MONTANA

Occupant Protection Program Assessment

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INTRODUCTION

The state of Montana covers approximately 147,000 square miles (fourth largest in the nation), with a population of just over one million people (44th in the nation). Montana therefore ranks 47th in population density with approximately seven residents per square mile. The largest city in the State is Billings in south central Montana, with a population of 110,323 in 2016. The next largest city (Missoula) has a population of 72,364, and then there are only five other municipalities with more than 10,000 people. According to 2016 Census data, males make up 50.3 percent of the population while females are at 49.7 percent. Almost 18 percent of the population is 65 years of age and over, while approximately six percent are under five years of age. The racial breakdown is 89.2 percent Caucasian, 6.6 percent American Indian or Alaska Native, 3.6 percent Hispanic or Latino, less than one percent Asian, and less than one percent Black or African American.

The vast majority of cities and towns in Montana are small in size and often located quite far apart. In 2015, more than 90 percent of roadways in Montana were classified as rural. The distances between towns, combined with geographical challenges such as the many mountain ranges in the State, make highway safety a very challenging issue in Montana.

The Montana Department of Transportation (MDT) is the government agency responsible for Montana’s transportation infrastructure, including operations and maintenance as well as planning for future needs. The agency is also responsible for overseeing the disbursement of federal and state funding for the transportation programs of the State. The mission of MDT is to serve the public by providing a transportation system and services that emphasize quality, safety, cost effectiveness, economic vitality, and sensitivity to the environment. The State Highway Traffic Safety Section (SHTSS) administers federal grant monies for safety programs aimed at reducing deaths, injuries, and property losses resulting from traffic crashes. SHTSS provides grant funding at the state and community level for programs that address Montana’s own unique circumstances and highway safety needs.

According to National Highway Traffic Safety Administration, in 2016, 37,461 occupants of passenger vehicles died in motor vehicle traffic crashes across the United States. Where restraint use was known, 48 percent were unrestrained, even though the observed daytime seat belt use rate for the United States overall in 2016 was 90 percent. The lack of proper restraint use therefore remains a serious highway safety, public health, and societal issue. This is especially true in Montana, where 146 motor vehicle occupants were killed in 2016; 55 percent of those were unrestrained.

Using a seat belt properly is the single most effective thing people can do to protect themselves in a crash. The National Highway Traffic Safety Administration (NHTSA) estimates that 66 lives were saved by seat belts and child safety seats in Montana in 2016. An additional 32 lives could have been saved if everyone buckled up.

Occupant protection (OP) is the foundation of any sound traffic safety program, and increased seat belt use will provide immediate and substantial reductions in fatalities and injuries in Montana. The fatality rate in 2015 was 21.70 fatalities per 100,000 population and 1.81 per million vehicle miles traveled (VMT). These are much higher than the national average of 11.06
fatalities per 100,000 population and 1.15 per million VMT in 2015. Montana’s observed seat belt use fluctuated between 74 percent and 77 percent from 2011 to 2016, though the 2017 use rate increased slightly to 78 percent.

Increasing OP in Montana is considered by many to be somewhat handicapped by its current OP laws. At $20, the fine for failing to use a seat belt in Montana is not considered to be much of a deterrent. Opposition to any improvements in Montana’s OP laws – such as a primary seat belt law (PBL) or an increased fine – will continue to result in significant healthcare costs that are borne by all taxpayers, and unnecessary injuries and deaths. Therefore, personal responsibility must somehow be counter-balanced with the impact of traffic crashes on individuals, families, and communities.

SHTSS awards grants to law enforcement agencies for participation in statewide traffic enforcement mobilizations and provides funding for sustained enforcement. In addition, Montana has a Law Enforcement Liaison (LEL) program with three regional LELs currently on contract. The goal is to have these LELs encourage and assist law enforcement participation in highway safety efforts, including increasing the correct use of seat belts and child safety seats. Although there are obstacles to enforcing Montana’s OP laws, many of the State’s law enforcement officers are extremely dedicated to enforcing seat belt and child safety seat laws and are passionate about saving lives on Montana’s roadways.

Child passenger safety (CPS) efforts administered by SHTSS provide sub-grants for child safety seats and educational materials to a variety of community organizations. Activities include child safety seat checks and distribution of educational materials, as well as CPS technician certification training and renewal classes. Montana has child safety seat inspection stations where families can have their child safety seats inspected and be educated on proper use.

Montana, with the assistance of NHTSA, has undergone a comprehensive assessment of the OP component of its highway safety program, the results of which are presented in this report. This assessment is intended to guide MDT and SHTSS toward making further program improvements. This report provides Montana with an overview of the strengths and challenges of their OP program and presents recommendations to continue to improve OP in the State.
ACKNOWLEDGEMENTS

The assessment team would like to thank the Montana Department of Transportation (MDT), specifically, Michael Tooley, MDT Director and Governor’s Representative for Highway Safety; Lynn Zanto, Rail, Transit, & Planning Administrator; Audrey Allums, Grants Bureau Chief; Janet Kenny, State Highway Traffic Safety Section (SHTSS) Supervisor; and the entire staff of the SHTSS for their commitment and level of effort to occupant protection in Montana. A special thanks to Pamela Buckman, Occupant Protection Transportation Planner, for her logistical and administrative efforts in coordinating this Occupant Protection Program Assessment, as well as all the support provided to the assessment team.

The team would also like to acknowledge the dedication and hard work of all those partners who took time out of their schedules to participate in the assessment process and interviews. Sharing their knowledge, experiences, and expertise will help Montana’s occupant protection program continue to save lives. Many thanks go to them and to everyone else committed to saving lives on Montana’s roadways.

This assessment also benefitted from the guidance and technical assistance provided by the National Highway Traffic Safety Administration headquarters and Region 10 staff: Highway Safety Specialists Laura Dunn and Liza Lemaster-Sandbank and Regional Program Manager Gina Beretta; and support from their supervisors, Occupant Protection Division Chief Maria Vegega and Regional Administrator Greg Fredericksen. Special recognition and appreciation also goes to the team’s administrative consultant, Belinda Oh, for her able assistance throughout the assessment process and in producing this report.

Each member of the team appreciates the opportunity to have served on this assessment and hopes that consideration and implementation of the proposed recommendations will enable Montana to increase seat belt use and continue to enhance its overall occupant protection program.

Note:
The information included in this document has been collected from a variety of sources including interviews, official documents, websites, and other materials. Sources may not be consistent. Some copyrighted material has been used under the “Fair Use” Doctrine of the U.S. copyright statute.
ASSESSMENT BACKGROUND

All states, in cooperation with their political subdivisions, should have a comprehensive occupant protection (OP) program that educates and motivates its citizens to use available motor vehicle OP systems. A combination of use requirements, enforcement, public information, education, and outreach is necessary to achieve significant, lasting increases in seat belt and child safety seat use, which will prevent fatalities and decrease the number and severity of injuries.

The purpose of the Occupant Protection Program Assessment is to provide Montana with a thorough review of its statewide OP program through the identification of programmatic strengths and accomplishments, the identification of challenge areas, and recommendations for enhancement or improvement. The assessment is intended to serve as a tool for OP program planning, development, and implementation purposes, and for making decisions about how to best prioritize programs and use available resources. During this assessment, significant components of Montana’s OP program were examined using established criteria against which statewide and community programs are measured.

The National Highway Traffic Safety Administration (NHTSA) headquarters and regional office staff facilitated this Occupant Protection Program Assessment. Working with the Montana Department of Transportation (MDT), State Highway Traffic Safety Section (SHTSS), NHTSA recommended a team of five individuals with demonstrated subject matter expertise in the areas of Program Management; Legislation, Regulation, and Policy; Enforcement; Communication; Occupant Protection for Children; Outreach; and Data and Evaluation. The assessment team conducted the assessment process based on the Uniform Guidelines for State Highway Safety Programs, Highway Safety Program Guideline No. 20, Occupant Protection (November 2006). The U.S. Department of Transportation developed the guidelines in collaboration with states to support technical guidance for the states. The assessment follows the guidelines and each section of this report reflects this guiding document.

The assessment consisted of a thorough review of State-provided OP program briefing materials and interviews with state and community-level program directors, coordinators, advocates, traffic safety partners, law enforcement personnel, and SHTSS staff. The team convened to review and analyze the information presented, noting the OP program’s strengths and challenges, as well as recommendations for improvement. The recommendations provided are based on the unique characteristics of the State and what the assessment team members believe Montana and its partners could do to improve the effectiveness and comprehensiveness of their OP activities. The conclusions drawn by the assessment team are based upon, and limited by, the facts and information provided in the briefing materials and by the various stakeholders who presented information to the assessment team.

This assessment report is a consensus report. The assessment team recognizes the commendable and committed work conducted throughout Montana in the area of OP. It is not the intent of this report to thoroughly document all of these successes, nor to give credit to the large number of individuals at all levels who are dedicated to traffic safety. By its very nature, this report focuses on areas that need improvement. The report should not be viewed as criticism. Rather, it is an
opportunity to provide assistance and encourage improvement, which is consistent with the overall goals of these traffic safety program assessments.

On the final day of the assessment, the team briefed MDT on the results of the assessment and discussed major points and recommendations. This report belongs to MDT; it is not a NHTSA-owned document. MDT may use this assessment report as the basis for planning OP program improvements, assessing legislative priorities, providing for additional training, and evaluating funding priorities. The final report is provided to MDT and NHTSA.
KEY RECOMMENDATIONS

(Note: Key Recommendations are BOLDED in each individual section)

PROGRAM MANAGEMENT

- Solicit grant applications from communities of concern that do not traditionally apply for funding.

LEGISLATION, REGULATION, AND POLICY

- Replace the secondary enforcement provision in the current seat belt law with a primary enforcement provision.

- Enact a booster seat law that requires children under 8 years of age, that weigh less than 65 pounds, and are less than 4’9” tall to be in a child restraint.

LAW ENFORCEMENT

- Encourage all Montana law enforcement agencies to adopt departmental policies that mandate their officers use seat belts at all times when conducting any department-related duties. There should be no exceptions for exigent circumstances. Include a process for administrative sanctions for non-compliance.

- Expand the number of occupant protection enforcement mini-grants that target periods outside of the regular Click It or Ticket mobilization to engage law enforcement agencies that have been reluctant to become involved.

COMMUNICATION

- Implement all aspects of the National Highway Traffic Safety Administration’s Strategic Traffic Enforcement Plan to maximize Click It or Ticket mobilization earned media, including a statewide State Highway Traffic Safety Section-initiated kickoff message and event, mid-mobilization release, and post-campaign enforcement results release.

- Use the Click It or Ticket campaign theme and message prominently during times of statewide stepped up seat belt enforcement.

- Incorporate a statewide earned media message for Click It or Ticket (initiated by the State Highway Traffic Safety Section) that involves non-law enforcement partners who can be the basis for no-cost or low-cost interesting hooks for news media.
KEY RECOMMENDATIONS
(continued)

OCCUPANT PROTECTION FOR CHILDREN

- Offer in-person technical updates throughout the State to safeguard the investment of resources expended in child passenger safety certification. Combine technical update training with community car seat checks to provide an opportunity for hands-on skill sign-offs.

- Survey child passenger safety (CPS) technician instructors and technicians to assess local/county CPS activity and needs. The survey may include, but should not be limited to, collecting information on the following:
  - Educational resources and materials developed and/or needed;
  - Educational programs and/or presentations developed and implemented that can be shared statewide; and
  - Community CPS needs.

- Educate law enforcement officers on child safety seat misuse and motivate them to vigorously enforce the child passenger safety (CPS) law. For example,
  - Develop an informational law card that contains a pictorial guide showing correct use of child safety seats/booster seats;
  - Include CPS workshops at relevant law enforcement meetings/conferences;
  - Support the inclusion of CPS correct use unit of instruction at the basic and/or advanced Montana Law Enforcement Academy; and
  - Encourage CPS certification training as part of the crash reconstruction training.

- Determine if Montana hospitals that serve newborns and young children have written child passenger safety discharge policies and protocols. Encourage those without to include child passenger safety in their discharge policy for all children. Provide a draft policy (e.g., Hospital Discharge Recommendations for Safe Transportation of Children) to assist hospitals in determining components of a policy that meets best practice recommendations.

OUTREACH

- Identify strategies to introduce age-appropriate child passenger safety and seat belt educational programs into elementary, middle, and high schools.

- Implement annual State employee reminders of mandatory traffic safety policies (seat belt use, distraction, impairment, speeding, etc.) related to driving while on State business.

- Identify opportunities to increase the use of approved road signs to remind drivers of the State’s seat belt law, including exit ramps at rest areas.
KEY RECOMMENDATIONS

(continued)

DATA AND EVALUATION

- Enhance the accuracy of the observational seat belt survey results by utilizing alternate sites and, potentially, re-surveying sites with statistically abnormal frequencies of vehicles or rates according to National Highway Traffic Safety Administration Uniform Criteria.

- Use additional traffic records datasets (e.g., citation and injury surveillance) to expand problem identification and evaluate efforts.
1. PROGRAM MANAGEMENT

GUIDELINE:

Each state should have centralized program planning, implementation and coordination to achieve and sustain high rates of seat belt use. Evaluation is also important for determining progress and ultimate success of occupant protection programs.

- Provide leadership, training and technical assistance to other State agencies and local occupant protection programs and projects;
- Establish and convene an occupant protection advisory task force or coalition to organize and generate broad-based support for programs. The coalition should include agencies and organizations that are representative of the State’s demographic composition and critical to the implementation of occupant protection initiatives;
- Integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs; and
- Evaluate the effectiveness of the State’s occupant protection program.

1A. STRENGTHS

- The Montana Department of Transportation has excellent highway safety leadership and support from its director and throughout the organization.
- The State Highway Traffic Safety Section (SHTSS) provides for training and technical assistance in data, funding, child passenger safety technician training, and media through direct delivery of services and through program partners.
- SHTSS employees are dedicated, tenured, and have a passion for traffic safety.
- A strong coalition of energized individuals continue to support bills presented for legislative consideration that would make the use of seat belts by all ages a primary enforceable law.
- There is a high level of tribal engagement in traffic safety which includes a focus on occupant protection (OP).
- The longevity and stability of Montana’s OP coordinator position allows for continuity of program delivery.
- Montana utilizes the Comprehensive Highway Safety Plan OP emphasis area committee as its primary coalition to provide vision, organization, and broad-based support for its OP programs.
• Montana has adopted a *Vision Zero* goal for highway safety fatalities which guides traffic safety program and media efforts and demonstrates dedication to eliminating traffic fatalities and serious injuries.

• Montana’s *Comprehensive Highway Safety Plan, Governor’s Highway Traffic Safety Plan*, and *Highway Safety Improvement Plan* are aligned in their OP vision and goals. This helps to set a solid direction and focus for OP programs that are implemented throughout the State.

• Montana has an extensive local network of committed advocates who have successfully supported comprehensive legislation and continue to support compliance with State laws through education, outreach, and enforcement.

• The four Buckle Up Montana program coalitions are located in high-risk areas of the State. The coordinators of these coalitions are very passionate and help sustain OP gains through education, outreach, child passenger safety, and other efforts.

• The State underwent an Occupant Protection Program Assessment in 2014 that remains relevant to improving the State’s OP program. The State has worked to successfully implement many of the recommendations suggested in the Assessment.

• Information, materials, and data from SHTSS are widely distributed and used by program partners across the State.

**1B. CHALLENGES**

• Grantees have not yet mastered the use of performance and effectiveness measures of their OP efforts.

• Rural drivers/passengers, ranchers, farmers, tribal members, and young adults age 25 and under were reported as the populations most resistant to using seat belts.

• The vast geographic land size of the State and lack of financial resources present challenges to delivering effective OP programs.

• Key legislators consider a primary seat belt law an attempt by government to infringe on the “personal freedoms” of the State’s citizenry.

• Enforcement of the State’s seat belt law by law enforcement agencies during non-grant funded time continues to be sparse.
1C. RECOMMENDATIONS

- Engage local law enforcement to sustain high-visibility enforcement with coordinated media and educational efforts through grant funding and traffic patrols during non-grant funded enforcement windows.

- Continue to use highway safety grant funding as effectively as possible by focusing on awarding grants in high-risk locations.

- Solicit grant applications from communities of concern that do not traditionally apply for funding.

- Maintain current efforts implementing recommended actions from the 2014 Occupant Protection Program Assessment.
2. LEGISLATION, REGULATION, AND POLICY

GUIDELINE:

Each state should enact and vigorously enforce primary enforcement occupant protection use laws. Each state should develop public information programs to provide clear guidance to the motoring public concerning motor vehicle occupant protection systems. This legal framework should include:

- Legislation permitting primary enforcement that requires all motor vehicle occupants to use systems provided by the vehicle manufacturer;
- Legislation permitting primary enforcement that requires that children birth to 16 years old (or the State’s driving age) be properly restrained in an appropriate child restraint system (i.e., certified by the manufacturer to meet all applicable Federal safety standards) or seat belt;
- Legislation permitting primary enforcement that requires children under 13 years old to be properly restrained in the rear seat (unless all available rear seats are occupied by younger children);
- Graduated Driver Licensing (GDL) laws that include three stages of licensure, and that place restrictions and sanctions on high-risk driving situations for novice drivers (i.e., nighttime driving restrictions, passenger restrictions, zero tolerance, required seat belt use);
- Regulations requiring employees and contractors at all levels of government to wear seat belts when traveling on official business;
- Official policies requiring that organizations receiving Federal highway safety program grant funds develop and enforce an employee seat belt use policy; and
- Outreach to state insurance commissioners to encourage them to persuade insurers to offer incentives to policyholders who use seat belts and child restraints. Insurance commissioners are likely to have significant influence with insurers that write policies in their states.

2A. STRENGTHS

- Montana has a primary enforceable child safety seat law for children up to age six and 60 pounds.

- The Fort Peck, Northern Cheyenne, and Blackfeet Reservations have a primary enforceable seat belt law for all ages.

- Sobriety checkpoints can be conducted on reservations.

- A strong coalition of energized individuals continue to support bills presented for legislative consideration that would make the use of seat belts by all ages a primary enforceable law.
• Montana has a graduated driver licensing (GDL) law that has a three-stage licensure process.
  o Seat belt use is required for the GDL driver and each occupant in the vehicle.
  o Nighttime restrictions are from 11:00 PM to 5:00 AM unless travel is for school, church, work, or farm-related activities.
  o Passenger limits are only one passenger for the first six months and up to three passengers for the second six months.

• A seat belt or a child passenger safety conviction is a violation of graduated driver license provisions.

• The State’s vehicle use policy requires the use of seat belts by drivers and passengers when using State vehicles or when operating their own vehicle for State business.

• Multiple employers in Montana have mandatory seat belt use policies for their employees.

• Montana continues to focus on the enforceability of their secondary seat belt law while seeking to become a primary seat belt enforcement state.

• The State supports efforts to educate the public on the consequences of not wearing a seat belt.

• It is a requirement for state and local agencies receiving federal highway safety program grant funds to have agency employee seat belt use policies.

2B. CHALLENGES

• Montana only has a secondary seat belt law with exemptions.

• Key legislators consider a primary seat belt law an attempt by government to infringe on the “personal freedoms” of the State's citizenry.

• Lack of using a seat belt is inadmissible in court cases.

• The fine for failure to wear a seat belt is $20 and no points are assessed on the driver record.

• It is unclear if the conviction of a seat belt violation counts toward the habitual traffic offender program at the Motor Vehicle Division.

• The child passenger safety law does not meet current best practice recommendations as it does not cover children under 8 years of age, that weigh less than 65 pounds, and are less than 4’9” tall.
• State employees and managers are often unaware of the mandatory seat belt use policy when using State vehicles, particularly when in a personal vehicle conducting the State’s business.

• Some law enforcement agency seat belt use policies allow for removal of the safety restraint device just prior to stopping for quick exit and to prevent becoming entangled in the restraint device when arriving at an emergency call or when making a traffic stop.

2C. RECOMMENDATIONS

• Replace the secondary enforcement provision in the current seat belt law with a primary enforcement provision.

• Increase the fine for violating the seat belt law to be at least equivalent to the child passenger safety violation fine which is up to $100.

• Re-classify violation of the seat belt law to be considered a moving violation and assess points on the driver record.

• Enact a booster seat law that requires children under 8 years of age, that weigh less than 65 pounds, and are less than 4’9” tall to be in a child restraint.

• Educate State employees and managers annually on the mandatory requirement for the use of seat belts when in State vehicles and personal vehicles when conducting State business.
3. LAW ENFORCEMENT

GUIDELINE:

Each State should conduct frequent, high-visibility law enforcement efforts, coupled with communication strategies, to increase seat belt and child safety seat use. Essential components of a law enforcement program should include:

- Written, enforced seat belt use policies for law enforcement agencies with sanctions for noncompliance to protect law enforcement officers from harm and for officers to serve as role models for the motoring public;
- Vigorous enforcement of seat belt and child safety seat laws, including citations and warnings;
- Accurate reporting of occupant protection system information on police accident report forms, including seat belt and child safety seat use or non-use, restraint type, and airbag presence and deployment;
- Communication campaigns to inform the public about occupant protection laws and related enforcement activities;
- Routine monitoring of citation rates for non-use of seat belts and child safety seats;
- Use of National Child Passenger Safety Certification (basic and in-service) for law enforcement officers;
- Utilization of Law Enforcement Liaisons (LELs), for activities such as promotion of national and local mobilizations and increasing law enforcement participation in such mobilizations and collaboration with local chapters of police groups and associations that represent diverse groups (e.g., NOBLE, HAPCOA) to gain support for enforcement efforts.

3A. STRENGTHS

- All Montana cities and most counties with significant populations participate in annual Click It or Ticket (CIOT) enforcement efforts. As a result, CIOT enforcement efforts impact approximately 58 percent of the State’s population. With the addition of the Montana Highway Patrol’s CIOT enforcement efforts, 100 percent of Montana’s population is impacted.

- The majority of law enforcement agencies participating in the May CIOT mobilization regularly achieve a total citation rate of over two citations per overtime enforcement hour.

- Occupant restraint citations are issued at an acceptable rate for a secondary enforcement state during CIOT.

- The Montana Highway Patrol (MHP) Selective Enforcement Traffic Team, a six Trooper dedicated team funded by the Montana Department of Transportation, State Highway Traffic Safety Section (SHTSS). This team provides directed traffic safety enforcement,
including occupant protection (OP), throughout Montana. The team’s enforcement efforts are data-driven based on an ongoing review of statewide high fatality and serious injury crash corridors.

- In addition to traditional Selective Traffic Enforcement Program grants, SHTSS also offers law enforcement agencies OP mini-grants that target periods outside of the regular CIOT mobilization and provide additional enforcement and education opportunities.

- MHP and a number of Sheriff’s departments and larger city agencies regularly engage in multi-agency OP enforcement efforts for CIOT as well as other large events such as the Red Ants Pants Music Festival, the Red Lodge Iron Horse Rodeo, and Evel Knievel Days.

- There are seven Indian reservations in Montana of which three (Fort Belknap, Fort Peck, and Flathead) regularly participate in OP enforcement. The Crow Reservation participated this past year in a mini-grant to address traffic safety issues at their heavily attended tribal pow wow.

- The Fort Peck, Northern Cheyenne, and Blackfeet Reservations have a primary enforcement law for adult seat belt violations.

- Law enforcement participates in a teen mock crash educational event that has been conducted in Missoula for the past 30 years that now focuses on distracted driving, impaired driving, and OP.

- Montana is one of a minority of states that has a centralized citation database housed within the State judiciary that can report out both issued and adjudicated citations on a statewide basis (with the exclusion of tribal lands).

- The MHP electronic crash report, which provides the template for most Montana law enforcement agencies, identifies OP system information including seat belt and child safety seat use or non-use, restraint type, and airbag presence and deployment.

- Montana law enforcement agencies have access to a unique and robust set of CIOT public information and education materials provided by SHTSS.

- There are 29 Montana law enforcement officers trained as child passenger safety technicians (CPST), including three MHP Troopers with instructor certifications and an additional 12 Trooper CPSTs. This reflects a solid commitment of law enforcement to child passenger safety (CPS).

- SHTSS has a fully established Law Enforcement Liaison (LEL) program with a full-time program manager located in Helena and three part-time LEL positions. Two of these part-time LELs are located in Missoula and Belgrade, and the third has general
responsibility throughout the rest of Montana. These LELs are heavily invested in all aspects of traffic safety.

- SHTSS has a Cultural Liaison assigned to interact with all seven Indian reservations and their law enforcement agencies on traffic safety issues including OP.

3B. CHALLENGES

- It is unclear if a majority of Montana law enforcement agencies have written policies mandating occupant restraint use by their officers and sanctions for non-use while on duty. Some large agencies that have seat belt policies do not require their officers to wear them at all times while operating agency vehicles.

- There appears to be no consistent enforcement of OP laws outside of the annual CIOT mobilization by law enforcement agencies besides the MHP, predominantly due to staffing shortages.

- While Native Americans residing in Montana represent only about seven percent of the State’s total population, in 2015 they represented 19 percent of all traffic fatalities with 69 percent of those fatalities reported as unrestrained. Reservation law enforcement agencies are understaffed and often restricted in the scope of traffic violations they can address, including OP.

- Other than the MHP, there was no evidence that Montana law enforcement agencies consistently monitor road patrol officer citation rates for non-use of seat belts and child safety seats. This may be partly due to Montana’s restrictive citation quota law.

- The Montana centralized judicial citation database is not currently used by SHTSS for anything other than federally mandated Commercial Driver License related reports.

- Despite the presence of an experienced and relatively well-staffed LEL program, the sheer size of Montana precludes in-depth LEL engagement in large areas of the State, especially the Hi-Line and eastern rural areas.

- Montana LELs are not trained as child passenger safety (CPS) technicians. This limits their ability to offer advice and counsel to Montana law enforcement agencies on CPS issues.
3C. RECOMMENDATIONS

- Encourage all Montana law enforcement agencies to adopt departmental policies that mandate their officers use seat belts at all times when conducting any department-related duties. There should be no exceptions for exigent circumstances. Include a process for administrative sanctions for non-compliance.

- Expand the number of occupant protection enforcement mini-grants that target periods outside of the regular Click It or Ticket mobilization to engage law enforcement agencies that have been reluctant to become involved.

- Use Montana’s statewide citation database as an additional tool for problem identification in regard to occupant protection enforcement and adjudication.

- Expand the Law Enforcement Liaison program to include the addition of carefully selected county and local volunteer law enforcement coordinators to better achieve statewide traffic safety objectives and outreach.

- Train Montana Law Enforcement Liaisons as child passenger safety (CPS) technicians so they can better communicate and support CPS programs.
4. COMMUNICATION

GUIDELINE:

As part of each State’s communication program, the State should enlist the support of a variety of media, including mass media, to improve public awareness and knowledge and to support enforcement efforts to about seat belts, air bags, and child safety seats. To sustain or increase rates of seat belt and child safety seat use, a well-organized effectively managed communication program should:

- Identify specific audiences (e.g., low belt use, high-risk motorists) and develop messages appropriate for these audiences;
- Address the enforcement of the State’s seat belt and child passenger safety laws; the safety benefits of regular, correct seat belt (both manual and automatic) and child safety seat use; and the additional protection provided by air bags;
- Continue programs and activities to increase the use of booster seats by children who have outgrown their toddler seats but who are still too small to safely use the adult seat belts;
- Capitalize on special events, such as nationally recognized safety and injury prevention weeks and local enforcement campaigns;
- Provide materials and media campaigns in more than one language as necessary;
- Use national themes and materials;
- Participate in national programs to increase seat belt and child safety seat use and use law enforcement as the State’s contribution to obtaining national public awareness through concentrated, simultaneous activity;
- Utilize paid media, as appropriate;
- Publicize seat belt use surveys and other relevant statistics;
- Encourage news media to report seat belt use and non-use in motor vehicle crashes;
- Involve media representatives in planning and disseminating communication campaigns;
- Encourage private sector groups to incorporate seat belt use messages into their media campaigns;
- Utilize and involve all media outlets: television, radio, print, signs, billboards, theaters, sports events, health fairs;
- Evaluate all communication campaign efforts.

4A. STRENGTHS

- Using crash data and other information sources, the Montana Department of Transportation (MDT), State Highway Traffic Safety Section (SHTSS) has selected males 18-34 as the primary target audience for occupant protection (OP) messaging. Crash data also show the State’s Tribal nations are overrepresented in fatal, unrestrained crashes, and as such are also considered a key audience for OP messaging.

- Law enforcement agencies participate in the national Click It or Ticket mobilizations, which are supported by state and local earned media efforts, paid advertising, and outreach activities, particularly among the four Buckle Up Montana (BUMT) coalitions.
The Montana Highway Patrol’s Safety Enforcement Traffic Team (SETT) provides an added boost to seat belt enforcement efforts and is supported by localized advertising in areas where the team is working.

Law enforcement agencies identify local special events around which they promote stepped up enforcement.

Montana uses professionally developed, state-specific seat belt messages aimed at young men in both a Vision Zero social norming context and with a Click it or Ticket tag during enforcement periods.

The Safe On All Roads (SOAR) program includes all Tribal reservations, with tribes creating their own unique traffic safety plan and message to reduce impaired driving and increase seat belt use.

The state media contractor provides its media buying expertise to develop, implement, and evaluate plans for statewide and regional advertising placement that is tailored for populous and rural areas, ensuring that opportunities for bonus weight and public service announcements extend the reach, frequency, and impact of each campaign.

Paid advertising buys utilize a mix of broadcast, cable, radio, print, out of home, and digital advertising that recognizes and aligns with changing media consumption habits to reach audiences effectively and efficiently within limited advertising funds.

When appropriate, the media contractor will also utilize placement through the state broadcaster’s association to maximize paid advertising.

High-profile sporting events, especially the “Brawl of the Wild” matchup of the Montana State Bobcats and the Montana Grizzlies, are a component of earned media and advertising, incorporating both an alcohol and seat belt message to fans in 2017.

SHTSS was awarded Highway Safety Improvement Program funding for behavioral programs that was used for a Vision Zero OP traffic safety media campaign targeting the elimination of serious injury and death due to lack of seat belt/child safety seat use.

Law enforcement partners are provided sample template news releases, radio scripts, and fact sheets to use in their local media markets.

Earned media opportunities include promoting new creative messaging through the Vision Zero campaign, stepped up seat belt enforcement, and partnering on op-eds to reinforce the importance of buckling up.

SHTSS has an excellent relationship with the State’s news media outlets who regularly report on serious and fatal crashes, routinely including information related to restraint use.
as well as impairment.

- MDT’s web page and Facebook page are leveraged to provide additional support and awareness of stepped up seat belt enforcement as well as social norming messages; paid advertising incorporates the use of news media Facebook feeds to place paid ads in a manner that appear organically in people’s feeds.

- MDT variable message signs are used to promote traffic safety messages, including year-to-date fatality numbers, when other priority messages aren’t slated for rotation.

- The safety benefits of correct seat belt use for adults, teens, and child safety seats and boosters for children is conveyed in three newly developed brochures that contain statistics, correct use guidelines, and State law information.

- Through the Saved by the Belt program, individuals involved in motor vehicle crashes that were saved by wearing their seat belts are presented awards. The program uses first-person accounts to reinforce the benefits of correct seat belt use.

- The Vision Zero website is the single source for all traffic safety programs, including OP information for the general public of all ages. Topic pages include an overview of OP and information specific to children, teens, seniors, employers, commercial truck drivers, parents, and other traffic safety partners and advocates.

- Child passenger safety (CPS) coalitions participate in and support national CPS Week; both earned media efforts and tailored paid advertising, particularly paid social media, alert and direct parents and caregivers to car seat check events.

- MDT’s media contractor develops post-mobilization surveys to gauge media message reach and behavioral changes with targeted audiences following the May and Labor Day Mobilizations. Paid advertising buys are evaluated in rated markets and makegoods secured for any under delivery.

**4B. CHALLENGES**

- Montana does not use the Click It or Ticket campaign theme aggressively.

- SHTSS partially follows the national model for traffic enforcement mobilizations and may be missing opportunities to expand earned media coverage to increase motorist awareness and ultimately change behavior.

- Template materials to support earned media and outreach by law enforcement agencies and other partners do not yet include assets for use on social media sites.
• With all of the local/regional seat belt enforcement and education efforts, as well as seat belt social norming messages, there is no single seat belt campaign message.

• The Tribal nations and their traffic laws are diverse and require messaging unique to each reservation.

• With a shrinking news media base, securing earned media is increasingly more difficult.

• SHTSS does not have a public information officer on staff, which limits opportunities to use earned media to promote child safety seat and seat belt messages.

• While Montana has identified special funding sources to support paid advertising, it has not identified a longer-term or permanent source of additional funding.

• CPS communications efforts are limited to publicizing seat check events, leaving gaps in messages for using age-appropriate seats, especially booster seats.

• MDT resources are not being fully utilized to support seat belt messaging efforts, for example, roadway signage and rest area messaging.

• The rural nature of the State limits the ability to use broadcast and cable advertising to reach significant areas of the State.

• Limited federal traffic safety funds impact the ability to incorporate year-round seat belt safety programs, activities, and messaging.

• Although SHTSS has strong relationships with law enforcement agencies, similar relationships with potential traffic safety partners like hospitals/health care providers and insurance companies have not been fully developed to expand earned media and outreach opportunities for CIOT and other OP messages.

4C. RECOMMENDATIONS

• Implement all aspects of the National Highway Traffic Safety Administration’s Strategic Traffic Enforcement Plan to maximize Click It or Ticket mobilization earned media, including a statewide State Highway Traffic Safety Section-initiated kickoff message and event, mid-mobilization release, and post-campaign enforcement results release.

• Use the Click It or Ticket campaign theme and message prominently during times of statewide stepped up seat belt enforcement.
• Incorporate a statewide earned media message for *Click It or Ticket* (initiated by the State Highway Traffic Safety Section) that involves non-law enforcement partners who can be the basis for no-cost or low-cost interesting hooks for news media.

• Expand earned media and outreach template materials for seat belt enforcement to include National Highway Traffic Safety Administration-produced messages and images for social media sites such as Facebook and Twitter; seek out high-profile and popular social media sites/pages (like sports teams, outdoor activities, etc.) to share posts with their social networks as a no-cost outreach activity.

• Explore and incorporate all low-cost messaging opportunities available through other state agencies, including Motor Vehicle Division driver license stations, rest areas (e.g., exit ramp buckle up signs, posters, light pole banners), public health clinics, etc.

• Develop a brochure focusing solely on booster seats to encourage parents and caregivers to use booster seats as long as possible and move children to adult restraint systems only when they meet the five-step criteria.
5. OCCUPANT PROTECTION FOR CHILDREN

GUIDELINE:

Each State should enact occupant protection laws that require the correct restraint of all children, in all seating positions and in every vehicle. Regulations and policies should exist that provide clear guidance to the motoring public concerning occupant protection for children. Each State should require that children birth to 16 years old (or the State’s driving age) be properly restrained in the appropriate child restraint system or seat belt. Gaps in State child passenger safety and seat belt laws should be closed to ensure that all children are covered in all seating positions, with requirements for age-appropriate child restraint use. Key provisions of the law should include: driver responsibility for ensuring that children are properly restrained; proper restraint of children under 13 years of age in the rear seat (unless all available rear seats are occupied by younger children); a ban of passengers from the cargo areas of light trucks; and a limit on the number of passengers based on the number of available seat belts in the vehicle.

To achieve these objectives, State occupant protection programs for children should:

- Collect and analyze key data elements in order to evaluate the program progress;
- Assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers;
- Assure that the capability exists to train and retain nationally certified child passenger safety technicians to address attrition of trainers or changing public demographics;
- Promote the use of child restraints and assure that a plan has been developed to provide an adequate number of inspection stations and clinics, which meet minimum quality criteria;
- Maintain a strong law enforcement program that includes vigorous enforcement of the child occupant protection laws;
- Enlist the support of the media to increase public awareness about child occupant protection laws and the use of child restraints. Strong efforts should be made to reach underserved populations;
- Assure that the child occupant protection programs at the local level are periodically assessed and that programs are designed to meet the unique demographic needs of the community;
- Establish the infrastructure to systematically coordinate the array of child occupant protection program components;
- Encourage law enforcement participation in the National Child Passenger Safety Certification (basic and in-service) training for law enforcement officers.

5A. STRENGTHS

- Montana has an active Child Passenger Safety (CPS) program that is coordinated by the Montana Department of Transportation, State Highway Traffic Safety Section (SHTSS). SHTSS partners with many agencies throughout the State to promote and implement CPS certification classes, inspection stations, and the distribution of child safety seats to meet individual community needs.
• The Montana Child Safety Restraint Systems Law (Montana Code Annotated §61-9-420) requires children under six years of age and weighing less than 60 pounds to be properly restrained in a motor vehicle in an appropriate child restraint. The fine is no more than $100. The fine is waived if proof of an appropriate child safety restraint is presented to the charging officer within seven days.

• The SHTSS Occupant Protection Transportation Safety Planner serves as the State CPS Coordinator and is a CPS technician instructor (CPSTI).

• Montana has 18 CPSTIs in seven of the 56 counties providing support to CPS technicians (CPSTs) in the State.

• Montana has 250 CPSTs geographically located in 41 of the 56 counties providing access to CPS educational services to 96.58 percent of the child population from birth through age nine. CPSTs represent various disciplines: rescue/EMS (70), public health (38), hospital/medical (31), non-profit (30), law enforcement (29), other (25), other retail (10), highway safety (9), school/university (4), self-employed (3), and Safe Kids (1).

• SHTSS actively encourages interested Native Americans to become certified CPSTs. Currently, six of Montana’s seven Indian reservations have a total of 25 CPSTs to provide educational programs in the correct selection and use of child safety seats.

• The Safe On All Roads initiative increases awareness of the importance of securing children in child safety seats and seat belts on the seven Indian reservations.

• Montana Highway Patrol has two trailers that contain the equipment needed for the National Standardized Child Passenger Safety Certification class. The trailers are available for classes conducted in the State.

• SHTSS offers stipends to National Standardized Child Passenger Safety Certification class participants and covers the travel costs for instructors.

• Six CPSTIs and two CPSTs in seven counties have attended the “Safe Travel for All Children: Transporting Children with Special Health Care Needs” class.

• SHTSS holds an annual CPS technical update that provides those attending with CPS continuing education units (CEUs) to maintain certification. An opportunity is provided for the hands-on skill check to meet an additional recertification requirement. In 2017, ten CPSTIs and 38 CPSTs attended.

• The 2016 recertification rate for Montana CPSTs was 62.5 percent with 80 out of 128 CPSTs completing the recertification requirements. The recertification rate from January through November of 2017 was 62.4 percent. These recertification rates are well above the national average of 56.2 percent in 2016 and 58.4 percent in 2017.

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1 See Appendix: Table 1: Montana – CPS Technicians/Instructors November 2017. Helena, Montana: Angela Osterhuber
Montana has a network of inspection stations that works with families on the correct selection and use of child safety seats.\(^2\) In counties where there is no inspection station, CPSTs have been identified to be a resource for families.

SHTSS provides child safety seats to inspection stations and select CPSTs to distribute to families in need. This service is available in 36 of the 56 counties in the State. SHTSS also provides child safety seats to CPSTs located on six of the Indian reservations.

Some community CPS programs have obtained child safety seats from private donors (e.g., AAA, Toyota, and a Graco grant) to distribute in their communities.

Indian reservations have also applied for and received child safety seats from the Bureau of Indian Affairs and Indian Health Services.

There are 30 car seat inspection stations posted on the National Highway Traffic Safety Administration’s (NHTSA) Child Safety Seat Inspection Station Locator. The inspection stations provide access to approximately 87 percent of children age nine and younger.

Inspection stations and community car seat checks use a variety of checklist forms that collect similar information. The number of child safety seats checked and the number of child safety seats distributed is submitted to SHTSS.

Montana is one of a few states that has initiated a program to recognize agencies that establish programs and standards to improve their capabilities to deliver care to pediatric patients. The Child Ready Montana Pediatric Prehospital Emergency Medical Services Voluntary Recognition Program includes CPS to achieve Level IV – Expert (Gold) standing. The requirements include:

- Having a CPST at the agency;
- Hosting one car seat inspection event annually;
- Participating with other CPSTs at a public car seat check event annually; and
- Establishing an inspection station that is registered with NHTSA.

SHTSS provides state-specific CPS materials to highlight Montana’s CPS law and nationally accepted best practice recommendations.

A shift change briefing was developed for law enforcement to review the seat belt and child restraint law, and review CPS best practice recommendations.

5B. CHALLENGES


\(^2\) See Appendix: Table 2: Montana – Inspection Stations November 2017. Helena, Montana: Angela Osterhuber
The CPS law does not meet current best practice recommendations by failing to require:
  - Children to remain rear-facing up to at least age two or the maximum weight or height of the child safety seat; and
  - Children up to age eight or 4’9” tall to be properly secured in a back seat in a child safety seat or a belt-positioning booster seat.

Montana is rural with great distances between communities. This makes it difficult to recruit and mentor new CPSTs, technician proxies, and instructor candidates statewide.

CPSTs and inspection stations are not geographically located throughout the State.\(^3\) Residents in 15 out of 56 counties in Montana do not have nearby access to a CPST or an inspection station.

There appears to be a limited number of in-person educational opportunities to earn CPS CEUs to meet a recertification requirement. Therefore, maintaining the skill level of CPSTs in rural areas is an ongoing concern.

Analysis of misuse data recorded at inspection stations and community car seat inspections to determine common errors is not conducted statewide, the results of which would identify critical misuse errors that can be shared in CPS educational messages.

SHTSS collaborates with the Montana Office of Public Instruction; however, traffic safety education does not appear to be a priority for classroom instruction in the K-12 curriculum.

There appears to be limited opportunities for law enforcement to attend a basic CPS educational program on the correct selection and use of a child safety seat and recognizing misuse. Law enforcement agencies appear to limit CPS enforcement to children who are unrestrained.

Although some hospitals inform parents about child safety seats, it is unknown if all hospitals in Montana have discharge policies that include car seat tolerance screening and/or CPS requirements to inform parents of the State’s CPS law or best practice recommendations for the safe transportation of children.

Community-based health care providers (pediatricians, primary care providers, etc.) may not be informed or fully engaged in CPS promotion (e.g., providing information to help counsel families or referring them to a local car seat inspection station).

Although there is evidence that CPS educational presentations and toolkits have been developed, there does not appear to be presentations and programs provided statewide for

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\(^3\) See Appendix: Table 1: Montana – CPS Technicians/Instructors November 2017 and Table 2: Montana – Inspection Stations November 2017. Helena, Montana: Angela Osterhuber
schools (both teachers and students), school transportation, child protective services, or other agencies that interact with and/or transport children.

- While there are significant efforts to address the needs of children who are in child safety seats, there does not appear to be a coordinated statewide occupant protection effort to reach children between six and 15 years of age.

5C. RECOMMENDATIONS

- Strengthen the Montana child restraint law by removing exemptions and following best practice recommendations.

- Implement an instructor development mentoring program to increase the number of instructors strategically located throughout the State. The mentoring program can assist both new and experienced instructors to maintain and improve technical knowledge and/or teaching skills.

- Identify and encourage experienced child passenger safety technicians (CPSTs) to become technician proxies to mentor CPSTs and approve car seat checks for CPST recertification.

- Implement a mentoring program to help new and current child passenger safety technicians (CPSTs) gain experience and network with fellow CPSTs.

- Offer in-person technical updates throughout the State to safeguard the investment of resources expended in child passenger safety certification. Combine technical update training with community car seat checks to provide an opportunity for hands-on skill sign-offs.

- Maintain current statewide inspection stations and increase the number of inspection stations in additional geographical locations as needed. Determine, based on population, communities that are underserved. Actively recruit in the identified underserved community to establish resources to meet the community need.

- Survey child passenger safety (CPS) technician instructors and technicians to assess local/county CPS activity and needs. The survey may include, but should not be limited to, collecting information on the following:
  - Educational resources and materials developed and/or needed;
  - Educational programs and/or presentations developed and implemented that can be shared statewide; and
  - Community CPS needs.
- Develop child passenger safety educational presentations and programs to be shared with or presented to Head Start/preschool programs, schools, school transportation, and/or the medical community (hospitals and physician practices).

- Educate law enforcement officers on child safety seat misuse and motivate them to vigorously enforce the child passenger safety (CPS) law. For example,
  - Develop an informational law card that contains a pictorial guide showing correct use of child safety seats/booster seats;
  - Include CPS workshops at relevant law enforcement meetings/conferences;
  - Support the inclusion of CPS correct use unit of instruction at the basic and/or advanced Montana Law Enforcement Academy; and
  - Encourage CPS certification training as part of the crash reconstruction training.

- Determine if Montana hospitals that serve newborns and young children have written child passenger safety discharge policies and protocols. Encourage those without to include child passenger safety in their discharge policy for all children. Provide a draft policy (e.g., Hospital Discharge Recommendations for Safe Transportation of Children) to assist hospitals in determining components of a policy that meets best practice recommendations.

- Provide training and materials for hospital staff on child passenger safety best practice recommendations to share with parents.

- Develop and present a child passenger safety presentation/training opportunity that is message-appropriate for physicians, based on the American Academy of Pediatrics Policy Statement on Child Passenger Safety. Explore whether a continuing medical education/continuing education unit can be obtained for the presentation to entice physicians, medical professionals, and office staff to attend the training.

- Develop age-appropriate educational programs that meet the Montana Office of Public Instruction’s Enhancement Standards to increase child passenger safety and seat belt education in elementary, middle, and high schools.
6. OUTREACH

GUIDELINE:

Each state should encourage extensive statewide and community involvement in occupant protection education by involving individuals and organizations outside the traditional highway safety community. Representation from health, business, education, and diverse cultures of the community are encouraged, among others. Community involvement broadens public support for the state’s programs and can increase a state’s ability to deliver highway safety education programs. To encourage statewide and community involvement, States should:

- Establish a coalition or task force of individuals and organizations to actively promote use of occupant protection systems;
- Create an effective communications network among coalition members to keep members informed about issues;
- Provide culturally relevant materials and resources necessary to conduct occupant protection education programs, especially directed toward young people, in local settings;
- Provide materials and resources necessary to conduct occupant protection education programs, especially directed toward specific cultural or otherwise diverse populations represented in the State and in its political subdivisions.

States should undertake a variety of outreach programs to achieve statewide and community involvement in occupant protection education, as described below. Programs should include outreach to diverse populations, health and medical communities, schools and employers.

a. Diverse Populations

Each State should work closely with individuals and organizations that represent the various ethnic and cultural populations reflected in State demographics. Individuals from these groups might not be reached through traditional communication markets. Community leaders and representatives from the various ethnic and cultural groups and organizations will help States to increase the use of child safety seats and seat belts. The State should:

- Evaluate the need for, and provide, if necessary, materials and resources in multiple languages;
- Collect and analyze data on fatalities and injuries in diverse communities;
- Ensure representation of diverse groups on State occupant protection coalitions and other work groups;
- Provide guidance to grantees on conducting outreach in diverse communities;
- Utilize leaders from diverse communities as spokespeople to promote seat belt use and child safety seat;
- Conduct outreach efforts to diverse organizations and populations during law enforcement mobilization periods.
b. Health and Medical Communities

Each State should integrate occupant protection into health programs. The failure of drivers and passengers to use occupant protection systems is a major public health problem that must be recognized by the medical and health care communities. The SHSO, the State Health Department and other State or local medical organizations should collaborate in developing programs that:

- Integrate occupant protection into professional health training curricula and comprehensive public health planning;
- Promote occupant protection systems as a health promotion/injury prevention measure;
- Require public health and medical personnel to use available motor vehicle occupant protection systems during work hours;
- Provide technical assistance and education about the importance of motor vehicle occupant protection to primary caregivers (e.g., doctors, nurses, clinic staff);
- Include questions about seat belt use in health risk appraisals;
- Utilize health care providers as visible public spokespeople for seat belt and child safety seat use;
- Provide information about the availability of child safety seats at, and integrate child safety seat inspections into, maternity hospitals and other prenatal and natal care centers;
- Collect, analyze and publicize data on additional injuries and medical expenses resulting from non-use of occupant protection devices.

c. Schools

Each State should encourage local school boards and educators to incorporate occupant protection education into school curricula. The SHSO in cooperation with the State Department of Education should:

- Ensure that highway safety and traffic-related injury control, in general, and occupant protection, in particular, are included in the State-approved K-12 health and safety education curricula and textbooks;
- Establish and enforce written policies requiring that school employees use seat belts when operating a motor vehicle on the job; and
- Encourage active promotion of regular seat belt use through classroom and extracurricular activities as well as in school-based health clinics; and
- Work with School Resource Officers (SROs) to promote seat belt use among high school students;
- Establish and enforce written school policies that require students driving to and from school to wear seat belts. Violation of these policies should result in revocation of parking or other campus privileges for a stated period of time.
d. Employers

Each State and local subdivision should encourage all employers to require seat belt use on the job as a condition of employment. Private sector employers should follow the lead of Federal and State government employers and comply with Executive Order 13043, “Increasing Seat Belt Use in the United States” as well as all applicable Federal Motor Carrier Safety Administration (FMCSA) Regulations or Occupational Safety and Health Administration (OSHA) regulations requiring private business employees to use seat belts on the job. All employers should:

- Establish and enforce a seat belt use policy with sanctions for non-use;
- Conduct occupant protection education programs for employees on their seat belt use policies and the safety benefits of motor vehicle occupant protection devices.

6A. STRENGTHS

- Montana has a strong, active, and dedicated Occupant Protection Emphasis Area group comprised of representatives from state agencies, state and local law enforcement, public and community health, hospitals, education, and insurance, that operates as part of the Comprehensive Highway Safety Plan.

- Four grant-funded Buckle Up Montana (BUMT) coalitions serve as a direct conduit to grassroots activities, education, and outreach in seven counties supporting 37 percent of the State’s population. Among activities, they conduct local seat belt observation surveys, support the Saved by the Belt program, utilize seat belt convincers, participate in local events, promote local earned media efforts, and enlist local businesses to assist with placement of seat belt messages.

- BUMT coalitions are also a key conduit to schools, working to educate and engage students in traffic-safety related behaviors which include buckling up every trip, every time. Activities include assemblies, street-side promotions to buckle up, school announcements, and mock crash demonstrations.

- BUMT coalitions are a key traffic safety resource for outreach to military personnel in the State, tailoring programs and information to the racial and cultural diversity that comes with transient military personnel and their families.

- The State has identified that Native Americans make up approximately 7 percent of Montana’s population yet from 2007 to 2016 Native Americans comprised 16 percent of the State’s fatalities. This indicated a special need to bring in Tribal nations in efforts to reduce traffic deaths, especially those related to unrestrained vehicle occupants.

- Montana has a well-established Safe On All Roads (SOAR) program that features culturally appropriate and relevant messages and materials to address traffic safety issues
among the Indian reservations within the State to encourage the use of child safety seats and promote seat belt use among teens and adults.

- Tribal outreach programs include observation surveys and reward residents who are buckled up, and encourage people in attendance at events like pow wows, rodeos, and high school basketball tournaments to sign pledge cards to buckle up.

- Tribal leaders, law enforcement, and others serve as spokespeople for SOAR traffic safety messages.

- The Montana Department of Public Health and Human Services (DPHHS) *State of the State’s Health* report includes a variety of data to support problem identification efforts, including cost estimates for preventable injuries such as non-use of seat belts.

- Occupant protection-related behavioral risk information is tracked annually through Montana’s *Behavioral Risk Factor Surveillance System* and the *Youth Risk Behavior Survey*.

- DPHHS, along with regional trauma teams, conduct educational sessions for trauma doctors and nurses regarding the local traffic crash problem and its impact so they in turn can educate patients.

- State and local health and injury prevention programs routinely incorporate traffic crash data into problem identification and include traffic safety measures in programs to improve health and reduce injuries.

- Health care providers, from medical doctors to nurses to emergency medical services personnel, frequently serve as spokespersons and advocates for child safety seat and seat belt use.

- Students in K-12 programs may be exposed to traffic safety education through health programs. The State’s high school driver education curriculum stresses seat belt use and compliance, and seat belt use is part of Family and Consumer Sciences education classes.

- The Montana Department of Transportation partners with Family, Career and Community Leaders of America (FCCLA) to offer a teen peer-to-peer traffic safety program. FCCLA groups are offered grant funding to implement traffic safety campaigns in their schools.

- The State Highway Traffic Safety Section (SHTSS) supports the Buckle Up Blue for Lauryn campaign initiated by Lauryn Goldhahn’s family following her death in a traffic crash where she was unrestrained. The program encourages high school students to tie a blue ribbon to their steering wheel as a reminder to buckle up.
• Local businesses are engaged on a regular basis through the BUMT coalitions to promote seat belt use on reader boards, bank drive-up window messages, coffee shop sleeves for coffee containers, and messages in employee newsletters.

• AAA Montana has been an active supporter of efforts to encourage child safety seat use and occupant restraints, helping to sponsor the Saved by the Belt program and plan to have a child passenger safety technician at every branch office.

6B. CHALLENGES

• The State Highway Traffic Safety Section collaborates with the Montana Office of Public Instruction; however, traffic safety education does not appear to be a priority for classroom instruction in the K-12 curriculum.

• Due to the unique nature of and rules regarding Indian reservations, limited traffic crash data are available to analyze fatalities and injuries that occur on reservations.

• Employer-mandated on-the-job seat belt use policies are not common or widespread; if in effect, are not well known, especially among state government agencies.

• While an employer toolkit for developing workplace seat belt policies has been created, it has not been made available to partners to begin employer outreach.

• Current information regarding crash and unrestrained crash costs does not appear to be widely employed as a means to encourage greater use of seat belts, including information from the Centers for Disease Control and Prevention regarding state-specific medical and work loss costs of motor vehicle crash deaths.

• The State has very limited roadway signage alerting and reminding motorists of Montana’s mandatory seat belt use law; signs are only located at roads leading into the State.

6C. RECOMMENDATIONS

• Identify a champion to develop age-appropriate educational programs that meet the Montana Office of Public Instruction’s Enhancement Standards to increase child passenger safety and seat belt education in elementary, middle, and high schools.

• Identify strategies to introduce age-appropriate child passenger safety and seat belt educational programs into elementary, middle, and high schools.

• Determine an efficient and cost-effective means to share the employer seat belt policy toolkit throughout the State.
• Engage partners to assist with determining medical costs, as well as uncompensated medical costs related to unrestrained traffic crash deaths and injuries, and use this information to further make the case for seat belt use and employer seat belt use policies.

• Implement annual State employee reminders of mandatory traffic safety policies (seat belt use, distraction, impairment, speeding, etc.) related to driving while on State business.

• Identify opportunities to increase the use of approved road signs to remind drivers of the State’s seat belt law, including exit ramps at rest areas.

• Encourage Family, Career and Community Leaders of America chapters to adopt seat belt use policies for all school parking facilities (student, faculty, and visitor).
7. DATA AND EVALUATION

GUIDELINE:

Each State should access and analyze reliable data sources for problem identification and program planning. Each State should conduct several different types of evaluation to effectively measure progress and to plan and implement new program strategies. Program management should:

- Conduct and publicize at least one statewide observational survey of seat belt and child safety seat use annually, making every effort to ensure that it meets current, applicable Federal guidelines;
- Maintain trend data on child safety seat use, seat belt use and air bag deployment in fatal crashes;
- Identify high-risk populations through observational usage surveys and crash statistics;
- Conduct and publicize statewide surveys of public knowledge and attitudes about occupant protection laws and systems;
- Obtain monthly or quarterly data from law enforcement agencies on the number of seat belt and child passenger safety citations and convictions;
- Evaluate the use of program resources and the effectiveness of existing general communication as well as special/high-risk population education programs;
- Obtain data on morbidity, as well as the estimated cost of crashes, and determine the relation of injury to seat belt use and non-use;
- Ensure that evaluation results are an integral part of new program planning and problem identification.

7A. STRENGTHS

- The Montana Department of Transportation (MDT), State Highway Traffic Safety Section (SHTSS) conducts a comprehensive statewide observational seat belt survey each year; the upcoming 2018 survey will incorporate the recently revised Uniform Criteria and site sample as approved by the National Highway Traffic Safety Administration (NHTSA). Information collected includes seat belt use among front seat occupants of motor vehicles and the site sample covers jurisdictions that account for 85 percent of the State’s traffic fatalities. The sampling and subsequent analysis is conducted by SHTSS employees and other MDT employees and partners conduct the on-road observations.

- Fatal crash report data are collected, especially in reconstruction cases, to include all occupant protection use (seat belt, child safety seat, air bag). Not all crashes are reconstructed, but those with more than one person involved are typically investigated. Trend data are maintained and analyzed for the fatal crashes.

- There is support and willingness to share traffic citation issuance and adjudication data with SHTSS, as well as driver record information for data integration and analytical efforts.
• The State utilizes police crash report data and observational studies to identify high-risk populations for targeting of programs. Crash report data are used to analyze the demographics of motor vehicle occupants reported to be unrestrained, while observational data are used to identify use by road type (interstate, secondary, local, etc.) and location. Results of those analyses are included in the Comprehensive Highway Safety Plan (CHSP) and drive the location of some grants (e.g. Buckle Up Montana [BUMT] coalitions are in areas with high crash occurrence).

• Educational grantees (Safe On All Roads (SOAR), BUMT) conduct observational surveys during outreach efforts to understand usage rates among sub-populations at times outside of the annual survey. Law enforcement partners use high crash corridors and other location-specific information provided by MDT and SHTSS to plan targeted efforts.

• Montana utilizes the Behavioral Risk Factor Surveillance System (BRFSS) and Youth Risk Behavior Survey (YRBS) extensively and has great success with conducting those behavioral surveys. Almost all high schools (~96%), including those on Indian reservations, conduct the YRBS every two years. Once those data are collected and analyzed by the Office of Public Instruction, statewide reports are published and each participating school receives a report with data specific to their student population. The Department of Public Health and Human Services (DPHHS) conducts the BRFSS and publishes results regularly.

• Reports (quarterly and annual) from law enforcement grant-funded activity include detailed information about citations related to occupant protection (OP), where applicable.

• SHTSS regularly evaluates the cost-benefit of all programs due to limited funding for traffic safety in the State. All grantees are required to identify a CHSP strategy that their program will address and develop an evaluation plan or performance measures.

• Evaluations based on police crash report data and behavioral surveys are used by the State to identify high-risk populations and counties each year; partners with special programs are able to submit a proposal for funding to collaborate with SHTSS.

• Data related to morbidity and mortality, including hospital charges and societal costs, are available to the traffic safety community and are included in several reports (SHTSS Seat Belt Fact Sheet, DPHHS reports, etc.). Hospital charge information is available through the Montana Hospital Association and DPHHS to quantify the cost of motor vehicle injury-related treatment. Societal costs are calculated using a national standard (National Safety Council). Also, death records from DPHHS are used with the Fatality Analysis Reporting System (FARS) program, and the MDT Traffic Safety Bureau conducts annual updates of the crash cost estimates for internal planning purposes.
- SHTSS conducts an extensive problem identification analytical process for the CHSP and incorporates that information into the grant review and planning processes. Demographics and crash characteristics are analyzed for each program area including OP. This helps the office understand where the problem exists, if it trends or shifts in any directions, and provides a baseline against which each program may be evaluated. Upon cost and public benefit evaluation of each program, it is understood that SHTSS incorporates those results into future planning decisions.

7B. CHALLENGES

- The statewide observational seat belt survey does not differentiate by vehicle type, age, or gender. There is no statewide observational survey for child safety seat use.

- Single vehicle, single occupant fatal crashes are not reconstructed regularly due to logistical reasons. In cases of non-ejection of the driver, the reliability of the restraint use recorded may mirror the inaccuracy among injury and non-injury crashes. Some non-fatal crash reports will include only self-report of belt use.

- In statistical analyses SHTSS identifies “restrained occupants” as those reported as using a seat belt, regardless of age. However, State law defines proper restraint use for ages birth to six as a child safety seat, not a seat belt.

- Law enforcement agencies have a range of data available to them for analysis, such as electronic crash, citation, warning, and reconstruction reports, but some rely on personal knowledge while others review those reports regularly to evaluate their efforts.

- The State is unable to fully evaluate its outreach programs without behavioral survey information directly related to those programs. The lack of short surveys pre- and post-program or regular community-based behavioral surveys hamper insight into changing behaviors, attitudes, and knowledge/approval of laws.

- Because quarterly reports submitted to SHTSS only include citations issued during grant-funded hours, all citations issued during the quarter or conviction information may not be shared with SHTSS.

- The State uses police crash report data and the FARS figures to conduct problem identification and program evaluation efforts. SHTSS does not incorporate citation or injury surveillance data into problem identification; thus, cannot accurately identify non-crash risky behaviors, injury patterns, and crash severity and outcomes.

- Hospital charge and societal costs included in SHTSS factsheets are not specified to unrestrained occupants. Cost calculations for each sub-population (adult and children) are not used to quantify the monetary impact of unrestrained occupants as compared to other program areas (e.g., impaired, motorcycle, distracted).
• It is unclear how program evaluations are conducted, reviewed by SHTSS, and incorporated into further problem identification efforts. Some grantees reported clear results, such as citation issuance from law enforcement efforts, while others were unclear, such as assumed knowledge or behavior changes following some educational programs.

7C. RECOMMENDATIONS

• Enhance the accuracy of the observational seat belt survey results by utilizing alternate sites and, potentially, re-surveying sites with statistically abnormal frequencies of vehicles or rates according to National Highway Traffic Safety Administration Uniform Criteria.

• Ensure statistical queries correlate recorded restraint use to occupant age, based on state law, to identify non-use, incorrect use, and correct use among all child passenger safety age group data.

• Create a data-driven culture among partners and grantees; require a data-based problem identification and data collection plan for program evaluation.

• Include pre- and post-surveys as a component of educational programs to evaluate any change in behavior and support of laws.

• Use additional traffic records datasets (e.g., citation and injury surveillance) to expand problem identification and evaluate efforts.

• Refine societal cost calculations specific to the occupant protection program area and further refine into costs to unrestrained adults and children not in safety seats. Include this information in planning documents and make summary reports available.

• Document and enforce processes for conducting and using process and impact evaluations for grant-funded projects to assist with future planning.
## APPENDIX

### Table 1: Montana – Child Passenger Safety Technicians/Instructors
(as of November 2017)

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(as of November 2017)

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<td>58</td>
<td>0.10%</td>
<td>116</td>
<td>0.09%</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Ravalli</td>
<td>2,147</td>
<td>3.44%</td>
<td>2,408</td>
<td>4.03%</td>
<td>4,555</td>
<td>3.73%</td>
<td>1</td>
<td>0.2</td>
<td>0.4</td>
<td>0.9</td>
<td>0.5</td>
<td>0.9</td>
</tr>
<tr>
<td>Richland</td>
<td>630</td>
<td>1.01%</td>
<td>570</td>
<td>0.95%</td>
<td>1,200</td>
<td>0.98%</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.3</td>
<td>0.1</td>
<td>0.2</td>
</tr>
<tr>
<td>Roosevelt</td>
<td>1,003</td>
<td>1.61%</td>
<td>883</td>
<td>1.48%</td>
<td>1,886</td>
<td>1.54%</td>
<td>1</td>
<td>0.1</td>
<td>0.2</td>
<td>0.4</td>
<td>0.2</td>
<td>0.4</td>
</tr>
<tr>
<td>Rosebud</td>
<td>743</td>
<td>1.19%</td>
<td>750</td>
<td>1.26%</td>
<td>1,493</td>
<td>1.22%</td>
<td>0</td>
<td>0.1</td>
<td>0.1</td>
<td>0.3</td>
<td>0.1</td>
<td>0.3</td>
</tr>
<tr>
<td>Sanders</td>
<td>582</td>
<td>0.93%</td>
<td>586</td>
<td>0.98%</td>
<td>1,168</td>
<td>0.96%</td>
<td>1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.2</td>
<td>0.1</td>
<td>0.2</td>
</tr>
<tr>
<td>Sheridan</td>
<td>153</td>
<td>0.25%</td>
<td>161</td>
<td>0.27%</td>
<td>314</td>
<td>0.26%</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.1</td>
<td>0.0</td>
<td>0.1</td>
</tr>
<tr>
<td>Silver Bow</td>
<td>1,997</td>
<td>3.20%</td>
<td>1,010</td>
<td>1.69%</td>
<td>3,007</td>
<td>2.46%</td>
<td>1</td>
<td>0.2</td>
<td>0.4</td>
<td>0.8</td>
<td>0.3</td>
<td>0.6</td>
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<tr>
<td>Stillwater</td>
<td>549</td>
<td>0.88%</td>
<td>583</td>
<td>0.98%</td>
<td>1,132</td>
<td>0.93%</td>
<td>0</td>
<td>0.1</td>
<td>0.1</td>
<td>0.2</td>
<td>0.1</td>
<td>0.2</td>
</tr>
<tr>
<td>Sweet Grass</td>
<td>199</td>
<td>0.32%</td>
<td>220</td>
<td>0.37%</td>
<td>419</td>
<td>0.34%</td>
<td>1</td>
<td>0.0</td>
<td>0.0</td>
<td>0.1</td>
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</tr>
<tr>
<td>Teton</td>
<td>323</td>
<td>0.52%</td>
<td>367</td>
<td>0.61%</td>
<td>690</td>
<td>0.56%</td>
<td>0</td>
<td>0.0</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Toole</td>
<td>282</td>
<td>0.45%</td>
<td>261</td>
<td>0.44%</td>
<td>543</td>
<td>0.44%</td>
<td>1</td>
<td>0.0</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Treasure</td>
<td>36</td>
<td>0.06%</td>
<td>21</td>
<td>0.04%</td>
<td>57</td>
<td>0.05%</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Valley</td>
<td>415</td>
<td>0.66%</td>
<td>478</td>
<td>0.80%</td>
<td>893</td>
<td>0.73%</td>
<td>0</td>
<td>0.0</td>
<td>0.1</td>
<td>0.2</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Wheatland</td>
<td>155</td>
<td>0.25%</td>
<td>110</td>
<td>0.18%</td>
<td>265</td>
<td>0.22%</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.1</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Wibaux</td>
<td>53</td>
<td>0.08%</td>
<td>54</td>
<td>0.09%</td>
<td>107</td>
<td>0.09%</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Yellowstone</td>
<td>10,122</td>
<td>16.22%</td>
<td>9,694</td>
<td>16.22%</td>
<td>19,816</td>
<td>16.22%</td>
<td>1</td>
<td>1.0</td>
<td>2.0</td>
<td>4.0</td>
<td>2.0</td>
<td>4.0</td>
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AGENDA
Montana Occupant Protection Assessment
December 4-8, 2017
Helena Hotel, 22 N Last Chance Gulch, Helena, MT

Sunday, December 3, 2017

6:30 p.m.  Assessment Team Briefing – Mediterranean Grill

Monday, December 4, 2017

8:30 – 10:15  PROGRAM MANAGEMENT

8:30 – 8:50  Opening Remarks, Introductions
Mike Tooley, Director, Montana Department of Transportation (MDT);
Lynn Zanto, Administrator, Rail, Transit & Planning Division, MDT
Audrey Allums, Grants Bureau Chief, Rail, Transit & Planning Division, MDT

8:50 – 9:00  Overview of the Comprehensive Highway Safety Plan (CHSP)
Pam Langve-Davis, CHSP Program Manager, Rail, Transit and Planning Division, Statewide & Urban Planning Section, MDT

9:00 – 10:15  Montana State Highway Traffic Safety Section

- Overview State Highway Traffic Safety Program
  Janet Kenny, MDT State Highway Traffic Safety Section (SHTSS) Supervisor, Rail, Transit & Planning Division – State Highway Traffic Safety Section, MDT

- Overview of Occupant Protection Programs
  Pam Buckman, Occupant Protection Traffic Safety Planner, Rail, Transit & Planning Division – State Highway Traffic Safety Section, MDT

10:15 – 10:35  Break

10:35 – 12:00  LEGISLATION, REGULATION & POLICY

- Janet Kenny, SHTSS Supervisor, Rail, Transit & Planning Division, MDT
- Senator Dick Barrett, Missoula
- Nanette Gilbertson, Project Director, Montana Sheriff’s & Peace Officers Assn
- Sheila Hogan, Director, Department of Public Health & Human Services (DPHHS) – Helena
- Mike Foster, Regional Director of Advocacy, St. Vincent Healthcare - Billings
12:00 – 1:00  Lunch

1:00 – 3:20  LAW ENFORCEMENT – STATE/CITY/COUNTY

  1:00 – 2:00
  ➢ Chad Newman, Law Enforcement Liaison, SHTSS, MDT
  ➢ Colonel Tom Butler, Montana Highway Patrol, Department of Justice (DOJ) – Helena

  2:10 – 3:20
  ➢ Sergeant Greg Amundsen, Missoula Police Department
  ➢ Nanette Gilbertson, Project Director, Montana Sheriff’s & Peace Officers Assn
  ➢ Undersheriff Mike Johnson, Jefferson County Sheriff’s Office
  ➢ Sergeant Travis Munter, Bozeman Police Department
  ➢ Chad Newman, Law Enforcement Liaison, SHTSS, MDT

3:20 – 3:35  Break

3:35 – 4:45  LAW ENFORCEMENT – TRIBAL

STEP Program:
  ➢ Sheila Cozzie, Cultural Liaison, SHTSS, MDT
  ➢ Chief Hawkan Haakanson, Fort Belknap Law Enforcement Agency – Harlem
  ➢ Chief Jim Summers, Fort Peck Tribes Department of Law & Justice – Poplar

Tuesday, December 5, 2017

8:00 – 10:00  COMMUNICATIONS

  ➢ Janet Kenny, SHTSS Supervisor, Rail, Transit & Planning Division, MDT
  ➢ Sheila Cozzie, Cultural Liaison, SHTSS, MDT
  ➢ Charity Watt, Public Information Officer, Rail, Transit & Planning Division, MDT
  ➢ Pam Bennett, Senior Media Planner/Buyer, The Wendt Agency – Great Falls
  ➢ Johna Wilcox, Account Manager, The Wendt Agency - Great Falls

10:00 – 10:15  Break

10:15 – 11:45  DATA & EVALUATION

  ➢ Mark Keeffe, Operations Research Analyst, SHTSS, MDT – Helena
  ➢ Patricia Burke, Safety Engineer, Traffic & Safety Bureau, MDT – Helena
  ➢ Major Robert Armstrong, Montana Highway Patrol – Helena
  ➢ Lisa Mader, IT Director, Office of Court Administrator Montana Supreme Court - Helena
Michele Snowberger, Bureau Chief, Motor Vehicle Division, DOJ – Helena
Susan Court, Program Manager, Office of Public Instruction (OPI) – Helena
Greg Pierson, IT Project Manager, DOJ – Helena

11:45 – 12:35 Lunch
12:35 – 2:15 OCCUPANT PROTECTION FOR CHILDREN
   - Pam Buckman – OP Traffic Safety Planner, SHTSS, MDT
   - Sergeant John Spencer, Montana Highway Patrol, DOJ – Helena
   - Jessi Malcolm, CPS Instructor, Greater Gallatin CPS Team – Bozeman
   - Koren Bloom, EMT/CPS Instructor, American Medical Response (AMR) – Billings
2:15 – 2:45 Break
2:45 – 3:50 CONTRACTED PARTNERS – OUTREACH
   Buckle Up Montana Program:
      - Wendy Olson-Hansen, Buckle Up Montana Coordinator/CPS Instructor, Flathead City-County Health Department – Kalispell (via phone)
      - Mary Kay Burns, Buckle Up Montana Coordinator/CPS Instructor, Cascade County Health Department - Great Falls
      - Lonie Hutchison, Buckle Up Montana Coordinator/CPS Instructor, Missoula City-County Health Department – Missoula
      - Tracie Kiesel, Buckle Up Montana Coordinator/CPS Instructor, Helena School District #1 – Helena
3:50 – 4:15 Break
4:15 – 5:10 TRIBAL CONTRACTED PARTNERS – OPC & OUTREACH
   Safe on All Roads & Child Passenger Safety Programs:
      - Sheila Cozzie, Cultural Liaison, SHTSS, MDT
      - Craig Smith, Safe On All Roads (SOAR) Coordinator, Fort Peck Community College – Poplar

Wednesday, December 6, 2017

8:00 – 10:00 GOVERNMENT PARTNERS OUTREACH
8:00 – 9:00
   - Robin Suzor, EMS for Children Program Manager, DPHHS – Helena
   - Jeremy Brokaw, Injury Prevention Program Manager, DPHHS - Helena
Roy Peterson, Traffic & Safety Engineer, Traffic & Safety Bureau, MDT – Helena
Brandi Hamilton, Maintenance Business Operations Supervisor, MDT – Helena

9:00 – 9:55

Fran Penner-Ray, Traffic Education Director, Office of Public Instruction – Helena
Marcee Allen, Safety/Traffic Design Engineer, Federal Highway Administration (FHWA) – Helena
Gayle Shirley, Communications Manager, Lewis & Clark County Public Health - Helena

9:55 – 10:15 Break

10:15 – 11:30 COMMUNITY PARTNERS OUTREACH

Heidi O’Brien, Regional Marketing Lead, AAA - Helena
Michelle Schaefer, Trauma Data Analyst, St. Patrick Hospital – Missoula
Allison Onstad, St. Patrick Hospital – Missoula
Sergeant Patrick McLaughlin, Montana Highway Patrol, DOJ – Bozeman
Jennifer Calder, Outreach & Communications Director, Montana Kids Count – Missoula
Meghan Vincent, Family & Consumer Sciences Education Specialist, Family, Career and Community Leaders of America (FCCLA) - Helena
Sheila Cozzie, Teen Traffic Safety Planner, SHTSS, MDT

11:30 – 12:30 Lunch

Afternoon Team Member Discussion, Deliberation and Report Preparation

Thursday, December 7, 2017

All Day Team Member Discussion, Deliberation and Report Preparation

Friday, December 8, 2017

9:00 – 11:00 Assessment Team Report Out
CYNTHIA BURCH
C'Burch@som.umaryland.edu

Cynthia (Cindy) Burch, MS MPH CAISS began her career as a research analyst at the National Study Center for Trauma & EMS (NSC) in 2001 and went on to serve as epidemiologist/traffic records coordinator for the Georgia Governor’s Office of Highway Safety in 2004. There she continued working with traffic records and statewide data projects. In late 2005, she returned to the NSC to serve as an epidemiologist.

Cindy works on the Crash Outcome Data Evaluation System (CODES) and the Crash Injury Research and Engineering Network (CIREN) projects funded by the National Highway Traffic Safety Administration (NHTSA). She also works closely with the Maryland Highway Safety Office on data analyses and traffic records, facilitates the State Traffic Records Coordinating Committee (TRCC), serves as the data coordinator for the Maryland Strategic Highway Safety Plan, conducts and analyzes the observational seat belt studies, and answers data requests from state and local agencies as well as the public at large. She now serves as a Senior Epidemiologist at the NSC, a facilitator and assessor for Traffic Records Assessments at Traffic Safety Analysis Systems & Services, and an AIS faculty member for the Association for the Advancement of Automotive Medicine (AAAM).
TROY E. COSTALES

troy.costales@comcast.net

Mr. Costales has been the state of Oregon’s Transportation Safety Division Administrator and Governor's Highway Safety Representative since September of 1997. During his time as the Governor’s Representative he has worked for three different Governors. Troy has over 30 years of experience in Transportation Safety, including 20 as the Administrator of the Division. He is a member of the executive management team for the Oregon Department of Transportation.

Mr. Costales was the 2011-2012 Chairman of the Governor’s Highway Safety Association. He also served on: the American Association of State Highway and Transportation Officials (AASHTO) – Standing Committee on Highway Safety, AASHTO’s Strategic Highway Safety Plan initiative, NHTSA’s Impaired Driving program management course writing team, Transportation Research Board’s Transportation Safety Management Committee and the Naturalistic Driving Data project, and the International Association of Chiefs of Police - Drug Evaluation and Classification Program Technical Advisory Panel, and many others. He has been part of the faculty for the GHSA Executive Training Seminar for the past fifteen years.

Under Mr. Costales' leadership, Oregon has seen a dramatic decline in traffic fatalities and injuries, to the lowest levels since 1944. The number of individuals injured in traffic crashes has declined more than 30 percent since its peak of 39,000 in 1996. In addition, Oregon started a strong graduated driver license program that includes an incentive for driver education. Over the past eight years, the number of 16-year-old drivers involved in fatal and injury crashes has declined over 60 percent. Oregon continues to post one of the highest safety belt use rates in the nation at 96-98 percent. With the decline in the overall fatality toll, the number of alcohol-involved fatalities has also decreased by double-digit percentages in this past decade.

Mr. Costales was a member and chairman for several driver education, occupant protection, and impaired driving program assessments over the past fifteen years.
Richard Miller experienced a rewarding career with the Michigan Department of State Police rising to the rank of Inspector over his 26 year career. In his final assignment, he served as the Assistant Sixth District Commander; the operations officer over 250 personnel on the western side of lower Michigan. Earlier in his career as Flat Rock Post Commander, Richard planned and managed the transition of that Post from a general service law enforcement operation to a dedicated traffic enforcement worksite, one of the first such changes in departmental history. Over his career he was also assigned to the Traffic Services Division where he oversaw statewide seat belt, impaired driving and speed related selective enforcement projects. Upon retirement, Richard served as Chief of Police at Plymouth, Michigan before joining AAA Michigan/Auto Club Group as Community Safety Services Manager. There he served as a traffic safety spokesman for AAA on a state and national level.

As Project Manager for M. Davis and Company, Inc. (MDAC), Richard completed the National Highway Traffic Safety Administration (NHTSA) project “Evaluate Nighttime Seat Belt Enforcement Demonstration Program and Identify Characteristics of Unbelted High Risk Drivers”, a Maryland based nighttime seat belt enforcement study measuring changes in driver awareness of the nighttime enforcement effort and also gauging the characteristics of nighttime seat belt violators. Richard served as Principal Investigator for MDAC on two other NHTSA projects, “System Analysis of ASE Implementation”, a census of current and recently discontinued ASE programs in the United States and, in Tucson, Arizona, "Demonstration and Evaluation of Speed Management and Automated Enforcement Project" a project focused on the integration of automated speed enforcement with traditional speed enforcement countermeasures.

NHTSA has selected Richard to serve as the law enforcement expert on State Occupant Protection Program Assessment panels for seven State assessments to date including: Rhode Island, Alaska, North Dakota, Idaho, Missouri, North Carolina, and Maine. He is one of only a handful of law enforcement professionals serving NHTSA in this capacity.

Richard is an instructor for the National Highway Institute course Road Safety Audits/Assessments. He is one of only two former police officers certified to co-instruct this course with a traffic engineer. On behalf of the FHWA Office of International Programs he co-instructed this course in Kuwait in 2010.
ANGELA OSTERHUBER  
aosterhuber@paaap.org

Angela Osterhuber has more than 25 years of experience in traffic safety providing educational programs and resources for the safe transportation of children. Areas of focus include child safety in family vehicles, school buses and school vehicles, as well as transportation of children with special health care needs, teen drivers and passengers, bicycle safety, and pedestrian safety.

Angela administers the Traffic Injury Prevention Project, a program of the Pennsylvania Chapter of the American Academy of Pediatrics. This statewide program is responsible for the development and implementation of child passenger safety (CPS) initiatives to meet community needs, support the efforts of CPS technicians/instructors, and provide public information and education. Training and technical assistance is provided to community loan programs, inspection sites, physician practices and hospitals, law enforcement, EMS/fire rescue, and school transportation. An informational website and statewide “800” phone line are maintained as a resource for Pennsylvania.

As an advocate for child passenger safety, Angela serves as the designated State CPS contact and is a past member and chair of the National Child Passenger Safety Board. Angela is a certified CPS instructor for the National Standardized Child Passenger Safety Course and participated in the "Safe Travel for All Children" and “Child Passenger Restraint Systems on School Buses” enrichment courses to be a resource for children with special needs and the safe transportation of school-age children. Angela holds a bachelor’s degree from Seton Hall University and a master’s degree in Counseling Education from Temple University.
ANNE READETT
readetta@michigan.gov

Education:
M.S.A., Central Michigan University, 1993, general administration
M.A., Michigan State University, 1986, journalism
B.A., Central Michigan University, 1983, journalism major, marketing minor, cum laude

Work experience:
Chief, Communications Section, Office of Highway Safety Planning, Lansing
1993-present
• Implement research-based targeted communications programs to help Michigan increase seat belt use. Achieved highest safety belt use rate in the nation in 2008 and 2009.
• Develop annual strategic communications objectives to support programs most likely to reduce traffic deaths and injuries.
• Oversee annual budget of more than $3 million, including paid advertising and creative agency contract services.
• Supervise four-person section of communications specialists and graphic designer.
• Directed annual Michigan Traffic Safety Summit, a three-day meeting of more than 400 traffic safety advocates.

Deputy Director, Senate Majority Communications Office, Lansing
1987-1993
• Supervised writing team and edited written material for grammar, style and content. Central contact for Senate office requests for news releases, press conferences, newsletters and speeches, making assignments to staff. Handled daily media relations.

Staff Writer, The Stroh Brewery Company, Detroit
1986-1987
• Edited nationally distributed monthly magazine for employees and wholesalers. Improved content and design.
• Assisted with publicity efforts for Stroh’s Montreux Detroit Jazz Festival, Chene Park Arts Festival, Black Music Month and Stroh’s Run for Liberty III.

Graduate Assistant, Michigan State University, School of Journalism, 1984-1986.
• Taught beginning news writing courses.

Reporter, Three Rivers Commercial, Three Rivers
1983-1984

Other:
• 69 awards for traffic safety communications, 1995-2015
• Vice chair, League of Michigan Bicyclists
• Board member, Lansing Area Safety Council
• Accreditation Committee Chair, Central Michigan Public Relations Society of America chapter; president 2009 and 2010; accredited by the Public Relations Society of America
• Awarded the CMPRSA PaceMaker PR Practitioner of the Year 2007
• Former board member and president, Michigan State University College of Communication Arts and Sciences Alumni Board of Directors
• Trustee, Okemos Education Foundation, 2005-2008