

# Montana Comprehensive Highway Safety Plan



2015 Annual Transportation  
Safety Meeting Report



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## 2015 Annual Transportation Safety Meeting

The ninth annual Transportation Safety Planning meeting was held on October 28-29, 2015 in Helena, Montana at the Gateway Center. More than 115 attendees representing the 4Es of transportation safety – Education, Enforcement, and Emergency Medical Services, and Engineering attended the meeting. This two-day event provided an opportunity for state, federal, tribal, county, city and other safety practitioners to network, attend a grant management workshop, and discuss Montana's Comprehensive Highway Safety Program (CHSP) strategies to reduce severe injury crashes. The 2015 CHSP update reduced the number of emphasis areas from 12 to three to focus resources strategically, where opportunities for safety improvements are greatest. The emphasis areas are as follows:

- Roadway Departures and Intersection Crashes;
- Impaired Driving Crashes; and
- Occupant Protection

The format of the meeting included presentations on Vision Zero, an overview of the updated CHSP, statewide crash data trends, and emphasis area updates.

### *Meeting Purpose*

The primary purpose of the annual Transportation Safety meeting is to bring together federal, state, county, city, and tribal, and other safety partners to review crash data trends and assess our progress of statewide crash data trends in reducing fatal and serious injuries on Montana's roadways.

As a result of the 2013 Annual Transportation Safety meeting where stakeholders decided that fatalities and serious injuries were not acceptable and a vision for Montana was formed. ***Vision Zero- Zero fatalities and Zero serious injuries*** on any public road in the State was launched in May, 2014. This serves as the overarching goal for the CHSP. The interim goal of reducing severe injury crashes from 1,704 in 2007 to 852 by 2030 is used to measure progress.



Director Mike Tooley spoke to the importance of ***Vision Zero*** on Montana's roadways and the major factors in roadway safety. Contrary to most people's perception the major factors in roadway safety are not engineering solutions or weather conditions. The majority of severe crashes occur during the summer months under ideal conditions. Nationally this timeframe is referred to as the 100 deadly days of summer. Many of the safety issues involved in severe injury (fatal and serious) crashes are a result of human behavior. The impaired driving, speeding, unrestrained occupants and distracted behaviors often lead to roadway departures and intersection crashes. These severe injuries include human fatalities that represent the cost of emotional and physical pain of thousands across the state.

Nationally, safety initiatives are being implemented to reduce fatalities and serious injuries crashes. More populated states have seen a rise in distracted driving crashes and have enacted appropriate distracted driving laws. Many states have enacted a primary seat belt law. Many states have tougher DUI laws. Many states do not tolerate impaired driving. Montana is slowly moving in that direction, but we need to do better. There is a need and growing support to change our safety culture, that risky driving behavior is not acceptable and will not be tolerated.

Safety strategies have been developed with consideration of the multi-disciplines of traffic safety: education, enforcement, emergency medical services, and engineering. These are known as the 4Es of transportation safety. Successful implementation is dependent on the coordination and collaboration of these disciplines. Director Tooley recommended a 5<sup>th</sup> E - Everyone. It will take everyone, including grass root residents, state, federal and local city, county and tribal government offices to successfully shift the safety culture and ultimately severe injuries crashes.

**#VisionZeroMT**  
zero deaths | zero serious injuries

One life lost is one too many.

*"The Department of Transportation and our partners are united in our mission to save lives on Montana roads."*

—Mike Tooley, MDT Director

### Executive Leadership Committee

The update of the CHSP includes a three tiered implementation framework. An Executive Leadership Team will be formed to provide oversight, support, and program authorization for strategy implementation. Director Tooley stated that the Executive Leadership should not be delegates but those with decision making authority. At this level is where the safety paradigm of all Montanans begins to shift. At this level coordination of programs and collaboration on safety policies can reduce fatalities and serious injuries. This is an opportunity for collaboration among agencies to communicate statewide to coordinate and incorporate strategic actions into various plans. The role of the Executive Leadership Committee as outlined, is to

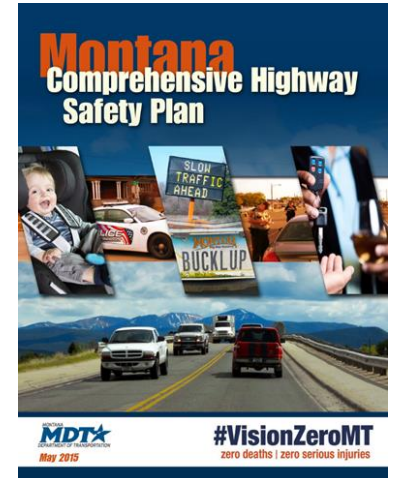
- Provide and institutionalize safety- **Vision Zero**, across agencies;
- Provide leadership and collaboration addressing statewide safety needs;
- Commit revenue, personnel, and technical resources to implement statewide safety initiatives;
- Identify & remove barriers within and between agencies to achieve **Vision Zero**

- Incorporate common safety strategies and initiative into agency plans and policies;
- Delegate appropriate staff to participate actively in the emphasis area.

Changing the approach and thinking of state leadership is important to changing culture. Changing culture will involve families and communities to no longer tolerate an acceptance that someone within their lives will be killed in a crash. The key in reaching **Vision Zero** calls for strong leadership and active engagement by all safety partners at all levels.

## CHSP Overview

Lynn Zanto, Administrator of MDT's Rail, Transit and Planning Division provided an overview of the 2015 CHSP update. Moving Ahead for Progress in the 21<sup>st</sup> Century (Map 21) required states to update their plans. Map-21 required that it remain a data-driven process, involve multidisciplinary partners, incorporate input from a range of stakeholders, address all users, include measurable objectives, and identify how progress will be evaluated. Development included the review of the Highway Safety Improvement Plan (HSIP), Highway Safety Plan (HSP), Commercial Motor Vehicle Safety Plan (CMVSP) and other local city and tribal safety plans.



***Implement a collaborative process to reduce fatalities and serious injuries in Montana utilizing engineering, enforcement, education, and emergency response strategies. The CHSP will seek to focus resources strategically, where opportunities for safety improvements are greatest.***

MAP-21 requires that safety targets be established and show progress in reducing fatalities and serious injuries both as a number and as a rate. The safety targets identified by the Advisory Committee are:

### Fatalities

- No more than 172 annual fatalities by 2020, which is an annual reduction of 2.7 percent or 5 fewer fatalities per year;
- Fatality rate of no more than 1.28 fatalities per 100 million vehicle miles traveled (VMT) by 2020, a reduction of 4.3 percent per year;

### Serious Injuries

- No more than 796 serious injuries by 2020, a 3.6 percent annual reduction; and
- Serious injury rate of 5.9 serious injuries per 100 million VMT, a reduction of 5.1 percent per year or an reduction of 32 serious injuries a year.

During the development process two key elements were identified as imperative to the successful implementation of safety strategies. These components included an identified implementation framework and integration of overarching strategies within the emphasis areas.

The remaining two tiers of the implementation frame work are comprised of the Advisory Committee and the Emphasis Area Teams.

### Advisory Committee

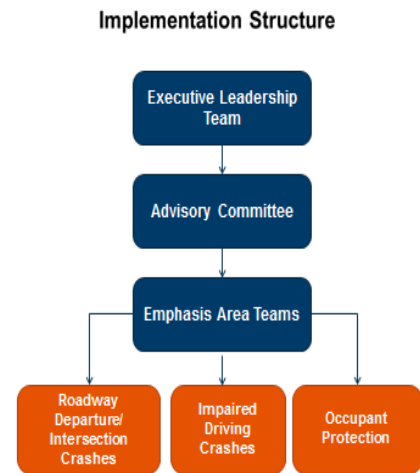
The Advisory Committee was instrumental in the development of the CHSP update. This Committee reviewed and analyzed the previous ten years of statewide crash data to identify areas of overlap and identify specific strategic areas of concern with the greatest opportunities to reduce fatalities and serious injury crashes. Three emphasis areas were identified as

- Roadway Departures and Intersection Crashes;
- Impaired Driving Crashes; and
- Occupant Protection

The focused approach of Montana’s CHSP involves all stakeholders in the three emphasis areas that affect us all, and involves the integration of older drivers, younger driver, Native Americans, bicyclists, pedestrians, and motorcyclists.

The role of the Advisory Committee is to

- Provide guidance and direction to Emphasis Area Teams
- Discuss implementation progress and coordinate next steps
- Provide assistance to overcome barriers or solve problems, and report to Executive Committee
- Recommend topics for which decisions are needed by the Executive Leadership Team
- Provide oversight to ensure that Emphasis Area Teams evaluate the effectiveness of strategies and actions and that activities contributes to the reduction of fatalities and severe injuries; to
- Assist in coordination & communication of safety campaigns, events, educational resources, and trainings; and to
- Ensure continuous consideration is given to the overarching strategies of data , EMS, and Vision Zero



The Advisory Committee recommended including an Executive Leadership level to help maintain the momentum of the CHSP and provide guidance to the Advisory Committee and Emphasis Area Teams on strategies, addressing hurdles, and evaluating performance to ensure desired outcomes are met. Members will continue to meet regularly as a central body to oversee the Emphasis Area progress.



## Emphasis Area Team

The Emphasis Area Teams are those that make up the work group comprised of agency staff and local stakeholders that have the day to day knowledge of what is happening within the safety emphasis areas. Teams are comprised of representatives of the 4Es of transportation safety. These members are program managers with management authority to implement strategies and other staff that are knowledgeable and have an expertise within the specific emphasis area.

The role of the Emphasis Area Team members is the ability to

- Communicate safety campaigns, events, trainings, or other safety programs within own agency, organizations, and other networks
- Participate in team meetings and collaborative strategy work groups
- Provide strategy updates to team members

The overarching strategies recommended to be integrated within the Emphasis Areas and considered within all implementation levels are

- ***Improve the accuracy, completeness, integration, timeliness, uniformity, and accessibility of data used in traffic safety analysis;***
- ***Support the essential role of EMS in reducing the severity of injury outcomes and the technologies and systems necessary to advance collaboration with all safety partners; and***
- ***Collaborate across agencies, organizations and with the public to improve the safety culture and promote the institutionalization of Vision Zero.***

Zanto reiterated that successful implementation of safety strategies is dependent on the appropriate staff members and available resources. There is value in teamwork and together we can achieve much in changing safety culture and the numbers of serious injury and fatal crashes in Montana. Quoting Helen Keller, Lynn Zanto reiterated the importance to change culture that “Alone we can do so little, together we can do so much.”

Kevin McLaury, FHWA Administrator echoed the necessity of teamwork and challenged participants to ask themselves “What would the future look like with your involvement? We can make a change and a difference.”

## Crash Data

Kraig McLeod, Safety Engineer with MDT Traffic & Safety Bureau provided an overview of the past ten years of crash data to evaluate the progress being made in reducing fatalities and serious injuries. While Vision Zero is Montana’s overall goal, the CHSP interim safety goal is reducing severe injuries from 1,704 in 2007 to 852 by 2030 provides a way to measure progress as Montana works towards the ultimate goal of **Zero fatalities and Zero serious injuries.**

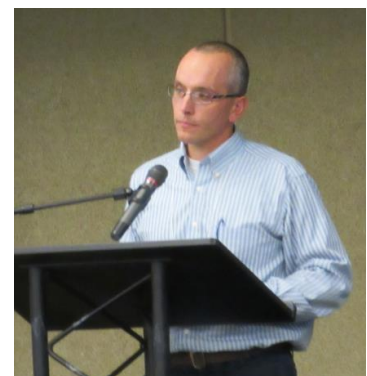
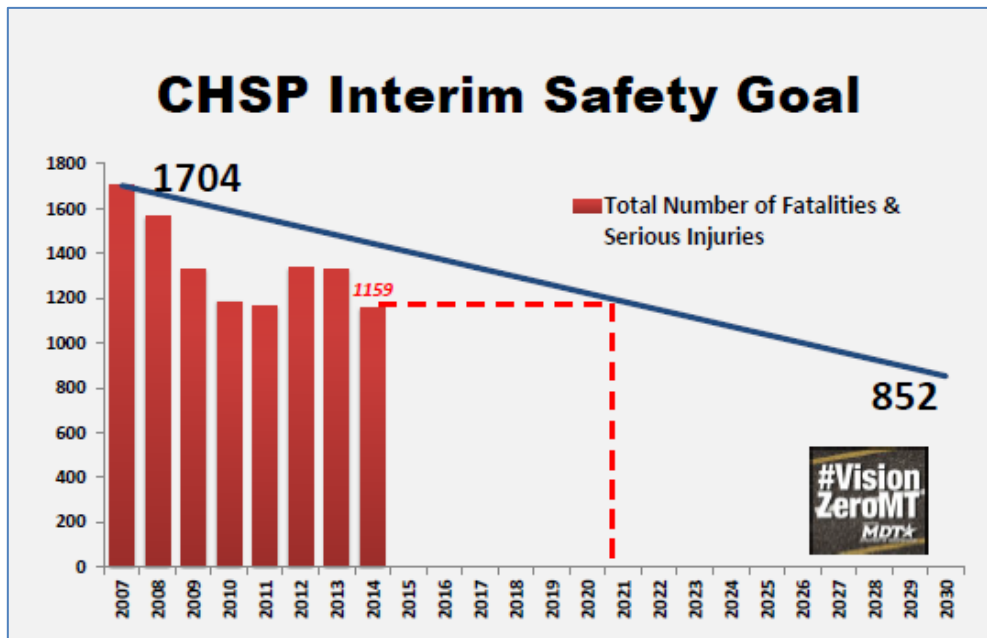
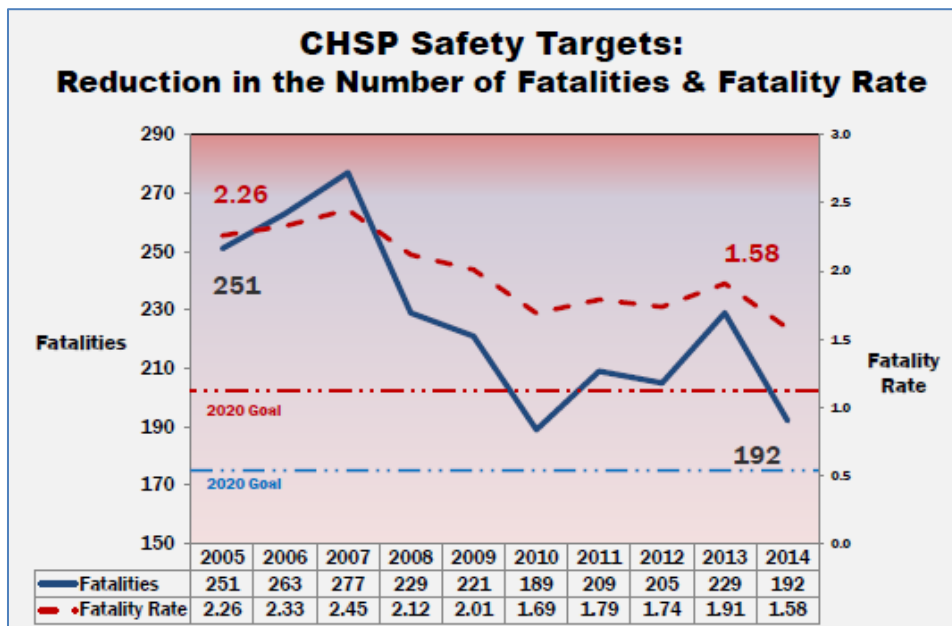


Figure 1: Comprehensive Highway Safety Plan Interim Goal



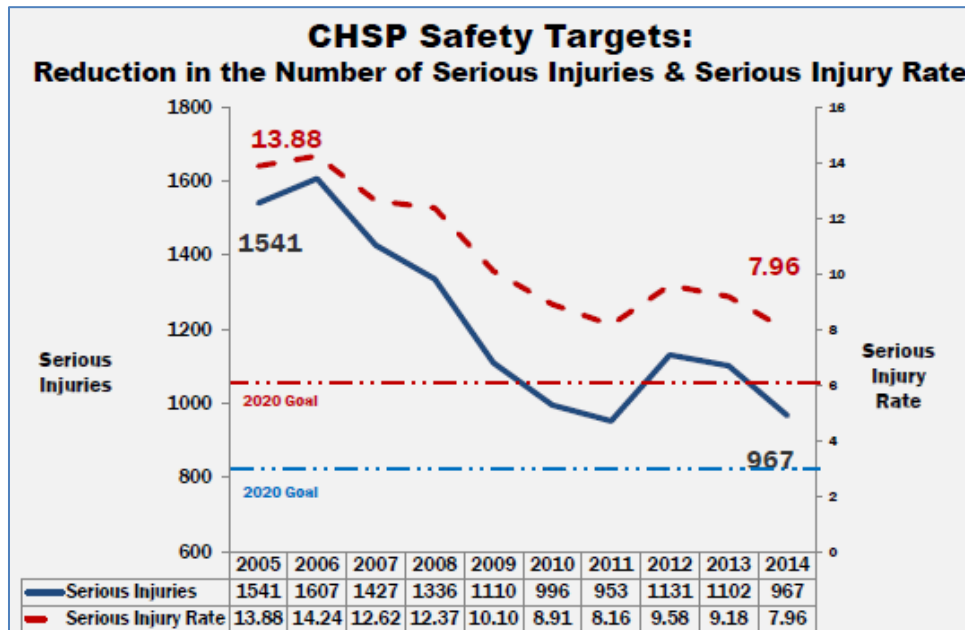
Due to the rural nature our state, Montana will have a higher fatality rate than the national average. While fatalities were up in 2014, when added to serious injuries for the annual severe injuries and compared with previous years we are still on track to reach our goal.

Figure 2: CHSP Safety Targets - Fatality Number and Rate



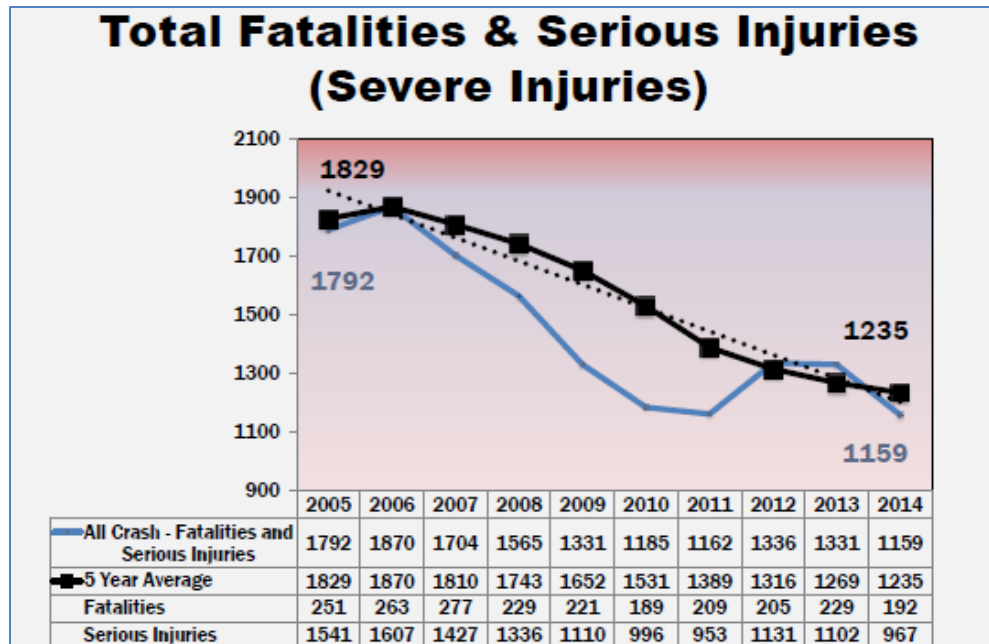
This downward trend shows 251 fatalities in 2005 and 192 in 2014; this reflects a downward fatality rate of 2.26 percent in 2005 and 1.58 percent in 2014.

Figure 3: CHSP Safety Targets-Serious Injury Number and Rate



The downward trend shows 1541 serious injuries in 2005 and 967 in 2014; which this downward trend reflects a decrease from 13.88 percent in 2005 to 7.96 percent in 2014.

Figure 4: Total Fatalities and Serious Injuries (2005-2014)



The overview of the five-year average of fatal and serious injuries showed a downward trend of 1,829 severe (fatalities and serious) injuries in 2005 and 1,235 in 2014.

Figure 5: 3-Year Severe Injury Trend-by Crash Factor

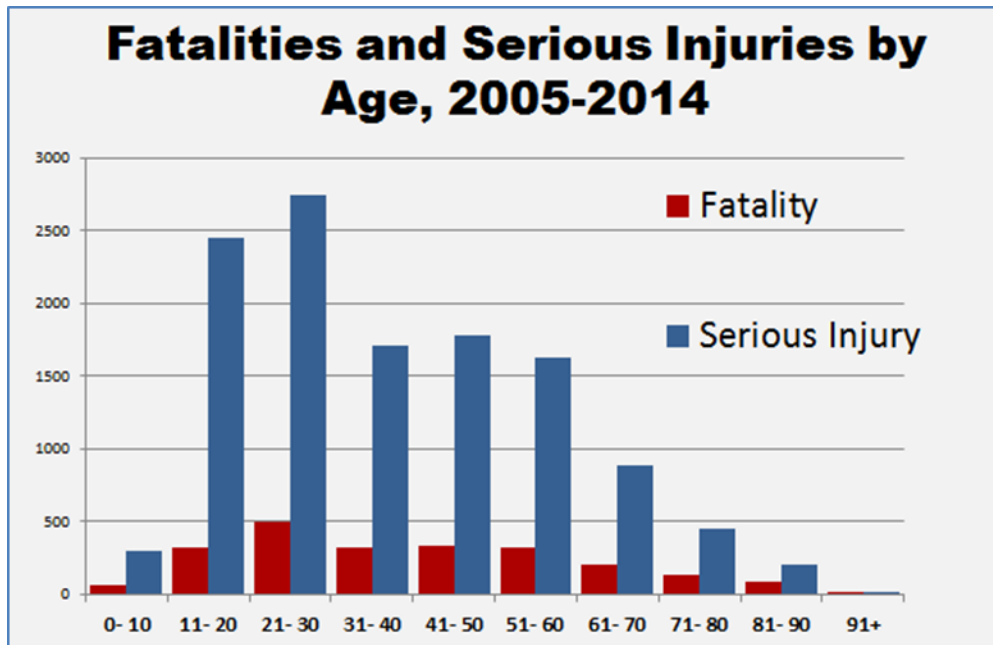
<b>3-year Severe Injury Trend - by Crash Factor</b>			
	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Fatalities</b>	<b>205</b>	<b>229</b>	<b>192</b>
<b>Serious Injuries</b>	<b>1,129</b>	<b>1,102</b>	<b>967</b>
<b>Severe Injuries</b>	<b>1,334</b>	<b>1,331</b>	<b>1,159</b>
<b>Roadway Departure Crash (~59%)</b>	<b>826</b>	<b>754</b>	<b>667</b>
<b>Intersection Crash (~19%)</b>	<b>290</b>	<b>277</b>	<b>188</b>
<b>Impaired Driver Involved (~36%)</b>	<b>498</b>	<b>469</b>	<b>411</b>
<b>Unrestrained Occupant (~35%)</b>	<b>495</b>	<b>446</b>	<b>378</b>
<b>Young Driver Involved</b>	<b>276</b>	<b>247</b>	<b>190</b>
<b>Older Driver Involved</b>	<b>175</b>	<b>201</b>	<b>191</b>
<b>Male Driver Involved</b>	<b>996</b>	<b>1,026</b>	<b>855</b>
<b>Female Driver Involved</b>	<b>520</b>	<b>528</b>	<b>462</b>
<b>Bike/Ped Involved</b>	<b>59</b>	<b>88</b>	<b>70</b>
<b>Motorcyclist</b>	<b>158</b>	<b>192</b>	<b>167</b>
<b>Large Vehicle</b>	<b>63</b>	<b>84</b>	<b>73</b>

A three year overview of severe crash factors was presented that reflected the downward trend of severe injuries from 1,334 in 2012 to 1,159 in 2014.

The crash factors per emphasis area also reflected the downward trends.

- Roadway Departures have decreased by 59 percent from 826 in 2012 to 667 in 2014.
- Intersection Crashes have decreased by 19 percent from 290 in 2013 to 188 in 2014.
- Impaired driving involved crashes have decreased by 36 percent from 498 in 20102 to 378 in 2014.
- Unrestrained occupant severe injuries have decreased by 36 percent from 495 in 2012 to 378 in 2014

Figure 6: Fatalities and Serious Injuries by Age (2005-2014)



As shown above, the top age groups that are involved in crashes and result in a fatality or a serious injury are those 21-30 years of age, followed by the 11-20 years of age, and the third highest group result in close tie of 41-50, 31-40, and 51-60 year age groups.

## Emphasis Areas

### Roadway Departure & Intersection Crashes


The emphasis area chair, Roy Peterson, noted that in the past ten years, two-thirds of Montana's roadway fatalities are a result of roadway departure crashes. Often this crash factor is overlapped by driver impairment and lack of seat belt restraints. The overlap of these severe injury crashes underscores the need for a comprehensive, focused approach. The three year roadway departure severe injury trend factors includes 94 percent occurrence on rural crashes and a 53 percent occurring on Friday, Saturday, and Sunday. Similarly, the three year intersection severe injury trend factors reflect 55 percent occurring in rural crashes and 41 percent occurring on Friday, Saturday, and Sunday. Male drivers continue to be a high trend as are young drivers due to lack of experience.



***Objectives for the Roadway Departure and Intersection Crashes Emphasis Area are defined as follows:***

- Reduction in number of roadway departure crash fatalities;
- Reduction in roadway departure crash serious injuries;
- Reduction in number of intersection crash fatalities;
- Reduction in number of intersection serious injuries.

The emphasis area strategies listed here include efforts identified to help push the average numbers of fatalities and serious injury down.

	<b><i>Reduce and mitigate roadway departure crashes through data-driven problem identification and the use of best practices</i></b>
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***Implementation Steps:***

- Implement MDT's Roadway Departure Plan including systemic and hot spot treatments on rural state routes.
- Construct infrastructure improvements to mitigate road departure crashes, both on and off the state system.
- Evaluate new roadway prevention technologies on an ongoing basis for applicability to Montana's roadways.
- Conduct Roadway Safety Audits on corridors or locations identified as having safety Issues

***Strategy Progress:***

The strategy is ongoing with the methodology of the Roadway Departure Plan being used to determine those locations with specific safety issues. In order to determine how the crash rate is changing a relationship between safety and traffic exposure is needed. This relationship is reflected by a safety performance function (SPF). This model provides an estimate of the normal or the expected crash frequency and severity for a range of annual average daily traffic (AADT). This level of statistical analysis is helped to determine the boundaries for level of service (LOS). The higher the LOS the better the indicator that for the need of potential safety efforts to reduce crashes.

2

***Reduce and mitigate speed-related roadway departure/ intersection crashes***

***Implementation Steps:***

- Complete the “Safety Impact of Differential Speed Limits on Rural Two-Lane Highways in Montana” research study
- Support targeted enforcement based on demonstrated crash patterns and high-risk drivers.

***Strategy Progress:***

Efforts on this strategy include completing the *Safety Impact on Differential Speed Limits on Rural Two-Lane Highways in Montana* research study<sup>1</sup> and implementation of recommendations. Partnership opportunities include working with education programs and law enforcement to increase awareness of operating around large trucks and reducing aggressive driving behaviors.

3

***Reduce roadway departure and intersection crashes through education***

***Implementation Steps:***


- Enhance awareness of and encourage increased participation of evidence-based roadway user skills training.
- Research underlying beliefs and behaviors of high-risk groups to better understand, develop focused strategies, and by using proven and innovative communication channels.
- Conduct public awareness/education about roadway conditions, yellow flashing signals, roundabouts, bicycle lanes, pedestrian signals, operations around EMS responders, and right-of-way rules at stop-controlled and uncontrolled intersections, etc.
- Promote/support evidence-based teen peer-to-peer education re: risky driving behavior, consequences of distracted driving, impaired driving, and not using seat belts, among others.

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<sup>1</sup> Research Site, [http://www.mdt.mt.gov/research/projects/traffic/differential\\_speed.shtml](http://www.mdt.mt.gov/research/projects/traffic/differential_speed.shtml)

**Strategy Progress:**

Efforts include working with the MDT Communications Team and other safety and media partners within the transportation safety areas of education and enforcement. Planned for an early 2016 release, the road departure media campaign will include social media and billboards. This road departure media campaign will be featured on the <http://plan2live.mt.gov> site.


	<p><b><i>Reduce and mitigate intersection crashes through data-driven problem identification and the use of best practices</i></b></p>
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**Implementation Steps:**

- Develop and implement an intersection safety plan.
- Construct infrastructure improvements to mitigate intersection-related crashes.

**Strategy Progress:**

Efforts include the development of an Intersection Safety Plan and implementation of recommendations upon completion, as appropriate. This effort is similar to the Roadway Departure Plan but at a smaller scale. The timeline for plan completion is spring 2016.

	<p><b><i>Support and increase enforcement of proper road use behaviors by all users in high-crash corridors and high-crash locations</i></b></p>
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**Implementation Steps:**

- Implement technologies and equipment to aid law enforcement in conducting enforcement
- Implement and support targeted enforcement efforts to prevent intersection and roadway departure crashes.

**Strategy Progress:**

Efforts include working with law enforcement agencies across the state to increase awareness in support of grant opportunities for agencies for potential technology and equipment needs and to identify problematic areas to help in conducting enforcement.



6

*Explore and implement best practices for reducing road departure, such as distracted driving and fatigued driving, in addition to other behavioral factors*

**Implementation Step:**

- Implementation steps to be determined as best practices are identified.

**Strategy Progress:**

Best practices and emerging research will be accessed to determine potential for best opportunities to reduce crashes and implemented if appropriate. Implementation examples of best practice include the 2015 MDT Rumble Strip Design Guidance and centerline rumble strip projects.

7

*Improve the prosecution and adjudication of all roadway user violations*

**Implementation Step:**

- Increase education and training for law enforcement, prosecutors, and the judiciary to ensure consistent citing and adjudication of traffic offenses and consideration of alternative sentencing (i.e., safety education).

**Strategy Progress:**

This effort is in need of strategy leaders and team within the judicial system and law enforcement to determine what is missing and what can be done better to improve prosecution and adjudication of traffic violation that result in roadway departures and intersection crashes. Statistics often show the overlapping factors of impaired driving, lack of occupant protection restraints, distraction, and speeding. Increased focus on consistent adjudication statewide will help in the effort of reducing severe injury crashes.

**Next Steps**

Moving forward the Roadway Departures and Intersection Crashes Emphasis Area Team will be working to prioritize strategies, identify remaining strategy leaders and missing partners, and conduct further discussions on measuring safety, tracking and reporting progress, and evaluation of implementation steps.

## **Impaired Driving Crashes**

The emphasis area chair, Audrey Allums, explained that during the development process the Advisory Committee analyzed the crash data of the past ten years and were in agreement that impaired driving is a special area of concern and should be designated an Emphasis Area. In the past ten years impaired drivers involved in crashes accounted for 35 percent of Montana's roadway fatalities and serious injuries. In the upcoming months the emphasis area team will be working to define priorities and identify strategy champions, and looking at other areas that need to be focused on.

***Objective Measures for the Impaired Driving Crashes Emphasis Area are defined as follows:***

- Reduction in number of impaired driving fatalities; and
- Reduction in number of impaired driving serious injuries.

	<b><i>Reduce impaired driving through improved processes and regulations</i></b>
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### ***Implementation Steps:***

- Support stronger impaired driving laws that increase penalties and/ or arrest rates, including those focusing on repeat offenders
- Support efforts to reduce the over-service of alcohol by expanding the awareness and support of continued mandatory alcohol sales and service training, including special events training and state permitting of alcohol servers and sellers. Research and implement methods for tracking participation and compliance.
- Support efforts to develop local and as statewide social host law.
- Support efforts to allow sobriety checkpoints in statute

### ***Strategy Progress:***

The Team is working to identify appropriate regulations and ordinances and assist in developing consistent adjudication of violations related to impaired driving.

## 2

### *Reduce impaired driving through enforcement*

#### ***Implementation Steps:***

- Sustain Drug Recognition Expert (DRE) and related training, and increase collaboration between DREs and law enforcement agencies.
- Support targeted enforcement based on demonstrated crash patterns and/or high-risk rivers (i.e., Selective Traffic Enforcement Program)
- Support local and state law enforcement efforts that include, but are not limited to, High-Visibility Enforcement.
- Sustain Law Enforcement Liaison program
- Support and encourage law enforcement agencies to enforce the criminal violation of sellers or server of over-service of alcohol, and report violation of alcohol over service to the Department of Revenue (DOR) for administrative action on the liquor license holder.
- Identify and support implementation of existing or new alcohol and drug detection technologies.

#### ***Strategy Progress:***

Fiscal year 2016 safety grants have been awarded to state, county, tribal and local law enforcement for improved technologies and selective enforcement programs to help enforce impaired criminal violators. Law enforcement drug recognition expert (DRE) and other training is ongoing.



# 3

## *Reduced impaired road users through prevention education*

### ***Implementation Steps:***

- Monitor the impact of marijuana legislation on roadway crashes and countermeasures in peer states.
- Develop public education campaign of impaired driving topics.
- Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels.

### ***Strategy Progress:***

Team members are working in collaboration with Family Career and Future Leaders Association to develop on a Traffic Safety Course focusing on prevention education based on a review of marijuana impairment studies in other states. This effort will be used to develop strategies, materials, and campaigns for implementation.

Team members are conducting outreach with high schoolers to participate in local peer-to-peer education campaign with a commitment to safety culture.



# 4

## ***Continue to support and build collaborative partnerships to reduce impaired driving***

### ***Implementation Steps:***

- Support increase of crime lab resources to improve crime lab capacity and speed, including the number of toxicologists and equipment to process DUI test samples and measure other drugs.
- Support increased compliance with mandatory alcohol/drug treatment, and an increase in alcohol and drug abuse treatment options, to prevent repeat DUI offenses.
- Support and promote training for criminal justice professionals and medical staff regarding best practices and legal requirements on topics such as BAC draws.
- Improve MIP (minor-in-possession) processes in Montana (i.e., consistent management of cases in Youth Court and Criminal Justice Court) based on best practices. Improve data reporting to court partner agencies, such as alcohol education and intervention.
- Increase the number of drug and alcohol courts and provide training to judges and court personnel.
- Increase proven effective training for law enforcement, judges and prosecutors to ensure consistent adjudication of all traffic offenses, including impaired driving violations.
- Support development of a statewide DUI Task Force.
- Increase usage of the 24/7 DUI monitoring program and other programs to prevent repeat offenses (i.e., ignition interlock).

### ***Strategy Progress:***

Team members across the state continue to work on implementation steps through standard operating procedures. Yellowstone County conducts DUI Courts where local team meets weekly to assess clients and progress to determine needs for clients to succeed.

Northern Tribes DUI Task Force has recently formed and members have approved their bylaws. The tribes involved include Blackfeet, Rocky Boy's, Fort Belknap, and Fort Peck. Focus will be on impaired driving- both drinking and drugs. Efforts will include cross borders and cross tribe coordination enforcement, training with Montana Highway Patrol, media campaign and educational awareness spots to be used in radio and movie theatres.

Missoula County DUI Task Force works with local law enforcement for additional funding for hosting outreach and patrolling of special events. The Task Force supports alcohol server training and Safe Ride Home.

Department of Revenue oversees the alcohol server registry. Server training became mandatory under the 2011 Legislative session. Ongoing efforts include liquor license enforcement and reporting class for law enforcement to enable Revenue to document and cite offenders.

### ***Next Steps***


The Team is working to build collaborative partnerships to reduce impaired driving. Training opportunities will be discussed at the April 2016 DUI Task Force meeting. Strategy progress should move forward once an Executive Leadership Team had been approved.

## **Occupant Protection**

The emphasis area chair, Janet Kenny, reported to the meeting attendees that a third of all Montana roadway fatalities and serious injuries involve unrestrained occupants. This group is tasked with increasing the use of occupant protection devices- seat belts, booster seats, and child passenger seats. Through the update process agency and organization safety partners helped to define the most critical strategies to reduce severe crash injuries. Team members have volunteered and committed to working on different strategy teams. Strategy teams have begun to prioritize implementation steps and develop action plans. The prioritized implementation steps listed below.

***Objectives for the Occupant Protection Emphasis Area are defined as follows and will be tracked annually:***

- Reduction in number of unrestrained occupant fatalities.
- Reduction in number of unrestrained occupant serious injuries.

	<b><i>Support policies, education, training, programs, and activities that promote and increase seat belt and child safety seat use</i></b>
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### ***Implementation Steps:***

- Support increasing the current seat belt penalty of \$20 be consistent with the \$100 penalty for the child passenger safety restraint law.
- Promote local jurisdictional adoption of a primary seat belt ordinance, if appropriate.
- Encourage state agencies and employers to coordinate and implement workplace traffic safety policies to include seat belt use and other traffic safety measures. Develop a state Network of Employers for Traffic Safety (NETS) or similar public-private partnership focused on traffic safety.

- Research underlying beliefs and behaviors of high-risk groups to better understand them; develop and implement strategies by using the appropriate proven and innovative educational materials and outreach communication channels.
- Develop child passenger safety educational materials with updated and consistent information.
- Support enhancement and implementation of mandatory minor (under 18 years of age) occupant protection laws per best practices and GDL requirements.
- Support efforts from safety partners and stakeholders to implement a primary seatbelt law.
- Sustain and strengthen the National Child Passenger Safety Certification Training Program with increased focus on high-risk populations.



### ***Strategy Progress:***

Strategy co-leaders are Wendy Olson and Nanette Gilbertson. Nanette Gilbertson noted the first order of business before pursuing a primary seatbelt law was to find a leader within Montana with passion to reenergize the Montana Seatbelt Coalition. In the interim, increasing the seat belt fine would be an action items that would be more manageable in the upcoming year.

An opinion is needed from the Attorney General's Office on whether or not a primary seatbelt law can be passed as a local ordinance before providing guidance to local communities.

An informational traffic safety packet is being developed for business owners that include sample seat belt, cell phone, and distracted and drowsy driving policies. This packet will be available to organizations through training opportunities and one-on-one outreach; and is planned to be completed by spring 2016.

2

***Support enforcement of existing seat belt and child passenger safety laws***

***Implementation Steps:***

- Increase education & training for law enforcement, prosecutors, and the judiciary to ensure consistent citing & adjudication of occupant protection offenses & consideration of alternative sentencing (i.e., safety education)
- Support targeted enforcement based on demonstrated crash patterns and/or high-risk drivers

***Strategy Progress:***

Strategy co-leaders are Tracie Kiesel and Sgt. John Spencer. Tracie Kiesel reported that ongoing, coordinated child passenger safety training is scheduled for 2016. This training supports child passenger laws and includes a training trailer that provides passenger technician course to those working with children including day care providers and law enforcement.

3

***Continue to support and build collaborative partnerships to increase seat belt use***

***Implementation Step:***

- Develop public and private partnerships (i.e., elementary, high school, and colleges) to develop and disseminate information and educational programs regarding unsafe driving behaviors.

***Strategy Progress:***

Strategy co-leaders are Charmell Owens & Captain Jim Kitchin. Charmell Owen spoke about developing partnerships within communities. 50 percent of high school students can no longer afford driver's education which is creating a high-risk driving group that has never received proper driver training. This high-risk group doesn't receive the information regarding the importance of seat restraints. Other partners include law enforcement involvement and outreach through school programs and the Montana Highway Patrol's Alive @25 program.

***Next Steps***

The Team is researching opportunities to coordinate a one-stop resource shop for traffic safety programs which includes a focus on seat restraints for all occupants.



# 4

## *Evaluate the effectiveness of ongoing messages, campaigns, and programs in promoting and/ or increasing occupant protection use*

### **Implementation Step:**

- Evaluate current campaigns to determine effectiveness and increased occupant protection use.

### **Strategy Progress:**

Janet Kenny leads this strategy and reports that educational campaigns have been used in Montana for many years with the objective of increasing seat belt use. However, for the past five years belt use rates have not only stalled but decreased slightly. Montana needs to take a hard look at the various messages used by the different agencies and organizations in reaching high-risk populations. Messaging needs to be evaluated to determine the effectiveness to see what is working and where changes need to be made to effect behavior and increase the use of seat belt restraints. Focus groups are used to determine what type of message and media type that resonates with specific target age groups.

### **Next Steps**

Team members are working to further prioritize implementation steps, identify potential missing occupant protection safety partners within state agency and private public information offices and media organizations, school education programs, training opportunities and other like-minded safety individuals. The Team is planning to have a Safety Packet completed in time for the Department of Labor's Safety Fest in February.

## **Media Campaign**

Partners Creative provided an overview of the *Lives Saved, Lives Shattered* safety media campaign beginning with an overview of the research conducted beginning in early 2015. A focus group dubbed the Team Zero panel comprised of target audience participants that provided insight on what media was most likely to effectively reach the desired target audience and what would most likely influence their behavior and decision making when driving. The targeted demographics included males 18-34. The feedback from this panel group was that they wanted to hear the real stories and the real outcomes. To effectively relay messaging social media should use humorous or inspirational formats; while traditional media should contain the more graphic messaging and the consequences of poor choices being the the focus of the message. Target groups use a variety of media outlets from television – cable and HULU; radio outlets – Pandora, Spotify, and local; billboard, and Facebook making up 55 percent of social media along with Instagram, Snapchat, and YouTube. Other media outlets included mobile, campus media, and bathroom ads.

The media campaigns include seatbelt, roadway departures, and driving under the influence. Media campaigns have been coordinated with driver's education, community events, Taco Bell incentive program, fuel stations TV monitors, and radio and billboards spots. Upcoming social media geo-fencing safety campaigns will be features as pop up mobile alerts in coordination with high traffic community events to provide resource information regarding impaired driving prevention and promoting seatbelt awareness.

## **Recommendations**

During the emphasis area breakout sessions the annual meeting participants identified potential safety partner and strategies. Additionally, a post meeting survey was sent to attendees to gather information on the CHSP data progress report, strategy handout, overall take away from the meeting. Some of the recommendations are as follows:

- Approval of an Executive Leadership Team to support and implement safety efforts.
- Increase the seat belt penalty to \$100 to be consistent with the child occupant fine.
- Request Attorney General's opinion on a local seat belt ordinances
- Develop a seatbelt safety group comprise of those within safety disciplines and organizations to assist in coordinating and compiling seatbelt crash and economic data.
- Develop a target group survey to identify the resistance to a primary seat belt law.
- Develop a cohesive safety outreach group that currently has access to school children.
- Consider proposal of a seatbelt "sunset" bill similar to other states.
- Focus on responsible drinking
- Increase DUI driver reinstatement fees.
- Develop effective minor in possession (MIP) processes and court adjudication
- Support and encourage prosecution of all DUIs
- Strengthen soft Montana DUI laws
- Develop process and legislation for possession and revenue generation of marijuana
- Develop a strong distracted driving campaign.
- Expand availability of driver's education for all ages.
- Share safety and media campaigns with health organizations, city-county health departments, and local planners.
- Compile a one stop shop for sharing all safety education and training resources regarding transportation safety, i.e. National Center for Rural Road Safety, AARP, Operation LifeSaver, distraction, seatbelts, etc.
- Engage local law enforcement in CHSP efforts to reduce fatal and serious injury crashes.

## **Call to Action- Cultural Commitment to Change**

Director Tooley spoke of a 1930's Dawson County newspaper clipping that referenced the three horsemen of highway fatalities as speed, liquor, and highway departures as the big issues in highway safety. Unfortunately in 2015 the three horsemen are still the primary factors. 183 is not zero, but it is half of what it was in 1935. Montana is making progress, but commitment is needed by all Montanans to do their part because zero is possible. We need to determine what is working and what is not working. To determine this all safety programs and efforts need to be accessed to ensure the desired outcomes are being met and are not an unnecessary strain on limited funds.

Once formed the Executive Leadership Team will be instrumental in engaging stakeholder's participation and involvement within state agencies and local communities in reduce fatalities and serious injuries on Montana's roadway. Everyone within the borders of the state of Montana has a role in promoting and encouraging safe driving behaviors. Montanans do not have to be tolerant of unappropriated and illegal driving behaviors and the associated consequences. Montanan should not have to bear the economic hardship of poor drivers. The traveling public should have the security in knowing that Montana's roads are travelled by those who value safety and believe in the Vision Zero- zero fatalities and zero serious injuries on Montana's roadways.

## **Next Steps**

Approval of an Executive Leadership Team will be a priority in a coordinated effort to implement safety strategies. Once approved the Advisory Committee members will be instrumental in providing an over view of the CHSP and the implementation structure and the role in which the Executive Leadership plays in reducing fatalities and serious injuries on Montana's roadways.

Emphasis Areas Teams will be meeting over the course of the next few months to identify potential new partners that have similar safety goals and invite these stakeholders to participate in collaborative efforts to reduce crash numbers. The Teams will continue prioritizing strategies and implementation steps and identifying any implementation hurdles to share with the Advisory Committee.

In the coming year the Advisory Committee and Emphasis Area Teams will begin discussion of performance measures and begin tracking progress for the annual meeting report out and evaluation on progress.

# 2015 Annual Transportation Safety Meeting agenda

Gateway Center  
1710 National Avenue  
p.m.  
Helena, Montana

October 29, 2015  
8:00 a.m. - 5:00

## Day 2

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8 - 9:00 a.m.	<b>Welcome</b>  <b><i>Vision Zero</i></b> Mike Tooley, Director, Montana Department of Transportation & Governor's Representative for Highway Safety  <b><i>Why Vision Zero is Important and How it Takes Everyone</i></b> Lieutenant Governor Angela McLean
9 - 9:45 a.m.	<b><i>Introductions &amp; CHSP Overview</i></b> Lynn Zanto, Administrator, Rail, Transit & Planning Division - MDT
9:45 - 10:00 a.m.	<b>Break</b>
10:00 - 10:30 a.m.	<b><i>Overview of Statewide Crash Data</i></b> Kraig McLeod, Safety Engineer, Traffic & Safety Bureau - MDT
10:30 - 11:15 a.m.	<b><i>Emphasis Area: Impaired Driving</i></b> Audrey Allums, Grants Bureau Chief - MDT Introduce the Team, Strategies Overview, Where We Are, & Next Steps Open Discussion
11:15 - 12:15 p.m.	<b>MDT's Safety Media Campaign</b> Partners Creative
12:15 - 12:45 p.m.	<b>Lunch</b> (provided)

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12:45 – 1:45 p.m.      **Emphasis Area: Occupant Protection**  
Janet Kenny, State Highway Traffic Safety Section Supervisor - MDT  
Introduce the Team, Strategies Overview, Where We Are, & Next Steps  
Open Discussion

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1:45 - 2:45 p.m.      **Emphasis Area: Roadway Departure & Intersection Crashes**  
Roy Peterson, Traffic & Safety Bureau Chief - MDT  
Introduce the Team, Strategies Overview, Where We Are, & Next Steps  
Open Discussion

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2:45 - 3:00 p.m.      **Break**

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3:00 – 4:00 p.m.      **Call to Action - Interactive Exercise** - Lynn Zanto  
**Filling the Gaps, Where Do You Fit, & What Can You Commit**

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4:00 – 4:30 p.m.      **Closing Remarks:** Mike Tooley, Director, Montana Department of Transportation  
**Getting There- Cultural Commitment and Change**

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4:30 – 5 p.m.      **Next Steps – Announcements:** Lynn Zanto  
**Closing**

## Attachment 2: Attendee List

### *2015 Annual Transportation Safety Attendee List*

Steve Albert	Western Transportation Institute (WTI)
Marcee Allen	Federal Highway Administration (FHWA)- Montana Division
Audrey Allums	MDT-Grants Bureau
Hannah Amestoy	MDT-Transit Section
Sergeant Greg Amundsen	Missoula Police Dept.
Audrey Barger	MT Justice Office Liaison
Melinda Barnes	Bike Walk Montana
Gina Beretta	USDOT NHTSA Region 10
Josh Bird	Blackfeet Law Enforcement Services
Danielle Bolan	MDT- Traffic Operations Engineer
Jeremy Brokaw	Injury Prevention, Dept. of Health & Human Services (DPHHS)
Pam Buckman	MDT- Occupant Protection Manager
Mary Kay Burns	Cascade City-County Health Dept.
Jennifer Calder	Montana KIDS COUNT
Capt. Art Collins	Montana Highway Patrol
James Combs	MDT- Traffic Engineer- Great Falls
Sheila Cozzie	MDT- Cultural Liaison
Thom Danenhower	Montana Municipal Interlocal Authority (MMIA)
Amy Darlinton	Northern Engineering & Consulting, Inc.
Jim DeTienne	EMS & Trauma Systems, Dept. of Health & Human Services (DPHHS)
Chris Dorrington	MDT- Multimodal Bureau
Kevin Dusko	MDT- Impaired Driving Program Manager
Suzanne Elfstrom	Partners Creative
Doug Enderson	DOWL

Christina Escamilla	13th Judicial District Court
Tom Escarcega, Jr.	Fort Peck Tribal Health Dept.
Capt. Louis Fiddler	Flathead Tribal Police Dept.
Capt. Jose Figueroa, Jr.	BIA Police (Crow Agency)
Doug Fischer	DOWL
Sgt. Philip Freed	Montana Highway Patrol
Sgt. Brett Friede	Lewis & Clark Co. Sheriff Office
Nannette Gilbertson	Montana Sheriff & Peace Officers Association (MSPOA)
Emily Gluckin	Bike Walk Montana
Shari Graham	EMS & Trauma Systems, Dept. of Health & Human Services (DPHHS)
Toni Grant	Blackfeet Transportation
Kelly Green	Center for Health and Safety Culture- WTI/MSU
Nik Griffith	DOWL
Chief Hawkan Haakanson, Sr.	Fort Belknap Tribal Police Department
Amy Harbrige	Ravalli County DUI Task Force
Michael Headdress	Fort Peck Tribal Health
C. John Healy Sr.	Fort Belknap Transportation Department Director
Bruce Holmes	Federal Motor Carriers Safety Administration (FMCSA)
Dennis Hult	MDT- Motor Carrier Services
Lonie Hutchison	Missoula City-County Health Dept.
Duane Kailey	MDT- Highways & Engineering Administrator
Mark Keeffe	MDT- Data Analyst
Janet Kenny	MDT- State Highway Traffic Safety Section (SHTSS)
Tracie Kiesel	Tri-County Buckle Up Montana
Reginald Killsnight Jr	Northern Cheyenne Tribal Transportation Program
Capt. James Kitchin	Montana Highway Patrol

Jeff Kurshner	Judicial Branch
Pam Langve-Davis	MDT- CHSP Program
Katelyn Lester	Ravalli County DUI Task Force
Taylor Lonsdale	Western Transportation Institute (WTI)
LT Governor Angela McLean	
Gary Macdonald	Roosevelt County Commissioner/ DUI Task Force
Laurence Mahseelah	Confederate Salish & Kootenai Tribes SOAR Coordinator
Don Matlock	Montana Operation Lifesaver
Lora Mattox	Billings Metropolitan Planning Organization (MPO)
Patrick McJannet	Motor Vehicle Division, Dept. of Justice (DOJ)
Patrick McLaughlin	Montana Highway Patrol
Kevin McLaury	Federal Highway Administration (FHWA)- Montana Division, Administrator
Kraig McLeod	MDT- Safety Engineer
Darcy Merchant	Billings Area Indian Health Services
Niham Miller	Motor Vehicle Division, Dept. of Justice (DOJ)
Shane Mintz	MDT- Glendive District Administrator
John Moffat	USDOT-NHTSA Seattle
Jessica Morriss	Missoula Metropolitan Planning Organization (MPO)
Jim Morrow	Montana Motorcycle Rider Safety
Chad Newman	MDT- Law Enforcement Liaison
Sarah Nicolai	DOWL
Anna O'Donnell	AAA MountainWest
Wendy Olson Hansen	Flathead City-County Health Dept.
Charmell Owens	Director - Ravalli County Prevention Coalition
Fran Penner-Ray	Traffic Education -Office of Public Instruction (OPI)



Roy Peterson	MDT- Traffic & Safety Bureau
Dave Prescott	Missoula Metropolitan Planning Organization (MPO)
Randi Szabo	Banik Communications
Billy Reamer	Prevention Program Manager, Dept. of Health & Human Services (DPHHS)
Barb Reiter	Jefferson Co. DUI Task Force
Alberta Rides Horse	Crow Land Security
Henry Rides Horse	Crow Land Security Cabinet
Laura Rides Horse	Crow Nation
Robert Rides Horse	Crow SOAR Coordinator
Donell Rosenthal	Pupil Transportation, Office of Public Instruction (OPI)
Sgt. Kurt Sager	Montana Highway Patrol
Cody Salo	DOWL
Lisa Scates	Liquor Control Division, Dept. of Revenue (DOR)
Lisa Schmidt	Chronic Disease Bureau, Dept. of Health & Human Services (DPHHS)
Cal Schock	Montana Highway Patrol
Alyssa Sexton	EMS & Trauma Systems Manager, Dept. of Health & Human Services (DPHHS)
Michelle Shaw	Yellowstone County Impaired Driving Court
Sharon Silvas	Blackfeet Community Hospital
Craig Smith	Fort Peck Community College
Michele Snowberger	Motor Vehicle Division, Dept. of Justice (DOJ)
Sgt. John Spencer	Montana Highway Patrol
Barry "Spook" Stang	Motor Carriers of Montana, Executive Director
Jerry E Stier	Lewis & Clark Co. DUI Task Force
Carol Strizich	MDT- Statewide & Urban Planning
Robin Suzor	EMS for Children, Dept. of Health & Human Services (DPHHS)

Constance Thompson	Fort Peck Tribes Tribal Transportation Planning (TTP)/Indian Reservation Roads (IRR)
Mike Tooley	MDT- Director
Lesly Tribelhorn	MDT- Highways Engineer
Bill Tuck	MDT- Grant Accountant
Vicki Turner	Prevention Resource Center, Dept. of Health & Human Services (DPHHS)
Freda Vielle	Blackfeet Transit
Mary Vine	Roosevelt County DUI Task Force
Juanita Wagner	Blackfeet Transportation/ SOAR Coordinator
Wallace Gladstone	Northern Engineering & Consulting, Inc.
Charity Watt	MDT- Transportation Planner
Sharyl Wells	Blackfeet Transit
Clark Wheeler	Montana Operation Lifesaver
Brianna Whitaker	MDT- Transportation Planner
Don White	Blackfeet Transportation Director
Sgt. Lacie Wickum	Montana Highway Patrol
Sam Windy Boy	Crow Transportation
Jayson Zander	Helena Police Dept.
Stan Zander Jr	Fort Belknap Indian Community
Lynn Zanto	MDT- Rail, Transit & Planning Administrator



# #VisionZeroMT

zero deaths | zero serious injuries



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DEPARTMENT OF TRANSPORTATION