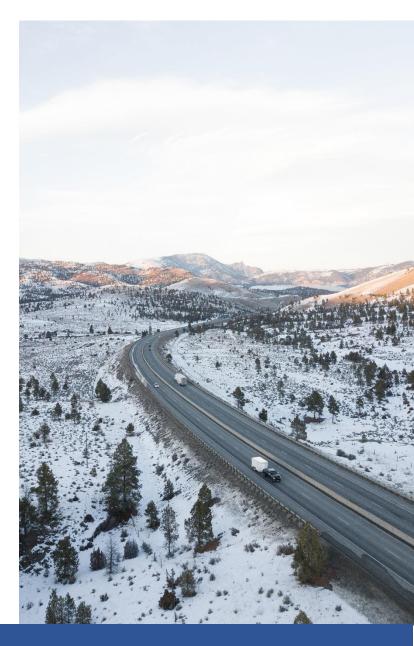
Montana
Comprehensive
Highway
Safety
Plan
2021 Annual Report



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Comprehensive Highway Safety Plan 2021 Annual Report

Purpose

The Comprehensive Highway Safety Plan (CHSP) is the framework for all Montanans to reach zero fatalities and serious injuries on Montana's roadways. The CHSP complies with the Fixing America's Surface Transportation (FAST) Act and continues to track, evaluate, and address key crash factors involved in fatal and serious in jury crashes.

The Plan:

- Is data-driven;
- Addresses the 4Es: education, enforcement, emergency medical services, and engineering of highway safety;
- Considers safety needs of all public roads and roadway users;
- Establishes statewide goals and objectives;
- Defines key emphasis areas and strategies that have the greatest potential to reduce fatalities and serious injuries;
- Focuses resources on areas of greatest need; and
- Adopts performance-based targets coordinated with other State safety programs.

Crash data helps identify the top traffic safety problems in the State so that targeted approaches can be undertaken to save lives. The coordinated effort involves attacking safety problems with the 4 Es of safety – Education, Enforcement, and Emergency Medical Services (EMS), and Engineering. The CHSP also coordinates with other safety plans, including the Highway Safety Improvement Program (HSIP), the Commercial Vehicle Safety Plan (CVSP), and the Highway Safety Plan (HSP).

To facilitate collaboration, communication, and coordination among highway and traffic safety programs and partners to align goals and leverage resources across Montana to reduce deaths and life changing serious injuries resulting from roadway crashes.

Vision Zero

Achieving Vision Zero requires that safety partners collaborate and work together to implement safety countermeasures and continue to work towards cultural change of safe driving beliefs and improve expectations of proper driving behaviors. Safety education and messaging needs to resonate with the demographic group at greatest risk.

The vision for safety on Montana's roads is clear. Vision Zero- zero fatalities and zero serious injuries on all public roads in Montana.

CHSP Interim Goal

While zero is the vision, to measure progress the CHSP has an interim goal to reduce fatalities and serious injuries on Montana's roads by half, from 952 in 2018 to 476 in 2030. In 2020, there were 942 fatalities and serious injuries on Montana's public roads.

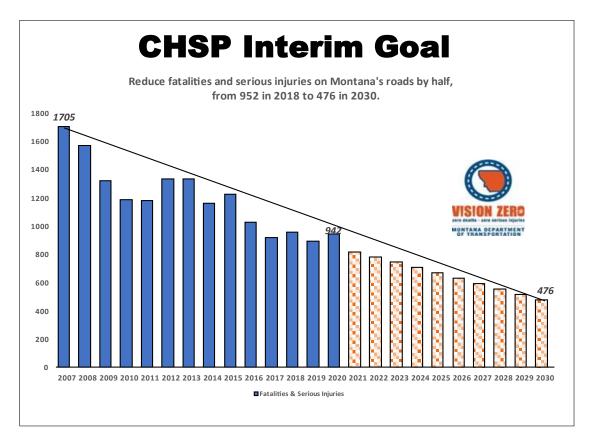


Figure 1: CHSP Interim Goal

Key Elements

Montana has integrated two key elements in all safety emphasis areas. These team members, safety partners and stakeholders have implemented safety strategies through established programs and a variety of educational and outreach activities.

Many public outreach activities, onsite, and in person educational opportunities and trainings were impacted by COVID-19. Despite these impacts several programs were able to provide alternative training and used virtual formats to promote safety programs and awareness. Activities and programs implemented during 2021 are included in this report.

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

The foundation of the CHSP is high-quality data. The Montana Department of Transportation (MDT) is currently transitioning to a new crash database and analysis tool. In 2022, MDT is expected to go live with AASHTOWare's Numetric Product. This new tool will enable more consistent and accurate data queries; allows for integration of crash data with roadway infrastructure, courts, driver licensing, and medical outcomes data; and will enable local jurisdictions to complete their own safety data queries. Montana will continue to leverage the analysis capabilities available in this

new tool to evaluate progress. Ongoing efforts will work to link additional datasets to crash data to enable more precise analysis of the relationship between crashes and infrastructure characteristics as well as accurate medical outcomes.

The Traffic Records Coordinated Committee (TRCC), managed by State Highway Traffic Safety Section (SHTSS)- MDT is comprised of data managers representing various state agencies and serve as the Advisory Committee in the development of the Traffic Records Strategic Plan (TRSP). The TRSP supports the CHSP, the Highway Safety Plan , the Highway Safety Improvement Plan (HSIP), and Vision Zero to eliminate deaths and serious injuries on Montana's highways. The TRSP focuses on traffic data and provides coordinated leadership to improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of crash data and systems to address safety issues in Montana. The safety data includes traffic records of crashes, drivers, vehicles, roadways, citation and adjudication, and injury surveillance.

Members represent the Office of Court Administration-Supreme Court; Motor Vehicle Division, Board of Crime Control, Montana Highway Patrol and ITSD within the Department of Justice; Emergency Services & Trauma Systems with the Department of Public Health and Human Services; Planning Data & Statistics, Information Services Division, Safety Management Systems, Motor Carrier Services, and the State Highway Traffic Safety Section within the MDT.

- Montana Highway Patrol (MHP)— Web-Based Crash Reporting (WBCR) Training Coordinate the successful transfer and validation of data from Billings, Missoula, Bozeman, Helena, Great Falls, and Kalispell Police Departments. Reduce paper reporting to 3% of users and encourage other law enforcement agencies, with a focus on outreach and training with Tribal law enforcement, to utilize the web-based crash reporting system. WBCR is currently used by 34 law enforcement agencies, with more than 650 trained law enforcement officers using the system. MHP continues to see reduction in database entry times with electronically generated/submitted crash reports. This project is ongoing and will continue into FFY2022.
- Montana Department of Transportation (MDT)-Traveler Information System Upgrade: Update Montana's
 roadway information data collection system by purchasing a federally eligible and acceptable software product.
 This project will upgrade the MDT Traveler Information System by implementing a new automated roadway
 information data collection system to better report roadway conditions and safety issues to the travelling
 public.

MDT will annually reviewing seasonal performance, average number of daily roadway condition changes input into the Roadway Information Systems reporting data base. Winter conditions will be reported. Historic data of manual reporting is available and will be used as a metric of the new automated system, once in place, and a season of reporting has been completed. This project will improve Montana Roadway Database Completeness and accuracy. This project has been implemented, the website is up and running. The project will be closed out in FFY2022.

- Department of Public Health and Human Services (DPHHS) Driller Reporting Module -The Driller Reporting Module is Digital Innovation's Data Visualization and Interactive Analysis Tool. It utilizes aggregated data that is loaded into a Reporting Warehouse from multiple source systems such as Trauma and EMS based on National Trauma Data Standards (NTDS) and National Emergency Medical Services Information System (NEMSIS) standards.
- The Driller ® 2 Reporting Tool sits on top of this aggregated rolled-up data to easily allow users to recognize trends and patterns in their data to improve patient care and performance. These tools are invaluable to help

determine which adjustments are most likely to affect trends. The Driller ® Reporting Module offers the following benefits:

- Increase organizational intelligence by creating reports that leverage information from formerly disconnected systems.
- Data visualization via charts and graphs which make it easier to identify trends or patterns within the data.
 This allows for more robust performance improvement at the local, regional, and state-wide levels
- Users can interactively explore, drill-down/mine their facility's data in any number of dimensions to identify root causes and allows the Central Site users to see state-wide data easily and in a concise format
- o By having all the data aggregated in a single place, it provides the users with a holistic view of their data.
- O Queries made against the Reporting Warehouse do not impact the operational systems.
- Reporting across disconnected data such as EMS and Trauma data assists in benchmarking set identifiers amongst facilities across the state

Montana's TRCC databases are currently not linked. This project will expand the capacity of the EMS database housed with DPHHS. The EMS dataset will be linkable to the DPHHS Trauma dataset by users of both datasets. A successful interface between these datasets will provide support for DPHHS in adding hospital datasets. (TRCC long-term goal). Reporting on this project should begin in 2021.

Collaborate across agencies, organizations and with the public to improve traffic safety, driver behavior and promote the Vision Zero.

Vision Zero will not be achieved without a shift in improving safe driving culture in Montana. Too many people drive too fast, drive after drinking alcohol or using drugs, do not wear a seatbelt, or allow distractions to affect concentration on driving. Improving safety culture means not tolerating risky driving behavior that can result in deaths and serious injuries and not accepting that loss of life is an expected cost of getting around.

A key to improving a safe driving culture is to ensure all citizens know that driver safety is a priority of all agencies with a role in improving safety. It means that everyone accepts that crashes are not "accidents". Death and life changing injuries on Montana's roadways can be prevented. It means everyone has a role in safety, makes it a priority to continuously improve the roadway system, and change social norms around safe driving practices so that severe crashes do not occur. It means making sure all Montanans take seriously the choices they make when using and operating a vehicle on the public roadway system and act responsibly for themselves, their families, and everyone else on the road. Promoting awareness and educating the traveling public is an important role in reducing conflicts among roadway users. Some of the programs, activities, and media campaigns include

- Buckle Up Montana (BUMT)
- Drive Safe Missoula
- Driver Skills Training, AARP
- Drivers Education, Office of Public Instruction
- Move Over Montana
- No Zone-Driving Skills Training, Motor Carrier Services
- Occupant Protection Media campaign
- Safe On All Roads(SOAR)
- Share the Road Teen program, Motor Carriers of Montana
- Stop Impaired Driving Media campaign
- Teen Peer-to-Peer driver safety campaign
- Traffic Incident Management Systems (TIMS)

The State Highway Traffic Safety Section manages NHTSA funding for a variety of law enforcement activities that are proven effective countermeasures. These include

- Safety Enforcement Traffic Team (SETT) This team consists of six troopers dedicated to traffic safety. Their priority is to assist local law enforcement agencies with traffic safety issues during local high-risk events. They provide full statewide law enforcement coverage.
- Selective Traffic Enforcement Program (STEP) Provides funding for state MHP districts and local traffic safety law enforcement activities; and helps in providing Montana with statewide coverage.
- 24/7 Sobriety and Drug Monitoring program focuses on preventing repeat offenses and uses primary testing methodologies for the presence of alcohol and dangerous drugs. (MCA 61.8.1010)
- Traffic Safety Resource Officer (TSRO) coordinates & manages the Standard Field Sobriety Test (SFST),
 Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE)training
 programs for Montana. Training enhances the skills & expertise of law enforcement officers (LEOs) when
 conducting traffic stops and high visibility enforcement (HVE). TSRO serves as a liaison between MHP and local
 and tribal law enforcement agencies, prosecutors, judges, and the public.
- Traffic Safety Resource Prosecutor (TSRP) conduct training on DUI adjudication. Training enhances consistent identification, arrest, prosecution and sentencing of DUI offenses.
- State Judicial Outreach Liaison (SJOL) was identified through collaboration with the American Bar Association. The SJOL works with partners across the state to provide state highway safety education.

2020 Crash Data

Because Montana is a rural state looking at crash rates comparing Montana to national percentages is not an accurate comparison. Because motor vehicle crash fatalities and serious injuries are relatively smaller looking at trends provides a clear picture. In 2020, the total fatalities and serious injuries were 942, fatalities increased by 28 and serious injuries increased by 21. It important to note that fatalities and serious injuries have dramatically decreased from 2015, when the combined fatalities and serious injuries were 1,223 compared to 2020 when it was 942. A review of the past five - years shows the annual decreases and increases of fatalities and serious injuries. While 2020 numbers did increase from 2019, the overall 5-year average of fatalities and serious injuries continued to decrease.

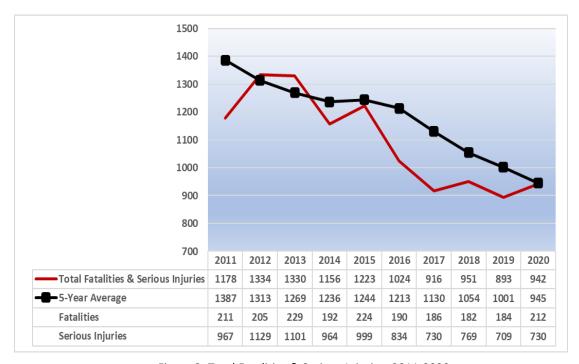


Figure 2: Total Fatalities & Serious Injuries, 2011-2020

The CHSP was first implemented in 2007, when Montana's fatalities and serious injuries were 1,705. The data driven process of identifying safety issues and determining emphasis areas where the greatest opportunity to reduce fatalities and serious injuries was agreed upon by the Advisory Committee during the 2020 CHSP update.

Progress has been made through implementation of safety program and involvement of safety partners who are technical experts in transportation safety and in reducing motor vehicle fatalities and serious injuries. The following chart shows the progress in reducing fatalities and serious injuries with a decrease within the three key emphasis years of the most current five years (2016-2020) compared to the first five years (2007-2011).

Montana includes seven land based Native American tribal agencies and eight recognized tribal governments. Native Americans make up 6.7 percent of Montana's population and over-represented in roadway fatalities. Native American fatalities shown here are included within the key emphasis areas.

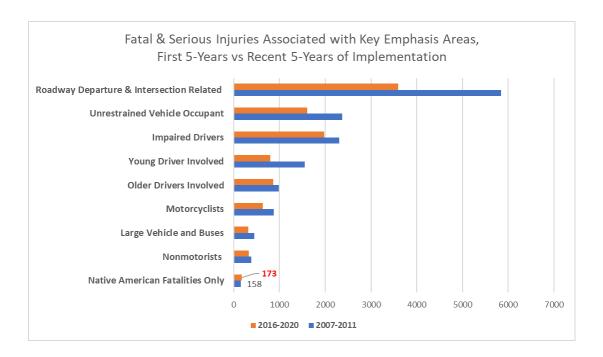


Figure 3: 5-Year Comparison of Key Emphasis Areas, 2007-2011 vs 2016-2020

Emphasis Areas

Roadway Departures & Intersection Related Crashes

Roadway departure crashes occur when a vehicle leaves the travel lane, either crossing into an opposing lane, or leaving the roadway and are described as overturns, opposing direction head-on, sideswipe, or collision with a fixed object. Many of these crashes often occur at high speeds increasing the severity of injuries.

During the time of 2011-2020

58% of All Fatalities and Serious Injuries involved a Roadway Departure.

Of those

- 93% of All Roadway Departure Fatalities and Serious Injuries occurred in rural areas.
- 84% of All Roadway Departure Fatalities and Serious Injuries involved a single-vehicle crash.
- 76% of All Roadway Departure Fatalities and Serious Injuries occurred on dry roads.
- 46% of All Roadway Departure Fatalities and Serious Injuries occurred during the summer months of June-September.

As illustrated in Figure 4, there was a spike in roadway departure fatalities and serious injuries in 2020. Overall, the trend continues to decrease.



Figure 4: Roadway Departure Fatalities & Serious Injuries, 2011-2020

Intersections are the locations where the highest potential for conflict occurs, as vehicles, bicyclists, and pedestrians' cross paths. These crashes may occur at highway interchanges, signalized or stop-controlled intersections, or intersections without traffic control. An intersection related crash involves a motor vehicle and a collision that occurs within or near the proximity of an intersection. Intersections also include at-grade highway-rail crossing locations and are included in the CHSP analysis of crash factors and are represented in a small number of intersection related crashes. Strategies that address rail-highway crossing crashes focus on the elimination of hazards and the installation of protective devices at these locations.

During the period of 2011-2020

• 20% of All Fatalities and Serious Injuries were Intersection-related.

Of these

- 81% of All Intersection-related Fatalities and Serious Injuries occurred on dry roads.
- 50% of All Intersection-related Fatalities and Serious Injuries occurred in rural areas.
- 42% of All Intersection-related Fatalities and Serious Injuries involved a young driver 14-25 years of age.
- 38 % of All Intersection-related Fatalities and Serious Injuries involved a right-angle crash.

The Intersection-related fatalities and serious injuries were lower in 2020 than the previous two years and below the five-year average, as shown in the following Figure 5.

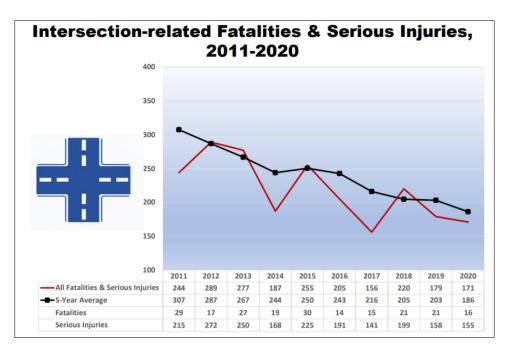


Figure 5: Intersection-related Fatalities & Serious Injuries, 2011-2020

Objective(s)

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

Strategies

Strategies and opportunities to reduce roadway departures and intersection related crashes were based on crash data analysis, safety partner input, proven effectiveness, and FHWA's Proven Safety Countermeasures. New opportunities for action are included as ideas for strategy implementation activities over the life of the five-year plan. The opportunities for action are not inclusive and serve as a starting point for Emphasis Area Team activity identification.

Reduce and Mitigate roadway departure crashes through data-driven problem identification and best practices.

- S1.1 Continue to Implement the Highway Safety Improvement Program (HSIP)
 - Annual HSIP projects include intersection, roadway departure, pedestrian related safety projects are currently under design and construction. Staff continues to complete field reviews.
- S1.2 Continue to support and implement Roadway Departure Plan

- Roadway Departure Plan has been updated with recent crash data. Updated models are based on the recent 5 years of data and have undergone quality check process.
- S1.3 Work Zone Technology to reduce conflicts, roadway departure and rear-end crashes
 - Work Zone Technology & Smart Signals are being integrated into work zones to reduce rear end crashes at traffic signals. Smart signals detect traffic and is tied to a cueing system. Smart arrow boards are being used to inform traveling public of lane closures.

Reduce and mitigate speed related road departure/ intersection crashes

- S2.1 Continued implementation of Speed Enforcement Campaigns
 - ➤ Because of COVID-19, 2020 Speed enforcement campaigns down by 15% from previous year. Random specials are being conducted. Law enforcement has resumed issuing citations. The STEP program saw an increase in hours with the May 2021 mobilization.
 - MCS and MHP continue to coordinate Ticketing Aggressive Cars and Trucks (TACT) enforcement specials to deter unsafe driving behaviors by passenger vehicle (PV) and commercial motor vehicle (CMV) drivers when they interact to share the road.
- S2.2 Continue to support and implement Intersection Safety Plan Implementing Montana Specific Safety Performance Functions to focus on intersection related crashes in both rural and urban environments.
 - Systematic or spot improvements safety projects have been added. Intersections are under review to identify any problem issues and consideration of recommendations.
- S2.3 Continue to implement and consider speed management methodologies appropriate for Montana.

Speed limits are posted only after a traffic and safety engineering study has been conducted and (where applicable) approved by the Transportation Commission. Before setting limits, Engineering traffic investigator considers: the length and width of roadway, the roadway type and condition, the location of access roads & intersections, existing traffic control, sight distance, crash history, and traffic speed studies.

Traffic Operations staff continue to implement and consider speed management methodologies appropriate for Montana. 93%

of All Roadway Departure
Fatalities and Serious
Injuries occurred in rural
areas during the ten-year
period, 2011-2020.

Reduce roadway departures and intersection crashes through safety education

S3.1 AARP Driver Skills Training refresher course covers current rules of the road and defensive driving techniques.

The AARP Smart Driver™ course, offered by AARP Driver Safety, is designed specifically for drivers age 50 and older. Courses are offered in either a traditional classroom setting or through an interactive online course.

- 2020 classes were impacted by COVID-19 with in-person classes cancelled and extended through October 2021.In-person classes through March 13, 2020, included 25 classes with 254 participants. 2020 On-line Driver Safety course participants = 1023
- S3.2 Sustain and continue to provide Share the Road and No-Zone training focusing on operating around large vehicles.

 Training focuses on the importance of operating passenger vehicles safely around large vehicles. Motor

 Carriers Services (MCS), Office of Public Instruction (OPI), Motor Carriers of Montana (MCM), and carriers

 throughout Montana will continue to coordinate and line up trainers and equipment as needed.
 - Training conducted by Motor Carriers of Montana
 - o April: Billing -2 events in April with 160 participants.
 - o June: Billings schools-800 students
 - o June: Helena Capital with Motor Carrier Service-MDT
 - o July: Bozeman with 30 students
 - July: Billings- several different schools, approximately 1,000 students during week-long event.





Photos: Mike Gehl, Motor Carriers of Montanan (MCM)

- S3.3 Continue to sustain and support the implementation of MT D.R.I.V.E skills training.
 - The 2020 DRIVE program had consistent numbers compare to previous years and continued public participation.
- S3.4 Continue to sustain and support implementation of the OPI Teen Drivers Education.
 - ➤ During the 2019-2020 school year 7,278 completed driver's education course.
- S3.5 Montana Motorcycle Rider Safety (MMRS) Training

Classroom and driving range safety education to learn and enhance motorcycle operator skills and importance of using motorcycle safety equipment; and applying operator skills to enhance abilities and improve defensive driving strategies.

- ➤ Basic Rider Course (BRC) Locations: Bozeman, Great Falls, Havre, Helena, Kalispell, MAFB, Missoula, Sidney, Stevensville = 627 successful participants.
- Basic Rider Course 2 (BRC2) Locations: MAFB, Missoula = 16 successful participants.
- Advanced Riders Course (ARC) Locations: Helena, MAFB, & Missoula = 34 successful participants.
- S3.6 Continue to promote Operation Lifesaver- Railroad safety program

Continue to enhance public awareness and promote safety around railroad crossings to reduce highway-rail crossing collisions, deaths, and injuries.

Communication and outreach promoting September 20-24: Rail Safety Week on MDT homepage and Face Book.

- S3.7 Continue to provide and enhance traffic safety information for bicyclist and pedestrians and other non-motorized transportation system users.
 - > January-October-Distribution of safety educational materials request for/from bike rodeo, county health departments, requests from City Council members, and general bicycle/pedestrian education efforts through MDT district offices. Jan 2021-Winter Pedestrian Safety, social media posts & article on the MDT homepage.
 - > April-September- Promoting use of 'Bike on Roads" signs for several events,
 - April 2021-Earth Day, social media post
 - April 2021-Speed and Non-Motorized Safety, social media posts & article on the MDT homepage
 - > June 2021- Pedestrian and Bicycle Safety for Kids, social media posts & article on the MDT homepage.
 - August 2021-Distributed safety educational material, St Peter's Hospital guest speaker at "Stepping On" Class to discuss non-motorized safety for seniors.
 - > October 2021- Developed social media posts for Back to School.

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

- S4.1 Implement the Railway-Highway Crossings (Section 130) Program. Section 130 program funds are eligible for projects at all public crossings including roadways, bicycle, and pedestrian paths.
 - MDT continues to implement the Railway-Highway Crossing program on an annual basis.
- S4.2 Continue to implement and enhance proven countermeasures such as, but not limited to improving sight distance at intersections and availability of gaps in traffic and assist drivers in judging gaps; access management; traffic signalization, control, operational, and other infrastructure improvements for all transportation system users.

The Highway Safety Improvement Program (HSIP) is a core Federal-aid program with the purpose to achieve a significant reduction in traffic fatalities and serious injuries on all public roads

- ➤ Working with Operations on various sites to address identified safety issues.
- S4.3 Neighborhood Traffic Management Program to mitigate uncontrolled intersection collisions.

This is a Neighborhood Transportation Plan. The City of Missoula/TSAC is looking to mitigate uncontrolled intersection collisions addressing speeds and given the odd land parcels sight distance triangles located on local streets. Implementation of safety countermeasures are ongoing.

Currently 12 traffic circles are in place on local streets.

Continue to improve the accuracy, completeness, integration, timeliness, uniformity, collection, and accessibility of data used in traffic safety analysis.

- S5.1 Enhance and upgrade MDT's Safety Information Management System (SIMS) crash database. Continue to identify, analyze and track HSIP projects that reduce the number of fatal and serious injuries.
 - Working through the process of upgrading MDT's current crash database. This includes coordination with MDT-ISD and MHP. Tentative Completion date is end of 2021.
- S5.2 Create crash database dashboards for groups including CHSP, Planning Division, etc. This could include other agencies such as MHP (focusing enforcement efforts) and DPHHS (focusing educational efforts).
 - New crash data base will include dash boards to align with safety programs. This is anticipated to be completed in late 2022.

Support and increase enforcement of proper road use behaviors by all road users (motorized and nonmotorized) identified through crash data.

S6.1 Continue to conduct and implement Operation Safe Driver campaigns.

CMV enforcement activities within corridors where data indicates that high number of crashes involving vehicles involved in international commerce.

- Dec 2020: COVID-19 has cut enforcement activities. Contacts limited to those only necessary. Random specials are being conducted
- S6.2 Continue to support the Montana Highway Patrol (MHP) high visibility enforcement STEP and SETT programs with crash maps for distribution to MHP Districts focusing on speeding, impaired driving, unrestrained vehicle occupants, and distraction in addition to other risky driving behaviors.
 - Mappings are currently being developed and updated by the MDTs Planning Geo Spatial Section.

Explore and implement best practices for reducing roadway departures, including distracted and fatigued driving, in addition to other behavioral factors.

S7.1 Conduct low volume rural roads research project to prioritize and identify areas of need.

Develop a methodology for identifying and prioritizing locations on low volume local roads in Montana at the network level deserving of Highway Safety Improvement Projects. Research project includes methodology, risk factors, and roadway features.

- Low volume rural roads research project is nearing completion and the final report is being wrapped up. This project was completed December 2021.
- S7.2 Research effectiveness of highway safety public education at Montana Motor Vehicle Division and Vehicle Registration Stations by streaming safety videos.

The highway safety public education research project is underway with the Montana Motor Vehicle Division and Vehicle Registration Stations to stream safety videos for customers waiting 5+ minutes. Video series includes consequences of risky driving behaviors (such as texting while driving, driving while impaired or distracted, driving unbuckled).

- Video content was finalized, and videos were displayed from the summer of 2021- summer of 2022.
 Nest step involves a survey assessment.
- S7.3 Proposed: Research safety evaluation of sinusoidal centerline rumble strips.

Studies show a quieter centerline rumble strip (CLRS) option is the sinusoidal centerline rumble strip (SCLRS). Currently there are no studies to quantify the crash reduction effects of the SCLRS. This project will investigate the effectiveness of SCLRS in lowering the number of observed crashes. This project is in progress and is expected to be a long-term project as sufficient data is necessary to evaluate the effectiveness of SCLRS.

- > Sinusoidal centerline rumble strips were installed in the Missoula District summer 2021. Next step is to collect data and evaluate for effectiveness.
- S 7.4 Implement findings of New/Novel Signs Study to Support Infrastructure Based Motorcycle Crash Countermeasures Project .

Motorcycle Crash Causation Study was analyzed and based on a workshop conducted of Subject Matter Experts and Motorcycle Stakeholders, five Infrastructure based countermeasures were proposed for further study. Four of the countermeasures proposed are highway sign based.

- > The FHWA New/Novel Signs Study to Support Infrastructure Based Motorcycle Crash Countermeasures research project has been completed. Next step to be determined and will include notice of MUTCD adoption.
- S 7.5 Continue to track and consider implementation of advances in automated vehicle and roadway technologies. As automated vehicle technology advances and is deployed, transportation policy and planning will be critical. Approaches to fully address the needs of the traveling public, businesses, and freight operators will need to be adapted.
 - ➤ 2021 Legislative Session, HJ 10, Provide for an interim study regarding autonomous vehicle use in Montana. An Interim Legislative Committee has been identified.

Impaired Driving

Impaired driving is defined as operating a vehicle while under the influence of alcohol and/or drugs. There has generally been a greater focus on alcohol impairment, however, attention paid to drug impairment is increasing as awareness of impacts and methods for detection improve.

During the period 2011-2020

• 39% of All Fatalities & Serious Injuries involved an impaired driver.

Of these

- 88% of All Impaired Driving Fatalities and Serious injuries occurred in rural areas.
- 72% of All Impaired Driving Fatalities and Serious injuries involved a roadway departure.
- 50% of All Impaired Driving Fatalities and Serious injuries occurred at night.
- 46% of All Impaired Driving Fatalities and Serious injuries occurred during the summer months of June-September.

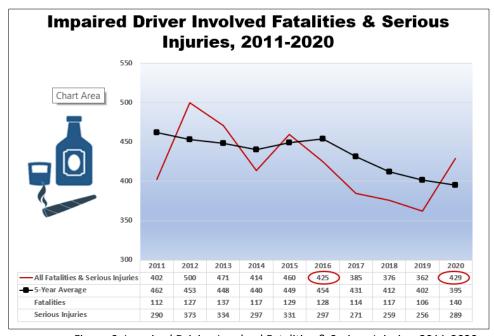


Figure 6: Impaired Driving Involved Fatalities & Serious Injuries, 2011-2020

The 2020 impaired driver involved fatalities and serious injuries increased and are like 2016. Overall, the trend continues to decrease.

Objective(s)

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

Strategies

Based on crash data analysis, NHTSA's *Countermeasures That Work*, proven effectiveness, safety partner input, priority strategies and opportunities for action appropriate for Montana were identified. New opportunities and ideas for strategy implementation are included over the life of the plan. The opportunities for action are not inclusive and serve as a starting point for Emphasis Area Team activity identification.

Deterrence and Enforcement

S1.1 Continue to support Selective Traffic Enforcement Program (STEP) and Strategic Enforcement Traffic Team (SETT) High Visibility Enforcement (HVE) efforts.

MDT partnered with 17 law enforcement agencies during FFY 2021 for participation in SETT and STEP-MHP provided significant manpower for both programs.

- ➤ In FFY 2021, law enforcement worked a total of 8,192 hours between both programs with17,908 citations and warnings given to motorists during sustained enforcement and mobilization timeframes. Of the citations issued, 340 driving under the influence were issued, a combined 4,701 warnings and citations issued for speeding, and 1,195 citations and warnings were given for occupant protection violations.
- Law enforcement worked 6,685 hours in STEP programs for FFY2020, issuing 16,353 citations and warnings to motorists during mobilizations, local events, and other high-risk events.
- S1.2 Continue to support Tribal law enforcement Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts

Tribal Law Enforcement participated in the three mobilizations (Holiday, Memorial Day, and Labor Day) and participated in other local high-risk events issuing citations focusing on impaired driving, unrestrained vehicle occupants, speeding, distracted driving, and other risky driving behaviors.

During 2021, the Confederated Salish and Kootenai (CSKT)Tribal Law enforcement and the Fort Peck Assiniboine and Sioux Tribal law enforcement participated in STEP activities in their communities.

- > There was a total of 1,419 STEP hours worked, with a total of 1,982 citations issued through the Tribal STEP program. Of those citations 82 were DUI's , 4 seat belt citations, and 464 speeding citations and warnings.
- S1.3 Continue to support the Law Enforcement Liaison program. The Law Enforcement Liaison Program (LEL) continued to evolve during the 2021 FFY.
 - Two retirements and a promotion by LEL's resulted in awarding a mini grant for covering the western Montana region (which is anticipated to continue for FFY 2022). The south-central Montana LEL retired from Law Enforcement during the 2021 FFY and has agreed to increase his region to encompass south central Montana as well as the eastern half of Montana for the FFY 2022.
- S1.4 Continue to support and promote Law Enforcement Mini-Grant Program
 - In FFY 2021, eight mini-grants of \$5,000 were awarded to smaller law enforcement agencies (excluding the LEL mini-grant discussed above). Seven of the awarded agencies provided enforcement

efforts in support of Vision Zero; however, staffing issues and wildfire responsibilities limited the number of shifts provided by participating agencies.

S1.5 Continue to support and maintain the Traffic Safety Resource Officer (TSRO)

TSRO efforts continue to surpass expectations.

During FFY 2021 Montana's TSRO provided Standard Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving enforcement (ARIDE) and Drug Recognition Education (DRE) training across the state. In FFY21, TSRO Trainings included

- ➤ SFST Certification 7 courses, 234 participants
- ➤ SFST Recertification 6 courses, 79 participants
- ➤ SFST Instructor Training 1 course, 11 participants
- ▶ DRE Recertification 10 DRE's recertified
- ➤ DRE In-Service Training 1 course; 6 participants
- ➤ ARIDE Certification 15 courses, 202 participants
- S1.6 Sustain and support DUI Police Traffic Safety Pilot Program

The purpose of this project will be to reduce the incidents of impaired drivers and unrestrained occupants through enforcement of traffic laws and education. FFY 2021 was the third year of the Helena Traffic Safety Pilot Program. This pilot project dedicated 2,070 law enforcement hours focusing primarily on enforcing impaired driving and occupant protection laws and 10 hours dedicated to training.

During FFY21, a total of 132 Driving Under the Influence arrests were made by the Helena Traffic Resource Officer. Of these, 95 were first offense DUI's with average BAC's ranging from 0.142-0.165.

Prevention and Education

S2.1 Support activities that include Prevention Specialist community outreach and education events and evidenced-based programs.

Focus areas include school-based programs, traffic education programs and other community-based prevention programs. Collaborative efforts are encouraged with local Prevention Specialist across the state with Local DUI Task Forces

- Substance Abuse Prevention Academy held July 27 & 28, 2021
- S2.2. Support Injury Prevention and Trauma Coordinators in local-area hospitals with community outreach and education events and programs.

Focus areas include school-based programs, traffic safety education programs, traumatic brain injury prevention and other community-based prevention/intervention programs.

- > 2021 virtual Rocky Mountain Rural Trauma Symposium was held in September with the educational track focusing on hospital and trauma staff.
- S2.3 Sustain and expand local DUI Task Forces

SHTSS-MDT facilitates statewide training and serves as a conduit for task forces (TF). As the Governor's representative for highway traffic safety MDT's Director reviews and approves county annual TF plans. Training provides traffic safety information and promotes networking and opportunities for collaboration.

> FFY 2022: 35 approved DUI Task Forces representing 39 counties.

S2.4 Sustain and support Northern Tribes Tribal DUI Task Force (TF)

The Northern Tribes DUI TF was formed by tribal reservation communities with membership consisting of a wide variety of traffic safety partners including Tribal Council members, judges, prosecutors, law enforcement, transportation, health, injury prevention agencies, and tribal community colleges.

During the 2021 legislative session, the task force introduced a bill to be recognized as a statewide DUI task force for the second time. Unfortunately, that bill failed to make it out of committee. The goal of this legislation is to secure additional funding to suppose the task force. The task force is preparing to approach the 2023 legislature with the same request. The task force believes recognition would provide credibility to the group and assist with other funding opportunities.

Tribal Communities were shut down during COVID-19, which impacted the Northern Tribes ability to meet.

- ➤ The TF met virtually twice to discuss strategies and activities.
- Developing an Education Curriculum for K-12
- Developing task force media campaign
- The TF developed the U-Use, U-Cruise, U-Lose campaign slogan for the group and used for spring/summer safety awareness campaign. Media venues included billboards, radio, and newspaper. Posters were developed for members to distribute in their communities.
- S2.5 Sustain and grow the Teen Traffic Safety Program focusing on impaired driving.

 Continue to partner with Family, Career and Community Leaders of America
 (FCCLA) on teen peer-to-peer traffic safety program and other teen traffic safety
 opportunities to develop campaigns and conduct educational outreach focusing
 on dangers of underage drinking and impaired driving for teens and young
 adults, including various outreach and media outlets.



FCCLA chapters and opportunities to participate were impacted by COVID-19 and all most all schools operated remotely.

- > FCCLA annual kick-off meeting held in October 2021.
- S2.6 Sustain and grow the Safe On All Roads (SOAR) Tribal community traffic safety program.

The SOAR program is a Native American traffic safety program that started in 2006. The NHTSA funded program is managed by SHTSS-MDT. Tribal SOAR coordinators conduct outreach and develop and distribute tribal specific and relevant safety messaging within communities. The program focuses on promoting safe driving practices including educational outreach on the dangers of impaired driving and underage drinking, unrestrained vehicle occupants including child passenger safety seats, and other risky driving behaviors.

SOAR coordinators are members of their community and partner with many other programs including tribal law enforcement, tribal health, Indian Health Services, Tribal community colleges, high schools, elementary schools, Head Start and other traffic safety partners.

The Tribal Nations have been shut down or directed to stay-at-home during COVID-19, which has impacted the SOAR outreach events. However,

- Coordinators were able to participate in virtual events during October-December.
 Outdoor events provided opportunities for public outreach and include but are not limited to
- Health Fairs (Chippewa Cree)
- Native American Week (Chippewa Cree)
- Wakpa Wachi Pow Wow (Fort Belknap)

- Mission Canyon Pow Wow (Fort Belknap)
- Milk River Pow Wow (Fort Belknap)
- Wild West Rodeo Days (Fort Peck)
- Wild Horse Stampede (Fort Peck)
- 4th of July Pow Wow (Northern Cheyenne)
- S2.7 Sustain and support efforts to reduce the over-service of alcohol and preventing underage drinking and driving by supporting mandatory alcohol sales and service training.
 - Alcohol Beverage Control Division-Department of Revenue(DOR) continues to promote responsible alcohol sales and service training and track violations Training has been modified appropriately due to COVID-19.

Criminal Justice System

S3.1 Support stronger impaired driving laws.

SB365 was a DUI Code reorganization bill which was passed during the 67th Legislative Session (2021 and assigned a chapter .

- The new reference is Driving Under the Influence of Alcohol or Drugs, Montana Code Annotated (MCA) 61.8.10 . Effective January 2022.
- S3.2 Continue to support implementation and expansion of the Statewide 24/7 Monitoring Program and other DUI Offender monitoring programs.
 - There are currently 37 twice-daily test sites statewide. (April 2021)
- S3.3 Sustain and support the Traffic Safety Resource Prosecutor (TSRP).

SHTSS-MDT contracts with the Attorney Governor's Office (AGO) for the TSRP to conduct training on DUI adjudication. The TSRP serves as an expert to promote the value of and consistency in, the enforcement, prosecution, and conviction of impaired driving violations for state, county, municipal and tribal law enforcement, prosecutors, and judges. Although face-to face trainings were impacted during COVID-19,

- The TSRP provided ongoing technical assistance, modified training, conducted a specific: DUI-Alcohol and Drug Prosecution for LEO, judges, and prosecutors in September 2021.
- The TSRP was instrumental in reorganizing Montana's complex DUI laws during the 2021 Legislative session.
- S3.4 Sustain and support the Judicial Outreach Liaison (JOL).

MDT-SHTSS has partnered with the American Bar Association and selected a State Judicial Outreach Liaison (SJOL). SJOL will be working with partners across the state in provide state highway safety education.

- S3.5 Support increase of crime lab resources to improve process of DUI test samples.
 - The Forensic laboratory procured new Breath Test Instrument to replace dated equipment. The instruments have been rolled out throughout the State.
- S3.6 Continue to sustain and expand DUI Courts and Treatment Court Training for DUI Offenders.

The DUI court program is designed to change the behavior of repeat DUI offenders by providing intensive supervision and treatment for willing and eligible impaired driving offenders. Participants are required to attend assigned treatment sessions, undergo frequent and random alcohol/drug testing using advanced alcohol testing and monitoring equipment, and appear before the judge and DUI court team on a scheduled basis. These courts also address driver licensing and insurance when appropriate, victim notification, and

payment of restitution. Participants must meet the requirements of each phase of the DUI court program to graduate from the program.

Montana has 41 treatment courts. Seven of those are DUI Courts, 5 of which are supported by MDT.

S3.7 Continue to support and expand Tribal DUI Courts

MDT provides support for DUI Courts to attend training to gain knowledge on the 10 Guiding Principles of a DUI Court. This included Fort Peck DUI Court which does not receive NHTSA funds.

- A training was held in March 2021 in Billings.
- A virtual training was provided in May and September of 2021.

S3.8 Support license sanctions for DUI Offenders following (MCA 61-5-205, 61-5-208)

In process of re-codification. MCA 61.8.10 Driving Under the Influence of Alcohol & Drugs, Effective January 1, 2022

S3.9 Continue to support alcohol breath testing by Motor Carrier Services (MCS) officers with reasonable suspicion or other competent evidence that a CDL operator may be driving impaired.

The rate of Commercial Drivers that have been placed out of service for violations of Alcohol has had a steady increase. The number of Commercial Drivers that have been placed out of service for Drugs has increased sharply in the past 5 years. 2020 numbers were down due to the COVID-19 and the decreased number of CMV Inspections planned for spring and summer months.

Montana's commercial motor vehicle (CMV) enforcement is funded by the MCSAP grant.

- MCS officers conduct inspections utilizing NETS to verify driver Credentials, CDL classification, for vehicle driven, alcohol usage, and driver and vehicle out-of-service status among other responsibilities.
- MCS officers actively participate in continuing impaired driving education and testing and are recertified on an annual basis on alcohol detection and testing.
- > Training at annual statewide MCS Officer conference includes updates on the latest trends, methods of concealment & interview techniques for both drugs and alcohol.

Communication Program

S4.1 Research underlying beliefs and behaviors of high-risk groups to better understand their traffic safety behaviors regarding impaired driving.

Media campaign is a continuation of national positive messaging to endorse positive behaviors of what is needed for people to emulate. Previous campaign: *One Reason* focused on driving sober. Public service announcements (PSA) were included in rotation.

- Current campaign: What's your reason for planning a sober ride?
 - o https://www.mdt.mt.gov/visionzero/onereason/default.aspx
 - o Gratitude, https://youtu.be/HjjZ6i1akt0
 - Sober Drivers Save Lives, https://youtu.be/gsK4En6pWYQ
 - A DUI Can Cost You, https://youtu.be/sxS7wcKOtcM
- S4.2 Participate, and support of National Mobilization Media Campaigns aimed at preventing impaired driving. Labor Day Mobilization-August 18-September 6, 2021; Primary focus is men 18-34
 - 2,814 total spots run on 39 total radio stations
 - Adults 18-34 demographics. Reach was 51.3%
 - Adults 18-64 demographics, Reach was 61%.

- Post-Labor Day Mobilization 2021 survey results:
 - 49% of respondents reported seeing messaging about driving under the influence in the past
 30 days
 - 89% of respondents reported that "Gratitude" effectively communicated the importance of driving sober
 - Nearly 86% reported the "Gratitude" commercial increased their desire and willingness to drive sober
 - Nearly 93%% reported that "Can Cost You" effectively communicated the importance of driving sober
- S4.3 Monitor the impact of marijuana legalization on roadway crashes and countermeasures in Montana and peer states.
 - Traffic Safety Culture Pool Funded Research Study project completed,
 Driving After Cannabis Use https://www.mdt.mt.gov/research/projects/cannabis-use.aspx

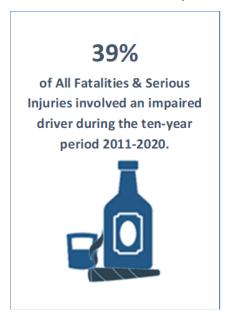
Alcohol and Other Drug Misuse: Screening, Assessment, Treatment, and Rehabilitation

- S5.1 Support ACT (Assessment, Course and Treatment) for DUI Offenders
 - AMDD continues to provide support for Prime For Life across the state. Discussions are underway to address drugged-impaired driving within Prime For Life.
- S5.2 Expand Screening, Brief Intervention, and Referral to Treatment (SBIRT) in healthcare and into other settings throughout Montana.
 - The Montana Health Care Foundation is the lead organization in Montana in implementing SBRT. There is detailed information on the Foundation's website at https://mthcf.org/2016/12/sbirt-initiative/

Program Evaluation and Data

S6.1 Support a comprehensive picture of impaired driving data, which may include, but is not limited to: Crash, Citation, Toxicology, Conviction, Motor Vehicle and DUI Offender monitoring data.

No updates on alignment of data. Discussion is necessary at Governor's Cabinet level before moving forward towards align data to reduce road user fatalities and serious injuries.



Unrestrained Vehicle Occupants

Vehicle occupant protection refers to the proper use of a safety belt or a child protection seat by all vehicle occupants. Seat belts offer the best chance for surviving and reducing the severity of injury in a crash. Increasing the use of seat belts and child passenger safety seats is imperative to achieving zero fatalities and zero serious injuries.

During the period of 2011-2020

• 33% of All Fatalities and Serios Injuries involved an unrestrained vehicle occupant.

Of these

- 78% of All Unrestrained Vehicle Occupant Fatalities and Serious Injuries occurred on dry roads.
- 75% of All Unrestrained Vehicle Occupant Fatalities and Serious Injuries involved a single vehicle crash.
- 43% of All Unrestrained Vehicle Occupant Fatalities and Serious Injuries were ejected (full/partial).
- 41% of All Unrestrained Vehicle Occupant Fatalities and Serious Injuries occurred during the summer months of June-September.
- 20% of All Unrestrained Vehicle Occupant Fatalities and Serious Injuries were young drivers 14-25 years of age.

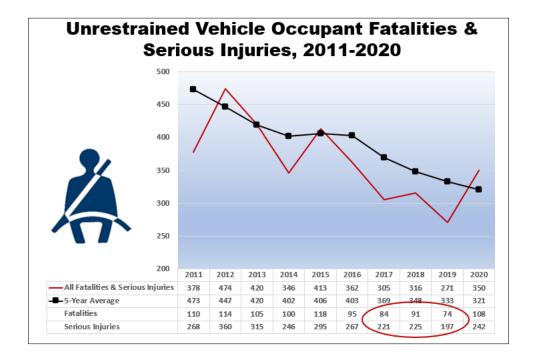


Figure 7 Unrestrained Vehicle Occupant Fatalities & Serious Injuries, 2011-2020

The five-year average shows a continuing decrease. 2017, 2018, and 2019 were the lowest years for unrestrained vehicle occupant fatalities and serious injuries.

Objectives

- Reduction of Unrestrained Vehicle Occupant fatalities
- Reduction of Unrestrained Vehicle Occupant serious injuries

Strategies

Based on crash data analysis, NHTSA's Countermeasures That Work, proven effectiveness, and safety partner input the priority strategies and opportunities for action were identified by the Emphasis Area Team. New opportunities and

ideas for strategy implementation activities are encouraged during the life of the plan. The strategy activities are not inclusive and serve as a starting point for Emphasis Area Team activity identification.

Laws and Enforcement

- S1.1 Support efforts from safety partners and stakeholders to implement a primary seatbelt law.

 The 2021 Legislative session was unsuccessful in promoting safety of vehicle occupants; failing to strengthen the
 - secondary seat belt law or pass a primary seat bel law or strengthen the secondary law.
- S1.2 Support increasing the current seat belt penalty of \$25 to be consistent with the \$100 penalty for the child passenger safety restraint law.
 - The 2021 Legislative Session did not see a bill to increase seat belt fines.
- S1.3 Support enhancement and implementation of mandatory minor (under 17 years of age) occupant protection laws per best practices and GDL requirements which includes other risky driving behaviors.
 - ➤ During the 2019-2020 school year, 7,278 student completed traffic education offered through the Office of Public Instruction. Numbers typically run between 8,500-9,000, were down due to COVID-19.
- S1.4 Continue to support Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts at the state and local level focusing on unrestrained vehicle occupants among other risky driving behaviors.
 - In FFY 2021, Law enforcement worked a total of 8,192 hours between Safety Enforcement Traffic Team (SETT) & STEP programs.
 - > In FFY 2021, 1,195 citations and warnings were given for occupant protection violations
- S1.5 Continue to support Tribal law enforcement Selective Traffic Enforcement Program (STEP) High Visibility Enforcement (HVE) efforts focusing on unrestrained vehicle occupants among other risky driving behaviors.

These efforts will assist to reduce Native American fatalities by promoting seat belt use and discourage impaired driving.

Although Montana does not have a primary seat belt law, three Tribal communities have implemented a primary seatbelt law. These include the Blackfeet Nation, Fort Peck Assiniboine and Sioux Tribes, and the Northern Cheyenne Tribe.

> Tribal Law Enforcement participated in the three mobilizations (Holiday, Memorial Day, and Labor Day) and participated in other local high-risk events issuing citations focusing on impaired driving, unrestrained vehicle occupants, speeding, distracted driving, and other risky driving behaviors.

During 2021, the Confederated Salish and Kootenai (CSKT)Tribal Law enforcement and the Fort Peck Assiniboine and Sioux Tribal law enforcement participated in STEP activities in their communities.

There was a total of 1,419 STEP hours worked, with a total of 1,982 citations issued through the Tribal STEP program. Of those citations 82 were DUI's , 4 seat belt citations, and 464 speeding citations and warnings. Tribal law enforcement continues to increase their presence in the communities. These efforts will boost the efforts of the SOAR and Northern Tribes DUI Task Force programs.

Communication, Education, and Injury Prevention

S2.1 Sustain and grow the community-based Buckle Up Montana program.

Community based coalitions implement local public information and educational programs to promote seat belt and child passenger seat (CPS) use. These coalitions conduct CPS training and car seat fittings within their local communities.

Four Buckle Up Montana Coalitions covering Cascade, Flathead, Lewis and Clark, Jefferson, Broadwater, and Missoula counties implement public information and education programs encouraging seat belt use and child passenger safety.

S2.2 Sustain and grow the Safe On All Roads (SOAR) Tribal community program focusing on seat belt and child passenger seat use.

The SOAR program is a Native American traffic safety program that started in 2006. The NHTSA funded program is managed by the SHTSS-MDT. SOAR coordinators are members of their tribal community who develop tribal specific and relevant safety messaging and work to promote safe driving practices including seat belt and child passenger seat use within tribal communities.

Coordinators partners with other programs including tribal law enforcement, tribal health, Indian Health Services, Tribal community colleges, high schools, elementary schools, Head Start and other traffic safety partners to conduct public outreach and promote awareness and importance of seat belts and child safety seats.

During 2021, the coordinators launched February's teen buckle up campaign focused on seat best use, an impaired driving campaign through the summer months, and a backto-school campaign in August that focused on child passenger safety. Local tribal members served as spokespeople during these campaigns. Throughout the challenges of COVID-19 in their communities, all continued to educate and provide outreach on seat belt and child passenger seat usage.

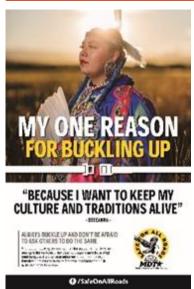
Outdoor events provided coordinators opportunities for public outreach and include but are not limited to Health Fairs (Chippewa Cree)

- Native American Week (Chippewa Cree)
- Wakpa Wachi Pow Wow (Fort Belknap)
- Mission Canyon Pow Wow (Fort Belknap)
- Milk River Pow Wow (Fort Belknap)
- Wild West Rodeo Days (Fort Peck)
- Wild Horse Stampede (Fort Peck)
- 4th of July Pow Wow (Northern Cheyenne)

S2.3 Sustain and grow the Teen Traffic Safety Program

Continue to partner with Family, Career and Community Leaders of America (FCCLA) on teen peer-to-peer traffic safety program and other teen traffic safety opportunities to develop campaigns and conduct





educational outreach for teens and young adults to include a variety of outreach and media outlets.

COVID-19 and remote learning limited the Teen program coordination and activities during 2020 and 2021.

Three Forks and Beaverhead FCCLA groups remained active and continued to promote safe driving practices that included seat belt use. These groups sponsored school-wide events to educate on a variety of risky driving behaviors.

- S2.4 Sustain and grow the Child Passenger Safety Certification Training Program and inspection stations in Montana with increased focus on high-risk populations.
 - Conducted four child passenger safety trainings with 47 technicians certified. The pandemic led to smaller class sizes than originally anticipated and one class being cancelled at the direction of the county health department. At the end of FFY 2021, Montana had 233 technicians & 19 instructors. Six courses are scheduled for remaining FY2022. A special needs course to recertify technicians is schedule in 2022.
- S2.5 Continue to support and sustain purchase and distribution of child passenger safety seats.

Purchase and distribution of child safety seats for child restraint inspection stations and CPS technicians statewide with priority given to at risk areas.

- In FFY20, MDT purchased 541 convertible child safety seats, FFY 2021 Seat distribution = 235 convertible car seats, 253 = 2 in 1 booster seats.
- S2.6 Develop child passenger safety educational materials with updated and coordinated messaging and a distribution plan.
 - > SHTSS will be evaluating current publications for updates and need for new materials in 2022; and will coordinate with Buckle Up Montana coordinators and interested parties for input and distribution.
- S2.7 Develop educational campaigns based on current research on effective messaging to effect behavioral change in seat belt use.

Contracted media vender will incorporate all materials developed for traffic safety educational campaigns over the course of the contract.

- Post-Memorial Day Mobilization 2021 survey results:
 - Almost 44% of respondents reported seeing some type of advertising, public service message, or news story about seat belts in the last month or so.
 - Over 54% of men aged 18—34 respondents reported seeing seat belt related advertising, public service announcements or news story in the last month or so.
 - Nearly 97% respondents reported that "Dad with Little Girl" effectively communicated the importance of using a seat belt.
 - Over 84% reported the commercial increased their desire and willingness to always use a seat belt.
- S2.8 Continue to encourage state agencies and other safety partners to distribute coordinated and consistent educational safety campaigns and messaging to increase seat belt and child passenger safety awareness and use.
 - > Traffic Safety Marketing event materials, MDT landing page safety announcements and other traffic safety PSAs and trainings of interest are distributed to all Emphasis Area Teams, Advisory Committee, Executive Leadership Team, and other state and local agency partners by the CHSP manager.

Improve Unrestrained Vehicle Occupant Data

S3.1 Continue to conduct observational seat belt surveys, local and statewide.

Pre- and post- surveys of seat belt use are a component of traffic safety educational outreach and is a method to determine message effectiveness. Annual seat belt use observations are a NHTSA core measure.

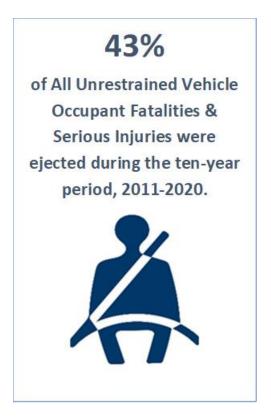
- > The 2021 seat belt observation survey rate is 92.2%; compared to 89.9% in the previous year.
- S3.2 Continue to evaluate behavioral surveys on occupant restraint use to include teen and adult behavior,
 - (i.e., Youth Risk Behavior Survey (YRBS) and MT Needs Assessment)
 - ➤ 2021 YRBS is self-reported and has been completed. Findings include:

- o Seat Belt Use Rider 46% do not always wear a seat belt when riding in a car driven by someone else.
- o Those who drive a car, 6.9% never or rarely wear a seat belt when driving.
- S3.3 Research underlying beliefs and behaviors of high-risk groups to better understand their traffic safety behaviors.

 The task of improving the culture of safety begins with understanding the behaviors and beliefs of specific high-risk groups. Developing relevant, impactful safety messaging is the first step in changing the behavior and beliefs of the specific high-risk groups.

Recently completed Traffic Safety Culture Pool Funded Research Study,

➤ Guidance on Messaging to Avoid Reactance and Address Moral Disengagement https://www.mdt.mt.gov/research/projects/trafficsafety-reactance.aspx



Emergency Response - After-Crash Care

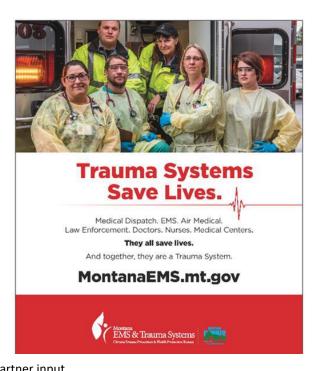
To enhance awareness and education of emergency responses of critical role involved in reducing the severity of serious injuries and survivability of a motor vehicle crash victim it was determined that a focus area was necessary. Emergency medical services provides one of the last opportunities to improve the health outcomes of motor vehicle crashes. Emergency care for an injured motor vehicle crash victim is at the core of the after-crash care response. Effective care of the injured patient requires a series of time-sensitive actions, beginning with activation of the emergency response system, and continuing with care on scene, transport, and facility-based emergency care. Emergency Response – After-Crash Care includes traffic incident management.

Objective

Reduction of morbidity and mortality of the Montana motor vehicle crash victims.

Strategies

Strategies were developed in coordination with Department of Public Health and Human Services Emergency Medical Services and Trauma Systems, other subject matter experts, and safety partner input.



Access to the Emergency Response System; On Scene Care Training and Education

S1.1 Continue to support the development of the Enhanced 9-1-1 & FirstNet & Next Generation 911 access for first responders by DOA.

FirstNet is a nationwide wireless broadband network for first responders being built & deployed through a first of its kind public-private partnership between the federal government and AT&T. DOAs role is to ensure AT&T delivers on the terms of its contract and creates a communication network that meets the needs of Montana public safety now and into the future. Further Communication is needed with First Net to learn more about expansion planned for Montana.

S1.2 Support Emergency Medical Dispatch (EMD) training for all dispatch centers.

Emergency medical dispatch (EMD) is a service where trained 911 telecommunicators provide instructions for medical care to bystanders prior to EMS arrival. Each Public Service Access Point (PSAP) also called a 911 Center makes the determination of whether to offer this service.

Most PSAPs fall under the jurisdiction of the county sheriff. The EMS TS staff previously developed a resource manual & FAQ page for PSAPs interested in adopting EMD.

- In 2020, there were 41 (71%) PSAP EMD trained dispatch centers. This is an increase of 6 including 3 additional PSAP centers (11% improvement).
- S1.3 Support bystander/ nonemergency personal training and education, (I.E. Stop the Bleed, First Aid, etc,).

 By standers are the first "First Responders" to most emergencies. Beyond calling 9-1-1, they need to know basic skills in injury recognition and treatment to provide aid until help arrives. Supporting community and individual efforts to train lay persons in these skills is an ongoing effort by local EMS agencies, Law Enforcement agencies, and schools.

Due to COVID-19 many on-site training courses were canceled.

> A March 2020 virtual Trauma Coordinator training was held to support continued training.

Safe and Rapid Transport of Crash Victims and Training of Emergency Responders

S2.2 Secure EMS equipment and training to properly restrain and care for children (EMS for Children).

Safe ambulance transport should be considered as a standard of care for the EMS system equivalent to maintaining an open airway, adequate ventilation, and the maintenance of cardiovascular circulation. The mission is to strengthen the Montana Pediatric Readiness.

- In December 2020, 50 grant funded ACR-4s (age/weight appropriate pediatric restraint devices) were delivered across 4 counties surrounding Billings.
- S2.3 Support and promote MDT Emergency Medical Equipment Grant Program.

The 2009 Montana Legislature found that the provision of care that is administered by professional paramedics and emergency medical technicians before the patient reaches the hospital – known as prehospital emergency medical services – is a critical component of Montana's health care system. The availability of prehospital emergency medical services can improve the medical outcome for people suffering medical emergencies and may improve the survivability of motorists involved in crashes on Montana roads by providing emergency response to vehicle crash sites.

- In Federal Fiscal Year 2021 (October 1, 2020- September 31, 2021): 12 EMS grants were awarded of which 4 were ambulances.
- S2.4 Promote and improve prehospital notification communication system with facilities.

Research is ongoing as best option is pre-hospital notifications. Further Discussion is needed.

S2.5 Support and promote Trauma Emergency Response training for Law Enforcement Officers (LEO) & Equip Law Enforcement vehicles with basic trauma kits.

Law enforcement officers (LEOs) often arrive at a motor vehicle crashes (MVC) prior to the EMS agency. Officers need to be able to recognize and treat the most critical life-threatening injuries prior to EMS arrival.

Incorporation of the 8-hour PHTLS-FR course in the Montana Law Enforcement Academy Training Requirements. Process is under review and to be revisited.

S2.6 Support and promote Traffic Incident Management Systems (TIMS) Training,

Provide FHWA-developed certified 4-hour Traffic Incident Management Responder Safety Training to all first responders in Montana. Successful TIMS program is dependent on commitment of but limited to MDT, MHP, and DPHHS and other safety partners to continue education, train the trainer courses, and confirmation of training site locations.

The TIMs goal was to have trained 55% of the State's first responders by 2021. As of September 2021, 60% of the State's responders have been trained.

Hospital -Based Trauma Care

S3.1 Support ongoing education and training of the trauma team.

Education and training including but not limited to: Advanced Trauma Life Support (ATLS), Trauma Nurse Core Course (TNCC), Emergency Nurse Pediatric Course (ENPC) and Together Everyone Achieves More (TEAM- MDT Grant), among others.

> ATLS: 5 courses and 48 students trained as of June 2021. An instructor's course was held in August.

- > TEAM-MDT Grant: All twelve courses have been scheduled.
- S3.2 Support and further trauma center designation for all Montana facilities that care for injured persons.

Increased number of voluntarily designated trauma centers across the state.

- Currently 45 of 65 are designated centers. Trauma Center designations are back in full swing. 19 full and focus reviews will be conducted by the end of 2021.
- S3.3 Support and further Pediatric Ready Recognition for all Montana facilities

Increase number of Pediatric Ready Recognized facilities in Montana.

- ➤ Due to the Pandemic, most renewals of Pediatric Facility Recognition and initial Recognitions for Pediatric Prepared and Pediatric Capable was on hold in 2020 and early 2021. There are currently 5 hospitals working on initial recognition criteria with 3 renewals as of October 2021. Several hospitals have had to reschedule due to the surge in COVID-19 cases in the summer and early fall of 2021.
- S3.4 Continue to support and promote the Rocky Mountain Rural Trauma Symposium (RMRTS)

An annual conference offering trauma education for physicians, APCs, nurses, and pre-hospital personnel.

> The 2021 annual conference was held virtually and conducted over the course of two weeks from September 28- October 15, as multiple educational sessions to accommodate work schedules and increase participation.

Integrate Crash, EMS, Trauma and Rad Surveillance Databases

- S4.1 Continue to utilize and enhance ImageTrend data (EMS patient care records) to track road safety trends and to improve overall EMS system performance.
 - The 2021 EMS Annual Report highlights 2020 EMS data and describes ground, air, and non-transporting medical EMS service utilization.
 - Since January 1, 2021, ten data requests receive via online for EMS data; 7 of 8 EMS-related data requests have been completed as of September 16, 2021.
- S4.2 Utilize ESO/Digital Innovations (DI) data (Trauma Registry) to analyze hospital treatment of the patient and implement performance improvement (PI) using the data
 - March 2021: Conducting virtual meetings with 3 trauma centers. Updated PI indicators for all regions and the state.
 - ➤ June 2021: New Driller Module finally approved and obtained using TRCC funds. Roll out to all facilities anticipated in September 2021.
- S4.3 Continue to support and use available Montana Highway Patrol (MHP) motor vehicle (MV) crash data for analysis to guide injury prevention strategies and emergency care of the patients.
 - > Annual crash data including factors is reported annually and posted to the MDT site.
- S4.4 Integrate ImageTrend, DI and MHP data sets (via Biospatial platform among others) to provide a full picture of crash injuries in Montana.
 - Work continues to link 2020 EMS and Trauma Registry data in-house for the purpose of publishing an annual report for the trauma program.

- S4.5 Utilize Dept. of Labor & Industry data to further understand first responder crash injuries
 - > Four responder injuries were reported in second quarter of 2021.
- S5.2:Integrate MDT Comprehensive Highway Safety Plan (CHSP) & DPHHS State Health Improvement Plan (SHIP) strategies.

Annual review and scheduled progress updates of motor vehicle fatalities & serious injuries (severe) related to the focus areas unrestrained vehicle occupants & impaired driving emphasis area strategies to maintain consistency between the SHIP & the CHSP.

This is completed. Montana crash data is posted online annually at https://www.mdt.mt.gov/visionzero/plans/chsp.shtml

Provide Statewide Injury Prevention Education to Communities Through a Collaborative Effort

- S5.1 Provide guidance, support, coordination, and technical assistance to local and regional injury prevention activities.
 - ➤ March 2021 Webex presented to state injury prevention

Support Laws, Policy Development and Legislation

- S6.1 Support activities surrounding policies and regulations that provide for emergency care access, EMS, facility designation and care standards.
 - March Webex presented to state injury prevention.
- S6.2 Support state law and enhance driver awareness of Montana's Mover Over Law, including tow operators and vehicles. Activities to include:

Sustain and support update of MCA & signage posted at state borders and on Interstate routes and other areas.

➤ HB 264 passed during 67th Legislative Session (2021). Purpose: Revise emergency vehicle passing laws to include tow operations and vehicles in definition and increase fines (MCA 61-8-346) and penalties (MCA 61-8-803) for violators.