

**Comprehensive Highway Safety Plan (CHSP)
Emphasis Area Status Report
November 2015 - April 2016**

Montana Comprehensive Highway Safety Plan



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Overarching Strategies

Improve the accuracy, completeness, integration, timeliness, uniformity, and accessibility of data used in traffic safety analysis

- **Traffic Records Coordinating Committee updated the Traffic Records Strategic Plan, April 2016**
This committee is comprised of multiple state agency IT and data managers responsible for gathering, tracking, and reporting roadway, vehicle, and operator data related to motor vehicle crashes resulting in fatal and serious injuries on Montana's roadways.
- **Web-based Crash Reporting**
System includes Smart Cop which links to SIMS. Web-based crash system and training is available to all law enforcement agencies. Ongoing
- **Safety Information Management System (SIMS) update completed in 2015.**
This data base system includes pavement management system maintenance management system, and road viewing tools.

Support the essential role of EMS in reducing the severity of injury outcome and the technologies and systems necessary to advance collaboration with all safety partners; and

- **Emergency Medical Services & Trauma Systems-Department of Public Health & Human Services (DPHHS)** is currently updating the hospital trauma registry which will enable EMS responders to enter data in route to hospitals to ensure appropriate staff and resources are coordinated and available on intake. Data can then be entered into the trauma systems database. Scheduled to be completed in 2016.
- **Emergency Medical Services Grant Program** -This grant program is managed by the Grants Bureau, MDT Planning Division. In SFY 2016 there were 12 successful grant applicants for EMS equipment including vehicles, power cots, monitors, and radios.
- **Trauma Education for Rural EMS providers-DPHHS** Prehospital Trauma Life Support (PHTLS) is provided to rural Emergency Care Providers (pre-hospital) throughout the state to improve patient outcome and overall survival of injuries sustained in roadway incidents. In 2015-2016 training was offered in 6 counties where crash data shows high crash corridors. Each class is for up to 32 students for a total of 192 participants. Training was funded with a NHTSA grant.

Collaborate across agencies, organizations and with the public to improve the safety culture and promote the institutionalization of Vision Zero.

- A Community Transportation Safety Plan (CTSP) is currently being developed by the Billings – MPO and has adopted Vision Zero. The vision statement is *“The Billings community will achieve zero fatalities and serious injuries through a culture of safety for all travelers.”*, April 2016.
- *Visions Zero , It Will Take All of Us to Reach Vision Zero*, Interchange message to MDT staff- MDT Director, March 2016
- CHSP Executive Leadership Team meeting of State Agency Directors was held to discuss collaboration and coordination among agencies to address safety issues and reduce fatalities and serious injuries on Montana’s roadways, March 2016.
- Multi-agency safety stakeholder support a stronger safety vision to move Montana towards zero deaths at Annual Transportation Safety Meeting, October 2015

Emphasis Areas

Roadway Departures and Intersection Crashes

Strategy 1: Reduce and mitigate roadway departure crashes through data-driven problem identification and the use of best practices.

Implementation Step 1: Implement MDT's Roadway Departure Plan including systemic and hot spot treatments on rural state routes.

- Status: Over \$35 million of HSIP projects have been programmed and will be incorporated into the 5 year Tentative Construction Plan (TCP) in the fall of 2016.

Implementation Step 2: Construct infrastructure improvements to mitigate road departure crashes, both on and off the state system.

- Status: Construction of the various improvements is an on-going activity.

Implementation Step 3: Evaluate new roadway departure prevention technologies on an ongoing basis for applicability to Montana's roadways.

- Roadway Departure Study has been developed for rural, on-system routes to identify locations for potential engineering improvements to address crash trends. The location of these various maps are now on the internet: <http://www.mdt.mt.gov/visionzero/roads/roadway-departure.shtml>
- Statewide Centerline Rumble strips installation on rural two-lane highways to be completed by 2018 or earlier.
- Statewide Curve Signing project. Installation to be completed by 2019.

Implementation Step 4: Conduct Road Safety Audits on corridors or locations identified as having safety issues and implement appropriate recommendations.

- Status: Ongoing – Locations for potential RSA are being reviewed for 2016.

Strategy 2: Reduce and mitigate speed-related roadway departure/intersection crashes

Implementation Step 1: Complete the "Safety Impact of Differential Speed Limits on Rural Two-lane Highways in Montana" research study and consider implementation of appropriate recommendations.

- The research project is underway and the data has been collected. Data analysis will consider the differences of areas with consistent speeds vs differential speeds in recommendations. Estimated completion date is summer of 2016.

Implementation Step 2: Support targeted enforcement based on demonstrated crash patterns and high-risk drivers.

- MDT developed a Road Departure Study for rural, on-system routes. The results of this study are being used to identify locations for potential engineering improvements to address crash trends. Maps have been developed based on crash factors of impairment to help identify areas for targeted enforcement. The Data Maps are located on the MDT website <http://www.mdt.mt.gov/visionzero/roads/roadway-departure.shtml>

Strategy 3: Reduce roadway departure and intersection crashes through education.

Implementation Step 1: Enhance awareness of and encourage increased participation of evidence-based roadway user skills training.

- Team is compiling a listing of various road user safety education and skills trainings for safety stakeholders. Next step: Review and determine where best to list resource materials. Status: Ongoing.

Implementation Step 2: 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.

- Opportunities for research are being explored to include factors related to other emphasis areas and overarching strategies. Injury Prevention and Prevention Resources – DPHHS are exploring a possible Vista volunteer intern to research the three emphasis area that are factors in risky driving behaviors, specifically those within rural low income areas to determine approaches to improve safety culture and improve driving behaviors.

Implementation Step 3: Conduct public awareness and education about roadway conditions, operations and management strategies, such as yellow flashing signals, roundabouts, bicycle lanes, pedestrian signals, operations around EMS responders, and right-of-way rules at stop-controlled and uncontrolled intersections.

- Currently Motor Carriers Services-MDT and Motor Vehicle Division-DOL is working to define “truck” to include weight, trailering, and speed to educate and inform the traveling public of the proper towing weights and weight restrictions.
- Motor Pool Vehicle Rentals MINE site page has included the notice local community ordinances and cell phone use notice <http://mine.mt.gov/services/motorpool/default.mcp> MDT Intranet includes the same notice under Break News tag line of April is Distracted Driving Month. Additionally, trip tickets requiring supervisor approval now include MCA and ARM references of seat belt requirements, non-use of alcohol or drugs, and to minimize distractions, April 2016.

Implementation Step 4: Promote and support evidence-based teen peer-to-peer education and programs to address risky driving behavior, including the consequences of distracted driving, impaired driving, and not using seatbelts, among others.

- Operation Safe Driver-MDTs Motor Carriers and Montana Highway Patrol work together to conduct patrols to identify and educate motor vehicle drivers about risky driving behaviors around large vehicles.
- MDT has partnered with Family, Community and Careers Leaders of America (FCCLA) to promote teen traffic safety. FCCLA groups from schools across the state are encouraged to apply for safety funding to develop a traffic safety campaign in their community. The campaign can include topics related to occupant protection, speeding, distracted driving, impaired driving, or any of traffic safety issue that affects teens in their community. During 2015, two schools received funding; Plevna High School completed a seat belt educational video and Fairview Public Schools created a “distracted driving” campaign. So far in 2016, MDT has contracted with

Three Forks School District and Forsythe School District students, who have developed traffic safety campaigns relating to a variety of topics that change each month throughout the school year.

Strategy 4: Reduce and mitigate intersection crashes through data-driven problem identification and the use of best practices

Implementation Step 1: Develop and implement an intersection safety plan

- MDT is working with consultant to develop a LOSS and safety performance functions for on-system intersections. This tool will be a diagnostic tool to identify locations that potentially could be developed into safety projects. A data model is anticipated spring 2016.

Implementation Step 2: Construct infrastructure improvements to mitigate intersection-related crashes.

- Improvements are made as identified as needed. Ongoing.

Strategy 5: Support and increase enforcement of proper road use behaviors by all users in high-crash corridors and high-crash locations.

Priority 1: Implement technologies and equipment to aid law enforcement in conducting enforcement.

- Highway Traffic Safety Section received 13 mini grant applications. Grant awards to be announced by September 1

Priority 2: Implement and support targeted enforcement efforts to prevent intersection and roadway departure crashes.

- Highway Traffic Safety Section received 13 mini grant applications Grant awards to be announced by September 1

Strategy 6: Explore and implement best practices for reducing road departure, such as distracted driving and fatigued driving, in addition to other behavioral factors.

Best Practice 1: Conduct speed study on those freeway segments that stayed at 75 mph to determine the appropriate speed limit. These segments for review include urban areas and mountain passes.

- A speed study is planned for spring/summer of 2016 to be approved by the Commission during the fall of 2016.

Best Practice 2: Variable speed limits feasibility study.

- Traffic Operations & Maintenance are looking into the feasibility of implementing a variable speed limit system on I-90 from Idaho state line to St. Regis. Webinars have been conducted with Utah and Washington. A field trip with Wyoming DOT maintenance and engineering and WY Highway Patrol was conducted in December 2015, to see what WYDOT does to ensure the appropriate resources are dispatched for roadway issues. The feasibility report is being developed and scheduled to be completed by May 2016.

Strategy 7: Improve the prosecution and adjudication of all roadway user violations

Implementation Step: Increase education and training for law enforcement, prosecution, and the judiciary to ensure consistent citing and adjudication of traffic offenses and consideration of alternative sentencing.

- MDTs Traffic Safety Bureau assisted in developing data maps to identify crash areas that overlap with risky behaviors of impaired driving and lack of occupant protections, March 2016.
- MDTs Traffic Safety Bureau is helping to fund an upcoming enforcement training conference scheduled in fall 2016.

Impaired Driving Crashes

Strategy 1: Reducing impaired driving through improved processes.

Priority 1: Support stronger impaired driving laws that increase penalties and/or arrest rates, including those focusing on repeat offenders.

- Status: no reported activity in the past six months.

Priority 2: Support efforts to reduce the over-service of alcohol ... and reporting of offenders.

- Department of Revenue (DOR) continues to conduct Alcohol Sales and Server training throughout the state.
- DOR Train the Trainer course has been advertised. Successful applicants will complete training to teach the course to servers and sellers across the state. Classes run from April-September.
- The 2016 DOR Liquor Law Class schedule has been sent to law enforcement.
- Alcohol Sales and Server Training was presented at April's Eastern Montana Alcohol Conference.
- DOR-Liquor Control Division is currently in the planning stages for a summit in 2017.

Priority 3: Support efforts to develop local and a statewide social host law.

- Status: no reported activity in the past six months.

Priority 4: Support efforts to allow sobriety checkpoints in statute.

While this strategy has previously been a NHTSA recommendation and is noted as highly effective the Montana State Legislation does not allow for sobriety checkpoints. However, some of the Tribal Nations do conduct sobriety checkpoints. During the April 2016 DUI Assessment, a team member stated that sobriety checkpoints were not deemed unconstitutional by the US Supreme Court.

Strategy 2: Reduce impaired driving through enforcement.

Priority 1: Sustain Drug Recognition Expert (DRE) and related training, and increase collaboration between DREs and law enforcement agencies.

- Planning for a Drugged Driving Conference is underway. Focus audience is law enforcement, judges, prosecutors, and probation and parole officers. ARIDE and court room training are among courses to be covered. Conference planned for November 2016.

Priority 2: Support targeted enforcement based on demonstrated crash patterns and /or high-risk drivers

- Montana Highway Patrol and MDT Traffic Safety Engineer, Highway Traffic Safety Data Analyst, and Roadway and Inventory Cartographer developed a Data Map <http://www.mdt.mt.gov/publications/datastats/crashdata.shtml> template that overlays the roadways that experience impaired driving related severe injuries to identify areas with a high risk for crashes. MHP District and county level maps are being developed for law enforcement. MHP and law enforcement liaisons will be able to use data maps as a speaking and planning tool for law enforcement.

Priority 3: Support local and state law enforcement efforts that include, but are not limited to, high visibility enforcement.

- Priority 2 Data Maps can be a tool for law enforcement liaisons and DUI Task Forces in planning enforcement efforts and can be used in public presentations and briefing.
- Highway Traffic Safety funding grant process closed on March 1. Awards to be announced by September 1.

Priority 4: Sustain Law Enforcement Liaison program

- Currently there are three law enforcement liaisons throughout the state. Liaisons will be sent to national training to learn best practices, summer 2016.

Priority 5: Support and encourage law enforcement agencies to enforce the criminal violation of the seller 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.

- Montana Highway Patrol and Department of Revenue (DOR) are working to develop a process and procedures to identify and report over service sales and service of DUI offenders to DOR. DOR can only cite an offender if a report is provided from law enforcement. Liquor Law training planned for troopers/ traffic investigators, summer 2016.

Priority 6: Identify and support implementation of existing or new alcohol and drug detection technologies.

MDT law enforcement liaison attended a program training conference in late February to gather information to implement Montana's program consistent with national program.

- MDT and MHP-DOJ staffs are planning training for law enforcement, probation and parole officers, prosecutors, and judges to conduct first-time drugged driving conference. The purpose of this meeting will be to train and sustain Drug Recognition Expert (DRE) officers with the target audience being all state law enforcement with specific focus on eastern Montana and tribal agencies law enforcement officers. Planned training, fall 2016.

Strategy 3: Reduce impaired road users through prevention education.

Priority 1: Monitor the impact of marijuana legalization on roadway crashes and countermeasures in peer states.

- A Cultural Behavioral Research Study that is being conducted by Western Transportation Institute (WTI). This is a pool-funded study among 10 states. The study focuses on marijuana use and personal beliefs and thoughts on the use of cannabis use and impact on safety. A survey will be used and responses will be used to develop implementation strategies in an effort to change personal beliefs and shift thoughts on safety culture. The study also includes including texting while driving and wearing seatbelts topics.

Priority 2: Develop public education campaigns on a range of impaired driving topics.

- DUI brochures, rack cards and posters developed and distributed to DUI Task Forces and other stakeholders, April 2016.

Priority 3: 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.

- Prevention Resource Center, DPHHS plans to provide email blasts during May 16 Prevention Week as part of the state's Health in the 406 notices. May 17 blast will focus on Prevention of Underage Drinking & Alcohol Misuse.

Strategy 4: Continue to support and build collaborative partnerships to reduce impaired driving.

Priority 1: Increase the number of drug and alcohol courts and provide training to judges and court personnel.

- In Montana a treatment court is a court docket within a district court or court of limited jurisdiction (i.e., city, municipal or justice's court). The court specializes in overseeing cases (adult criminal, DUI offenses, juvenile, veteran, mental health or civil child abuse and neglect cases) involving persons who are alcohol or other drug dependent and/or involve mental illness. Currently, there are 31 drug courts operating in the state, including 5 tribal courts. The intent of treatment court is to change the behavior of alcohol/drug dependent offenders. Treatment courts reduce recidivism and substance abuse among participants and successfully rehabilitate them through, treatment for alcohol and drug abuse, mandatory and frequent drug testing, use of appropriate sanctions and incentives, and continuous judicial oversight.

Priority 2: Increase proven effective training for law enforcement, judges and prosecutors to ensure consistent adjudication of all traffic offenses, including impaired driving violations.

- Montana's Traffic Safety Resource Officer coordinates and provides law enforcement trainings. Trainings in FFY 2015 included :
 - Standard field sobriety testing (SFST) Instructor Training – 1 course, 15 Participants
 - SFST Certification – 6 classes, 195 participants
 - SFST Recertification – 16 classes, 165 participants
 - SFST Refresher – 3 classes – 45 participants
 - Advanced Roadside Impaired Driving Enforcement (ARIDE) Certification – 9 classes, 102 participants
 - Drug Recognition Expert (DRE) School – 14 participants
 - ARIDE/DRE presentation for Courts of Limited Jurisdiction training -- 110 participants.

Priority 3: Support development of a statewide DUI Task Force.

- The Comprehensive Highway Safety Plan (CHSP) Executive Leadership Team (ELT) serves as Montana's Statewide Impaired Driving Task Force as required by 23 CFR 1200.23. The ELT met March 2016. The second ELT meeting is scheduled for July 2016.
- Currently there are 38 task forces covering 42 counties in Montana. Task Forces operate at the county level and are made up of local community representatives working to reduce and prevent impaired driving initial funding comes from driver license reinstatements fees.

- Northern Tribes DUI/ Drug Task Force comprised of the four tribes along the High Line (US2) has formed a taskforce and have developed bylaws and work plan, April 2016.

Priority 4: Increase usage of the 24/7 DUI monitoring program and other programs to prevent repeat offenses (i.e., ignition interlock).

- Montana Highway Patrol- DOJ manages the 24/7 Sobriety Program which requires drivers charged or convicted of a second or subsequent DUI offense can be ordered to undergo twice-daily breath tests or to wear a bracelet that monitors alcohol in their bodies. Currently there are 42 county 24/7 programs in Montana, which is an increase of 5 counties in the past year, April 2016.

Priority 5: 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.

- Status: no reported activity in the past six months.

Priority 6: Support increased compliance with mandatory alcohol/drug treatment, and an increase in alcohol and drug abuse treatment options, to prevent repeat DUI offenses.

- Addictive and Mental Disorders Division- DPHHS funds 32 substance abuse programs covering 56 counties. These prevention and treatment programs includes minor drinking, binge drinking, SBIRT, PRIME for Life, and any emerging trends to increase treatment options and prevent impaired driving.

Priority 7: Support and promote training for criminal justice professionals and medical staff regarding best practices and legal requirements on topics such as BAC draws.

- Annual Judges conference provided training on Drug Recognition Expert (DRE), Advanced Roadside Impaired Driving Enforcement (ARIDE), standard field sobriety testing (SFST) and toxilizer classes, March 2016.

Priority 8: 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.

- Status: no reported activity in the past six months.

Occupant Protection

Strategy 1: Support policies, education, training, programs, and activities that promote and increase seat belt and child safety seat use.

Priority 1: Promote local jurisdictional adoption of a primary seat belt ordinance, if appropriate.

- Outreach is being conducted to determine the best approach in starting the discussion with local cities and towns about developing local seat belt ordinances similar to cell phone ordinances. The Executive Leadership Team will be discussing hurdles and issues regarding primary seat belt ordinances.
- MDTs Occupant Protection program continues to support grass roots safety education and Buckle Up Montana coordinators and coalitions.

Priority 2: Encourage state agencies and employers to coordinate and implement workplace traffic safety policies to include seatbelt use and other traffic safety measures.

- A toolkit is being developed to include work safe policies, seat belt fact sheets, & economic costs of injuries related to non-seatbelt use in addition to other safety issue information for employers and other stakeholders. The toolkit is planned to be completed by May 2016.
- The state Motor Pool Trip Ticket has been updated and now includes Montana state vehicle safety administrative rules (ARM). April 2016
 - Seat Belt Use Required: Drivers and passengers must use seat belts at all times as required by MCA 61-13-103; ARM 2.6.201
 - No Alcohol and Drugs: (1) No person may be under the influence while on state business. (2) No person may have an alcoholic beverage container in the passenger compartment of a state-owned, leased, or loaned vehicle. ARM 2.6.209
 - Minimize distractions: State employees shall drive in a careful and prudent manner so as not to unduly or unreasonably endanger the life, limb, property, or rights of a person entitled to use a street or highway. (2) State employees are strongly encouraged not to use handheld cell phones or other handheld electronic communications devices or objects while operating state vehicles or personal vehicles on state business. Exceptions to this rule are law enforcement and emergency response personnel ARM 2.6.210
- OPI state superintendent updated OPI's travel policy in April, 2016 to adhere to state vehicle use with one exception for OPI employees that expanded ARM 2.6.210 (2) to include: "The OPI employees are prohibited from using handheld cell phones or other handheld electronic communication devices or objects while operating state vehicles, rental cars, or personal vehicles on state business.", April 2016.

Priority 3: 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.

- OPI developed an Adaptive Driver's Education Guide geared towards those that have not taken driver's education that will provide the information necessary to learn the traffic rules and laws in obtaining a license, January 2016.
- High school surveys are being reevaluated with the Youth Risk behavior survey (YRBS) and the prevention needs assessment (PNA) before May mobilization to ensure all questions are considered in survey.
- Vista volunteer program application has been submitted through DPHHS for a safety fellow to assist in research and survey of safety behaviors and ways to address safety issues. Application due date, March 2016.

Priority 4: Develop child passenger safety educational materials with updated and consistent information.

Knowing what programs and resources local communities have available is a hurdle. The Team is looking for ways in which to identify and share resources statewide. This includes identifying funding for resources.

- Status: Ongoing. The Strategy Team continues to research possible mini grants to purchase Buckle Up Bear resources that can be used by safety practitioners statewide.

Priority 5: Support increasing the current seat belt penalty of \$20 to be consistent with the \$100 penalty for the child passenger safety restraint law.

- Discussion includes approaching the issue from a public health standpoint. Efforts to move this item forward are best done at local levels. Potential partners to provide their expertise on crashes involving unrestrained occupants are Trauma Committee, Health Mothers- Healthy Babies, and Montana Municipal Interlocal Association (MMIA).

Priority 6: Support enhancement and implementation of mandatory minor (under 18 years of age) occupant protection laws per best practices and GDL requirements.

- OPI Traffic Instructors include GDL requirements, including the mandatory use of seat belts in course curriculum.

Priority 7: Sustain and strengthen the National Child Passenger Safety Certification Training Program with increased focus on high-risk populations

- MDTs Occupant Protection program distributed the 2016 child passenger safety technician training /recertification schedule. Training locations have been determined to be Bozeman, Missoula, Butte, Helena, Billings, and Glendive. February - fall 2016.

Priority 8: Support efforts from safety partners and stakeholders to implement a primary seatbelt law.

- Team activities are on hold until leaders to carry a primary bill forward can be identified.

- Utah representative instrumental in enacting primary seat belt law will speak to the Executive Leadership Team and Occupational Protection Emphasis Area Team in July.

Strategy 2: Support enforcement of existing seat belt and child passenger safety laws.

Implementation Step 1: Increase education and training for law enforcement, prosecutors, and the judiciary to ensure consistent citing and adjudication of occupant protection offenses and consideration of alternative sentencing.

- Strategy Team is working on briefing materials for law enforcement to determine type of materials needed/ wanted. A law enforcement briefing presentation covering properly restraint of children is planned for 2016 May mobilization.
- The “Click it or Ticket” May mobilization focuses on enhanced law enforcement of Montana’s primary child seat restraint and secondary seat belt law during May 16 – June 5, 2016.

Implementation Step 2: Support targeted enforcement based on demonstrated crash patterns and high-risk drivers.

- Montana Highway Patrol and MDT Traffic Safety Engineer, Highway Traffic Safety Data Analyst, and Roadway and Inventory Cartographer developed a Data Map <http://www.mdt.mt.gov/publications/datastats/crashdata.shtml> template that overlays the roadways that experience occupant protection related severe injuries to identify areas with a high risk for crashes. MHP District and county level maps are being developed for law enforcement. MHP and law enforcement liaisons will be able to use data maps as a speaking and planning tool for law enforcement.

Strategy 3: Continue to support and build collaborative partnerships to increase seat belt use.

Implementation Step1: Develop public and private partnerships to develop and disseminate information and educational programs regarding unsafe driving behaviors.

- Expanding the Alive@25 classes to the general public has been approved. The program has added two more trainers and plans to develop a work plan and communication and media plan to build awareness of program offering. Additional classes are scheduled for fall 2016.
- The Safe On All Roads - SOAR program currently has a coordinator on each of the seven land based tribal reservations conducting outreach. Education and awareness includes seatbelt and child safety seats, dangers of impaired driving, other risky driving behaviors, and development of appropriate audience safety and media messaging.

Strategy 4- Evaluate the effectiveness of ongoing messages, campaigns, and programs in promoting and /or increasing occupant protection use.

- Priority 1: MDTs Occupant Protection program conducts observed seat belt counts which will be conducted in May and June, 2016.

- Priority 2: New radio messaging will be used with current Lives Shattered Lives Saved television and billboard for May mobilization focusing on the importance of buckling up as the busy travel season starts.