, and other traffic safety related resources.

Task 5  A, C, F  
Funding from this task is for SAFE KIDS/SAFE COMMUNITIES (SKSC) local coalitions to continue seatbelt programs by contracting Healthy Mothers, Healthy Babies (HMHB) to manage this project. HMHB in turn subcontracts 16 local SAFE KIDS/SAFE COMMUNITIES coalitions in the following counties: Ravalli, Butte-Silver Bow, Cascade, Fergus, Custer, Dawson, Flathead, Gallatin, Hill, Lincoln, Missoula, Richland, Lake, Pondera, Lewis & Clark, and Yellowstone. These 16 coalitions include a catchment of 14 additional counties that total to 30 counties. Other SKSC coalitions may be added during FY 2006. The make-up of these coalitions encompasses 80% of Montana’s population.

HMHB will continue their clearinghouse program to supply the public informational handouts on the importance of wearing seatbelts and how to install and properly use of child restraints for their children.

Each coalition is required to conduct several projects in occupant protection that focuses mainly on PI&E for the public. They are required to support law enforcement during 2 national mobilizations with PI&E local campaigns. Their programs include developing and airing campaigns as earned media that target those who drive pickup trucks and SUV’s and known for having the highest non-usage seatbelt rate in Montana. Local SKSC coalitions will utilize various data resources including the Highway Safety Office’s FFY 2006 Problem Identification document, the Youth Risk Behavior Survey (YRBS), and other similar resources as part of their planning and development of seatbelt education programs.

Each SKSC local coalition is also required to support “Saved by the Belt” programs by holding award ceremonies for local citizens who wore their seat belts during a vehicle crash. Coalitions are required to conduct a “Saved by the Belt” program in conjunction with national seatbelt mobilizations. These coalitions will invite the local press to provide news coverage of this event as earned media. Local dignitaries such as mayors, police chiefs, sheriffs, etc. will attend these ceremonies and present the Saved by the Belt awards to these survivors.

SKSC will promote local educational campaigns on the importance of parents and care providers properly installing and using child safety seats for their children.

SKSC will promote seatbelt usage with incentive programs during the seatbelt mobilizations. These coalitions will at the same time produce and use their own positive, non-law enforcement seatbelt messages. They will work with local businesses to provide coupons, coffee mugs, ice cream, soft drinks and other incentives to provide drivers seen wearing their seatbelts within their local communities.
Local SKSC coalitions will encourage American Indians to join their coalitions as members who live on and off the reservations. SKSC may also help the American Indians establish their own SKSC coalitions on the reservations. SKSC coalitions will provide encouragement and support to American Indians in their educational efforts in developing culturally sensitive messages on the importance of seatbelt usage.

(163 FHWA task 3; 157 Incentive task 5)

Task 6  A, C, D, F  **Funds are provided to police and sheriffs agencies and the MT Highway Patrol to conduct STEP (Special Traffic Enforcement Programs) that focuses on occupant protection overtime during both day and nighttime. This includes sustained enforcement and participation by law enforcement in 1 national mobilization and 1 state mobilization. The goal is to have an officer average 2 contacts per hour. The largest law enforcement agencies are the first group of organizations approached and offered contracts. These agencies are located in Billings, Bozeman, Great Falls, Helena, Kalispell, Missoula and sheriffs in Missoula County, Yellowstone County, Cascade, Flathead, Lewis & Clark, Ravalli, and Butte Silver Bow and cover 75% of the state’s population. The second group of agencies approached includes law enforcement agencies in communities and counties with at least 5000 people. The next agencies approached to conduct STEP programs are the counties with less than 5000 people. All together, these law enforcement agencies cover 85% of the population. The SHTSO will approach more law enforcement agencies to participate in STEP overtime in FFY 2006 (cross reference 405 Occupant Protection Task 2).

** As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. Indication of impaired driving can help establish probable cause for law enforcement to stop motorists and ticket those seen not wearing their seatbelts since Montana has a secondary seatbelt law. The FFY 2006 Highway Traffic Safety Problem Identification indicates those who drive under the influence of alcohol and/or drugs also have a tendency to drive without their seatbelts.

** Law enforcement can use speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts. Table 37 in the FFY 2006 Problem Identification shows that vehicles were speeding in 58.5% of the alcohol related crashes. Only 31.7% of motorists were involved in non-alcohol related crashes.

(405 Occupant Protection task 2; 157 Innovative task 3)

Task 7  A, C, F  Fund an advertising agency to develop occupant protection law enforcement related media messages based upon the specifications of the State Highway Traffic Safety Office. This ad agency will develop media messages with a special focus on male drivers of pickups. This particular group is known for having the lowest seatbelt usage rate in Montana. The ad agency will develop occupant protection messages for radio, television, and billboards and disseminate these in support of 1 national mobilization and 1 state mobilization in conjunction with law enforcement overtime activities. This same agency will disseminate these messages to the seven largest media markets within Montana and a few of the smaller markets. Development and dissemination of radio and television spots will occur in the following counties: Gallatin, Flathead, Lewis & Clark, Missoula, Silver Bow, Cascade, and Yellowstone that reach approximately 85% of the
population and also include local SKSC coalitions. Depending up funding, the SHTSO will include more counties in this media effort in FFY 2006.

Ad agency will do a major news release campaign for National FFY 2006 May Mobilization seatbelt campaign involving the MT Department of Transportation Director, the Governor, and other dignitaries. These media spots will use messages similar to NHTSA’s “Click It or Ticket” slogan.

Ad agency will develop and disseminate media messages that target parents to properly install and use child safety seats for their children.

(405 Occupant Protection Task 3; 163 FHWA task 7; 157 Incentive task 12)

Task 8  A, C, F  Contract an advertising agency to continue the American Indian seatbelt media project by adding two or more reservations. Three of seven reservations already enrolled in this program will continue their participation in FFY 2006. This ad agency will continue subcontracting colleges and other organizations to provide American Indian interns from each of the reservations to manage this project. American Indian surveys and other data resources from the reservations and the Highway Safety Problem Identification will determine the target group. The campaign strategy is to help tribes develop partners with the assistance of local interns to produce and distribute American Indian related seatbelt messages using their own local media messages (157 Incentive task 6; 157 Innovative task 2).

Task 9  A, C, F  An ad agency will produce and disseminate positive seatbelt educational messages for the public in FFY 2006 and air these FFY 2007 based upon specifications of the MT Department of Transportation. These messages will air the Fall of 2007 prior to the legislative session scheduled March that same year. Messages will include campaigns that focus on youth communicating to parents on the importance of buckling up (FHWA 163 task 8; 157 Incentive task 2).

Task 10  A, C, F  As a pilot project, the SHTSO law enforcement liaison will coordinate STEP seatbelt overtime projects on the reservations. The liaison will negotiate the implementation of this program between the MT Department of Transportation Tribal Coordinator and the tribal law enforcement. This strategy will help improve American Indian’s ability to cite drivers not wearing their seatbelts and driving impaired during the same traffic stop.

Task 11  A, C, F  Focus seatbelt educational efforts for American Indian and non-American Indian youth incarcerated in correctional youth facilities at Pine Hills in Miles City and Riverside in Boulder. Portions of the Office of Public Instruction will help provide the necessary information on seatbelts for this program. Both of these facilities are located in Montana and incarcerate a significant number of American Indian criminal offenders until they reach age 18. These youth serve as a captive audience that allows for unique educational opportunities including information on the importance of seatbelt usage before these youth are released and start driving (157 Incentive task 8).

Task 12  A, C, F  Fund CODES (Crash Outcome Date Evaluation System) or similar project that compares data for drivers involved in vehicle crashes. Specifically, this data would support the demographics of those not wearing their seatbelts injured in car
crashes in a particular geographic area. This information can provide the basis for developing public information and education materials for use by traffic safety officials, legislators, and health and injury specialists (157 Incentive task 11).

Task 99   A, C, D, F, J   Indirect Cost Rate 17.52%
# MT HSP 2006
## O5 - OCCUPANT PROTECTION

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MT HSP  
06 Speed Control  

Countermeasure Detail  

Evaluation Measures:  
A Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008  
B Reduce the percentage of alcohol related fatalities to 40% of all fatalities by 2008  
I To reduce 85th Percentile Speeds on Non-Interstate to 71 mph for each of the four quarters by 2008.  
J Efficient & effective support of program objectives & administration of the HSP  

Task 1 A, B, I  
This task supports the purchase of five radar “Your Speed Is” trailers to measure and show a vehicle’s speed on the roadway and provide other messages pertaining to seatbelts, impaired driving, etc. These speed trailers can store the numerical data of the speed of each vehicle. Several rural Sheriffs and police agencies have requested these trailers and would rotate these among law enforcement agencies in other towns and counties. Placement of these units will occur regionally throughout the state. The SHTSO will contract law enforcement agencies to acquire these units through the MT Department of Transportation Purchasing Bureau or local government purchasing. These speed devices will assist in speed education for the public, in school zone awareness, and in geographical areas with high volumes of traffic that may require a speed assessment. These trailers allow local law enforcement to strategically place their officers in the most suitable areas for effective enforcement. This is especially useful for those law enforcement agencies that have severe manpower shortages (163 FHWA task 9).  

Task 2 A, B, I  
Fund police and sheriff agencies and the MT Highway Patrol to conduct sustained overtime for speed enforcement both night and day time. This law enforcement overtime program is known as STEP (Special Traffic Enforcement Programs). The goal is to have an officer average 2 contacts per hour. The largest agencies are approached first where 60% of the state alcohol related crashes occur and can cover 75% of the state’s population. The agencies offered contracts are as follows: the police departments in Billings, Bozeman, Great Falls, Helena, Kalispell, Missoula; the sheriffs departments in Missoula County, Yellowstone, Cascade, Ravalli, Flathead, Lewis & Clark, and Butte Silver-Bow. The next group of law enforcement agencies offered contracts are law enforcement agencies (sheriffs and/or police) in communities and counties with a population of at least 5000 people. The next agencies approached to conduct STEP programs are located in counties with less than 5000 people. In total, this provides an 85% statewide coverage of the population by law enforcement when these smaller agencies are included. The SHTSO will actively recruit more law enforcement agencies to get them to participate in STEP overtime.  

**Law enforcement can use speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts. Table 37 in the FFY 2006 Problem Identification shows that vehicles were speeding in 58.5% of the alcohol related crashes. Only 31.7% of motorists were involved in non-alcohol related crashes.**
**Each of these agencies will submit updated plans to the SHTSO on when and where they will conduct their sustained and mobilization enforcement overtime activities for impaired driving. Their plans are based upon the areas with a history of high alcohol related fatalities and injuries. As part of the STEP program, the MT Highway Patrol is committed to conducting safety spot checks in strategic areas throughout the state in support of sustained and mobilization efforts.

** As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. Indication of impaired driving can lead to the establishment of probable cause for law enforcement to stop motorists and ticket those seen not wearing their seatbelts since Montana has a secondary seatbelt law. The FFY 2006 Highway Traffic Safety Problem Identification indicates those who drive under the influence of alcohol and/or drugs also have a tendency to drive without their seatbelts.

(02 Alcohol/Drugs task 7; 157 Incentive task 10; 164 NHTSA tasks 3; 164 AL task 3)

Task 3 A, B, I SHTSO and/or contracted ad agency produce PI&E related materials on the dangers associated with speeding on Montana’s roadways for distribution to the public via law enforcement, SKSC, DUI Task Forces, etc. (157 Incentive task 5).

Task 99 A, B, I, J Indirect Cost Rate 17.52%
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MT HSP 2006
07 - Police Traffic Services

Countermeasure Detail

Evaluation Measures:

A  Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008
B  Reduce the percentage of alcohol related fatalities to 40% of all fatalities by 2008
C  Achieve 85% statewide seat belt usage rate by 2008
D  Reduce the sum of occurrences of “speed too fast for conditions”, “failed to yield”, “careless driving”, “alcohol”, “followed too closely”, “improper turn” and “improper backing” to 16,000 by 2008 (17,363 during 2004)
E  Improve traffic records data and information in Montana to help provide better and more accurate data; to improve linking of databases and improve access to data
F  Reduce severe injuries in motor vehicle crashes to below 1,700 by 2008
J  Efficient and effective support of program objectives and administration of HSP

Task 1  A – F, J  Staff salaries and benefits of the State Highway Safety Officer, Grants Accountant, part-time Accountant technician, Program Specialist III (Law Enforcement Liaison), Operations Research Analyst, Training and Development Specialist, and Program Specialist I are assigned to Police Traffic Services project as necessary to provide management and monitoring services. Generally the Program Specialist III and Training and Development Specialist, and may be funded from this cost category. Others are occasionally funded from the same category.

Task 2  A – F, J  Staff noted above are advanced or reimbursed their travel, per diem and training costs. These personnel are assigned to the Police Traffic Safety programs and project accounts to provide management and monitoring services.

Fund supplies in support of program management activities.

Task 3  A – F, J  Tribal, state and local officials are reimbursed for travel, per diem and training costs for management, program, policy and procedure training in support of our Police Traffic Services projects. An advisory group of law enforcement personnel including tribal representatives who assist our agency in improving data and communication exchanges, in developing our policies and procedures workable for all law enforcement agencies, and in providing guidance in our contracts for enforcement, equipment and public information efforts. Participants initially are police officers and sheriffs, but may include others such as state and local employees, legislators, judges and others to help support our programs. Attempts are made to provide training and travel within the state, whenever possible, to avoid higher out-of-
state travel costs. Proposed projects for funding should occur during our planning period prior to the next fiscal year. Often, however, requests are made for travel and training expenses throughout the year.

Task 4  A – F, J  
(Alcohol Assessment Priority Recommendation: 1-C: Program Management: Hire or contract a full-time law enforcement liaison to coordinate the manage law enforcement projects and activities that will enhance the State’s presence among the law enforcement communities).

A contracted law enforcement liaison will coordinate SFST training support for American Indian and non-American Indian law enforcement agencies by negotiating with the MT Highway Patrol and the MT Law Enforcement Academy and have these agencies provide this training. The liaison can also arrange for special SFST regional training. This liaison will visit with American Indian and non-American Indian law enforcement agencies throughout the state provide technical assistance concerning the implementation of their STEP contracts that they have with the SHTSO. The liaison will also conduct other assigned law enforcement related duties (154 AL task 17; 02 Alcohol/Other Drugs task 16).

Task 5  A – F, J  
In support of a distracted drivers campaign, the SHTSO will conduct a PI&E campaign on the dangers of cell phone use and possibly other types of distractions that occur while driving. The SHTSO will develop and disseminate pamphlets on this traffic safety related problem to the public.

Task 99  A – F, J  
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MT HSP 2006
08 - Traffic Records

Countermeasure Detail

Evaluation Measures: E Improve traffic records data and information to provide better and more accurate and timely data; to improve linking of databases and improve access to data
J Efficient and effective support of program objectives and administration of the HSP

Task 1 E, J Staff salaries and benefits for the Operations Research Analyst, assigned to traffic records and project accounts to provide management and monitoring services.

Task 2 E, J Staff noted in task 1 is advanced or reimbursed his or her per diem and training costs.

Fund supplies in support of program management activities.

Task 3 E, J Alcohol Assessment Priority Recommendations:

1-D: Data & Records:
Include American Indian representation in the current strategic planning process for the state and tribal records, and on the State’s Traffic Records Coordinating Committee:

Work with tribal government toward incorporation of American Indian reservation data into the statewide database. Include summary data on all crashes, DUI citations, convictions, and sentences:

3-E: Adjudication: Encourage all tribal courts and their judges to report all traffic convictions and case dispositions to Driver Control:

3-F-3: Information & Records System: Coordinate plans for upgrading the driver license system with those components of a comprehensive traffic records system based upon the previous Traffic Records Assessment.

4-C: Monitoring Impaired Driving: Develop an Impaired Driving Tracking System including data on all DUI offenders’ actions in criminal justice, driver licensing, and treatment systems.

Implementation of 1-D, 3-E, 3-F-3, & 4-C:

Tribal, state, and local officials are reimbursed for travel, per diem and training costs in support of our traffic records programs and projects including the Traffic Records Coordinating Committee. This includes American Indian
representation from each of the reservations. Provide training and travel within the state, whenever possible, helps avoid the higher costs associated with out-of-state travel. This Committee provides the structure to plan and implement 1-D, 3-E, 3-F-3, and 4-C plus the strategies outlined in the Traffic Records Strategic Plan currently under development by a consultant firm contracted by the MT Department of Transportation.

The Traffic Records Committee provides the opportunity for all representatives to participate in the development of a more comprehensive records data capability that will benefit everyone in analysis of crashes, DUI convictions, citations, and sentences. Representative from Montana’s Drivers Control (drivers licensing), MT Department of Transportation, MT Highway Patrol, Office of Court Administration, Emergency Medical Services, MT Department of Health & Human Services, judges (including tribal judges), tribal council members, and BIA. For that reason, this should help influence the tribal council member to share their traffic related data from within the state. (02 Alcohol/Drugs task 9; 154 AL task 19).

**Task 4 E**

**Alcohol Assessment Priority Recommendations:**

1-B: Strategic Planning: Enact a state policy requiring consistent and timely reporting of all crashes to a single state agency:

1-D: Data & Records: Work with tribal governments toward incorporation of American Indian reservation data into the statewide database. Include summary data of all crashes, DUI citations, convictions, and sentences:

3-F-3: Information & Records System: Coordinate plans for upgrading the driver license system with those components of a comprehensive traffic records system based upon the previous Traffic Records Assessment.

**Implementation of 1-B, 1-D, & 3-F-3:**

A consultant firm is currently contracted by the MT Department of Transportation to develop a Traffic Records Strategic Plan that will address 1-B, 1-D, and 3-F-3. The completion of this document is expected by Fall FFY 2006. Based upon this plan and availability of funding, the MT Department of Transportation will work with other state agencies including the MT Highway Patrol and the tribal counsels from the reservations to commit to planning and implementing a statewide citation tracking system. This will be accomplished through the efforts of the Traffic Records Committee (08 Traffic Records, task 3). The Governor’s Representative as chair of the Traffic Safety Committee will work with state agency Directors and tribal council members to encourage their commitment in supporting this process. The objective is to make access to an automated statewide traffic records data a priority. This approach will help improve **timely and consistent reporting** of citation and conviction data, and improve deficiencies in licensing, vehicle registration, roadway information, EMS, and Trauma that meets the needs of local, state, and tribal entities. As a start, the MT Highway Patrol is already working with some of the tribes and have them to share their traffic related data using the Patrol’s MARS traffic system. The Department of Justice is the agency recognized as the single repository for traffic related crash reports for the State of Montana by both state and local governments (08 Traffic Records task 3).
Task 99  E, J  Indirect Cost Rate 17.52%
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HSP 2006
09 - 405 Occupant Protection

Countermeasure Detail

Evaluation measures:    A    Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008
C    Achieve 85% statewide seat belt usage rate by 2008
D    Reduce the sum of occurrences of “speed too fast for conditions”, “failed to yield”,
    careless driving”, “alcohol”, “followed too closely”, “improper turn” and “improper
    backing” to 16,000 by 2008 (17,363 during 2004)
F    Reduce severe injuries from motor vehicle crashes below 1,700 by 2008
J    Efficient and effective support of program objectives & administration of the HSP

Task 1    A, C, F    (PM - Paid Media) Will fund an advertising agency to develop occupant protection law enforcement related messages
based upon the specifications of the State Highway Traffic Safety Office. Will include messages that focus on the low
usage male drivers of pickup trucks and will emphasize the rollover susceptibility of SUV’s, pickups and vans.
Occupant protection messages for radio, television, and billboards will be developed and disseminated in support of 2
national mobilizations and sustained enforcement. This advertising agency will disseminate these messages to the 7
largest media markets and a few of the smaller markets. Depending upon funding, the SHTSO will include more
counties as part of this media coverage. The advertising agency will disseminate radio and television spots to the
following counties: Gallatin, Flathead, Lewis & Clark, Missoula, Silver Bow, Cascade, and Yellowstone that reach
approximately 85% of the population and include local SKSC coalitions. Billboards will carry similar messages.

(157 Incentive task 1; 05 Occupant Protection Task 7; 163 FHWA task 4)

Task 2    A, C, D, F    ** Overtime funds are provided to police, county sheriffs, and MT Highway Patrol to conduct Special Traffic
Enforcement Programs (STEP) that focus on sustained occupant protection activities and overtime that coincides with
2 national mobilizations. The largest law enforcement agencies are the main group approached first to conduct STEP.
Contracts are first offered to the police departments in Billings, Bozeman, Great Falls, Helena, Kalispell, and
Missoula and the sheriff’s offices in Missoula, Cascade, Ravalli, and Butte Silver Bow Counties, which covers 75% of
the state’s population. The second group of agencies includes all law enforcement located in counties with 5000 or
more people. The last agencies approached to conduct STEP are the counties with less than 5000 people. Altogether,
the participating law enforcement agencies can reach 85% of the state’s population.

** As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50%
of their time enforcing seatbelt usage during the same traffic stop. Indication of impaired driving can lead to the
establishment of probable cause for law enforcement to stop motorists and ticket those seen not wearing their seatbelts
since Montana has a secondary seatbelt law. The FFY 2006 Highway Traffic Safety Problem Identification indicates
those who drive without their seatbelts are often under the influence of alcohol and/or drugs. As a group, they are considered high-risk takers.

** Law enforcement can use speed enforcement as a strategy to stop impaired drivers and cite drivers seen not wearing their seatbelts. Table 37 in the FFY 2006 Problem Identification shows that vehicles were speeding in 58.5% of the alcohol related crashes. Only 31.7% of motorists were involved in non-alcohol related crashes.

(05 Occupant Protection task 6; 157 Innovative task 3).

Task 3 A, C, F  (PM – Paid Media) The contracted advertising agency will develop and air messages for parents and care providers on the importance of properly using and installing child safety seats. This agency will disseminate these messages to the seven largest media markets and a few of the smaller markets that reach approximately 85% of the population through radio spots and newspaper articles (05 Occupant Protection task 7; 163 FHWA task 7; 157 Incentive task 12).

Task 99 A, C, D, F, J  Indirect Cost Rate 17.52%
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MT HSP 2006
10 – Section 157 Incentive

Countermeasure Detail

Evaluation Measures:  
A Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008
C Achieve 85% statewide seat belt usage rate by 2008
F Reduce severe injuries from motor vehicle crashes below 1,700 by 2008
I To reduce 85th Percentile Speeds on Non-Interstate to 71 mph for each of the four quarters by 2008.
J Efficient & effective support of program objectives & administration of the HSP

Task 1  A, C, F  (PM - Paid Media) Will supplement funding for an advertising agency to develop occupant protection law enforcement related messages based upon the specifications of the State Highway Traffic Safety Office. Will include media messages with a special focus on male drivers of pickup trucks. Media messages will be developed and disseminated in support of the 1 national mobilization and 1 state mobilization on occupant protection in conjunction with law enforcement overtime activities. The advertising agency will disseminate these messages to the 7 largest media markets located within the following counties using radio, television, and billboards: Gallatin, Flathead, Lewis & Clark, Missoula, Silver Bow, Cascade, and Yellowstone. This agency will also provide similar messages in a few of the smaller markets. Combined, the media reach is 85% of the population (163 FHWA task 4; 405 Occupant Protection task 1; 05 Occupant Protection task 7).

Task 2  A, C, F  (PM – Paid Media) The designated ad agency will develop and disseminate positive media messages that focus on getting adults to buckle up. Messages will include campaigns that focus on youth communicating with parents on the importance of getting them to buckle up.

(05 Occupant Protection task 9; 163 FHWA task 8)

Task 3  A, C, F  (PM – Paid Media) Develop and air seatbelt messages for teen drivers via television, billboards, and radio by a contracted media company. Messages are behavioral with a strong law enforcement tag. These ads are intended for Montana’s 7 largest media markets and a few of the smaller markets that reaches approximately 85% of the state’s population. SHTSO can also integrate these teen seatbelt media messages with the graduated drivers license educational campaign for the public.

Task 4  A, C, F  Continue support of the Office of Public Instruction’s (OPI) revision of their statewide driver’s education training curriculum. This task will fund the development and field-testing of curriculum modules plus the curriculum guide. It will also pay some of the costs for a train the trainers program for traffic education teachers on how to implement this
program. This program will help improve novice drivers’ understanding of the importance of wearing seatbelts, the problems associated with drinking and driving, and improve their overall driving skills. OPI will also offer classroom education opportunities for youth prior to their eligibility to enroll in an drivers education course to help prepare them on the important concepts of safe driving practices.

Contract OPI or other qualified organization to develop a needs assessment that analyzes the necessary criteria required for a culturally sensitive drivers education program for American Indians. This assessment will help determine the pertinent resources on the reservations to help support a drivers education program including the availability of qualified personnel, monetary resources, the demographics requiring this education, etc. Depending upon the outcome of the needs assessment, the SHTSO will then consider funding the actual development and field-testing of an American Indian specific drivers education program.

Task 5 A, C, F Funding from this task are for SAFE KIDS/SAFE COMMUNTIES (SKSC) local coalitions to continue seatbelt public information and education programs by contracting Healthy Mothers, Healthy Babies (HMHB) to manage this project. HMHB in turn subcontracts 16 local SAFE KIDS/SAFE COMMUNTIES coalitions in the following counties: Ravalli, Butte-Silver Bow, Cascade, Fergus, Custer, Dawson, Flathead, Gallatin, Hill, Lincoln, Missoula, Richland, Lake, Pondera, Lewis & Clark, and Yellowstone. These 16 coalitions include a catchment of 14 additional counties that total to 30 counties. Other potential SKSC coalitions may be added during FY 2006. The make-up of these coalitions encompasses 80% of Montana’s population.

Local SKSC coalitions will promote educational campaigns on the importance of parents and care providers properly installing and using child safety seats for their children.

Each SKSC coalition is required to conduct several projects in occupant protection that focuses mainly on PI&E for the public. Coalitions will support law enforcement during 2 national mobilizations with PI&E local campaigns. Their programs include developing and airing campaigns as earned media that target males who drive pickup trucks, known for having the highest non-usage seatbelt rate in Montana. Local SKSC coalitions will utilize various data resources including the Highway Safety Office’s FFY 2006 Problem Identification document, the Youth Risk Behavior Survey (YRBS), and other similar resources as part of their planning and development of seatbelt education programs.

**HMHB will continue their clearinghouse program to supply the public informational handouts on the importance of wearing seatbelts, how to install and properly use of child restraints for their children, and the dangers associated with speeding on the roadways. SKSC local coalitions will produce and disseminate messages as earned media about the dangers of speeding in conjunction with law enforcement sustained overtime activities for impaired driving and seatbelts. Each coalition will approach their local law enforcement agency and coordinate this effort.

**(Law enforcement can use speed enforcement as a strategy to stop impaired drivers. Table 37 in the FFY 2006 Problem Identification shows that vehicles were speeding in 58.5% of the alcohol related crashes. Only 31.7% of motorists were involved in non-alcohol related crashes).
Each SKSC local coalition is also required to support “Saved by the Belt” programs by holding award ceremonies for local citizens who wore their seat belts during a vehicle crash. Each SKSC coalition is required to conduct “Saved by the Belt” ceremonies during national seatbelt mobilizations. SKSC local coalitions will invite the local press to provide news coverage of this event as earned media. Local dignitaries such as mayors, police chiefs, sheriffs, etc. will attend these ceremonies and present the Saved by the Belt awards to these survivors.

SKSC will promote seatbelt usage with incentive programs. These coalitions will also produce and use their own positive, non-law enforcement seatbelt messages. They will work with local businesses to provide coupons, coffee mugs, ice cream, soft drinks and other incentives to provide drivers seen wearing their seatbelts within their local communities.

Alcohol Assessment Recommendation 1-A: State, Local, and Tribal DUI Task Forces/Commissions: Expand the number of and/or reach of the DUI task forces and community coalitions so that all parts of the state including the reservations are covered by a task force and/or coalition:

Local SKSC coalitions will encourage American Indians to join their coalitions as members who live on and off the reservations. SKSC may also help the American Indians establish their own SKSC coalitions on the reservations. SKSC coalitions will provide encouragement and support to American Indians in their educational efforts in developing culturally sensitive messages on the importance of seatbelt usage.

(cross reference to 163 FHWA task 2; 05 Occupant Protection task 5; 06 speeding task 3)

Task 6   A, C, F  (PM – Paid Media) The SHTSO will contract an advertising agency to continue the American Indian seatbelt media project by adding two or more reservations. Three of the seven reservations are already enrolled in this program will continue their participation in FFY 2006. This ad agency will continue subcontracting colleges and other organizations to provide American Indian interns from each of the reservations to manage this project. American Indian surveys and other data resources from the reservations and the FFY 2006 Highway Safety Problem Identification will determine the target groups for this campaign. The campaign strategy is to help tribes develop partners with the assistance of local interns to produce and distribute American Indian related seatbelt messages using their own local media messages (05 Occupant Protection task 8; 157 Innovative task 2).

Task 7   A, C, F  Alcohol Assessment Priority Recommendation 3-C: Publicity to Enhance General Deterrence: Develop a year round media plan to enhance deterrence:

Contract a university or other qualified organization to develop a year round media plan based upon specifications provided by the SHTSO for impaired driving, seatbelt and speeding campaigns to enhance general deterrence. The media company will use traffic safety data related data to help in the development of this plan. They will implement an evaluation process involving the use of pre- and post surveys and focus groups. The media plan will include strategies
on the development and implementation of enforcement related messages that pertain to impaired driving, seatbelts, and speeding. This document will also address positive, non-enforcement year round educational messages for these same subject areas. Strategies will include children communicating with adults about the negative impact of driving impaired, speeding, and not wearing seatbelts (FHWA 163 task 6).

Task 8  A, C, F  Focus seatbelt educational efforts for American Indian and non-American Indian youth incarcerated in correctional youth facilities at Pine Hills in Miles City and Riverside in Boulder. Portions of the Office of Public Instruction Drivers Education curriculum will provide the necessary educational information for this program. Both these facilities are located in Montana and incarcerate a significant number of American Indian criminal offenders until they reach age 18. These youth serve as a captive audience that allows for unique educational opportunities including information on the importance of seatbelt usage before these youth are released and start driving (05 Occupant Protection task 11).

Task 9  A, C, F  This task funds people with expertise in occupant protection to network and advise local SKSC coalitions and other local organizations. The State Highway Traffic Office plans to contract the Missoula SKSC coordinator to assist local SKSC organizations located with the western counties of Montana. These counties include Ravalli, Butte-Silverbow, Cascade, Flathead, Gallatin, Lake, Lincoln, Hill and others that have significant population base. The coordinator will show SKSC locals how to develop public service announcements on seat belts; how to work with local law enforcement to get them involved in doing seatbelt overtime in conjunction with 2 national mobilizations; how to conduct local child safety seat training and safety seat clinics as well as other important programs related to occupant protection (05 Occupant Protection task 3).

Task 10  A, C, F  ** Funds are provided to police and sheriff agencies and the MT Highway Patrol to conduct sustained overtime impaired driving enforcement and overtime patrols that coincide with 2 national impaired driving mobilizations during both night and day time. This law enforcement overtime program is known as STEP (Special Traffic Enforcement Programs). The desired outcome is to have an officer average 2 contacts per hour. The largest agencies are approached first where 60% of the state alcohol related crashes occur and can cover 75% of the state’s population.

The agencies offered contracts are as follows: the police departments in Billings, Bozeman, Great Falls, Helena, Kalispell, Missoula; the sheriffs departments in Missoula County, Yellowstone, Cascade, Ravalli, Flathead, Lewis & Clark, and Butte Silver-Bow. The next group of law enforcement agencies offered contracts are law enforcement agencies (sheriffs and/or police) in communities and counties with a population of at least 5000 people. The next agencies approached to conduct STEP programs are located in counties with less than 5000 people. In total, this provides an 85% statewide coverage of the population by law enforcement when these smaller agencies are included. The SHTSO will actively recruit more law enforcement agencies to get them to participate in STEP overtime.

Alcohol Assessment Priority Recommendation: 3-B: Enforcement: Conduct sobriety checkpoints (safety spot checks):
**Each of these agencies will submit updated plans to the SHTSO on when and where they will conduct their sustained and mobilization enforcement overtime activities for impaired driving. Their plans are based upon the areas with a history of high alcohol related fatalities and injuries. As part of the STEP program, the MT Highway Patrol is committed to conducting safety spot checks in strategic areas throughout the state in support of sustained and mobilization efforts.

**As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. Indication of impaired driving can lead to the establishment of probable cause for law enforcement to stop motorists and ticket those seen not wearing their seatbelts since Montana has a secondary seatbelt law. The FFY 2006 Highway Traffic Safety Problem Identification indicates those who drive under the influence of alcohol and/or drugs also have a tendency to drive without their seatbelts.

**Law enforcement can use speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing their seatbelts. Table 37 in the FFY 2006 Problem Identification shows that vehicles were speeding in 58.5% of the alcohol related crashes. Only 31.7% of motorists were involved in non-alcohol related crashes (02 Alcohol/Drugs task 7; 154 AL task 1; 164 AL task 4; 164 NHTSA task 3; 06 Speeding task 2).

Task 11  A, C, F  Fund CODES (Crash Outcome Date Evaluation System) that compares data for drivers involved in vehicle crashes. Specifically, this data would support the demographics of those not wearing their seatbelts injured in car crashes in a particular geographic area. This information can provide the basis for developing public information and education materials for use by traffic safety officials, legislators, and health and injury specialists (05 Occupant Protection task 12).

Task 12  A, C, F  (PM – Paid Media) The contracted advertising agency will develop and air messages for parents and care providers on the importance of properly using and installing child safety seats within vehicles. This agency will disseminate these messages to the seven largest media markets and a few of the smaller markets that reach approximately 85% of the population through radio spots and newspaper articles (05 Occupant Protection task 7; 405 Occupant Protection task 3; 163 FHWA task 7).

Task 99  A, C, F, I, J  Indirect Cost Rate 17.52%
### MT HSP 2006
10 - 157 Incentive (Used as 402)

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Evaluation Measures:  
A. Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008
C. Achieve 85% statewide seat belt usage rate by 2008
D. Reduce the sum of occurrences of “speed too fast for conditions”, “failed to yield”, “careless driving”, “alcohol”, “followed too closely”, “improper turn” and “improper backing” to 16,000 by 2008 (17,363 during 2004)
F. Reduce severe injuries from motor vehicle crashes below 1,700 by 2008
J. Efficient and effective support of program objectives and administration of HSP

Task 1  A, C, D, F, J  
Salaries and benefits for Operations Research Analyst in support of seatbelt evaluation.

Task 2  A, C, F  
(OP & PM) Continue funding of our pilot project with contracted advertising agency to produce seatbelt media messages. These messages focus on American Indians within the Blackfeet, the Assiniboine-Siouxs and Assiniboine-Gros Ventre American Indian tribal reservations. Will add more American Indian tribes in FFY 2006 to participate in this program. Data resources from surveys taken on the reservations by American Indian interns, available data from the SHTSO Problem Identification, and other data related resources will help determine the specific demographics to focus on in support of this project. The campaign strategy is to help the tribes develop partnerships with the assistance of local interns to help produce and distribute American Indian related seatbelt messages using their own local media resources. The advertising agency will also provide paid media support to help disseminate these seatbelt messages to the American Indian population via radio and other media resources (157 Incentive task 6; 05 Occupant Protection task 8).

Task 3  A, C, D, F  
** Contract police, county sheriffs, and MT Highway Patrol to conduct Special Traffic Enforcement Programs (STEP) that focuses on occupant protection overtime during national mobilizations and sustained enforcement timeframes, both day and nighttime. The goal is to have each officer average 2 contacts per hour. The following law enforcement agencies are the first organizations approached by the State Highway Traffic Safety Office based upon population size: Yellowstone, Lewis & Clark, Flathead, Missoula, Silverbow, Gallatin, and Cascade. Altogether, these particular counties cover over 60% of the state’s population. The second group of agencies includes law enforcement in counties populated with 5000 people. The next agencies approached to conduct STEP programs are the counties with less than 5000 people. Combined with the MT Highway Patrol, these law enforcement agencies can cover 85% of the population

** As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. Indication of impaired driving can lead to the establishment of probable cause for law enforcement to stop motorists and ticket those seen not wearing their seatbelts.
since Montana has a secondary seatbelt law. The FFY 2006 Highway Traffic Safety Problem Identification indicates those who drive without their seatbelts are often under the influence of alcohol and/or drugs.

** Law enforcement can use speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing a seatbelt. Table 37 in the FFY 2006 Problem Identification shows that vehicles were speeding in 58.5% of the alcohol related crashes. Only 31.7% of motorists were involved in non-alcohol related crashes.

(05 Occupant Protection task 6; 405 Occupant Protection task 2)

Task 4  A, C, F  **(OP & PM)** Continue with contracted advertising agency to produce seatbelt messages focusing on those who drive pickup trucks. Current data from the Highway Safety Problem Identification and other data related resources will help determine the target audience. Messages will run in conjunction with law enforcement overtime activities including May Mobilizations. These messages will have a strong law enforcement tag plus a secondary Click It or Ticket tag written at the end of the message. The advertising agency will use paid media to disseminate these messages via television, radio, and billboards in the seven largest media markets and some of the smaller more rural markets (405 Occupant Protection task 1).

Task 5  A, C, F  Local SKSC coalitions will provide occupant protection public information and education (PI&E) during the May Mobilization. This includes PI&E on males who drive pickup trucks. This involves the development and dissemination of brochures and other types of PI&E materials for the public and in support of law enforcement seatbelt overtime activities during the Mobilization (05 Occupant Protection task 5).

Task 99  A, C, D, F, J  Indirect Cost Rate  17.52%
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MT HSP 2006
12 – Section 154 (AL – Alcohol), (HE – Hazard Elimination) & (PM – Paid Media)

Countermeasure Detail

Evaluation Measures:  
A Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008  
B Reduce the percentage of alcohol related fatalities to 40% of all fatalities by 2008  
D Reduce the sum of occurrences of “speed too fast for conditions”, “failed to yield”, “careless driving”, “alcohol”, “followed too closely”, “improper turn” and “improper backing” to 16,000 by 2008 (17,363 during 2004)  
E Improve traffic records data and information in Montana to help provide better and more accurate data; to improve linking of databases and improve access to data  
F Reduce severe injuries from motor vehicle crashes below 1,700 by 2008  
J Efficient & effective support of program objectives & administration of the HSP

Task 1 A, B, D  
** Funds are provided to police and sheriff agencies and the MT Highway Patrol to conduct sustained overtime impaired driving enforcement and overtime patrols that coincide with 2 national impaired driving mobilizations during both night and day time. This law enforcement overtime program is known as STEP (Special Traffic Enforcement Programs). The desired outcome is to have an officer average 2 contacts per hour. The largest agencies are approached first where 60% of the state alcohol related crashes occur and can cover 75% of the state’s population.

The agencies offered contracts are as follows: the police departments in Billings, Bozeman, Great Falls, Helena, Kalispell, Missoula; the sheriffs departments in Missoula County, Yellowstone, Cascade, Ravalli, Flathead, Lewis & Clark, and Butte Silver-Bow. The next group of law enforcement agencies offered contracts are law enforcement agencies (sheriffs and/or police) in communities and counties with a population of at least 5000 people. The next agencies approached to conduct STEP programs are located in counties with less than 5000 people. In total, this provides an 85% statewide coverage of the population by law enforcement when these smaller agencies are included. The SHTSO will actively recruit more law enforcement agencies to get them to participate in STEP overtime.

Alcohol Assessment Priority Recommendation: 3-B: Enforcement: Conduct sobriety checkpoints (safety spot checks):

**Each of these agencies will submit updated plans to the SHTSO on when and where they will conduct their sustained and mobilization enforcement overtime activities for impaired driving. Their plans are based upon the areas with a history of high alcohol related fatalities and injuries. As part of the STEP program, the MT
Highway Patrol is committed to conducting safety spot checks in strategic areas throughout the state in support of sustained and mobilization efforts.

** As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. Indication of impaired driving can lead to the establishment of probable cause for law enforcement to stop motorists and ticket those seen not wearing their seatbelts since Montana has a secondary seatbelt law. The FFY 2006 Highway Traffic Safety Problem Identification indicates those who drive under the influence of alcohol and/or drugs also have a tendency to drive without their seatbelts.

**Law enforcement can use speed enforcement as a strategy to stop impaired drivers and cite those drivers seen not wearing a seatbelt. Table 37 in the FFY 2006 Problem Identification shows that vehicles were speeding in 58.5% of the alcohol related crashes. Only 31.7% of motorists were involved in non-alcohol related crashes.

(02 Alcohol/Drugs task 7; 157 Incentive task 10; 164 AL task 3; 164 NHSA task 3; 06 Speeding task 2).

Task 2  A, B, D  As a pilot project, the SHTSO law enforcement liaison will encourage two or more American Indian tribes to participate in STEP by having them conduct impaired driving overtime activities on the reservations. The SHTSO law enforcement liaison will coordinate this effort with tribal law enforcement, the MT Department of Transportation Tribal Coordinator, and other law enforcement agencies i.e. MT Highway Patrol, sheriffs and/or police departments.

(02 Alcohol/Other Drugs Task 8)

Task 3  A, B  (AL) Funds will help supplement Healthy Mothers, Healthy Babies PI&E efforts outlined in 02 Alcohol/Other Drugs task 5 to educate the public about the problems associated with impaired driving. The funds identified within this task will support the production and printing of brochures, development of websites and publications, etc. that address impaired driving. HMHB subcontracts 16 local SAFE KIDS/SAFE COMMUNITIES coalitions from the following counties to provide this PI&E support: Ravalli, Butte-Silver Bow, Cascade, Fergus, Custer, Dawson, Flathead, Gallatin, Hill, Lincoln, Missoula, Richland, Lake, Pondera, Lewis & Clark, and Yellowstone. These 16 coalitions include a catchment of 14 additional counties (30 counties total). The make up of these coalitions encompasses 80% of Montana’s population (02 Alcohol/Other Drugs Task 5).

Local SKSC coalitions will utilize various data related resources including the Highway Safety Office’s Problem Identification document, the Youth Risk Behavior Survey (YRBS), the Montana Prevention Needs Assessment survey, and other similar resources as part of their planning and development of impaired driving PI&E programs for schools, etc. Campaigns using this information will target certain high-risk population segments that are unique to each community. Using positive, non-enforcement messages, SKSC will conduct
year round public education on impaired driving. These coalitions will use the help of local media resources, and develop their own brochures, newspaper announcement, and other public information and education (PI&E) sources.

Local SKSC coalitions are required to conduct public information and education projects on impaired driving that includes support to local law enforcement during 1 impaired driving national mobilization and 1 state impaired driving mobilization, and support youth enforcement and public information and education projects.

**Alcohol Assessment Priority Recommendation 2-B: Transportation Alternatives:** Ensure that designated driver and safe ride programs are age-appropriate, include health risk information, and discourage over-consumption:

SKSC coalitions that implement a designated drivers program i.e. “Home Free” will use their local data and available data from the SHTSO that targets the appropriate age group, avoiding underage drivers. This program will also include health risk information and discourage over consumption. SKSC will work with local establishments encouraging them to provide free incentives such as free ice cream and soda to patrons who choose to be designated driver for their group.

SKSC local coalitions will continue with their local server training programs using the MT Department of Revenue server-training program “Let’s Control It.”

Coalitions can provide T-shirts, mugs, etc. to the establishments who actively support an impaired driving program such as server training, designated drivers program, etc.

**(02 Alcohol/Other Drugs task 6)**

**Task 4 A, B**

**Alcohol Assessment Recommendation 1-A: State and Local Tribal DUI Task Forces/Commissions:** Expand the number of and/or reach of the DUI task forces and community coalitions so that all parts of the state including the reservations are covered by a task force and/or coalition:

SKSC coalitions and local DUI Task Forces will encourage American Indians to join their coalitions as members who live on and off the reservations. SKSC may also help the American Indians establish their own SKSC coalitions on the reservations. DUI Task Force can do the same by helping the American Indians establish their own DUI Task Forces. Both groups will provide encouragement and support to American Indians in their educational efforts in developing culturally sensitive messages on impaired driving **(02 Alcohol/Other Drugs task 6)**.

**Task 5 A, B**

**(AL & PM)** Provide funding to an advertising agency to develop law enforcement related impaired driving media messages based upon guidelines provided by the State Highway Traffic Safety Office. **Messages will**
focus on 16 to 35 year old drivers. This ad agency will develop and disseminate radio and television spots in the 7 major media markets located in the following counties: Gallatin, Flathead, Lewis & Clark, Missoula, Silver Bow, Cascade, and Yellowstone. The same agency will also purchase airtime in a few of the smaller media markets. Combined these markets reach approximately 85% of the population. Media coverage will also include billboards with similar impaired driving messages. The impaired driving messages will focus on youth and adults and coincide with 2 impaired driving national mobilizations in support of law enforcement impaired driving overtime activities.

Alcohol Assessment Priority Recommendation 1-E: Evaluation: Develop, fund, and implement a comprehensive evaluation plan to include process and impact evaluation for the impaired driving program:

Contract a university or other qualified organization to develop and conduct a telephonic surveys asking the publics’ understanding of impaired driving issues in Montana i.e. publics’ knowledge about .08 BAC and what it means. The objective of the surveys is to determine the public’s awareness of impaired driving laws and media messages and awareness of impaired driving enforcement efforts.

Alcohol Assessment Priority Recommendation 2-B: Transportation Alternatives: Ensure that designated driver and safe ride programs are age-appropriate, include health risk information, and discourage over-consumption:

Ad agency will develop and implement a media campaign that support local SKSC coalitions participating in designated driver programs to include messages that are age appropriate, include health risk information, and discourage over consumption.

(02 Alcohol/Other Drugs task 13; 163 NHTSA task 1)

Task 6 A, B

Contracted advertising agency will continue the American Indian impaired driving media project by adding two or more reservations. Three of the seven reservations already enrolled in this program will continue their participation in FFY 2006. This ad agency will continue subcontracting colleges and other organizations to provide American Indian interns from each of the reservations to manage this media project. American Indian surveys, other data resources from the reservations, and the Highway Safety Problem Identification will help in the determination of the target audiences for this campaign. The campaign strategy is to help tribes develop partners with the assistance of local American Indian interns to produce and distribute their own American Indian related impaired driving messages (02 Alcohol/Other Drugs task 14 164 AL task 2).

Task 7 A, B, D

**(AL) The SHTSO will offer police and sheriffs organizations during FY 2006 that did not receive any DUI equipment within the last 3 years. Next, the SHTSO will approach the law enforcement agencies that did receive equipment within the last 3 years if they send in a written justification for additional equipment. DUI
equipment helps law enforcement establish probable cause to apprehend impaired drivers. Basic traffic law enforcement equipment can qualify for funding includes portable breath testing devices, radars, and in-car video systems and other types of DUI-related equipment.

Will provide the law enforcement academy video cameras for training purposes.

All these items have unit values below $5000 but are tracked and then used again by other law enforcement agencies that have a need for such equipment. The goal is to achieve statewide coverage by law enforcement to achieve statewide coverage.

** The SHTSO will provide DUI related equipment to two or more reservations. In exchange for this equipment the tribal governments will provide available traffic data from the reservations such as statistics on citations, the types of crashes, factors that led to the crash (i.e. impaired driving), etc.

** Equipment is purchased under state term contract or other state and local bidding practices.

(164 AL Task 1; 02 Alcohol /Other Drugs task 10).

** Alcohol Assessment Priority Recommendation 3-B: Enforcement: Provide SFST training and recertification training:

The SHTSO will contract the MT Highway Patrol to provide Standard Field Sobriety Testing (SFST) refresher training to local law enforcement and tribal law enforcement in conjunction with the Highway Patrol’s SFST training for their own officers. The eventual goal is to integrate refresher training into the MT Law Enforcement Academy’s coursework that eventually develops into a continuous recertification process for tribal and non-tribal law enforcement personnel starting FFY 2007 or 2008.

Tribal law enforcement receiving DUI equipment that have not received basic SFST training will take this training. The SHTSO will fund American Indians to attend SFST training at the MT Law Enforcement Academy. The SHTSO will also contract the MT Highway Patrol to provide basic and refresher training on the reservations for tribal law enforcement on the proper use of DUI equipment. SFST basic and refresher training will be POST certified. If required, the Patrol will also help certify tribal law enforcement on the intoxilizer 5000.

The SHTSO will possible fund a Drug Evaluation and Classification (DEC) program as an extension of SFST training by paying overtime to certified law enforcement personnel in DEC to conduct this training.

(cross reference to 02 Alcohol/Other Drugs task 11; 163 NHTSA task 4)
Task 9  A, B, D, E, F  

This task will help fund Mobile Data Technology in Missoula, and the Montana Highway Patrol. The Patrol will also work in conjunction with Department of Administration’s Public Safety Radio program. This system is expected to help upgrade law enforcement’s capability to enforce traffic laws and influence other large cities and counties to develop their own mobile data system infrastructure. These systems will improve law enforcement’s efficiency to apprehend DUI offenders. Missoula County will be updating equipment and helping to expand this communications network to neighboring counties. The Montana Highway Patrol will connect three separate sections of the microwave network and provide more Mobile Data Terminals to the various jurisdictions that make up a mobile data task force chaired by the Sheriff in Gallatin County.

A wide variety of people also benefit from this communications system. This includes the general public and organizations that regularly examine crash data, trauma and injury prevention data to help identify ways to reduce traffic safety related risks. State and local health agencies, roadway engineering, maintenance, SKSC coalitions, law enforcement, and others benefit from improved records and data they can use to develop and implement significant traffic safety related programs including the development of alcohol-related PI&E information.

This same task will also support expenses associated with the mobile data program manager required by NHTSA.

Task 10  A, B  

This task will help supplement non-American Indian PI&E efforts for all 16 SKSC local coalitions and all DUI Task Forces through mini-grants during FY 2006. Monies from these grants can help supplement local PI&E programs allowing these organizations to develop brochures, make flyers for newspapers, develop PSA’s such as radio and television spots, websites, etc. that address positive, non-enforcement related impaired driving information.

Local SKSC coalitions will utilize various data related resources including the Highway Safety Office’s Problem Identification FFY 2006 document, the Youth Risk Behavior Survey (YRBS) produced by the Office of Public Instruction, the Montana Prevention Needs Assessment survey, and from other traffic safety related resources as part of their planning and development of impaired driving education programs for schools, etc. Campaigns using this information will target certain high-risk population segments that are unique to each community. Using positive, non-enforcement messages, SKSC will conduct year round public education on impaired driving targeting this high risk population. These coalitions will use the help of local media resources, and develop their own brochures, newspaper announcements, and other public information and education (PI&E) sources.

Local SKSC coalitions are required to conduct public information and education projects in impaired driving that includes support to local law enforcement during 1 impaired driving national mobilizations and 1 state mobilization and support youth enforcement and public information and education projects. Coalitions are
expected to continue alcohol server training within their respective counties using either the MT Department of Revenue “Let’s Control It” training program.

Task 11 A, B (AL & PM) Contract an advertising agency to develop and air open container education media messages. Placement of these messages will occur in Montana’s 7 largest media markets and a few smaller media markets via radio and television spots. This agency will develop and disseminate radio and television spots that reach 85% of the population. This same agency will develop educational handout materials on open container that educates the public about this new law. They will also develop and place newspaper articles in major markets and some smaller markets educating the public about the new open container law (163 FHWA task 5).

Task 12 A, B, F (HE – Hazard Elimination) Section 154 will continue funding Hazard Elimination construction projects under agreement with MDT. Considerable effort has taken place in coordinating and setting up this program between MDT Engineering, FHWA, and NHTSA (164 HE task 4).

Task 13 A, B The SHTSO will continue funding the semi-annual train the trainers’ certification training for ACT (Assessment, Course, and Treatment) chemical dependency counselors. This includes paying American Indians per diem to come and participate in this training. An American Indian version of the ACT training will be available for the first time in FFY 2006 as a train the trainers’ course. The SHTSO is working with the MT Department of Public Health & Human Service’s Addictive & Mental Disorders Division on this project. This training will be offered as a separate track of the regularly scheduled ACT training program. This allows flexibility to present both versions of the training for those ACT trainers living in urban areas who have Native Americans in their classes (02 Alcohol/Other Drugs task 3).

Task 14 A, B Alcohol Assessment Priority Recommendation 2-D-1: Schools: Coordinate impaired driving and traffic safety prevention activities with science-based substance abuse strategies at the state and local level:

SHTSO staff will continue to work with Office of Public Instruction, Safe and Drug Free School Coordinators to promote protective factors. SHTSO staff will also work with Addictive and Mental Disorders in DPHHS to collaborate on activities funded by SAMHA (Substance Abuse & Mental Health Administration) Community Incentive Programming grants.

Task 15 A, B The SHTSO will help produce reference materials including manuals and newsletters for use by professionals, DUI Task Forces, prosecutors, judges, SKSC local coalitions, (Assessment, Course, & Treatment) ACT chemical dependency counselors, and other segments of the public. Production of an impaired driving related newsletter might involve contracting a university or available advertising agency to organize and develop this document. Specifically, the SHTSO will contract the MT Department of Public Health & Human services to produce the ACT manual. This manual will include culturally specific information for American Indian use that addresses screening, referral, and treatment procedures (02 Alcohol/Other Drugs task 4).
Funds are provided to the university system based upon requests for assistance in addressing on-campus and off-campus alcohol impairment of youth. While it is illegal for youth under 21 years of age to possess or use alcohol, college and underage drinking continues as a problem in the state and nationwide. Funding of alcohol server training and public information and education campaigns on and off campus are other methods to help avoid alcohol use by minors (02 Alcohol task 12).

(Alcohol Assessment Priority Recommendation 1-C: Program Management: Hire or contract a full-time law enforcement liaison to coordinate the manage law enforcement projects and activities that will enhance the State’s presence among the law enforcement communities).

A contracted law enforcement liaison will coordinate SFST training support for American Indian and non-American Indian law enforcement agencies by negotiating with the MT Highway Patrol and the MT Law Enforcement Academy and have these agencies provide this training. The liaison can also arrange for special SFST regional training. This liaison will visit with American Indian and non-American Indian law enforcement agencies throughout the state and provide technical assistance concerning the implementation of their STEP contracts that they have with the SHTSO. The liaison will also conduct other assigned law enforcement related duties (02 Alcohol/Other Drugs task 16; 06 Police Traffic Services task 4).

Funds will support judges and prosecutors training for American Indian and non-American Indian judges, prosecutors, and law enforcement personnel to maintain or improve their knowledge, skills and abilities in addressing impaired driving problems throughout Montana’s court system. We plan to use a NHTSA approved curriculum for prosecutorial and judicial training. The National Judicial College Curriculum is also considered an acceptable training program for judges. These trainings will include Montana’s legal and procedural elements. The SHTSO will request CLE credits for those who participate in these training programs. We will institutionalize the judges training by working closely with the MT Supreme Court Administrator and/or the University of Montana Law School. SHTSO will also assist in funding a judges on-line training that will also allow judges to mentor each other using this system.

Alcohol Assessment Priority Recommendations:

3-D: Prosecution: Require, through statute or rule of court procedure that a prosecutor shall be present at all proceedings in which pleas of guilty or not contest are entered to DUI or Per Se violations and such prosecutor provide information to the court concerning defendant’s conviction record prior to imposition of sentence:

3-E: Adjudication: Require judges to decline to accept plea negotiations that include prosecutorial commitments to effect the disposition of implied consent refusal proceedings in favor of a defendant:
We will solicit help from the MT County Attorney’s Association (MCAA) and contract them to train prosecutors including city prosecutors who prosecute DUI and Per Se Offenses. Course work will include Montana’s legal and procedural elements; proper adjudication process; prosecutorial commitments that effect the disposition of implied consent refusal proceedings that favor a defendant; the importance of prosecutor’s presence during proceedings in which pleas of guilty or no contest is entered for DUI or Per Se violations; the purpose of having the defendant’s conviction record available prior to imposition of sentence. Traffic stops, citations, arrests, incarceration, and rehabilitation are areas of concern for these groups that they must learn through education and training.

**Alcohol Assessment Priority Recommendation 3-D: Prosecution:** Encourage tribal courts to adopt uniform traffic safety codes that incorporate provisions of the Montana statutes governing DUI, Per Se violations, and the suspension of driving privileges upon conviction or for refusal to comply with the Montana implied consent law:

To accomplish this recommendation (3-D) the SHTSO must first identify current practices on the reservations and identify the leaders that can implement change in Tribal Traffic Codes. In FFY 2006, the SHTSO will conduct a survey of American Indian judges to help establish baseline of what they already have in place within their court system in terms of current traffic safety codes. The SHTSO will meet with the Montana Wyoming Tribal Judges Association to discuss the current state of Tribal Courts as they relate to traffic law. This will allow for the gathering of information already available to tribal courts and help determine what else the judges may need.

Tribal judges will be invited to participate in District Court Judges and Courts of Limited Jurisdiction training. This training will provide tribal judges a better understanding of Montana Traffic Code. The SHTSO will support a comprehensive effort initiated by the MT Department of Justice to encourage the adoption of Montana traffic codes. This will make cross deputization of tribal law enforcement and the MT Highway Patrol much easier to implement.

Working with the Montana Wyoming Tribal Judges Association, the SHTSO can provide information to judges to learn about uniform traffic safety codes of the state that incorporate statutes governing DUI and Per Se Violations if not already implemented on the reservations. During the training, the tribal judges will be encouraged to communicate this information to their Tribal Councils and have them consider adopting these codes on the reservations. This training will also cover the process of the suspending driving privileges upon conviction or for refusal to comply with the Montana implied consent law and how this process can benefit traffic safety on the reservations. The SHTSO will fund travel costs for American Indian judges from each reservation to participate in this training.
MCAA will be provided with a list of current tribal prosecutors to invite to future MCAA trainings. The SHTSO will fund tribal prosecutors per diem to attend these trainings. Additionally, the tribal prosecutors will be surveyed to identify their needs in the prosecution of DUI on the reservations.

**Alcohol Assessment Priority Recommendation 3-E: Adjudication**

Encourage all tribal courts and their judges to report all traffic convictions and case dispositions to driver control.

The SHTSO will request the MT Supreme Court Administrator and the University of MT Law School to encourage American Indian judges as part of the training to work with their tribal councils and allow sharing the reservations’ conviction and case dispositions with Montana’s Drivers Control located in the Department of Justice. This issue will also be a major project for the Traffic Records Committee to implement. The Traffic Safety Committee coordinated by the MT Department of Transportation will address the importance of data in the development and implementation of a comprehensive traffic safety plan.

**(02 Alcohol/Other Drugs task 10; 08 Traffic Records task 3)**

**Task 19** A, B

Focus impaired driving educational efforts for American Indian and non-American Indian youth incarcerated in correctional youth facilities at Pine Hills in Miles City and Riverside in Boulder. Portions of the Office of Public Instruction’s Drivers Education Curriculum will help provide the necessary information in support this effort. Both these facilities are located in Montana and incarcerate a significant number of American Indian criminal offenders until they reach age 18. These youth serve as a captive audience that allows for unique educational opportunities including information on the importance of not driving impaired before these youth are released and start driving *(02 Alcohol/Other Drugs task 17).*

**Task 20** A, B

**Alcohol Assessment Priority Recommendation: 4-B: Treatment and Rehabilitation**

Develop screening, referral and treatment procedures for American Indians that address cultural differences and access to services:

The Addictive and Mental Disorders Division (AMDD) of the MT Department of Public Health & Human Services work with state approved programs to provide screening, referral, and treatment of Montana citizens including Native Americans on and off the reservations. SHTSO will work with and fund a portion of AMDD’s project that assures the screening tool used by the state approved programs in conjunction with ACT program address cultural appropriateness. The project is currently in the planning stages. At the end of FFY 2005 the ACT manual will be updated, however the American Indian version of this document will be pilot tested in FFY 2006. The American Indian version of this document will include the appropriate information for screening, referral and treatment for that population of DUI offenders.

SHTSO will support a program called Brief Screening and Interventions (BSI). BSI is proven to help reduce alcohol related injuries. A few communities in Montana already have this screening program in place. Funding
for this project will increase BSI programs in health settings and help train those who request participation in this program.

(02 Alcohol/Other Drugs task 18)

| Task 99 | A, B, D, E, F, J | Indirect Cost Rate 17.52% |
MT HSP 2006  
12 - 154 AL, HE & PM

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MT HSP 2006
13 - Section 164 (AL – Alcohol), HE (Hazard Elimination) & PM (Paid Media)

Countermeasure Detail

Evaluation Measures:

A  Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008
B  Reduce the percentage of alcohol related fatalities to 40% of all fatalities by 2008
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driving”, “alcohol”, “followed too closely”, “improper turn” and “improper backing” to 16,000 by 2008 (17,363 during 2004)
F  Reduce severe injuries from motor vehicle crashes below 1,700 by 2008
J  Efficient & effective support of program objectives & administration of the HSP

Task 1  A, B, D  (AL) Funds will pay for DUI equipment to help law enforcement establish probable cause in the apprehending impaired drivers. Equipment includes PBT’s, radars, and video cameras. The goal is to achieve statewide coverage of the population by law enforcement to counter impaired drivers. This funding will help supplement the purchase of this equipment planned under 02 Alcohol and Other Drugs task 10 & 154 AL task 7.

Task 2  A, B  (PM) These funds will supplement paid media for impaired driving campaigns including media campaigns specifically for American Indians outlined under 154 AL tasks 5 & 6; 02 Alcohol/Other Drugs task 13 &14.

Task 3  A, B, D, F  ** Funds are provided to police and sheriff agencies and the MT Highway Patrol to conduct sustained overtime impaired driving enforcement and overtime patrols that coincide with 2 national impaired driving mobilizations during both night and day time. This law enforcement overtime program is known as STEP (Special Traffic Enforcement Programs). The desired outcome is to have an officer average 2 contacts per hour. The largest agencies are approached first where 60% of the state alcohol related crashes occur and can cover 75% of the state’s population.

The agencies offered contracts are as follows: the police departments in Billings, Bozeman, Great Falls, Helena, Kalispell, Missoula; the sheriffs departments in Missoula County, Yellowstone, Cascade, Ravalli, Flathead, Lewis & Clark, and Butte Silver-Bow. The next group of law enforcement agencies offered contracts are law enforcement agencies (sheriffs and/or police) in communities and counties with a population of at least 5000 people. The next agencies approached to conduct STEP programs are located in counties with less than 5000 people. In total, this provides an 85% statewide coverage of the population by law enforcement when these smaller agencies are included. The SHTSO will actively recruit more law enforcement agencies to get them to participate in STEP overtime.

Alcohol Assessment Priority Recommendation: 3-B: Enforcement: Conduct sobriety checkpoints (safety spot checks):
Each of these agencies will submit updated plans to the SHTSO on when and where they will conduct their sustained and mobilization enforcement overtime activities for impaired driving. Their plans are based upon the areas with a history of high alcohol related fatalities and injuries. As part of the STEP program, the MT Highway Patrol is committed to conducting safety spot checks in strategic areas throughout the state in support of sustained and mobilization efforts.

** As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. Impaired driving helps establish probable cause for law enforcement to stop motorists and ticket those seen not wearing their seatbelts since Montana has a secondary seatbelt law. The FFY 2006 Highway Traffic Safety Problem Identification indicates those who drive under the influence of alcohol and/or drugs also have a tendency to drive without their seatbelts.

** Law enforcement can use speed enforcement as a strategy to stop impaired drivers and cite drivers seen not wearing their seatbelts. Table 37 in the FFY 2006 Problem Identification shows that vehicles were speeding in 58.5% of the alcohol related crashes. Only 31.7% of motorists were involved in non-alcohol related crashes.

(02 Alcohol/Drugs task 7; 157 Incentive task 10; 164 NHTSA task 3; 06 Speeding task 2; 154 AL task 1)

Task 4  D, F  (HE – Hazard Elimination) Section 154 will continue funding Hazard Elimination construction projects under agreement with MDT. Considerable effort has taken place in coordinating and setting up this program between MDT Engineering, FHWA, and NHTSA (154 HE task 12).

Task 99  A, B, D, F, J  Indirect Cost Rate 17.52%
MT HSP 2006
13-164 AL, HE & PM

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Countermeasure Detail

Evaluation Measures:
A Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008
B Reduce the percentage of alcohol related fatalities to 40% of all fatalities by 2008
J Efficient and effective support of program objectives and administration of the HSP

Task 1 A, B
Produce and disseminate earned media that focuses public attention on impaired driving during 1 national mobilization and sustained enforcement timeframe using enforcement-focused messages. During the national mobilization and sustained enforcement timeframe, a contracted advertising agency will develop enforcement messages approved by NHTSA based upon specifications of the State Highway Traffic Safety Office and place these messages in the counties via newspapers and other media sources. This media placement will occur in counties where law enforcement agencies have STEP contracts with the MT Department of Transportation. The goal is to achieve a media reach of 85% of the population.

Alcohol Assessment Priority Recommendation 1-E: Evaluation: Develop, fund, and implement a comprehensive evaluation plan to include process and impact evaluation for the impaired driving program:

Contract a university or other qualified organization to develop and conduct a telephonic surveys asking the publics’ understanding of impaired driving issues in Montana i.e. publics’ knowledge about .08 BAC and what it means. The objective of the surveys is to determine the public’s awareness of impaired driving laws and media messages and awareness of impaired driving enforcement efforts.

(02 Alcohol/Other Drugs task 13; 154 AL task 5).

Task 2 A, B
**Law enforcement agencies that have STEP contracts with the MT Department of Transportation will conduct impaired driving overtime during the Labor Day Mobilization. Agencies will focus their overtime efforts during 4 or more nights during the mobilization focusing in areas within their jurisdictions that have a history of high alcohol related fatality rates.

(02 Alcohol/Drugs task 7; 157 Incentive task 10; 164 AL task 3)

Task 3 A, B
**Law enforcement agencies with STEP contracts with the MT Department of Transportation will conduct sustained enforcement impaired driving overtime activities. They will focus their overtime efforts at least once or more a month during special event(s) such as safety spot checks, rodeos, etc. in areas within their jurisdiction that have a history of high alcohol related fatality rates.
**Alcohol Assessment Priority Recommendation 3-B: Enforcement: Conduct sobriety checkpoints (safety spot checks):**

**Each of these agencies will submit updated plans to our office on when and where they will conduct their sustained and mobilization enforcement overtime activities for impaired driving. Their plans are based upon the areas with a history of high alcohol related fatalities and injuries. As part of the STEP program, the MT Highway Patrol is committed to conducting safety spot checks in strategic areas throughout the state in support of sustained and mobilization efforts.

**As much as possible, law enforcement will spend 50% of their time enforcing impaired driving violations and 50% of their time enforcing seatbelt usage during the same traffic stop. Impaired driving helps establish probable cause for law enforcement to stop motorists and ticket those seen not wearing their seatbelts since Montana has a secondary seatbelt law. The FFY 2006 Highway Traffic Safety Problem Identification indicates those who drive without their seatbelts are often under the influence of alcohol and/or drugs.**

(02 Alcohol/Drugs task 7; 157 Incentive task 10; 164 AL task 3; 02 Speeding task 2).

**Task 4 A, B** Alcohol Assessment Priority Recommendation 3-B: Enforcement: Provide SFST refresher and recertification training:

The SHTSO will contract the MT Highway Patrol to provide Standard Field Sobriety Testing (SFST) refresher training to local law enforcement in conjunction with the Highway Patrol’s SFST training for their officers. The eventual goal is to integrate refresher training into the MT Law Enforcement Academy’s coursework that eventually develops into a continuous recertification process for local law enforcement personnel starting FFY 2007 or 2008. The SHTSO will also possibly fund a Drug Evaluation and Classification (DEC) program as an extension of SFST training by paying overtime to certified law enforcement personnel in DEC to conduct this training (02 Alcohol/Other Drugs task 11; 154 AL task 8).

**Task 5 A, B** Provide signage in support of law enforcements’ safety spot check overtime activities.

**Task 99 A, B, J** MDT Indirect Cost 17.52%
## 28 - 163 Innovative – FFY 2006 Funding

### 163DM

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MT HSP 2006
15- Section 163 FHWA

Countermeasure Detail

Evaluation Measures:

A  Reduce alcohol related fatality rate to 0.9 per 100 million vehicle miles by 2008
B  Reduce the percentage of alcohol related fatalities to 40% of all fatalities by 2008
C  Achieve 85% statewide seat belt usage rate by 2008
D  Reduce the sum of occurrences of “speed too fast for conditions”, “failed to yield”, “careless driving”, “alcohol”, “followed too closely”, “improper turn” and “improper backing” to 16,000 by 2008 (17,363 during 2004)
E  Improve traffic records data and information in Montana to help provide better and more accurate data; to improve linking of databases and improve access to data
F  Reduce severe injuries from motor vehicle crashes below 1,700 by 2008
G  Reduce motorcycle crashes to 1.6% of all crashes by 2008
H  Reduce motorcycle fatal crashes to 6% of all fatal crashes by 2008
I  To reduce 85th Percentile Speeds on Non-Interstate to 71 mph for each of the four quarter by 2008.
J  Efficient and effective support of program objectives and administration of HSP

Task 1  A – J  Staff salaries and benefits for the State Highway Traffic Safety Officer, Grants Accountant, Program Specialist III, part-time Accounting Technician, Operations Research Analyst, Training & Development Specialist, and Program Specialist I assigned traffic safety related programs and project accounts as necessary to provide management and monitoring services.

Task 2  A – J  Staff noted above are advanced or reimbursed for their travel, per diem and training costs.

Fund supplies in support of program management activities.

Task 3  A, B, C, F  Funding is for SAFE KIDS/SAFE COMMUNITIES (SKSC) local coalitions to continue seatbelt programs by contracting Healthy Mothers, Healthy Babies (HMHB) to manage this project. HMHB in turn subcontracts 16 local SAFE KIDS/SAFE COMMUNITIES coalitions in the following counties: Ravalli, Butte-Silver Bow, Cascade, Fergus, Custer, Dawson, Flathead, Gallatin, Hill, Lincoln, Missoula, Richland, Lake, Pondera, Lewis & Clark, and Yellowstone. These 16 coalitions include a catchment of 14 additional counties that total to 30 counties. Other potential SKSC coalitions may be added during FY 2006. The make-up of these coalitions encompasses 80% of Montana’s population.

HMHB will continue their clearinghouse program to supply the public informational handouts on the importance of wearing seatbelts and how to install and properly use of child restraints for their children.
Each coalition is required to conduct several projects in occupant protection that focuses mainly on PI&E for the public. They are required to support law enforcement during national mobilizations with PI&E local campaigns. Their programs include developing and airing campaigns as earned media that target males who drive pickup trucks and known for having the highest non-seatbelt usage rate in Montana. Local SKSC coalitions will utilize various data resources including the Highway Safety Office’s FFY 2006 Problem Identification document, the Youth Risk Behavior Survey (YRBS), and other similar data related resources as part of their planning and development of seatbelt education programs.

These coalitions will produce and disseminate use their own positive, educational seatbelt messages and materials for the public.

Each SKSC local coalition is also required to support “Saved by the Belt” programs by holding award ceremonies for local citizens who wore their seat belts during a vehicle crash. Each coalition is required to hold this award ceremony in conjunction with the national seatbelt mobilizations. SKSC local coalitions will invite the local press to provide news coverage of this event as earned media. Local dignitaries such as mayors, police chiefs, sheriffs, etc. will attend these ceremonies and present Saved by the Belt awards to these survivors.

SKSC will promote local educational campaigns on the importance of parents and care providers properly installing and using child safety seats for their children.

SKSC will promote seatbelt usage with incentive programs during the seatbelt national mobilizations. These coalitions will at the same time produce and use their own positive, non-law enforcement seatbelt messages. They will work with local businesses to provide coupons, coffee mugs, ice cream, soft drinks and other incentives to provide drivers seen wearing their seatbelts within their local communities.

Local SKSC coalitions will encourage American Indians to join their coalitions as members who live on and off the reservations. SKSC may also help the American Indians establish their own SKSC coalitions on the reservations. SKSC coalitions will provide encouragement and support to American Indians in their educational efforts in developing culturally sensitive messages on the importance of seatbelt usage.

(05 Occupant Protection task 5; 157 Incentive task 5)

Task 4  A, C, F  Will fund an advertising agency to develop occupant protection law enforcement related messages based upon the specifications of the State Highway Traffic Safety Office and disseminate these messages to the 7 major media markets using radio and television spots. Messages will be developed and disseminated in support of 2 national mobilizations and sustained enforcement on occupant protection, depending upon funding. This will include messages that focus on (demographics???) who drive pickup trucks, vans, SUV’s and known for having the highest seatbelt non-usage rate in Montana. These major media markets are located in the following...
counties: Gallatin, Flathead, Lewis & Clark, Missoula, Silver Bow, Cascade, and Yellowstone. This same agency will air occupant protection messages in a few of the smaller markets. All together 85% of the population is reached through this effort *(05 Occupant Protection task 7; 157 Incentive task 12; 405 Occupant Protection task 1).*

**Task 5  A, B**  
Contract advertising agency to develop and air open container education media messages. The airing of these messages will take place in Montana’s 7 largest media markets and a few smaller media markets via radio and television spots. Radio and television spots will be developed and disseminated reaching 85% of the population. Will have educational handout materials developed on open container to educate the public about this new law for law enforcement, SKSC PI &E clearinghouse, DUI Task Forces, etc. This ad agency will develop and place newspaper articles in major markets and some smaller markets educating the public about the new open container law *(154 AL task 11).*

**Task 6  A, B, C, I, J**  
**Alcohol Assessment Priority Recommendation:** 3-C: Publicity to Enhance General Deterrence: Develop and implement a year-round media plan to enhance general deterrence:

Contract a media company to develop a year round media plan based upon specifications provided by the SHTSO for impaired driving, seatbelt and speeding campaigns to enhance general deterrence. The media company will use traffic safety data related data to help in the development of this plan. They will implement an evaluation process involving the use of pre- and post surveys and focus groups. The media plan will include strategies on the development and implementation of enforcement related messages that pertain to impaired driving, seatbelts, and speeding. This document will also address positive, non-enforcement year round educational messages for these same subject areas. Strategies will include children communicating with adults about the negative impact of driving impaired, speeding, and not wearing seatbelts *(157 Incentive task 7).*

**Task 7  C, F**  
*(PM – Paid Media)* Fund development and placement of advertising agency’s information on the date, time, and location of Child Safety Seat Clinics as well as other types of information that pertains to child safety seat clinics in support of local SAFE KIDS/SAFE COMMUNITIES local coalitions *(05 Occupant Protection task 7; 405 Occupant Protection task 3; 157 Incentive task 12).*

**Task 8  A, C, F**  
An ad agency will produce positive seatbelt educational messages for the public in FFY 2006 and air these FFY 2007 based upon the specifications of the MT Department of Transportation. These messages will air the Fall of 2007 prior to the legislative session scheduled in March that same year. Messages will include youth communicating with parents on the importance of buckling up *(05 Occupant Protection task 9; 157 Incentive task 2).*

**Task 9  I**  
This task supports the purchase of five radar “Your Speed Is” trailers to measure and show a vehicle’s speed on the roadway and provide other messages pertaining to seatbelts, impaired driving, etc. These speed trailers can store the numerical data of the speed of each vehicle. Several rural Sheriffs and police agencies have requested these trailers and would rotate these among law enforcement agencies in other towns and counties. Placement of these units will occur regionally throughout the state. The SHTSO will contract law enforcement agencies to acquire these units.
through the MT Department of Transportation Purchasing Bureau or local government purchasing. These speed devices will assist in speed education for the public, in school zone awareness, and in geographical areas with high volumes of traffic that may require a speed assessment. These trailers allow local law enforcement to strategically place their officers in the most suitable areas for effective enforcement. This is especially useful for those law enforcement agencies that have severe manpower shortages (06 Speed Control task 1).

Task 10   J    Fund supplies in support of program management activities.

Task 99   A – J    Indirect Cost Rate 17.52%
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Federal Official Authorized Signature:  
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TITLE: ____________________________  
DATE: ____________________________  
Effective Date: ____________________________

HS Form 217