

# 2012 Annual Transportation Safety Meeting



June 6-7, 2012  
Gateway Center  
Helena, Montana

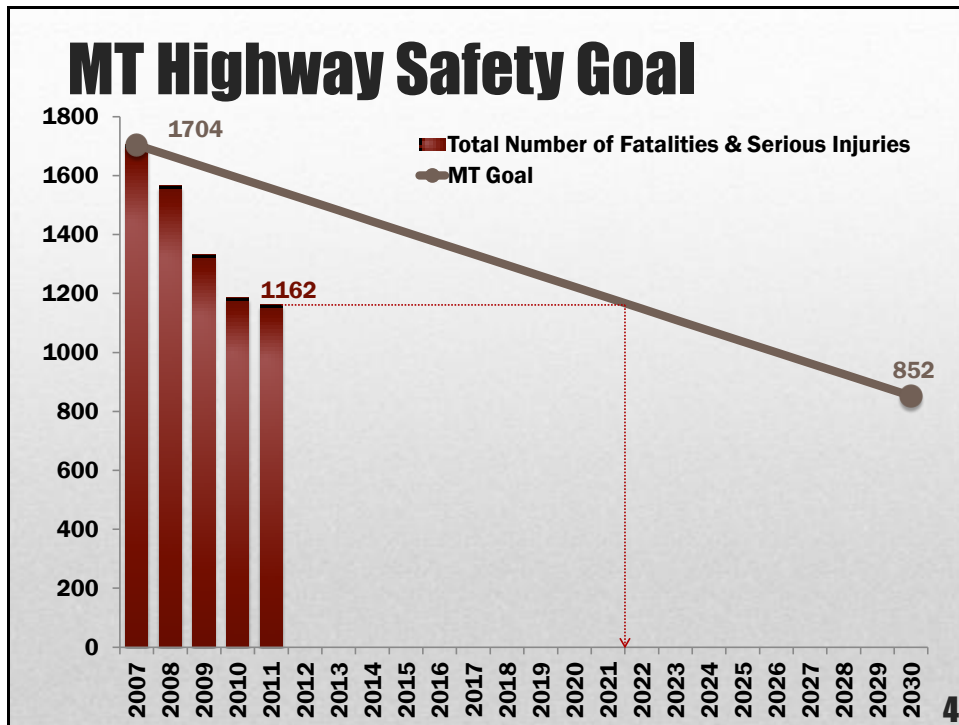
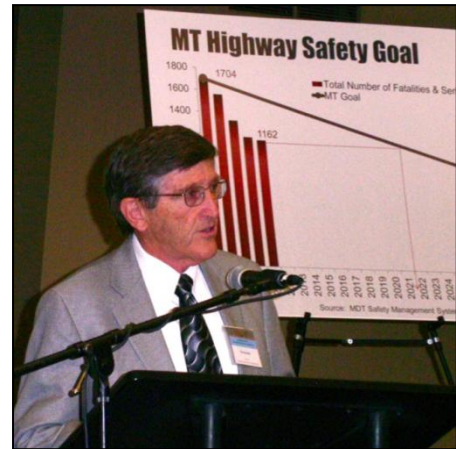




## 2012 Annual Transportation Safety Meeting Summary June 6-7, 2012

The 2012 Annual Transportation Safety Meeting was held at the Gateway Center in Helena on June 6 and 7 with nearly 100 stakeholders in attendance. Participants represented a wide variety of organizations and agencies addressing the four E's of transportation safety (Education, Enforcement, Engineering, and Emergency Response). This was the sixth annual meeting since the implementation of the CHSP began in 2006. This annual meeting provides an opportunity for local, state, federal, tribal agencies, individual stakeholders and organizations to discuss and work together to improve transportation safety.

MDT's Rail, Transit, & Planning Division Administrator Lynn Zanto welcomed the participants and introduced MDT Director Tim Reardon who expressed his appreciation for the "tough job" that all participants involved in the state's transportation safety efforts are doing. The goal for all of us is to reduce injuries and save lives on Montana's roadways. Director Reardon asked "what can we do better?" and stressed that we must engage in collective efforts in order to succeed. He noted that there has been an increase in fatalities and serious injuries in Montana year-to-date compared to the same period last year and that we must renew our efforts in order to bring these numbers down if we are to reach our goal of reducing fatalities and incapacitating injuries by half by 2030.



Federal partners, Max Sevareid (NHTSA) and Kevin McLaury (FHWA) stressed the importance of Montana's safety efforts in reducing highway fatalities and injuries and the need to continue working together to make further progress. Sevareid said that it is possible to make further progress toward reduced fatalities and injuries even though Montana does not have a primary safety belt law. The state's new DUI laws will make a contribution toward this progress. McLaury supported Director Reardon's remarks and asked "How can we do things differently?" He also noted that new federal transportation legislation will likely support additional safety efforts and include performance measurement requirements. One of the focus areas of this year's annual meeting will be the definition of new performance measure targets, as described below, for each of the Comprehensive Highway Safety Plan (CHSP) Emphasis Areas.

### **Montana Crash Data**

**Danielle Murphy, MDT-State Highway Traffic Safety Office (SHTSO) Operations Research Analyst**

#### **Highlights:**

- Fatalities have increased by 20 (10.6%) from 189 in 2010 to 209 in 2011.
- Incapacitating injuries were down by 43 (-4.3%) from 996 in 2010 to 953.



Danielle Murphy provided a comprehensive overview of statewide safety statistics and crash data analysis. In 2011, Montana's overall traffic fatalities increased although overall severe injuries (fatalities plus incapacitating injuries) declined by approximately 2 percent. Progress is being made toward the overall CHSP goal of cutting severe injuries in half by 2030 and our numbers are where we hoped to be by 2021. However, preliminary results for 2012 to date show an increase in fatalities from the same period in 2011 and unbelted fatalities appear to be increasing. The state's age demographic

trends are indicating a large increase in the proportion of older drivers in the near future which could have implications for transportation safety. The Crash Data presentation, as well as the champion presentations from the annual meeting are posted on Montana's Comprehensive Highway Safety Plan web site, under the 2012 Annual Meeting, <http://www.mdt.mt.gov/safety/plans-programs/chsp.shtml>.

### **CHSP Emphasis Area Discussions**

For each Emphasis Area (EA) presentation, Danielle Murphy provided an introduction by presenting specific data relevant to the Emphasis Area. This data indicated crash trends within the Emphasis Area and whether progress is being made. The data also provided a basis for participants to vote on various performance measure targets that will be used in the future to evaluate progress toward achieving the goals of the individual Emphasis Areas. The Emphasis Area Champions then presented a progress report on their team's efforts over the past year and led a discussion to obtain input and feedback from the meeting participants. Meeting participants evaluated progress in implementing strategies and reducing crashes at the end of each emphasis area discussion. "i-Clickers" polling software was used to obtain feedback and

immediate responses to questions from participants. Responses were automatically tabulated and displayed to participants.



Summary results of the Emphasis Area discussions are presented below. The assessment of the Emphasis Area progress was based on a “stoplight” format as used in the prior annual meetings:

**Green** = Crashes in the given Emphasis Area are going down; Emphasis Area Team is active and most New Strategies are in progress or have been completed.

**Yellow** = Crashes in the given Emphasis Area are about the same; Emphasis Area Team is established and some New Strategies are underway or completed.

**Red** = Crashes in the given Emphasis Area are increasing; no or few New Strategies are underway; no activity Emphasis Area Team.

Assessments from 2010 and 2011 are shown for comparison in the following Emphasis Area summaries.

Also shown in each summary is the status of the original performance measures for the Emphasis Area, compared to the base year of the CHSP. In addition, at this year’s Annual Meeting, new performance measure targets were identified for the individual Emphasis Areas that provide a quantitative link between specific targets and whether the Emphasis Area strategies are achieving their intended benefits. These performance measure targets were selected by the votes of participants using the i-Clickers. These targets are intended to provide:

- Greater accountability to the CHSP Committee, teams, and stakeholders;
- Greater linkage between CHSP safety goal and strategies;
- Better understanding of the impacts of alternative strategies intended to improve transportation safety; and,
- Information feedback to promote ongoing improvement of safety practices and strategies.

In addition to the performance measure targets identified in the CHSP, the National Highway Transportation Safety Administration (NHTSA) also requires annual reporting on certain measures in addition to those identified for the CHSP Emphasis Areas. These targets were also selected during the Annual Meeting.

Performance measure targets were based on a 5-year rolling average of crash statistics relevant to the specific Emphasis Areas. Graphs were displayed that illustrated three possible targets reflecting a projected level of performance from 2010 to 2015. Participants were asked to select the target they felt was most appropriate given historic trends and the activities being conducted within a particular emphasis area.

- The **conservative** target assumes the level for a particular measure observed in 2010 will remain steady to 2015
- The **moderate** target assumes a 2.5 percent improvement in the level of that measure by 2015
- The **aggressive** target assumes a 5 percent improvement.

Note that new performance measures for the Emergency Medical Services Delivery and Traffic Records Management Emphasis Areas were not included in this target identification because these Emphasis Areas are not directly related to the reduction of crashes.

### **Overview of State Highway Traffic Safety Office (MDT-SHTSO) NHTSA Program** **Presenter: Priscilla Sinclair, Supervisor**

The SHTSO is responsible for administering National Highway Traffic Safety Administration (NHTSA) programs throughout the state and manages grants to various recipient agencies that carry out activities in support of SHTSO's Highway Safety Plan (HSP) as well as the CHSP. Priority programs include:

- Occupant Protection
- Impaired Driving
- Data and Traffic Records
- Traffic Safety/Enforcement



The SHTSO administers a variety of funding sources which are distributed to these numerous grant recipients throughout the state. The Section 408 program funds SHTSO's data program, which is central to all activities conducted through the office. Section 410 is used to fund alcohol impairment programs, including the state's Traffic Safety Resource Prosecutor. Key countermeasures conducted under this program include Selective Traffic Enforcement Program (STEP) and the DUI Team also known as the Roving Patrol. NHTSA also recently funded a special management review of Montana's seat belt programs due to the state's low belt use rate. The SHTSO is currently soliciting applications for transportation safety projects that "think outside the box." Applications will be accepted until June 30, 2012.

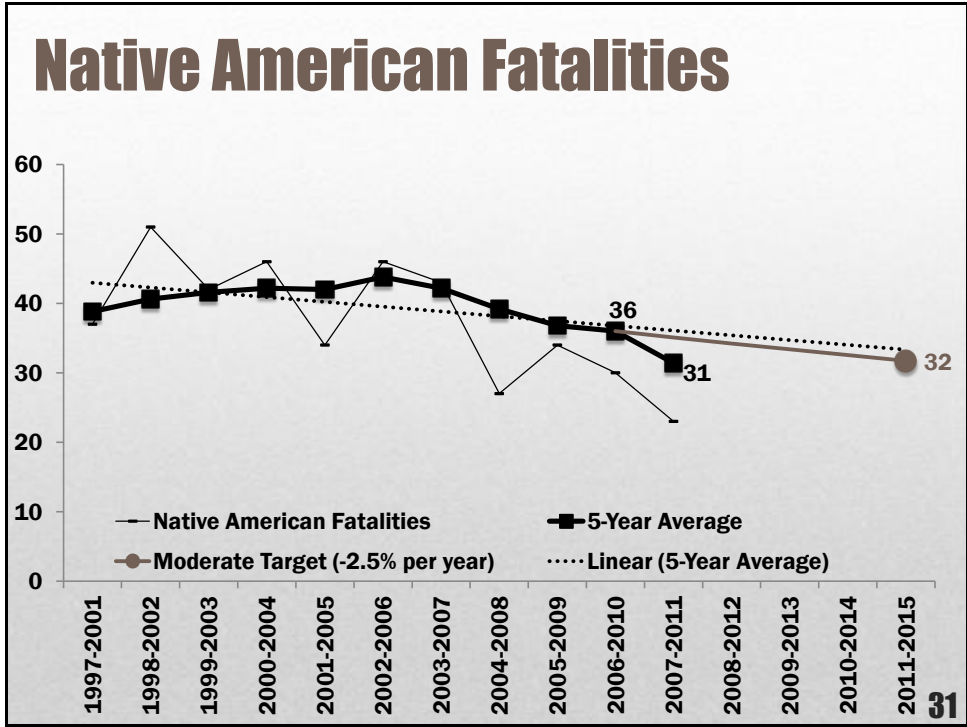
### **Native American Crashes Emphasis Area**

**Facilitator: Dennis Trusty, Northern Plains Tribal Transportation Assistance Program**

**Status of Performance Measures in CHSP compared to base year:**

- **Total annual Native American traffic fatalities**
  - 23 in 2011, compared with 34 in 2005
- **Annual Native American traffic fatalities as a percentage of all Montana fatalities**
  - 11.0% in 2011, compared with 13.5% in 2005





Danielle Murphy presented overall statistics for the Native American Crashes Emphasis Area. Native American fatalities are the only data reported. Native American fatalities continue to be overrepresented based on population. However, there appears to be an encouraging downward trend. Young driver crashes and unbelted occupants continue to be the primary issue within Montana’s Native American population.

Dennis Trusty provided a summary of the Native American Transportation Safety Summit that was held the previous day in Helena, focusing on the 4 E’s of transportation safety. Summit participants included tribal representation from seven Montana tribes and the Shoshone and Arapahoe Tribes of Wyoming. The disciplines represented at the summit included law enforcement, injury prevention, engineering and transportation planning. The need for improved crash data was an important topic and several attendees noted the need to have better crash data relevant to individual programs in Indian Country. The need to develop or reevaluate tribal safety plans was also discussed.

Fort Belknap continues to have a very active injury prevention and seat belt/occupant protection program. However, enhanced safety education is needed to reach broader target audiences. Northern Cheyenne has worked with their local Head Start partner to develop programs that involve tribal children to reach a target audience of young men. Fort Peck Tribes and the Blackfeet Nation continue to lead Montana with a primary Seat Belt Laws. Better use needs to be made of limited enforcement resources and blitz enforcement campaigns have proven to be an effective strategy on the Crow reservation. A study is underway to research best practices for rural emergency response. EMS personnel need public support for better training, insurance coverage, and salaries. With respect to engineering and maintenance issues, a review of road closures and notification procedures was requested. Posting of speed limits based on road conditions was another suggestion.

Priorities for the Emphasis Area include:

- Enhanced coordination among tribal, state, and counties organizations.
- Improved crash data collection
- Increased law enforcement

Next steps will involve continuing the monthly meetings of the Emphasis Area team (safety workgroup) to implement strategies for the Native American Crashes Emphasis Area and to begin planning the 2013 Tribal Transportation Safety Summit. John Healy with Fort Belknap volunteered to host the 2013 Summit.

Ideas for possible new strategies include:

- Reevaluate/ develop transportation safety plans
- Review signage and mile markers
- Improve crash data collection and sharing.
- Funding for EMS staff and emergency services delivery

**Native American Crashes Evaluation (stoplight color defined on page 4):**

2010	2011	2012
Yellow/Green	Yellow	Yellow

**New Performance Measure Target:**

- **Reduce the five-year average number of Native American crash fatalities from 36 in 2010 to 28 by 2015. Aggressive (5 percent reduction)**

**Urban Area Crashes Emphasis Area**

**Facilitator: Sam Lawton, Cambridge Systematics Inc.**

**Performance Measures in CHSP**

- **Total annual urban fatal crashes**
  - **40 in 2011, compared with 29 in 2005**



Sam Lawton presented an overview of the work conducted over the past year to develop Community Transportation Safety Plans (CTSP) in support of the Urban Area Crashes Emphasis Area. To address the issue of urban area crashes, particularly fatal crashes, MDT initiated a program in late 2010 to provide technical support to Montana cities to develop community transportation safety plans. The structure of these plans is similar to the CHSP but is tailored to target local safety issues. To develop these plans, communities discuss perceived safety issues and concerns, review crash data, identify safety emphasis areas, and host a community safety summit to identify strategies that target their

community's specific safety issues. In the past year, plans were developed for the communities of Shelby-Toole County and the City of Hamilton. Both communities are now actively pursuing the implementation of their plans and have undertaken action steps in support of the strategies

identified in their plans. Feedback from these communities has been very positive. A CTSP is now under development for Butte-Silver Bow and will soon be underway for Bozeman. MDT intends to continue to support the community safety planning effort and any communities interested in obtaining technical support to develop their own plans should contact Carol Strizich or Pam Langve-Davis for further information. Additional information can be found at the Community Transportation Safety Plan web site <http://www.mdt.mt.gov/safety/plans-programs/community-plans.shtml>

**Urban Area Crashes Evaluation (stoplight color defined on page 4):**

2010	2011	2012
*	*	Yellow

\*Urban Area Crashes was initiated as an active Emphasis Area in 2011 and was not evaluated in 2010 and 2011.

**New Performance Measure Target:**

- Reduce the five-year average number of fatalities and incapacitating injuries occurring in urban areas from 306 in 2010 to 269 by 2015. Moderate (2.5 percent reduction)
- Reduce the annual urban fatality rate per 100 million vehicle miles traveled from 0.43 in 2010 to 0.33 by 2015.

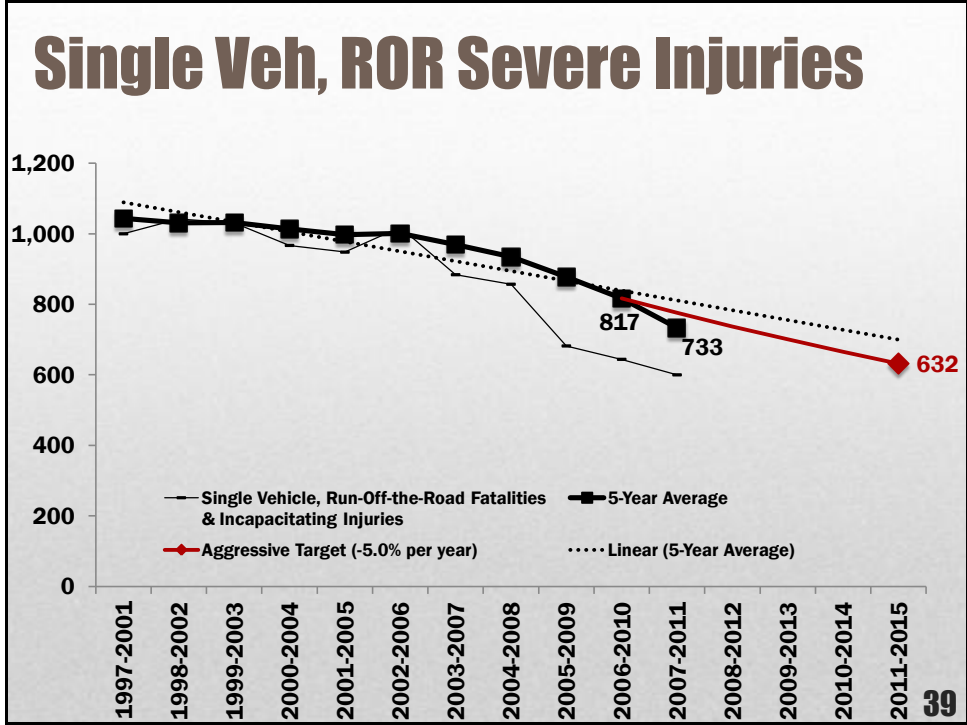
**Run-Off-the-Road Crashes/High Crash Corridors Emphasis Areas**

**Champion: Kraig McLeod, MDT- Traffic Safety Engineering**

**Status of Performance Measures – Run-Off-the-Road Crashes:**

- Total annual single-vehicle run-off-the-road crashes
  - 6,696 in 2011, compared to 6,808 in 2005
- Total annual single-vehicle run-off-the-road fatal crashes
  - 104 in 2011, compared to 139 in 2005





Because of their engineering focus and overlapping strategies, these two emphasis areas were combined for the meeting presentation. Kraig McLeod stated that the majority of fatalities in Montana, about 60 percent, continue to be the result of single-vehicle run-off-the-road crashes (SVROR). Factors contributing to single-vehicle run-off-the-road crashes frequently involve behavior issues that are being addressed in other CHSP Emphasis Areas such as passenger restraint, impairment, and young drivers. The Emphasis Area team is currently looking into experiences and strategies that have been tried in other states for applicability to Montana.

Ideas for new SVROR strategies included:

- Improved striping and signage as standard practice
- New funding for spot improvements
- Assistance to local officials for roadway improvements (both counties and tribes and a possible set-aside of HSIP money for local governments)
- Review of differential speed limits for trucks and autos in consultation with the Transportation Commission
- Including a buckle-up message with all media directed toward SVROR crashes
- Media campaign to teach people how to recover control if they go over a “safety edge” of the pavement; include instruction as part of driver education training.
- Include a buckle-up message on all cell-phone pull-out signs
- Use electronic variable message signs to convey safety messages in problem locations
- Partner with the MT Sleep Society/Sleep Centers and LTAP to address drowsy driving; include outreach to oil companies

Ideas for new High Crash Corridor/Locations strategies included:

- Provide tools to local officials to address driver behavior

- Increase enforcement
- Implement continuous centerline rumble strips
- Construct passing lanes
- Remove roadside hazards
- Conduct study of cell-phone pullout benefits and best practices. Consider establishment of WiFi capable rest areas.

**Run-Off-the-Road Crashes/High Crash Corridors\_Evaluation (stoplight color defined on page 4):**

<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Yellow</b>	<b>Green</b>	<b>Yellow</b>

**New Performance Measure Target:**

- **Reduce the five-year average number of fatalities and incapacitating injuries of single vehicle, run-off-the-road crashes from 817 in 2010 to 632 by 2015. Aggressive (5 percent reduction)**

**Traffic Records Management Emphasis Area**

**Champion: Danielle Murphy, MDT-SHTSO**

**Performance Measures in CHSP:**

- **Implementation of specific CHSP strategies for traffic records management**
- **Implementation of specific strategies contained in Traffic Records Strategic Plan**

The Traffic Records Coordinating Committee (TRCC), comprised of representatives of various agencies that utilize traffic record data, serves as the team for this Emphasis Area. Cal Schock, Montana Highway Patrol described the rollout of the electronic data capture program that will expedite the collection of crash data from the field and provide the exact geographic location for each incident. A test of the system will be initiated this summer in Miles City. MDT is also considering the implementation of a Safety Information Management System (SIMS) and is currently developing a business case for MDT management to demonstrate the benefits of the system. If implemented, it would integrate safety data with engineering, adjudication, and EMS data into a single, holistic system. It would also make data more accessible to a variety of users.

A pilot project is currently underway to use OnStar data in conjunction with EMS data in Missoula. On-Star data would be transmitted to EMS personnel to enable medical staff to determine the types and extent of injuries likely suffered to enable medical personnel to dispatch the most appropriate personnel and equipment following a crash.

Ideas for new strategies include:

- Coordinate with the Board of Crime Control
- Develop a clear definition/criteria for “incapacitating injuries”

Traffic Records Evaluation (stoplight color defined on page 4):

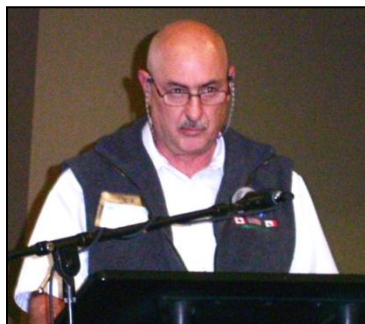
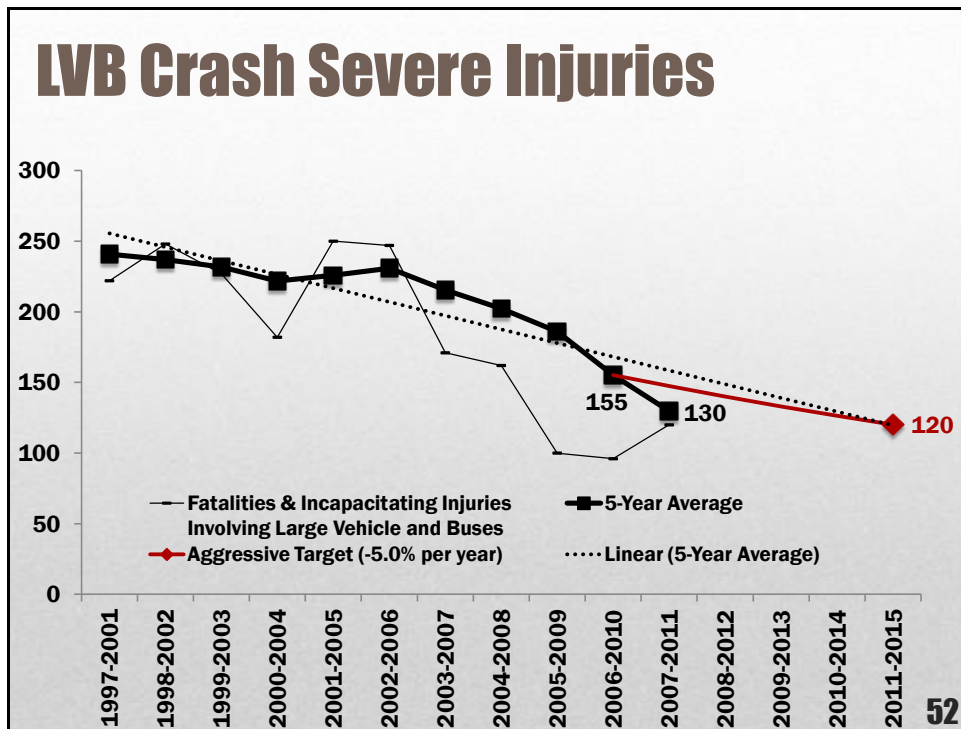
2010	2011	2012
Yellow/Green	Green	Yellow

**Large Vehicle and Bus Crashes Emphasis Area**

Champion: Dennis Hult, MDT- Motor Carriers Services Division (MCS)

Status of Performance Measures in CHSP compared to base year:

- Total annual crashes involving large vehicles and buses
  - 1,533 in 2011, compared to 2,369 in 2005
- Total annual fatal crashes involving large vehicles and buses
  - 26 in 2011, compared to 28 in 2005
- Annual crashes involving large vehicles and buses as a percent of all crashes
  - 7.6% in 2011, compared to 10.6% in 2005.



Danielle presented crash data relevant to Large Vehicles and Bus crashes. Dennis Hult reviewed the types of vehicles that are included in this Emphasis Area. There has been a tremendous increase in the volume of truck traffic in northeast Montana as a result of the oil boom. Truck vehicle miles of travel (VMT) in Montana is increasing, in part due to the growth of the energy industry, but the rate of truck crashes in relation to VMT is declining. MDT assesses high crash truck corridors through on-site observation of truck behavior. MDT is also trying to institute an in-use vehicle inspection program for “activity buses” (school



buses used to transport athletes to/from events). Currently Motor Carrier Services (MCS) has no authority over these vehicles.

Ideas for new strategies included:

- Use the web, Twitter, and Facebook (social media) to provide information to the public about large vehicles and safe driving practices. Provide links to other agencies for incorporation into their websites
- Invite representatives of the private carriers and local entities to participate on the Emphasis Area Team
- Seek additional federal and private funds for MHP to work overtime details to do enforcement activity.
- Expand drivers education programs to include Operation Safe Driver instruction
- Expand the Emphasis Area Team to include broader representation of the 4 E's increase also participation from stakeholders from northeast Montana (oil industry in particular)
- Create targeted media messages regarding large vehicles and buses
- Ensure that school bus drivers are tested for alcohol and drugs
- Explore the implications of speed differentials and their impact on crashes; examine impacts of applying differential speed regulations to school buses (currently operated at same speed as passenger vehicles)
- Expand inspection of school buses and drivers involved in extra-curricular activities ("activity buses")
- Cross-reference licensure of new CDL licensees with their prior personal driving records; increase checks for outstanding warrants; also check against FMCSA database for failed drug and alcohol tests
- Check medical marijuana registry as part of CDL licensing

**Large Vehicle and Bus Crashes Evaluation (stoplight color defined on page 4):**

<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Yellow</b>	<b>Yellow</b>	<b>Green</b>

**New Performance Measure Target:**

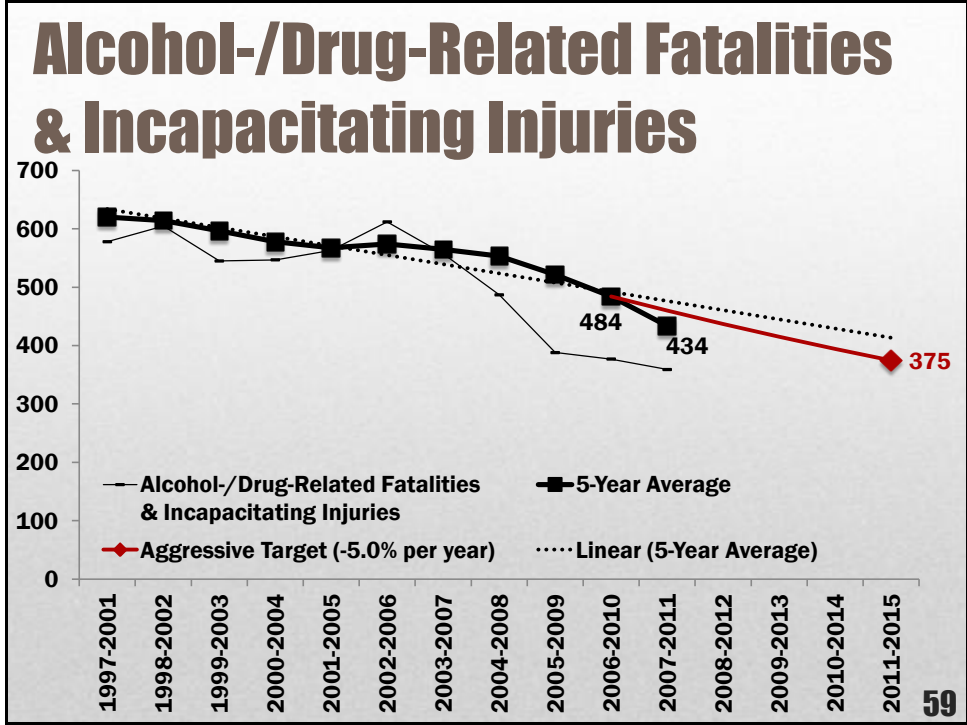
- **Reduce the five-year average number of fatal and incapacitating crash injuries from large vehicles and bus crashes from 155 in 2010 to 120 by 2015. Aggressive (5 percent reduction)**

**Alcohol- and Drug- Impaired Crashes Emphasis Area**

**Champion: Lonie Hutchinson, State DUI Task Force Facilitator**

**Status of Performance Measures in CHSP compared to base year:**

- **Total annual alcohol- and drug-related fatalities**
  - **87 in 2011, compared to 251 in 2005**
- **Annual alcohol- and drug-related fatality rate (per 100M vehicle miles of travel)**
  - **0.75 in 2011, compared to 1.12 in 2005**
- **Annual alcohol- and drug-related fatalities as a percent of all traffic fatalities**
  - **41.6% in 2011, compared to 49.4% in 2005**



Lonie Hutchinson introduced the members of the Emphasis Area team, who provided an overview of activities conducted in support of the EA’s strategies. Stronger penalties are increasing compliance, especially in Billings and Helena, and there has been a noticeable decrease in test refusals (AL-1: Stronger Penalties for BAC Test Refusal). As part of this strategy, Erin Inman, the state’s traffic safety resource prosecutor has expanded prosecutor training. The “Full Court” data process provides complete data from arrest through adjudication (AL-2: Enhanced DUI Data Collection and Analysis).



Legislation of mandatory RASS training was discussed as an element of AL-3: Reduce Over-Service of Alcohol to Apparently or Obviously Intoxicated Persons. This legislation has resulted in an increase in the number of servers taking Responsible Alcohol Sales and Service (RASS) training. Over 16,000 people received training in 2011. Many servers in Montana are unaware of the state’s overservice laws. Lonie expressed her appreciation of the support DUI programs were receiving from Col. Tooley and the MHP. RASS trainers face many challenges but the message regarding responsible service is more effective when it comes from MHP than the RASS trainers. Business owners are frustrated that their servers aren’t taking or completing the program and do not understand the consequences for the business licensee. However the

problem is not as much with the employers as the employees. The implementation of a permit system would help. Currently, there is no requirement for servers to post or show proof of training to law enforcement or to the licensee. Overservice has received little attention and the law is difficult to enforce. Also, volunteer servers, e.g. those who might serve alcohol at a charity event, are exempt from the training requirement. A review of the RASS curriculum is currently underway and new materials are being developed.

Drug courts are the most heavily researched criminal justice strategy in history. These work best with high offense/high need populations. Relevant to AL-4: Expand DUI Courts, there are currently five drug/DUI courts in Montana. There are four additional courts that have received training but they currently lack the necessary funding to proceed. AL-5: Reduce Impaired Driving due to Marijuana and Prescription Drugs is a newer strategy in this Emphasis Area. Efforts are currently underway to develop printed media on the dangers of prescription drug use and driving for distribution to medical providers and pharmacists,

Dr. Bill Gallea, President of the Montana Chapter of the American College of Emergency Physicians, is now a member of the EA Team. The Montana Common Sense Coalition wants to be a voice for victims of DUI to mobilize the population on this issue and to lobby the legislature using people who aren't the typical advocates. The EA Team is also looking at a new strategy to address underaged drinking with the intention of reducing risk factors. The EA Team will be looking at Minors-in-Possession (MIP) laws with the objective of addressing these laws in the 2013 legislative session. The EA Team is also looking at how their strategies could tie into strategies being pursued in both the Seat Belt Use and Young Driver Crashes Emphasis Areas.

Danielle presented data for the EA and noted that 30 percent of Montana's crashes that result in severe injuries are alcohol or drug related and that this number has remained relatively steady over time. "New" drinkers, beginning with the legal age of 21, have the highest crash rates among all demographics.

Ideas for new strategies include:

- Target speeders to apprehend DUI and unbelted drivers
- Conduct more aggressive education campaigns. Lack of funding is a major constraint and a recent series of PSAs cost \$100,000. Consideration is being given to more billboards and the use of public restroom media boards which involves posting anti-DUI messages specifically in the washrooms of establishments that serve alcohol
- Informational campaigns need to deliver a more compelling message; the Plan2Live program is a good model
- There should be a partnering with insurance agencies to offer discounts for good drivers and driver training. It was noted that this is already a law in Montana but applies only to drivers who are 55 or older
- Use tax revenue from alcohol sales for preventative services
- Increase enforcement efforts by "swapping" officers between jurisdictions
- Clarify language in the law to make it easier to enforce; Law enforcement (LE) cannot issue citations for untrained servers
- Require professional server permits similar to permits required for other professional occupations issued by DOR
- Require concise, readable labeling on medications
- Increase training for prescribers



- Work with colleges/universities to review effective policies to lower underage drinking and driving
- Collaborate with MIP workgroup, Seatbelt Use, and Young Driver Crashes and Older Driver Crashes Emphasis Area Teams
- Conduct more aggressive campaigns (like METH Project, Tobacco Campaigns) for all traffic safety issues

**Alcohol- and Drug-Impaired Driving Evaluation (stoplight color defined on page 4):**

2010	2011	2012
Yellow/Green	Green	Green

**New Performance Measure Target:**

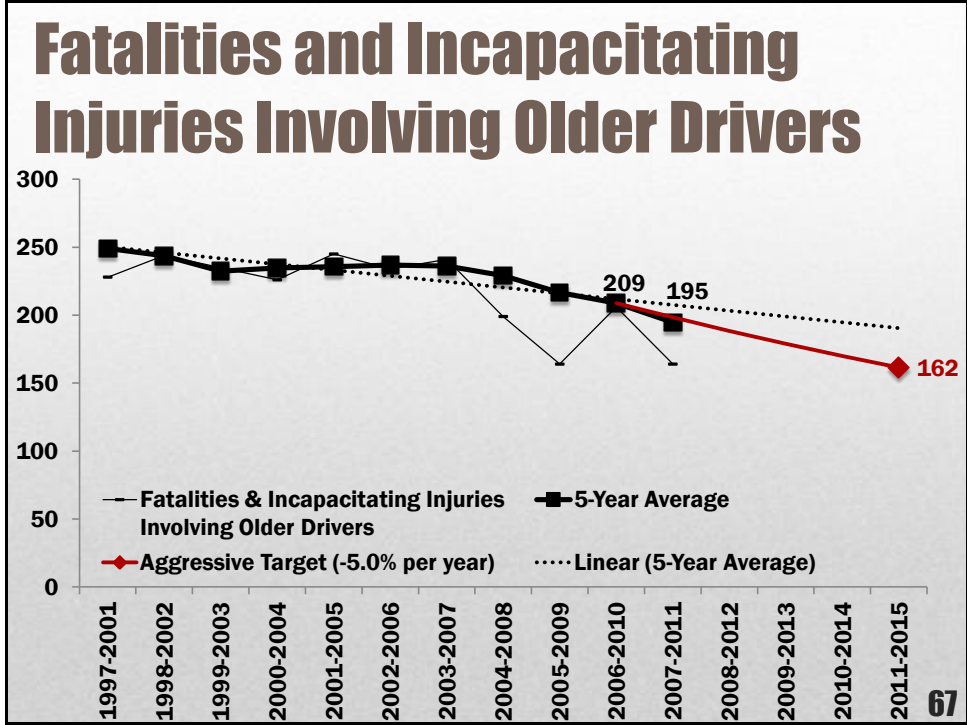
- Reduce the five-year average number of fatalities in crashes involving an alcohol-impaired driver or motorcycle operator (BAC 0.08+) from 90 in 2010 to 70 by 2015. Aggressive (5 percent reduction)
- Reduce the five-year average number of fatalities and incapacitating injuries in crashes involving an alcohol-impaired driver or motorcycle operator (BAC 0.01+) or evidence of alcohol and/or drugs being involved from 484 in 2010 to 375 by 2015. Aggressive (5 percent reduction)

**Older Driver Crashes**

**Champions: Tara Jones, Social Media Community Lead, AAA Clun Partners, Inc. - Montana**

**Status of performance measures in CHSP compared to base year:**

- Total annual older driver crashes
  - 2,943 in 2011, compared with 3,053 in 2005
- Total annual older driver fatal crashes
  - 35 in 2011, compared with 35 in 2005



There are three categories of older drivers and each category requires its own unique transportation safety strategies:

1. Those still driving
2. Those who are transitioning between driving and giving up their license
3. Those who don't drive



OD-1: Designate a Lead Agency for Older Driver Mobility and Education has not advanced due to various reasons although efforts have been made to identify a lead agency and will continue to be pursued. OD-2: Promote Safe Driving Practices for Older Drivers activities have been carried out through both local and statewide broadcast programs. The EA Team has used targeted televised opportunities to tape public information activities to promote statewide AAA CarFit events and AARP driver safety training courses for older drivers. More CarFit technicians are needed particularly in eastern Montana and outreach is being done to train-the-trainer. For OD-3: Provide Information About Transportation

Alternatives, information is now available on the MDT website; however the information sources need to be expanded to provide more complete information. Many regional transit providers have information about available services on the web and are linked to the MDT website, although some rural areas do not have their service information posted. Transit agencies, Agencies on Aging Directors, and the Montana Transit Association have been invited to join the EA Team. For OD-4: Encourage Expansion and Availability of Transportation Services, Senior Companions and the CarFit program are elements of this strategy and are being actively pursued. Additional programs are also being considered in the next year.

In reviewing the data, Danielle Murphy noted that there has been a slight increase in Older Driver severe crashes and a significant increase in Older Driver unbelted fatalities.

Ideas for new strategies include:

- Encourage doctors to talk to older drivers about giving up the keys because they are more likely to successfully convey the message than the adult children of the driver.
- Establish a partnership with Medicare (which starts at age 65)
- Collaborate with the CHSP EA Team on Impaired Driving regarding prescription drugs
- Increase CarFit availability/activities, especially in eastern Montana
- Increase information available regarding transit options, websites, partners with Area Aging service providers and transit providers
- Consider faith-based community groups to provide support with the difficult task of giving up the keys.
- Explore partnerships with DPHHS and flu clinics
- Use the term of “retirement” when speaking of driving privileges.

**Older Driver Crashes Evaluation (stoplight color defined on page 4):**

2010	2011	2012
Yellow	Yellow	Yellow

**New Performance Measure Target:**

- Reduce the five-year average number of fatalities and incapacitating crash injuries involving older drivers from 209 in 2010 to 162 by 2015. Aggressive (5 percent reduction)

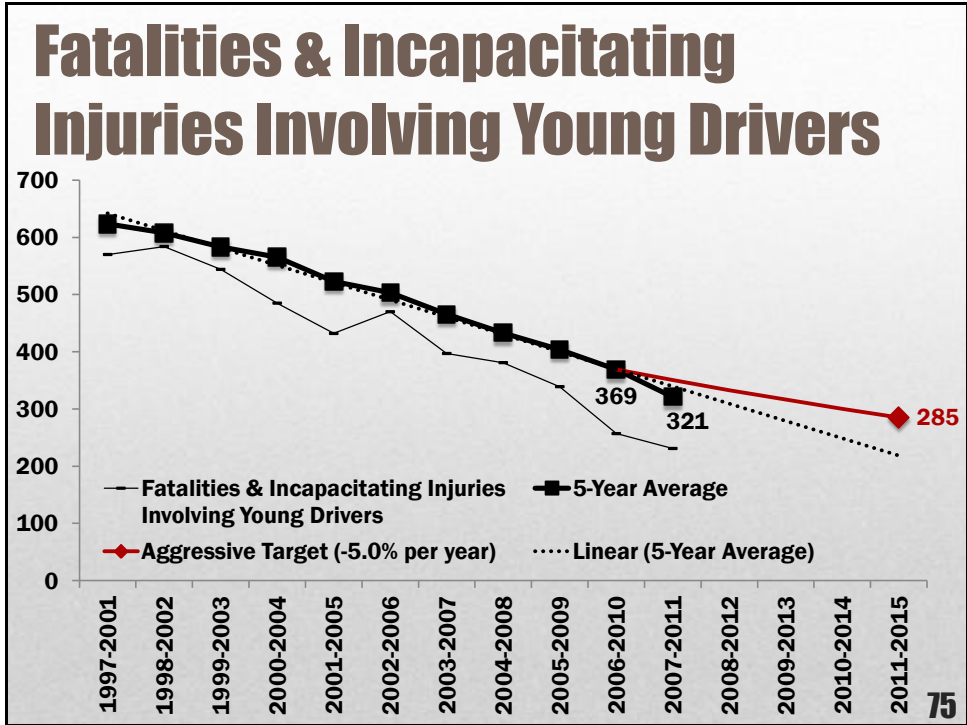
**Young Driver Crashes Emphasis Area**

**Champion: Fran Penner-Ray, Montana Office of Public Instruction**

**Status of Performance Measures in CHSP compared to base year:**

- Total annual young drivers in crashes
  - 5,000 in 2011, compared with 7,096 in 2005
- Annual young driver crash rate (per 1,000 licenses)
  - 109 in 2011, compared with 117 in 2005
- Total annual young drivers in fatal crashes
  - 24 in 2011, compared with 37 in 2005
- Annual young driver fatal crash rate (per 1,000 licenses)
  - 0.48 in 2011 compared with 0.61 in 2005





Fran Penner-Ray said that the lack of seat belt use is the primary issue with younger drivers and that the highest crash risks occur in the first year of driving. The Graduated Driver License program (GDL) was instituted to give kids better skills as they first begin driving. Including parents in the driver education process has been an effective element of the program. However, the cost of driver education has been a problem. The state is only able to provide limited funding and more support is needed.

While there are programs to support young drivers who are initially learning to drive, there is a lack of programs to support young adult drivers (i.e., age 18-24). These are relatively new drivers which includes those who can now legally purchase alcohol at age 21. The Montana Youth Risk Behavior Survey is showing some decrease in DUI but not enough. 50 percent of young drivers admit to cellphone use or texting while driving and this appears to increase as they get older. MDT is conducting a peer-to-peer research project to address these issues. Also, a new driver's education curriculum is being developed. There is also an interest in exploring opportunities to work more collaboratively with law enforcement to address young driver issues.

Ideas for new strategies include:

- Collaboration between the Impaired Driving EA Team and the Young Driver EA Team to develop new DUI strategies targeting young drivers.
- Explore whether cell phones with GPS can be used to determine if a driver is texting while driving. A question was asked whether there is technology to block texting while a vehicle is in motion. Take advantage of the technology if feasible.
- Put driver's education material on the web. Although this information is available on the web, it cannot provide the behind-the-wheel training that is also critical for effective driver training.

- Simulators can be used to train drivers at potentially lower cost than behind-the-wheel training. Some schools in Montana do have simulators.
- Provide more funding for drivers education programs
- Develop additional strategies specific to 19+ year olds
- Address binge drinking and driving in driver's education curriculum update
- Collaborate with other Emphasis Areas to reach underage drinkers and drivers (use restroom media boards).
- Consider independent driver's education teachers for on-the-road training
- Research insurance incentives to support a good young driver record
- Provide youth insurance discount for ignition interlocks on car
- Support Alive @ 25 program for insurance discounts for participants

**Young Driver Crashes Evaluation (stoplight color defined on page 4):**

<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Yellow/Green</b>	<b>Yellow</b>	<b>Green</b>

**New Performance Measure Target:**

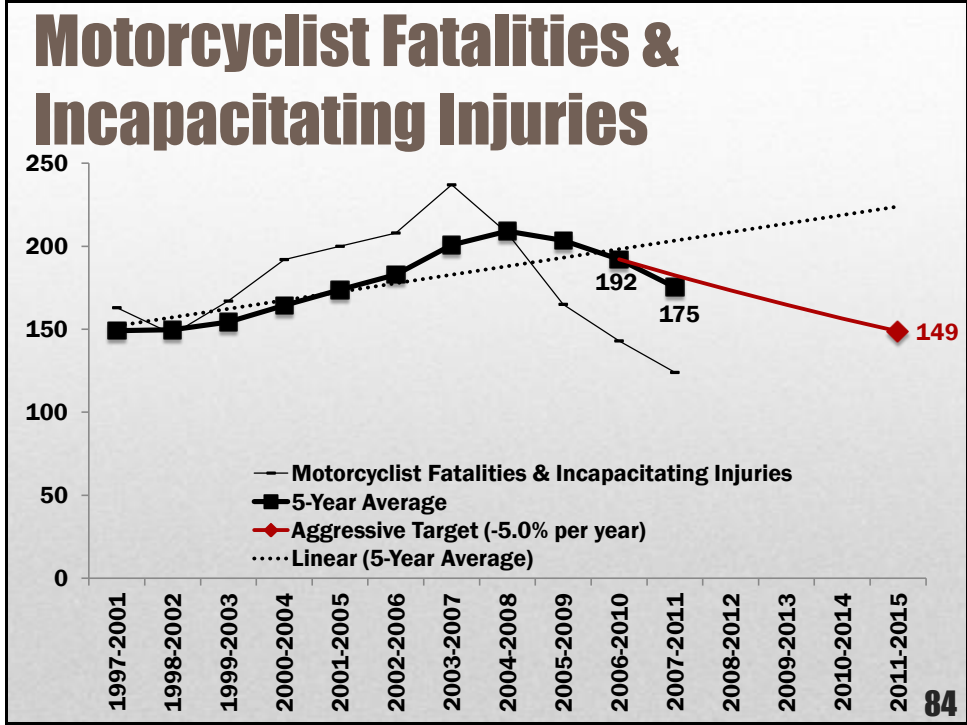
- Reduce the five-year average number of fatalities and incapacitating crash injuries involving young drivers from 369 in 2010 to 285 by 2015. Aggressive (5 percent reduction)
- Reduce the five-year average number of young drivers involved in fatal crashes from 35 in 2010 to 27 by 2015.

**Motorcycle Crashes Emphasis Area**

**Champions: Rob Davis, Montana Motorcycle Rider Safety (MMRS), Terry Funk, MMRS, and Sgt. Greg Amundsen, Missoula PD**

**Status of performance measures in CHSP compared to base year:**

- Total annual motorcycle crashes
  - 395 in 2011, compared to 473 in 2005
- Total annual motorcycle fatal crashes
  - 19 in 2011, compared to 28 in 2005



The co-champions presented an overview of the Montana Motorcycle Rider Safety (MMRS) program. Instruction runs from April through September. In 2011, 1,249 students took courses through the program. Three programs are taught:

- Basic rider course (most popular) -- 199 basic course classes were taught
- Experienced rider course for students who have their own cycle -- 17 experienced course classes were taught
- Advanced rider course which was designed by the military for sport bike riders – 8 advanced course classes were taught



The enhanced website for Montana Motorcycle Rider Safety (MMRS) includes extensive information regarding class offerings and safety tips, including safety and protective gear, endorsement information, and resources. The EA Team membership includes Governor-appointed members of the Montana Motorcycle Safety Advisory Committee (MMSAC). The MMSAC was established in 1999 but has seen little activity. However it is being revitalized with recent appointments. Tina Schmaus sits on this committee and is actively tracking new legislation. It was commented that there needs to be change in the way motorcyclists are viewed by the legislature; motorcycles are used for transportation, not just recreation. This means also working with the judiciary and city and county officials to better understand motorcycling issues.



Meeting participants discussed helmet laws but agreed that there was

little likelihood of a primary helmet law in Montana at this time, especially since many states have repealed helmet laws. Montana does have a minor helmet law. Helmets do not prevent crashes but can reduce the severity of head injuries.

Ideas for new strategies include:

- A lower BAC for motorcyclists to be considered impaired because it is harder to control a motorcycle than a car (<0.08 BAC>).
- Consider a legislative requirement for high visibility clothing; encourage use of reflective gear
- Expand web links to MMRS site
- Increase membership and diversity of Motorcycle Emphasis Area Team
- Explore options for collaborating w/ STEP on reducing impaired riding
- Review Hurt Report (national study) on Motorcycle crashes when updated
- Encourage broader and more flexible rules of 2010 funds than current use, i.e. motorcycle safety education and awareness of motorcycles
- Reconsider/reframe motorcycle helmet law as a long-term strategy
- Analyze available data for costs associated with helmeted vs. un-helmeted motorcycle crashes
- Analyze available data associated with motorcycle/wildlife crashes

**Motorcycle Crashes Evaluation (stoplight color defined on page 4):**

<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Yellow/Green</b>	<b>Green</b>	<b>Yellow</b>

**New Performance Measure Target:**

- **Reduce the five-year average number of motorcyclist fatalities and incapacitating crash injuries from 192 in 2010 to 149 by 2015. Aggressive (5 percent reduction)**

**Emergency Medical Services Delivery**

**Champion: Jim DeTienne, Emergency Medical Services & Trauma Systems, DPHHS**

**Performance Measures:**

- **Implementation of CHSP EMS strategies**
- **Implementation of EMS strategies contained in Montana EMS System Plan**



Jim DeTienne presented an overview of EMS operations and issues in Montana. It is essential that EMS response occurs within critical time limits to maximize the likelihood of survival and reduction in traumatic injury. Montana has significant challenges given that the state is largely rural and treatment facilities are often a long distance from the scene of an incident. The state's EMS program is striving to employ advanced emergency response communication and dispatching technology. However, a lack of trained EMS volunteers has made it difficult to maintain the state's EMS network. CHSP strategies are being undertaken to train,

retain, and support EMS personnel and to make use of the most advanced technology feasible given the state’s unique needs.

Ideas for new strategies include:

- Review the recommendations of the EMS assessment that was conducted a few years ago, particularly in terms of data collection and education. Update as appropriate.
- Increase education on emerging issues related to safe vehicle extrication ( e.g. electric cars, un-deployed air bags), and other new equipment
- Increase safety at crash scenes e.g. reflective vests and reflective symbols on helmets and enforced “move over” law
- Increase volunteer EMTs; consider incentives for participation
- Provide workers compensation for volunteer EMTs
- Recruit young people into EMT field
- Provide training for dispatchers
- Planning/preparing for large scale crashes involving buses or numerous vehicles
- Mandatory ambulance seatbelt use by EMTs
- Build on preventable death serial studies; publicize positive results
- Expand membership
- Build non-volunteer EMT network

**Emergency Medical Services Evaluation (stoplight color defined on page 4):**

2010	2011	2012
Yellow	Yellow	Yellow

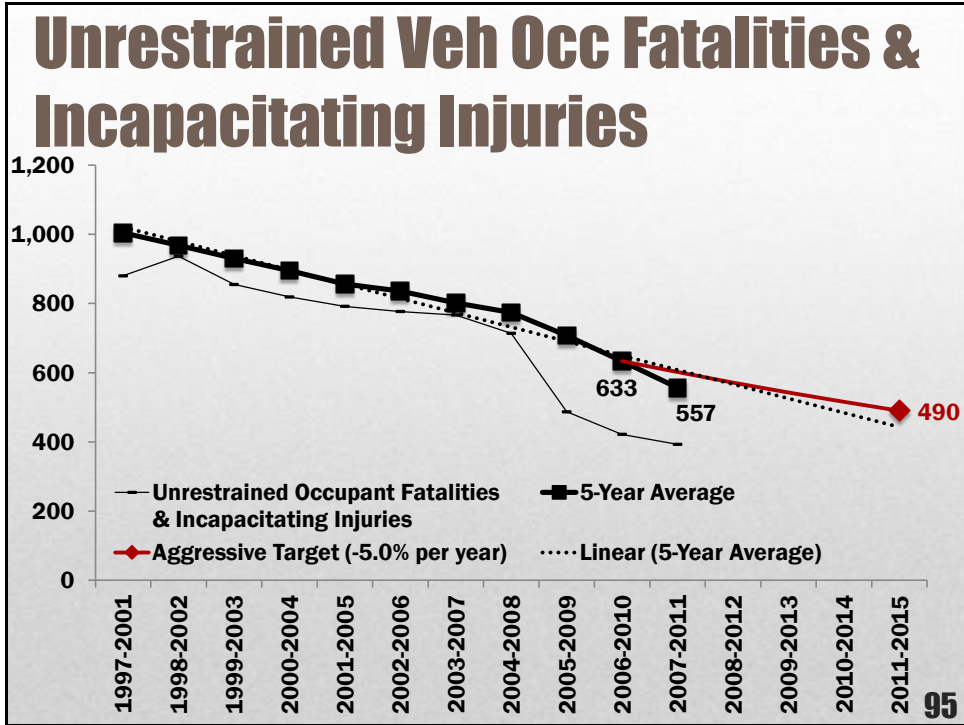
**Seat Belt Use Emphasis Area**

**Champion – Bobbi Perkins, Injury Prevention-Department of Public Health and Human Services (DPHHS)**

**Status of Performance Measures in CHSP compared to base year:**

- **Seat belt use on all roads**
  - 76.9% in 2011, compared to 80.0% in 2005
- **Seat belt use for occupant fatalities**
  - 31.4% in 2011, compared to 24.6% in 2005





Bobbi Perkins introduced participants in the Seat Belt Use Emphasis Area team and also members of the Montana Seat Belt Coalition which has been working for the past year to promote the passage of primary seat belt legislation in the Montana Legislature. Data shows that seat belt use among fatalities is increasing and that the majority of drivers in Montana are wearing their seat belts. However, approximately 30 percent still fail to wear their seat belts. NHTSA conducted a Special Management Review of Montana’s occupant protection program in September, 2011 and identified a number of strengths, including a strong commitment to child passenger safety

and the statewide seat belt observation survey. The review also made a number of recommendations, including:

- Increase promotion of existing (secondary) seat belt law and implement a Montana version of “click it or ticket.”
- Consider other seat belt law enhancements such as increased fines or points on driver’s license that would affect insurance premiums
- Increased information on child passenger seat belt laws
- Centralization of the state’s occupant protection law
- Performance measures and evaluation criteria for occupant protection programs/projects

While efforts to enact a statewide primary seat belt law have not been successful, the Montana Seat Belt Coalition is continuing to lobby on behalf of a primary ordinance as a grassroots effort. It is also working with individual communities to promote the enactment of local primary belt ordinances. A Facebook page has been established and the Coalition is getting technical support from Steve Blackstone of the National Transportation Safety Bureau. The Governor also issued a letter of support for this year’s May Mobilization.

There has been increased enforcement in low belt use areas through STEP enforcement and the SHTSO is using crash data as a basis for distribution of STEP funds to applicant communities. STEP performance reports are used in conjunction with crash data to distribute funds and provide incentives for high performance.

Ideas for new strategies include:

- Local champions are needed to advance Seat belt ordinances at the municipal level
- Share Facebook page “Montanans for Seatbelts”
- Encourage youth participation in occupant protection programs
- Use tag line “OMG-- Text This – FYSB “ (Fasten Your Seat Belt) tee shirt (Developed on Fork Peck)
- Seek volunteers to man booths at safety fests
- Increase community dialogue on relevant news stories via online comments
- Add booster seats to law enforcement data collected.
- Analyze data for improper restraint use and education follow-up needs
- Increase education on the “3 collisions” within a crash (collision between vehicle and external object; collision within vehicle between passenger and parts of the vehicle; and collision within body internally)
- Add Buckle-Up message to RASS curriculum
- Work with medical community to encourage clients to buckle up.
- Develop and deploy a refresher messaging to high school students ( to reinforce in driver’s education)
- Increase visual reminders (variable message signing).
- Great Falls video- share state wide
- “It’s more than a good idea – it’s the law.” (Consider as a PSA slogan).
- Use positive reinforcement for youth seat belt use
- Research North Dakota pickup and truck messaging for application in Montana

**Seat Belt Evaluation (stoplight color defined on page 4):**

2010	2011	2012
Yellow/Green	Green	Yellow

**New Performance Measure Target:**

- **Reduce the five-year average number of unrestrained vehicle occupant fatalities and incapacitating crash injuries from 633 in 2010 to 490 by 2015. Aggressive (5 percent reduction)**
- **Reduce the five-year average number of unrestrained vehicle occupant fatalities and incapacitating injuries from 633 in 2010 to 490 by 2015.**
- **Increase the annual observed rate of seat belt use of outbound, front seat vehicle occupants from 78.9% in 2010 to 89.3% by 2015.**

## Conclusion/Next Steps



Administrator Lynn Zanto stressed that Montana is making progress towards improving safety on all roads and although some numbers are not going in the direction we would hope, safety advocates should not get discouraged. Some themes that emerged in the meeting included:

- Working with doctors and pediatricians regarding older driver and younger driver safety;
- Working more closely with law enforcement (both MHP and local law enforcement);
- Support for greater police presence; and
- Exploring opportunities to make more extensive use of technology (GPS, social media, simulators, digital tablets).

## Attendance List

<b>Name</b>	<b>Position</b>	<b>Agency</b>
Amelia Adams	Tribal Health – SOAR Coordinator	Confederated Salish and Kootenai Tribes
Natale Adorni	Montana CSAP Fellow	DPHHS Prevention Resource Center
Marcee Allen	Safety/Traffic/Design Engineer	FHWA
Karen Allen		Montana Sleep Society
Lee Alt	Traffic Engineer	MDT – Butte District
Sergeant Greg Amundsen	Traffic Sergeant	Missoula Police Department
Steve Bailey	BUMT Coordinator	Dawson County Health Department
Juli Balenger	DUI Court Coordinator	Mineral County Justice DUI Court
Deputy Avis Ball	Sheriff Deputy	Roosevelt County
Pam Buckman	Occupant Protection Program Manager	MDT – State Highway Traffic Safety Office
Glen Cameron	Traffic Engineer	MDT – Missoula District
Eli Clarkson	Staff Attorney	MDT
Sheila Cozzie	Cultural Liaison	MDT – State Highway Traffic Safety Office
Chris Currie	Fiscal Officer	MDT – Rail, Transit and Planning Division
Eric David	Human Resources Director	Town Pump
Lorelle Demont	Impaired Driving Prevention Programs	MDT – State Highway Traffic Safety Office
Jim DeTienne	EMS and Trauma Systems	DPHHS
Kevin Dusko	EUDL Program Coordinator	DOJ – Montana Board of Crime Control
Courdell French	Assistant Tribal Safety Officer, Transportation	Crow Nation
Sergeant Brett Friede		Lewis and Clark County Sheriff Office
Terry Funk	Instructor	MT Motorcycle Rider Safety
Stephen Gannon	Chouteau County Attorney	
Captain Brad Giffin		Missoula County Sheriff Office
Nanette Gilbertson		Montana Sheriffs and Peace Officers Association
Shari Graham	EMS System Manager	DPHHS – EMS and Trauma Systems
Albert Gros Ventre	Tribal Safety Officer, Transportation	Crow Nation
Lieutenant Steve Hagen		Helena Police Department
Deb Haines	Coordinator	Crow Nation DUI Task Force
Marie Haynes	Benefis Trauma Registrar/IPC	Benefis Health Care
John Healy, Sr.	Tribal Transportation Planner/Transit Director	Fort Belknap Indian Community
Mary Hill	EMS System Development	DPHHS
Dennis Hult	Operations Bureau	MDT – Motor Carriers Division
Lonie Hutchison	Coordinator	Missoula County DUI Task Force
Erin Inman		Traffic Safety Resource Prosecutor
Robert Ironmaker	Tribal Law Enforcement Criminal Investigator	Fort Belknap Indian Community
Lauri Jackson	Benefis Trauma Registrar/IPC	Benefis Health Care

<b>Name</b>	<b>Position</b>	<b>Agency</b>
Honorable Wanda James	Judge	Mineral County Justice Court
Tara Jones	Social Media Community Lead	AAA Club Partners, Inc.
Stan Jonutis	Traffic Engineer	MDT – Billings District
Tracie Kiesel	BUMT Coordinator	Helena School District No. 1
Lavonne King	SOAR Program Coordinator	Northern Cheyenne Tribe
Sergeant James Kitchen		Montana Highway Patrol
Drew Knapp	Chairman	Lewis and Clark County DUI Task Force
Honorable Judge Mary Jane Knisely	District Court Judge	Yellowstone County Impaired Driving Court (13th Judicial District)
Pam Langve-Davis	CHSP Program Coordinator	MDT – Rail, Transit and Planning Division
Cindy Larsen		Common Sense Coalition
Sam Lawton	Principal	Cambridge Systematics Inc
Lauren Little	Impaired Driving Court Coordinator	Dist Ct 13th Judicial
Lieutenant Corey Livesay	Criminal Investigations Lieutenant	Helena Police Department
Lisa Mader	Information Technology Director	Court Administrators Office
Katy Maki	Medical Unit	DOJ – Motor Vehicle Division
Patrick McGowen	Assistant Professor, Safety and Operations Manager	Western Transportation Institute – Montana State University
Patrick McJannet	CDL and Audit Section Supervisor	DOJ – Motor Vehicle Division
Kevin McLaury	Division Administrator	FHWA
Kraig McLeod	Traffic and Safety Management	MDT – Traffic and Safety Engineering Division
Christie McOmber	Projects Engineer	MDT – Great Falls District
Chuck Michaud	Program Officer, Chemical Dependency Bureau	DPHHS – Addictive and Mental Disorders Division
Kris Minard	Prevention Coordinator	Youth Connections Coalition
Danielle Murphy	Operations Research Analyst	MDT – State Highway Traffic Safety Office
Greg Noose	Records and Driver Control – Bureau Chief	DOJ – Motor Vehicle Division
Wendy Olson	BUMT Coordinator	Flathead County DUI Task Force
Charmell Owens	Program Director	Ravalli County Drug Free Communities Program
Carl Peil	Driving Instructor	AARP
Fran Penner-Ray	Driver Education	OPI
Bobbi Perkins	Injury Prevention Coordinator	DPHHS
Dave Prescott		Missoula City-County Planning
Jennifer Ramburg	Prevention Coordinator	Gateway Community Services
Donald Ranstrom	Blaine County Attorney	
Tim Real Bird	Planner	Crow Transportation Department
Cameron Russell	SOAR Program Coordinator	Northern Cheyenne Tribe
Trooper Kurt Sager	Traffic Safety Resource Officer	DOJ – Montana Highway Patrol
Kevin Sandberg		ucallus designated drivers
Patrick Sanders	Disability Transitions Transportation Coordinator	DPHHS
Lisa Scates	Liquor Education Specialist	Department of Revenue



<b>Name</b>	<b>Position</b>	<b>Agency</b>
Tina Schmaus	Motorcycle Rider Groups Representative	Montana Motorcycle Safety Advisory Committee
Sergeant Cal Schock		Montana Highway Patrol
Max Severeid	Montana Program Manager	NHTSA Region 10
Priscilla Sinclair	Bureau Chief	MDT – State Highway Traffic Safety Office
Frank Smith		Fort Peck Assiniboine and Sioux Tribes
Janis Spear	Transportation Planning	Northern Cheyenne Tribe
Jeff Steeger	Motor Carriers Service	MDT – Motor Carriers Division
Carol Strizich	CHSP Program Manager	MDT – Rail, Transit and Planning Division
Kenda Stuehm	Highway Safety Officer	FT Peck Law and Justice Department
Rebecca Sturdevant	Advanced Practice Registered Nurse	MADD
Kristine Thatcher	Field Operations Bureau Chief	DOJ – Motor Vehicle Division
Connie Thompson-Gourneau	Transportation Planner	Fort Peck Assiniboine and Sioux Tribes
Colonel Mike Tooley	Colonel	Montana Highway Patrol
Dennis Trusty	Director	Northern Plains Tribal Technical Assistance Program
Vicki Turner	Prevention Resource Center Director	DPHHS
David Veneziano		Western Transportation Institute – Montana State University
Charity Watt	Special Studies Planner	MDT – Rail, Transit and Planning Division
Curt Weiler	Program Officer, Chemical Dependency Bureau	DPHHS – Addictive and Mental Disorders Division
Lynn Zanto	Administrator	MDT – Rail, Transit and Planning Division