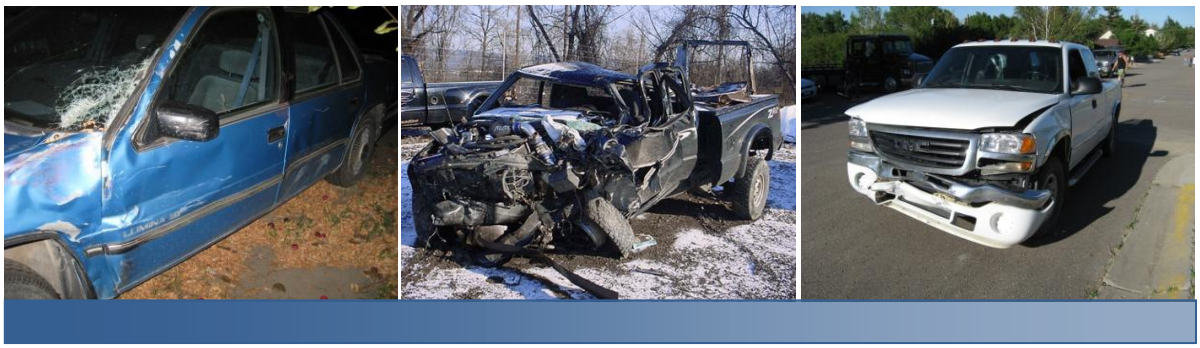
Shelby-Toole County

Community Transportation Safety Plan



February 2011

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1. Executive Summary

Montana's *Comprehensive Highway Safety Plan (CHSP)*, identifies urban area crashes as one of twelve Emphasis Areas. As a primarily rural state, the majority of Montana's fatal and serious injury crashes (severe crashes) occur in rural areas. However, given higher population densities, the majority of all crashes occur in urban areas. Therefore, Montana Department of Transportation (MDT) established a program through which individual communities could apply for assistance to support the development of a Community Transportation Safety Plan (CTSP) to address transportation safety needs within their community. Shelby is one of the first to initiate its own safety planning process through this program.

The Problem: In Toole County, an average of 6 fatal or incapacitating injury crashes occur each year. In addition dozens more crashes cause less serious injuries and property damage. The toll on Shelby and Toole County is significant in terms of suffering and economic loss. Shelby and Toole County decided in the summer of 2010 to come together and work to reduce the number of severe injury crashes in the county through the development of a Community Transportation Safety Plan.

The Approach: A Transportation Safety Advisory Committee (TSAC) was established to lead the effort, drawing upon stakeholders in the community and county with expertise in the 4 E's of transportation safety: education, enforcement, emergency response, and engineering. Among the first accomplishments of the TSAC was to set an overall goal for the CTSP of reducing crashes by one-third, to no more than four fatal or incapacitating injury crashes per year. The committee reviewed Toole County crash data provided by MDTs Safety Management System Analyst to help identify the most significant safety issues in the county so resources could be focused on those factors. Based on the safety data analysis, alcohol and/or drug impaired driving and inattentive driving were among the top factors involved in fatal and incapacitating injury crashes in Toole County. Therefore, the focus of the plan would be on strategies that could reduce severe injury crashes with these contributing circumstances.

A central event in the planning process was convening the first-ever Shelby-Toole County Transportation Safety Summit. The Summit was held in Shelby on December 7, 2010. At this event 27 stakeholders from Shelby and Toole County came together for a focused discussion of safety strategies targeting impaired and inattentive driving that could work in the community, based on both national experience and local stakeholder input. These strategies shown in Table 1 form the basis of the plan.

Table 1. Shelby-Toole County Safety Strategies

Distracted	Impaired
Short Term (1-2 years)	**Short Term (1-2 years)**
1. Community Referendum on Handheld Cell Phone Ban	1. Criminal Justice Committee on DUI/MIP
2. Employer Programs on Risks of Distracted Driving	2. Designated Driver Program
Mid Term (3-5 years)	3. Responsible Sales and Service (RASS) Training
3. School Education Program	4. Training for Law Enforcement to Enhance Identification of Impaired Drivers
4. Employer Programs to Establish Incentives for Safe Driving	**Mid Term (3-5 years)**
	5. High School Youth Education Programs
	6. K-8 Prevention Program

The most important part of the plan will be implementation. No reduction in crashes will occur without additional effort focused on putting new strategies into place. Therefore, the safety strategies in the plan are accompanied by guidance on their implementation, including stakeholder groups involved, leaders, resources and timing.

Many of the strategies involve little or no cost, and can be initiated quickly, building on the momentum generated through development of the plan. New conversations are occurring, and new partnerships are being formed around safety, which will reduce crashes and improve the quality of life in Shelby and Toole County. The plan is designed to be a living document that can be adapted and updated by the community in three to five years as progress is made. MDT will continue to work with Shelby and Toole County to provide safety data and assist the community to monitor progress toward its goal of reducing fatal and incapacitating injury crashes in Toole County.

2. Relationship of Shelby-Toole County Community Transportation Safety Plan to Montana's Comprehensive Highway Safety Plan

In September 2006, MDT, in cooperation with multiple agencies and stakeholders, completed ***Montana's Comprehensive Highway Safety Plan (CHSP)*** and has been actively supporting the implementation of strategies aimed at addressing twelve Emphasis Areas. Urban area crashes were identified as one of the CHSP Emphasis Areas. Based on input from the CHSP Committee and MDT, it was determined that urban area crashes are most appropriately addressed at a local level, enabling individual communities to focus on issues specific to their particular issues and needs.

Urban Area Crashes represent a unique issue in the State of Montana. As a primarily rural state, the majority of the Montana's fatal and serious injury crashes occur in rural areas. However, given higher population densities, the majority of <u>all</u> crashes occur in urban areas. Furthermore, urban fatal crashes continue to represent an average of over 10 percent of Montana's fatal crashes over the past ten years as shown in Table 2.

Given these statistics and the State's commitment to comprehensively address all aspects of transportation safety, MDT established a pilot program through which individual communities could request technical and financial support to develop a Community Transportation Safety Plan (CTSP). Individual communities needed to submit a written request expressing their interest in developing a safety plan, provide a problem statement of perceived safety issues, letters of community support, and identify a local plan sponsor responsible for coordinating development, implementation and tracking progress of strategies identified in the plan. Similar to the Comprehensive Highway Safety Plan, these community level safety plans must be comprehensive, data-driven and identify safety issues within the community.

Technical and financial support is provided to assist the community in identifying community safety issues, developing an inventory of existing efforts, identifying new strategies to implement, and developing a safety plan and implementation schedule. The City of Shelby was one of the initial applicants to receive transportation safety planning support under this pilot program. A safety plan will provide direction for the community regarding improvement of transportation safety. This safety plan documents the data-driven process undertaken to determine the most significant safety issues in the community and an action plan to address them.

Table 2. Statewide Urban vs. Rural Fatal Crashes

Year	Fatal Crashes	Rural Fatal Crashes	Urban Fatal Crashes	Percent Rural	Percent Urban
2000	203	185	18	91.1%	8.9%
2001	201	187	14	93.0%	7.0%
2002	232	209	23	90.1%	9.9%
2003	239	214	25	89.5%	10.5%
2004	209	184	25	88.0%	12.0%
2005	224	194	30	86.6%	13.4%
2006	226	204	22	90.3%	9.7%
2007	249	230	19	92.4%	7.6%
2008	208	175	33	84.1%	15.9%
2009	198	180	18	90.9%	9.1%
Change 1 Year	-4.8%	-2.9%	+12.5%	+8.1%	-42.8%
Change 5 Year	-11.3%	-9.3%	-3.2%	+1.8%	-15.0%

Source: MDT – Safety Management System, 2000-2009

The general approach for this program is to develop a community transportation safety plan using the same methodology as Montana's Comprehensive Highway Safety Plan, but at a community level. The process to develop the plan is similar to that used in the development of the CHSP but at a reduced scale, consistent with the needs of the individual community. The primary inputs to this plan are stakeholder input, analysis of existing data, as well as the project team's knowledge of "best practices" in safety programs, safety data management, potential funding opportunities, and program management/implementation.

3. Shelby-Toole County Transportation Safety Problem

The impact of traffic crashes is devastating for the families and friends of those killed or injured. Additionally, the cost to the State's economy is substantial. The economic impact of crashes to Montana was estimated at $595 million in 2005 by MDT.

People can become involved in a crash for a range of reasons. These contributing circumstances include decisions made by the driver, such as whether to drink alcohol before driving, drive without enough rest, drive in bad weather, or talk on the phone while driving. Other reasons why people are in a crash include how they handle the vehicle they are in – are they speeding, driving aggressively, abiding by signals and signs? The condition of the roadway is also important – are the stripes visible, is the bend in the road too sharp, can they see the road signs in the dark, is the roadway slippery due to snow or ice? There are many issues that must be considered when addressing roadway safety.

The suffering and economic loss caused by crashes is not inevitable. Individuals, organizations, and agencies can stand up for traffic safety and declare that the risk of injury or death is not an acceptable cost of mobility on our roadways.

Beginning in the summer of 2010, the Shelby-Toole County community came together to assess transportation safety within the county and devise ways to reduce crashes. The group reviewed safety data provided by MDTs Safety Management System Analyst, which tracks all traffic crashes in Montana that result in an injury or in more than $1,000 worth of property damage.

Figure 1 shows crashes in both the City of Shelby and Toole County by the level of severity from the most serious injury to any person involved to property damage. Each crash may involve more than one person suffering an injury. Property-damage-only crashes are those which result in significant enough damage to warrant a crash report, but where nobody was injured. However, the most important crashes to address through safety activities are severe, those resulting in a fatality or incapacitating injury, due to the very high costs of those crashes, both socially and financially. Therefore the focus of the data analysis was on fatal and incapacitating injury crashes. The data include crashes between 2005 and 2009 as it is important to look at multiple years of safety data since there can be significant variation from year to year.

Research in transportation safety has shown that nearly every crash is preventable. In most regions, including Toole County, the largest contributing factor in crashes is human behavior. Drivers must appreciate the skill, training, and attention required to safely maneuver a powerful two-ton vehicle. Every time a person gets into a car, the driver is presented with the opportunity to make that trip as safe as possible by obeying traffic laws, focusing on the task of driving, not driving when fatigued or impaired by drugs or alcohol, and wearing a safety belt.

Roadways should be designed to include safety features such as proper signage, adequate pavement markings, good visibility, minimal roadside hazards, and infrastructure for pedestrians and bicycles. Safety features such as rumble strips help to alert drivers should

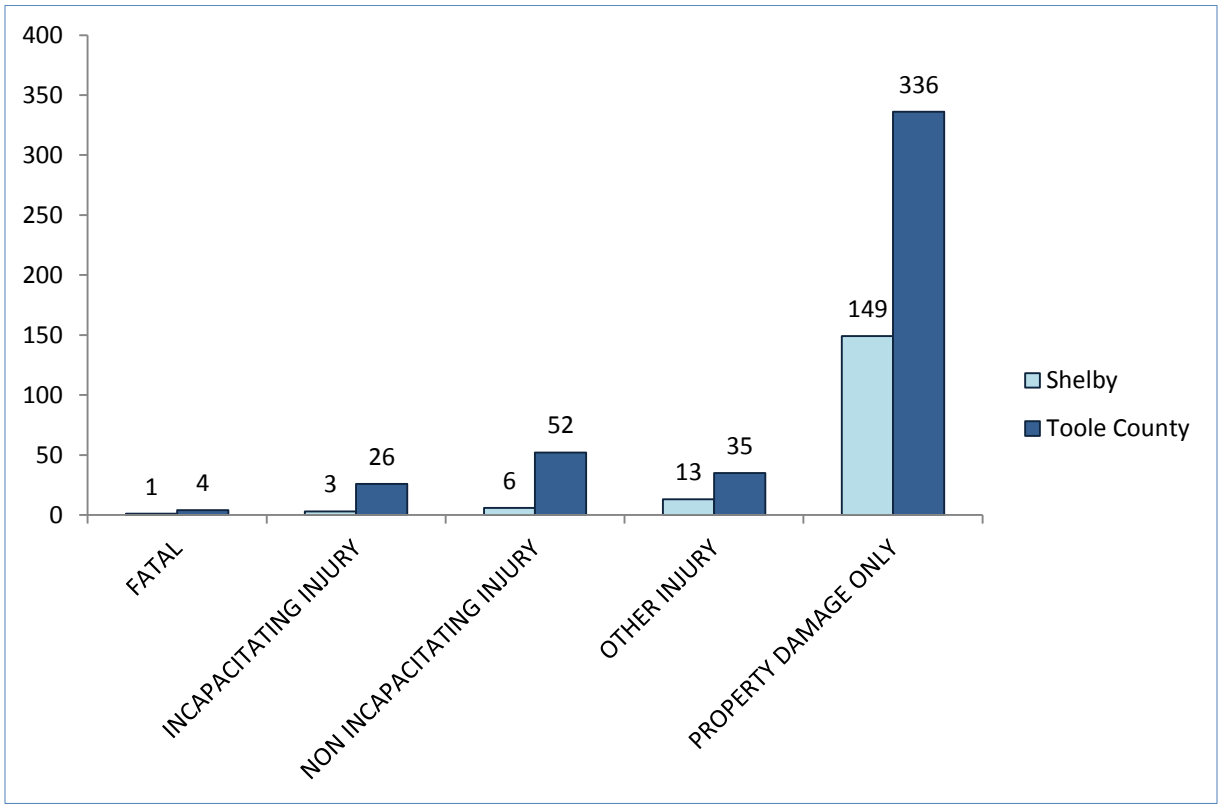
they begin to leave the travel lane. Other roadway safety features include elements such as guardrails, striping, lighting, etc.

Development of effective strategies to improve safety depends on accurate and complete crash data that can be analyzed in multiple ways. Toole County and Shelby have access to high-quality crash data via the resources of MDTs Safety Management System. This is vital to understanding transportation safety trends in the region and pinpointing the populations, infrastructure, and driver behaviors with the greatest need for safety improvement.

In Figure 1 the data show that of total crashes from 2005 to 2009, an average of nearly one crash per year resulted in a fatality, and more than five crashes per year resulted in an incapacitating injury. Based on this data, the community proceeded to work together to develop a plan to decrease these numbers.

Over time, progress toward achieving the goal of the plan will be monitored through tracking of crashes in Toole County on an annual basis. The data will show whether implementation of the CTSP strategies is making an impact.

Figure 1. Shelby-Toole County Crashes by Severity (2005-2009)

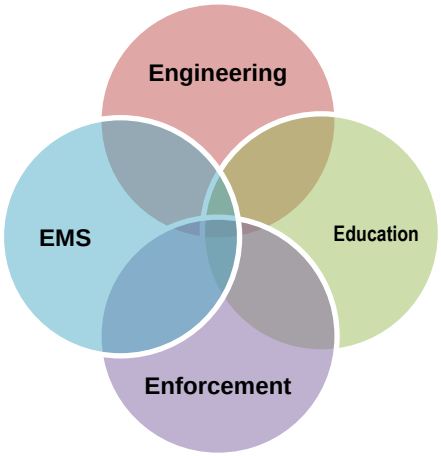


Source: MDT – Safety Management System

4. Methodology

The first step in developing the Community Transportation Safety Plan was assembling key stakeholders in the community with knowledge of the safety issues and interest in reducing crashes and improving the quality of life in Shelby and Toole County. Individuals were invited to be part of the Transportation Safety Advisory Committee (TSAC) based on their knowledge of and involvement in the 4Es of safety, shown in Figure 2: education, enforcement, emergency response, and engineering. It has been proven that safety strategies are most effective if stakeholders from each of these disciplines are involved in the process. For example, these stakeholders may include representatives from the local medical facility, first responders, sheriff's office, members of the judicial system, school district, chamber of commerce, and transportation engineers.

Figure 2. The Four Es of Safety



Planning Process

The planning process involved various steps to identify the specific safety issues in the community, develop goals for improving safety, and identify strategies to achieve that goal. The key steps in the planning process were:

- Define the key stakeholders for TSAC membership;
- Review available safety data;
- Develop mission statement and goal ;
- Identify Safety Emphasis Areas ;
- Review existing strategies and determine new strategies;
- Develop action plans to facilitate implementation; and
- Approve and submit final plan to City of Shelby and Toole County for adoption.

Transportation Safety Advisory Committee

The TSAC was established and met four times over the course of the study, in addition to their participation in the Safety Summit. Table 3 shows the key objectives for each of the meetings. The planning process started by ensuring that a wide range of stakeholders were involved in the transportation safety plan development. Additional members were invited to participate in the TSAC based on the input of community members, to ensure full representation by the 4Es. The TSAC membership is shown in Appendix A.

MISSION:
The mission of the TSAC is to review and provide guidance on the development of the Shelby-Toole County Community Transportation Safety Plan and to monitor and provide direction on plan implementation.

Table 3. Objectives for Key Planning Meetings

Meeting	Key Objectives
TSAC Meeting 1 **August 18, 2010**	• Initiate plan development • Identify TSAC members
TSAC Meeting 2 **September 22, 2010**	• Review key safety issues in Toole County • Define TSAC Mission
TSAC Meeting 3 **October 20, 2010**	• Define safety goal • Select Emphasis Areas for CTSP
Safety Summit **December 7, 2010**	• Identify safety strategies for emphasis areas
TSAC Meeting 4 **February 2, 2011**	• Review and approve Plan

The TSAC members initially discussed what they perceived to be the biggest safety issues within their community. Then, the group reviewed safety data to see the factors that were actually causing crashes. It was important that decisions about the areas of focus for the safety plan be supported both by data and the members of community that will be implementing the plan. Given that many crashes occurred on state roads outside the city limits, it was decided early in the planning process to expand the safety plan area beyond the City of Shelby and to include all of Toole County.

To determine how to best address safety and focus and prioritize efforts, the committee reviewed fatal and incapacitating injury crash data in Toole County related to key safety factors. This helped the group identify safety emphasis areas for Toole County.

Once those emphasis areas were determined the group identified safety strategies based both on a review of the national literature and what stakeholders felt would be appropriate and effective in their community. Table 3 shows the key objectives for the meetings held during plan development. The TSAC members discussed their role in the safety planning process and defined what TSAC sought to accomplish. The TSAC members developed their mission statement.

Safety Plan Goal

The TSAC discussed various approaches to defining a goal for the CTSP. The group reviewed data indicating that 30 fatal and incapacitating injury crashes occurred in Toole County from 2005-2009, as shown in Figure 1. This is an average of six severe injury (fatal and incapacitating) crashes per year. The group decided to pursue a reduction in the average number of severe injury crashes by one–third, or an annual reduction of 2 fatal/incapacitating injury crashes, within five years. Therefore the plan goal is:

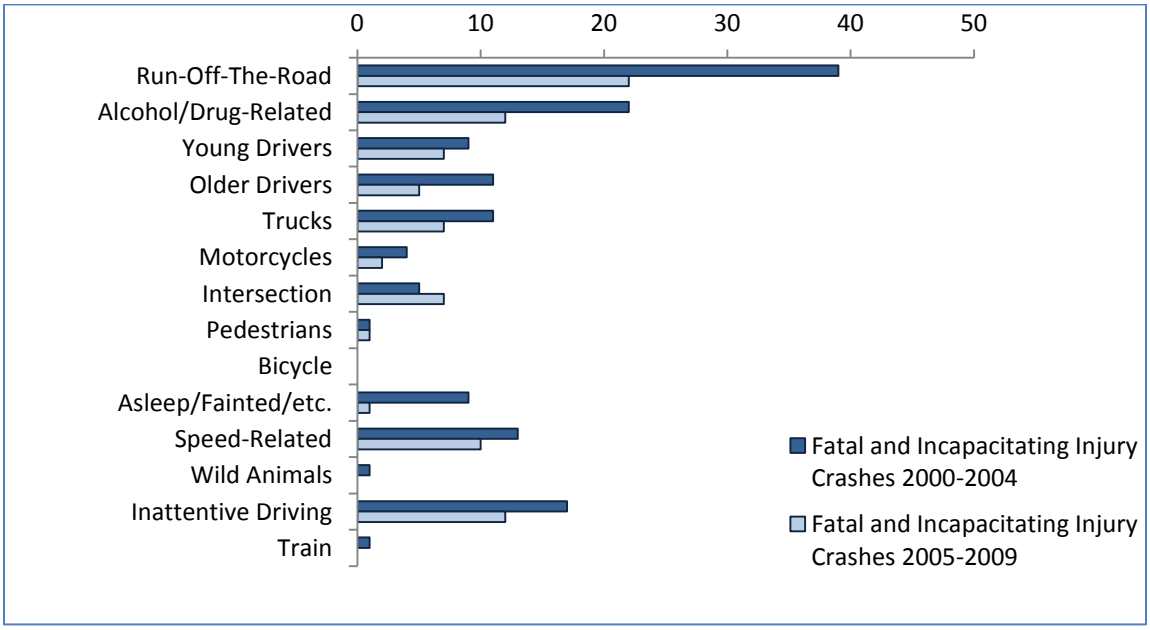
GOAL:
Reduce average annual severe injury crashes within Toole County by one third by 2015, resulting in an average of no more than four severe injury crashes per year.

Emphasis Areas

To understand how to most effectively focus resources, it is important to identify what types of crashes predominantly contribute to the community safety problem. The *AASHTO Strategic Highway Safety Plan: A Comprehensive Plan to Substantially Reduce Vehicle-Related Fatalities and Injuries on the Nation's Highways*, published in 2005, identified 22 safety emphasis areas on a national level. The development of emphasis areas represents a new approach to roadway safety by including populations (e.g., older and younger drivers), crash types (e.g., roadway departure crashes, head-on collisions), infrastructure/hazards (e.g., intersections, tree and utility pole collisions), behavior (e.g., occupant protection, distracted/ fatigued, impaired/alcohol), and modes (e.g., pedestrian, bicycle, motorcycle, heavy trucks). Once the community has a detailed understanding of the types of crashes that are causing the greatest loss of life and severe injury it is possible to target safety strategies to have the greatest safety impact with the resources available.

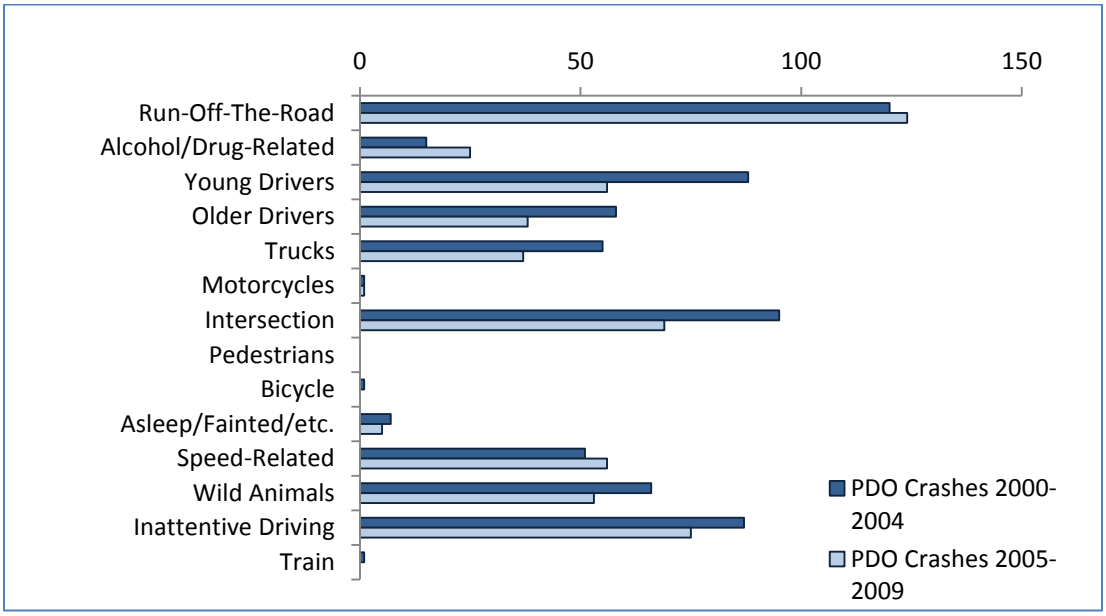
Montana's CHSP took the approach of using a data-driven process to define emphasis areas and the same approach was used in this plan. The emphasis areas considered are shown in Figures 3 and 4 with data shown for 10 years, broken into two five-year increments. It is important to consider data for multiple years to accurately capture trends. The data show that progress has been made in reducing crashes in most of the emphasis areas in Toole County, because the numbers are lower during 2005 to 2009 as compared to 2000 to 2004. However the group saw that the opportunity existed for improvement in several areas that show relatively higher levels of serious injury crashes.

Figure 3. Potential Safety Emphasis Areas - Fatal and Incapacitating Injury Crashes in Shelby-Toole County



Source: MDT – Safety Management System, 2000-2009

Figure 4. Potential Safety Emphasis Areas – Property Damage Only Crashes in Shelby-Toole County



Source: MDT – Safety Management System, 2000-2009

The group considered a number of criteria to decide which emphasis areas the community could have the greatest impact upon. Factors the group considered included the extent of loss of life and serious injury, the availability of data, the resources available to address the issue, and the feasibility of making an impact in terms of stakeholder support.

Following a discussion of the various areas, TSAC members conducted a voting exercise during which participants were given stickers to place next to the emphasis areas they believed were most important. The result of the voting exercise was selection of impaired (alcohol/drug related) and inattentive (distracted) driving. While the largest number of crashes involved vehicles that ran off the road, many of those crashes likely also involved impairment or inattention. Additionally, reducing roadway departure crashes can involve very costly infrastructure investments. TSAC members felt there was a greater opportunity at the community level to change behavior in the areas of impaired and inattentive driving.

Emphasis Areas

- Impaired Driving (Alcohol/Drugs)
- Inattentive Driving

Safety Strategies

Safety strategies are targeted efforts to address a specific safety problem. The strategy must be implementable and will be based on defined action steps. The outcome of each strategy will be tracked to ensure efforts taken are helping to reduce the numbers of fatal and severe injury crashes.

At the Shelby-Toole County Transportation Safety Summit, both the Emphasis Area discussion groups reviewed safety strategies proven to work in other states or regions. Participants discussed in depth what they felt the major issues were regarding safe driving related to distraction and impairment and devised strategies tailored to the Shelby-Toole County community.

Identifying how strategies will be implemented moving forward is a critical part of this plan. At the Summit, participants identified which agency or stakeholder is most appropriate to be involved in and/or leading each strategy. The groups also decided whether strategies could be initiated or implemented within a short (1-2 years) or medium (3-5 years) timeframe. The anticipated life of the plan is up to five years, after which time data should be reviewed and the results of the strategies' implementation should be fully evaluated. A potential new set of safety emphasis areas and strategies could then be developed based the key crash factors shown in the safety data current at that time.

Transportation Safety Summit

A central event in development of the CTSP was the Transportation Safety Summit held the evening of December 7, 2010 at the Shelby Civic Center. The goal of this event was to reach out to a wider audience of stakeholders, particularly those with expertise in the two emphasis area topics, and to identify new safety strategies for the emphasis areas to form the basis of the CTSP.

A total of 27 people participated in this three-hour transportation safety planning workshop including representatives from the City of Shelby, Northern Montana Insurance Services, Correctional Corporation of America, Toole County Sheriff's Office, Montana Highway Patrol, MDT, City of Sunburst, Toole County Tavern Association, Amtrak, and Shelby and Sunburst Public Schools (see Appendix B for list of participants). At the Summit, community leaders emphasized the importance of reducing crashes. Cambridge Systematics staff presented information on Shelby-Toole County safety data and the Community Transportation Safety Planning process to date.

Summit participants were divided into two groups based on their area of interest in the two emphasis areas. Each group reviewed nationally proven safety strategies that have been tried and proven effective in other areas and discussed which of these could be effective at improving safety in Toole County. Participants were also encouraged to generate ideas for new strategies other than those presented that would be appropriate for the Shelby-Toole County community. Strategies are shown in Figure 5 and are discussed detail in each Emphasis Area Section.

Emphasis Area Teams

Emphasis Area teams will spearhead and support implementation of the strategies identified in this plan. The starting point for forming the ongoing Emphasis Area teams should be coordination with stakeholder groups that have a responsibility or jurisdictional authority over the activity or strategy being undertaken. Participants in each of the Emphasis Area discussion groups at the Summit are also potential team members. Additional interested stakeholders and those representing groups important to implementation should also be invited to participate.

Each Emphasis Area team will have a Champion who is tasked with acting as chairperson for the group/team and convening regular meetings. The team will review and refine the strategies, define tactics for implementation, and ensure the responsible agencies/individuals lead the implementation of their assigned strategies. It is recommended that these groups initially meet every one to two months to get implementation of the strategies actively underway and to establish a protocol for monitoring progress. Most of the members of the TSAC will likely join one or both of the two emphasis area teams.

In this plan, each of the core strategy descriptions includes a list of the responsible stakeholder groups and individuals to act as leaders on implementation. The Emphasis Area Team should include these groups and validate that these are the right people to lead implementation of the strategies. If an individual can no longer fill the lead role on implementation of a particular strategy, the Emphasis Area Team members should work together to identify a replacement.

Inattentive Driving Emphasis Area Champion: Lorette Carter

Stakeholder groups for the Inattentive Driving Emphasis Area:

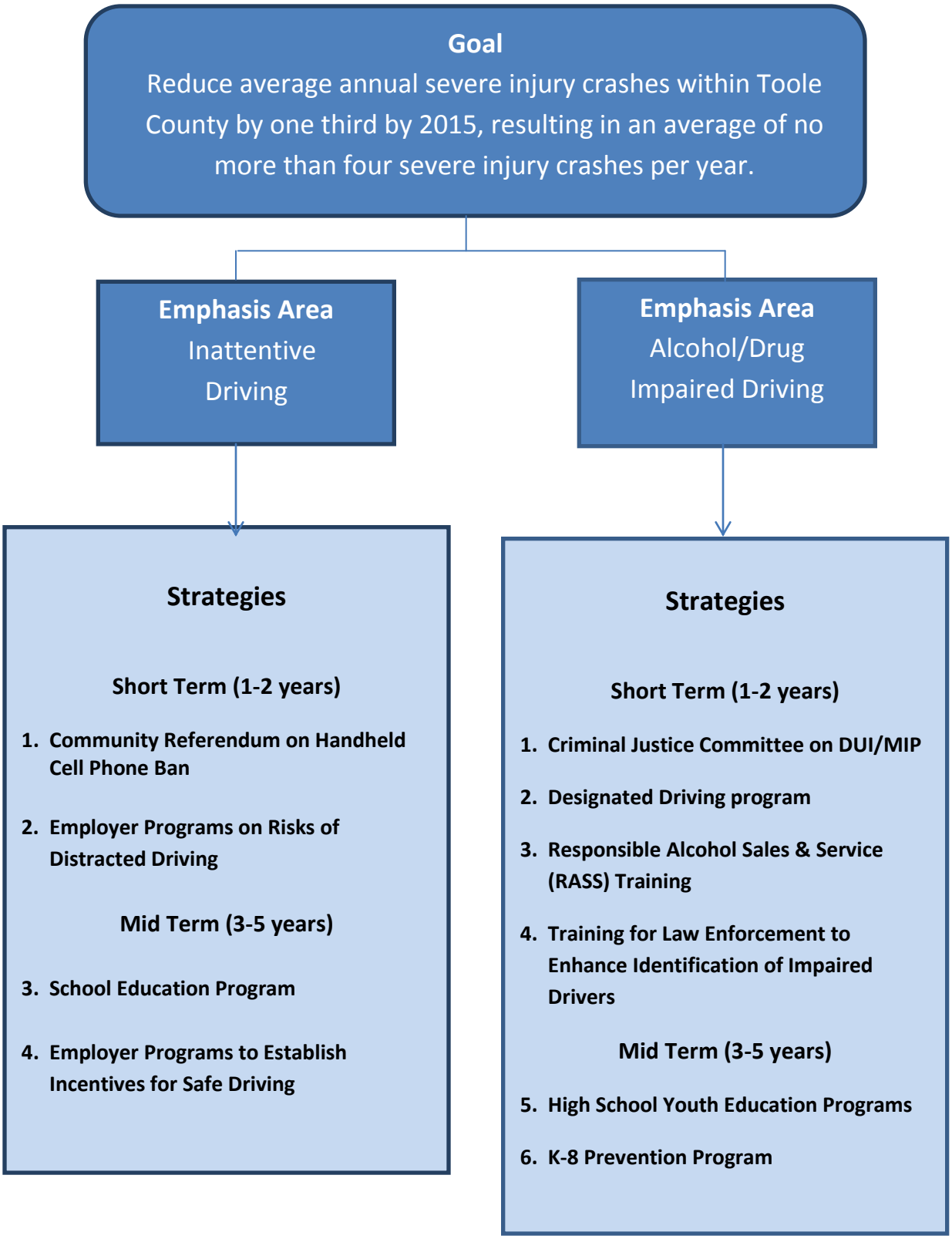
- TSAC members
- City of Shelby
- Shelby Chamber of Commerce
- Toole County Sheriff Office
- Montana Highway Patrol
- Shelby, Sunburst School Systems
- Shelby, Sunburst Teachers
- Montana Municipal Interlocal Authority
- Montana Association of Counties
- Workers Compensation/State Fund
- Insurance Industry
- Cell phone retail providers
- Medical center/County Health Coalition
- Others

Impaired Emphasis Area Champion: Mike Lamey

Stakeholder groups for the Impaired Driving Emphasis Area

- TSAC members
- Justice of the Peace
- Judges
- Prosecuting Attorneys
- Toole County Tavern Association members
- Retailers that sell alcohol
- Toole County Sheriff
- Montana Highway Patrol
- Shelby, Sunburst School Systems
- Shelby, Sunburst Teachers
- Toole County Health Coalition
- Others

Figure 5. Shelby-Toole County Transportation Safety Plan



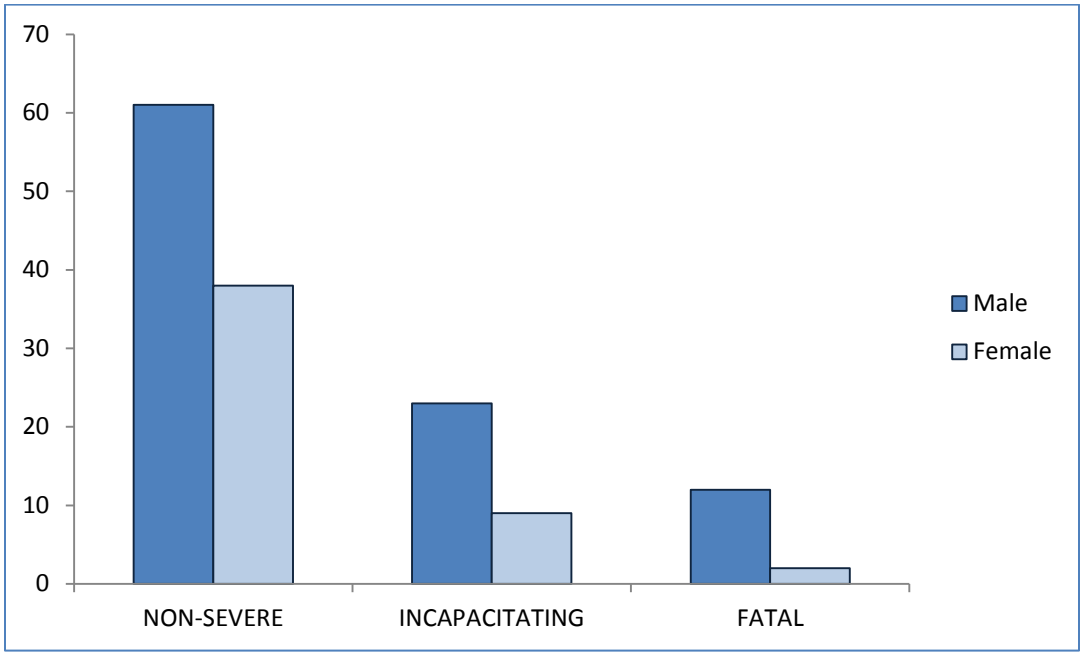
5. Emphasis Area 1 - Inattentive Driving

Inattentive driving can involve distraction due to a number of factors including something outside the vehicle, something inside the vehicle such as a child or pet, or by use of an electronic device. With the explosion in use of electronic devices including cell phones, smart phones, and MP3 players (iPods), recent attention has focused on distraction by these devices. Some states and communities have enacted bans on handheld cell phone use. A number of states have also passed laws prohibiting texting while driving.

While involvement of electronic device use in crashes is known to be underreported, national data show that it is a significant factor. According to the National Highway Transportation Safety Administration (NHTSA), nationally 20 percent of injury crashes in 2009 involved distracted driving. Drivers who use hand-held devices are four times more likely to get into a crash serious enough to injure themselves, according to the Insurance Institute for Highway Safety. According to the MDT Safety Management System data, of crashes in Toole County, men are more likely to be involved in an inattentive crash involving an injury, as shown in Figure 6. Figure 7 shows the age groups most likely to be involved in inattentive crashes.

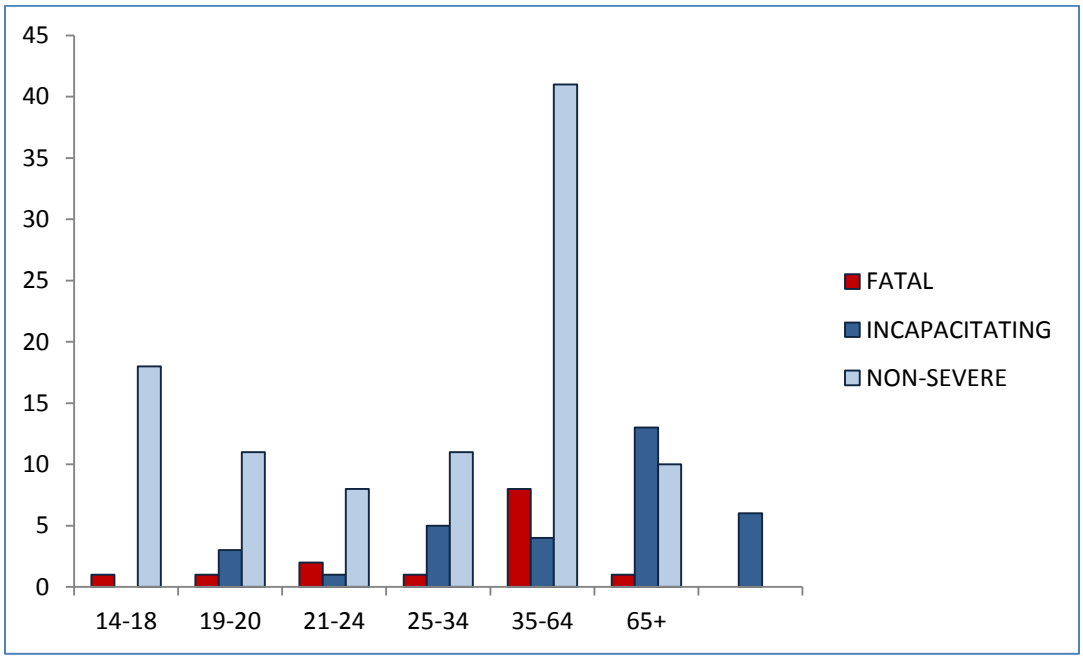
put it down

Figure 6. Shelby-Toole County Inattentive Injury Crash Involvement by Gender (2000-2009)



Source: MDT – Safety Management System, 2000-2009

Figure 7. Shelby-Toole County Inattentive Injury Crash Involvement By Age (2000-2009)



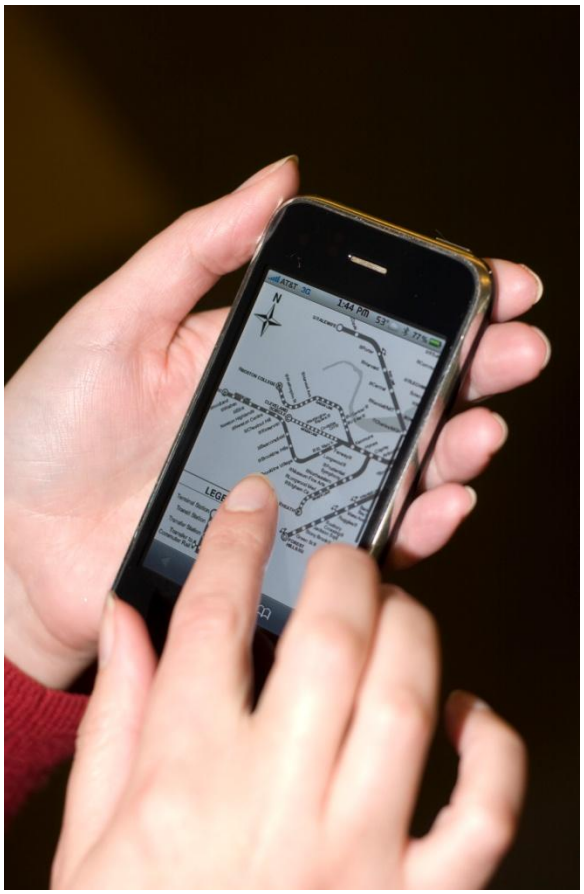
Source: MDT – Safety Management System, 2000-2009

New Strategies

The following new safety strategies were identified at the Safety Summit to address reducing inattentive driving crashes in Toole County. Additional information about key stakeholder groups, leaders, resources, key contacts and performance measures is shown in Table 4.

Short Term Strategies (within 1-2 years)

1. Community Referendum on Handheld Cell Phone Ban. At an upcoming Shelby City Council meeting, seek approval for holding a referendum on a potential ban on cell phone use by drivers in Shelby. This will generate community discussion and raise awareness of the issue. The topic will then be discussed throughout the community at public meetings in advance of the referendum, as well as by the high school debate team and in other forums. These discussions/debates will serve to educate the community. Once the referendum is held, if it passes, a ban on hand-held use of cell phones and other electronic devices while driving will be enacted. The Billings, Montana local ordinance will be used as a model. Even if the referendum does not pass, it is believed that the overall effort will nevertheless increase community awareness about the dangers of using handheld devices while driving.



2. Employer Programs on Risks of Inattentive Driving. Conduct an educational campaign with employers on the risks of inattentive driving. Reach out through the Chamber of Commerce using educational materials such as those developed by the Network of Employers for Traffic Safety (NETS) or WorkSafeMT. The intent would be to restrict the use of hand held devices by employees while they are driving while on the job, as well as to encourage reduction in distraction while commuting and off the job.

Mid Term (within 3-5 years)

3. School Education Program. Develop an educational program targeting grades K-12 to address inattentive driving as well as alcohol and drug education similar to a Drug Abuse Resistance Education – D.A.R.E. – which has

been used in the past regarding alcohol and drugs but has been discontinued due to lack of manpower. This program would be managed by the Toole County Sheriff Office and Toole County Health Department, which would develop educational topics, potentially for delivery by a School Resource Officer (SRO).

The goal would be to create a full-time position to provide outreach to all county schools. Funding will be researched to support a new School Resource Officer position. Consider development of safe driving contracts between parents and teens, such as those made available by U.S. DOT via the www.distraction.gov website. These contracts could include explicit provisions relevant to cell phones and texting while driving.

4. Employer Program to Establish Incentives for Safe Driving. Research with insurance agencies the possibility of developing an incentive program through the Workers Compensation Program for public employees with no crashes or claims. Montana has a statutory incentive limit of $50 per person, per year. Educate employees and policy holders of incentives and discounts for safe driving.

Strategy Implementation

Table 4 presents additional detail on various aspects of implementation. Potential action steps shown for each strategy are suggested activities that could be undertaken to support the strategies' implementation. Final selection of action steps is the responsibility of the Emphasis Area team. The Stakeholder Groups are members of the emphasis area team and represent organizations or agencies with the responsibility or jurisdiction over the specific strategy. The Leader is also a member of the emphasis area team and is an individual who will spearhead implementation of the strategy by convening meetings, leading discussions about action steps, and ensuring the strategy is implemented.

Resources are aspects of the strategy that will need financial support and potential sources for funding if needed. However, many strategies require only the time and commitment of individuals and will not require any dedicated funding. Timing provides a recommended timeframe for initiating or completing each strategy. The short-term strategies can generally be initiated immediately. For longer-term strategies, initial research or groundwork can be started earlier with the expectation of full completion of the strategy within three to five years. Performance Measures are ways to track that the strategy was appropriately implemented and to measure the impact on safety (i.e. reduction in crashes).

Table 4. Inattentive/Distracted Strategies and Implementation Details

Strategy/Potential Action Steps	Strategy Stakeholder Groups	Leader	Resources	Timing	Performance Measures
1. Community Referendum on Handheld Cell Phone Ban • Adapt Billings, MT ordinance 10-5521 for Shelby • Develop information documenting risks of distracted driving/benefits of ordinance • Present model ordinance to City Council to consider for fall 2011 referendum • Schedule debate at high school in early fall • Schedule public panel discussion and other presentations on issue	TSAC, Cassie Clark, Verizon-Shelby, school systems	Sue Smith, Amtrak	No dedicated funding required.	Target May 2011 City Council Meeting, Fall 2011 referendum	-Number of public events addressing this issue -Passage of ordinance
2. **Employer Program on Risks of Distracted Driving** • Adapt existing materials **(**e.g. from Network of Employers for Traffic Safety **or** www.distraction.gov**)** for use in Toole County • Distribute to businesses via Chamber of Commerce; kick off educational campaign at Chamber event	Shelby Chamber of Commerce, Toole County Safety Committee	Lorette Carter, COC President	Materials may be distributed electronically. Potentially funds needed for printing materials. Potential source: State Highway Safety Office.	Fall 2011 or Spring of 2012	-Number of distracted crashes on the job. -Number of overall distracted/inattentive crashes

Table 4. Inattentive/Distracted Strategies and Implementation Details, continued

Strategy/Potential Action Steps	Strategy Stakeholder Groups	Leader	Resources	Timing	Performance Measures
3. School Education Program • Evaluate current curriculum and opportunities for traffic safety information • Integrate safety information into existing curriculum, use existing materials from other regions, as possible • Pursue funding for long term School Resource Officer position to provide dedicated traffic safety education	Toole County Sheriff Office (new School Resource Officer), Montana Highway Patrol, school system, teachers, student youth council	Mike Lamey/Joe Rapkoch/ Duane Drogitis/ Deb Brandon	Funding needed for School Resource Officer; potential sources are: TCSO Drug Fund, Federal school education funding programs, Crime Stoppers Program, State Highway Safety Office.	Review school health programming for 2012-2013 school year.	-Number of inattentive crashes involving drivers under age 21 -Number of inattentive fatal/serious injury crashes involving drivers under age 21
4. Employer Program to Establish Incentives for Safe Driving • Initiate research with stakeholder groups into possibility of providing financial incentive to public employees who have not been in a crash during the previous year or several years. Explore opportunities via Workers Compensation Program. • Develop program for all businesses via Chamber of Commerce.	Montana Municipal Interlocal Authority (MMIA), Montana Association of Counties, Workers Compensation/ State Fund, insurance industry, Chamber of Commerce, Safety Committee	Travis Clark/ Larry Bonderud, MMIA President	Funding potentially derived from savings in reduced insurance premiums as a result of fewer crashes. Other potential funding sources: State Highway Safety Office, National Center for Injury Prevention and Control (Centers for Disease Control).	Initiate research in 2011. If feasible, work with employers to implement as soon as practical.	-Number of people receiving incentive, if data is available. -Number of fatal/serious injury crashes -Number of inattentive crashes -Number of fatal/serious injury inattentive crashes

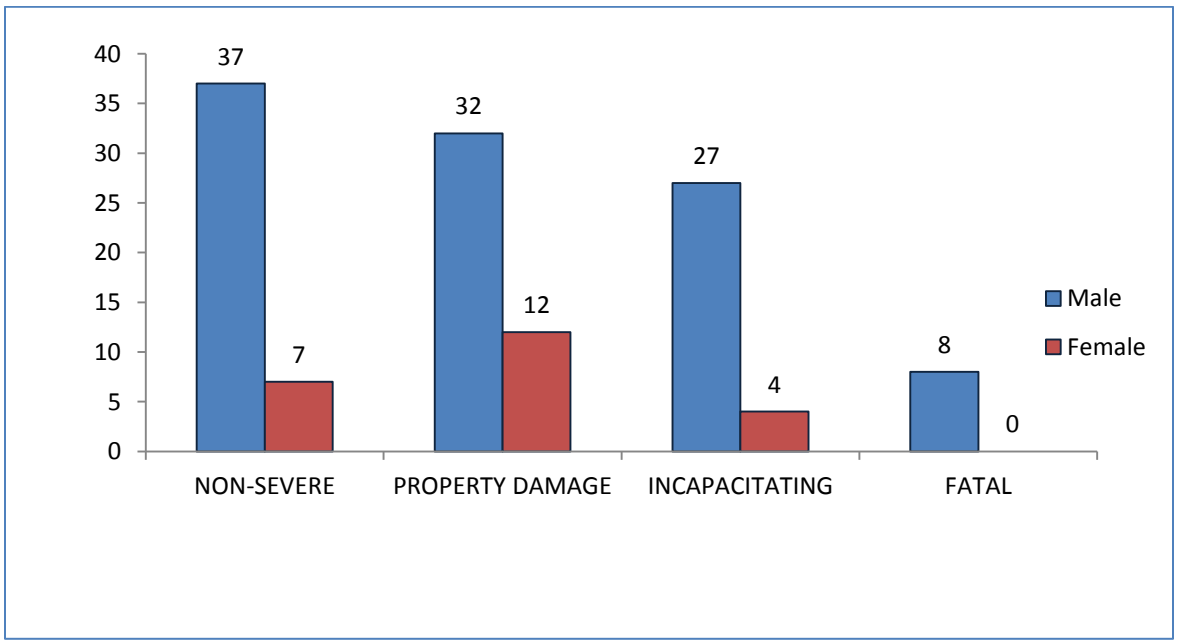
6. Emphasis Area 2 - Impaired Driving

Effective reduction of impaired driving involves a combination of effective laws that allow law enforcement to detect and arrest offenders. This must be followed up with effective prosecution and sentencing of offenders. To make progress in this area culture change is also needed to make driving while impaired less socially acceptable.

Given the involvement and interest by multiple key stakeholders on the TSAC and at the Safety Summit, a real opportunity for increased partnerships, improved communication and enhanced detection and prosecution exists for Toole County.

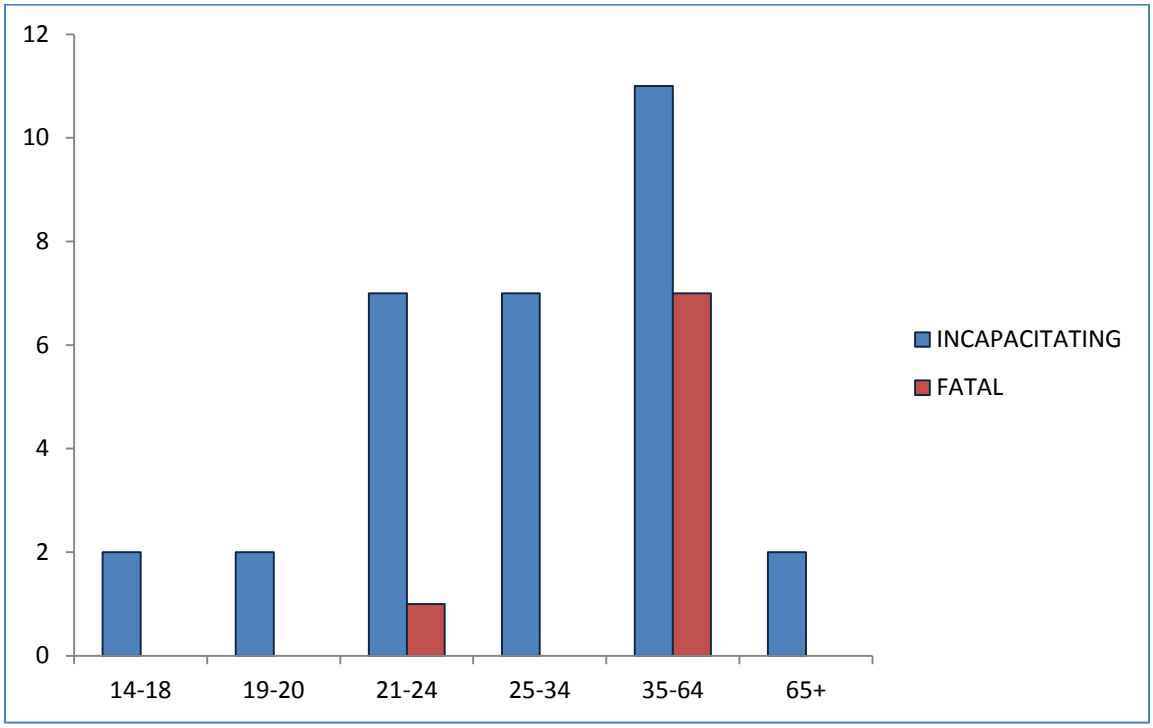
Between 2005 and 2009, 13 percent of Toole County crashes involved alcohol or drugs (57 of 61 impaired crashes involved alcohol). A major focus of safety efforts to reduce impaired crashes will need to be targeting the male population because the vast majority of impaired injury crashes involve men, as shown in Figure 8. As shown in Figure 9, the main age group affected is the population age 35 to 64.

Figure 8. Shelby-Toole County Impaired Injury Crashes by Gender (2000-2009)



Source: MDT – Safety Management System, 2000-2009

Figure 9. Shelby-Toole County Impaired Injury Crashes by Age (2000-2009)



Source: MDT – Safety Management System, 2000-2009

New Strategies

The following new safety strategies were identified at the Safety Summit to address reducing impaired driving crashes in Toole County.

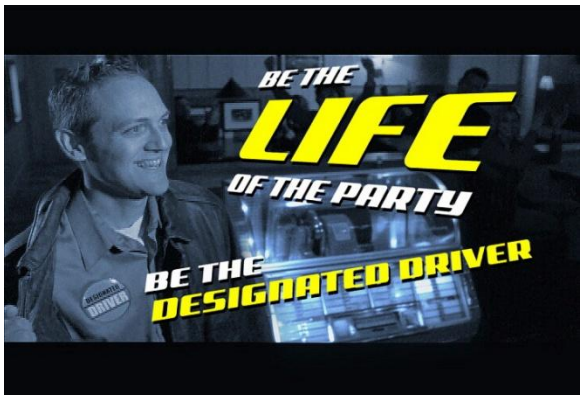
Short Term (within 1-2 years)

1. Criminal Justice Committee on Driving Under the Influence/Minor in Possession. Assemble a group including judges, Justice of the Peace, and prosecuting attorneys to establish an ongoing open communications mechanism between the various jurisdictions to address issues related to criminal justice. In particular, the group seeks to discuss consistency in prosecution of DUI and MIP offenses. The group will also work to identify or develop a mechanism to track offenses via the Full Court System if possible. For example, minors often receive multiple MIP charges in different counties but law enforcement and the judicial system is not aware of previous offenses. It is critical to understand if minors are receiving multiple charges so they may be prosecuted appropriately and be provided medical support for alcohol dependency if needed to prevent long-term issues into adulthood. A potential longer-term element of this strategy is development of a court monitoring system using volunteers to track outcomes of prosecution for DUI cases.

2. Designated Driver Program. A designated driver program will draw on the resources of individual community members to provide safe rides home for people who have been drinking. This is a solution to the challenge of providing alternative transportation in the Shelby/Toole County community because no taxi service exists and law enforcement cannot provide

rides due to liability and their need to be available to respond to urgent calls.

A designated driver program will be formalized, and promoted within establishments serving alcohol and throughout the community. Establishments will provide incentives for non-drinking drivers, such as free non-alcoholic beverages. Establishments will provide a way of identifying non-drinkers such as asking patrons at the door of bars and restaurants to identify a designated driver, and providing a special wristband so that servers can be sure the designated drivers are not consuming alcohol. The program should be branded via a logo and slogan and bars can put up posters to promote the program. The community must work together to develop a culture of shared responsibility and social acceptance to support a designated driver program.



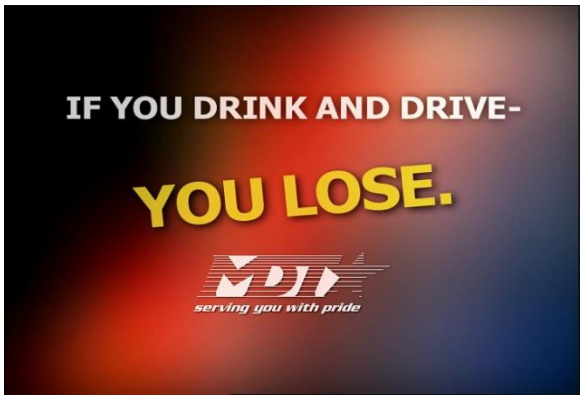
3. Responsible Alcohol Sales & Service (RASS) Training. Conduct training of servers and sellers of alcohol in Toole County. Two RASS training sessions are scheduled in March 2011. Employees of all liquor license holders (restaurants, bars, and retailers) in Toole County and Conrad, Cut Bank and Chester are encouraged to attend, but training is not mandatory. Those trained will include bartenders, wait staff, retailers, and staff working at a special event that requires a liquor license. Employers will pay employees for the time they are in the training. Following this training, additional trainings should be planned, potentially every one or two years, to ensure that there is a regular program for training, given turnover among servers. Legislation has been proposed in this legislative session in Montana to make RASS training mandatory throughout the state. If legislation at the state level does not pass, Toole County and Shelby should consider making RASS training mandatory.

4. Training for Law Enforcement to Enhance Identification of Impaired drivers. Conduct training of law enforcement staff on skills such as drug recognition expert (DRE), Standard Field Sobriety Test (SFST), and/or Advanced Roadside Impaired Driving Enforcement (ARIDE). Training can be provided locally to allow multiple local law enforcement personnel to participate. Montana Highway Patrol has a Traffic Safety Resource Officer that can provide training locally at no cost.

Mid Term (3-5 years)

5. High School Youth Education Programs. Develop educational programming for high school students on the risks of DUI and consuming alcohol underage. Review existing school health and safety programming and

identify opportunities to integrate information about the risks of DUI and MIP into those classes. Potentially partner with the distracted driving team to conduct education in the school system through a new School Resource Officer position. This position would conduct special programs or assemblies using existing established program such as Alive @25; Every 15 Minutes; Young, Sober and Free, etc. (Young, Sober and Free is currently in use in Shelby among teens that have had legal issues). A victim's impact panel may also be considered which would include speakers whose lives have been personally impacted by impaired driving. Funding sources will need to be explored to fund the SRO position.



6. K-8 Prevention Program. Develop a health and wellness program or integrate programming into existing health/physical education at the elementary school level. Research successful programs for this age group and adapt an existing program, such as "Protecting You/Protecting Me" developed by Mothers Against Drunk Driving (MADD) for integration into a school's core curriculum for 1st through 5th grade.

Strategy Implementation

Table 5 presents additional detail on various aspects of implementation. Potential action steps shown for each strategy are suggested activities that could be undertaken to support the strategies' implementation. Final selection of action steps is the responsibility of the Emphasis Area team. The Stakeholder Groups are members of the emphasis area team and represent organizations or agencies with the responsibility or jurisdiction over the specific strategy. The Leader is also a member of the emphasis area team and is an individual who will spearhead implementation of the strategy by convening meetings, leading discussions about action steps, and ensuring the strategy is implemented.

Resources are aspects of the strategy that will need financial support and potential sources for funding if needed. However, many strategies require only the time and commitment of individuals and will not require any dedicated funding. Timing provides a recommended timeframe for initiating or completing each strategy. The short-term strategies can generally be initiated immediately. For longer-term strategies, initial research or groundwork can be started earlier with the expectation of full completion of the strategy within three to five years. Performance Measures are ways to track that the strategy was appropriately implemented and to measure the impact on safety (i.e. reduction in crashes).

Table 5. Impaired Driving Strategy Implementation Details

Strategy/Potential Action Steps	Stakeholder Groups	Leader	Resources	Timing	Performance Measures
1. Criminal Justice Committee for coordination and open communication, including efforts on DUI/MIP • Identify all key stakeholders to involve in Committee • Confirm committee leader • Schedule regular committee meetings	Justice of the Peace, Judges, Prosecuting Attorneys, law enforcement, Customs and Border Control	Laurie McKinnon, District Judge invited	Identify volunteers for court monitoring	Establish Committee in spring 2011. Explore mechanisms for on-going coordination and pursue court monitoring by 2012	Regular meetings of committee. Identification of method to track offenses. Initiation of court monitoring program.
2. Designated Driver Program • Define program: e.g. bars will ask groups of patrons upon arrival who the designated driver is when they arrive. Driver will receive wristband and will be served free beverages. Identify any other incentives that can be provided to designated driver, e.g. entry into a raffle for a prize • Develop mechanism for briefing servers in participating establishments • Develop flyers or posters for use in bars promoting program • Launch program via media announcement	Toole County Tavern Association Members, TSAC, Shelby Chamber of Commerce	Jeanne Keck/ Lorette Clark, COC President	Resources for branding and promoting the program (e.g. layout of poster, development of fact sheet for servers, purchase of wristbands), potentially sponsored by Montana Tavern Association members.	Initiate development of program in spring 2011.	-Number of establishments promoting program -Number of fatal/serious injury crashes

Table 5. Impaired Driving Strategy Implementation Details, continued

Strategy/Potential Action Steps	Stakeholder Groups	Leader	Resources	Timing	Performance Measures
3. Responsible Alcohol Sales and Service • Promote training to all servers • Provide future training at regular intervals	Toole County Tavern Association, retailers, Shelby Chamber of Commerce	Jeanne Keck/ Lorette Clark, COC President	Montana Tavern Association funding/Town Pump	Conduct initial training on March 27th, 2011. Establish an ongoing training schedule.	Percent of all servers trained. The goal is for 100% of servers to be trained. If initial training has low participation, additional trainings will be scheduled. Number of trainings conducted
4. Training for Law Enforcement to Enhance Identification of Impaired Drivers • Determine what training is available at no cost • Determine what training is needed by law enforcement in Toole County • Schedule periodic trainings in Toole County	Toole County Sheriff, Montana Highway Patrol	Mike Lamey	MT Highway Patrol Traffic Safety Resource Officer- Kurt Sager	Schedule one training in 2011, others in 2012 and 2013 as needed.	Percentage of county law enforcement personnel trained. Multiple training sessions may be needed.

Table 5. Impaired Driving Strategy Implementation Details, continued

Strategy/Potential Action Steps	Stakeholder Groups	Leader	Resources	Timing	Performance Measures
5. High School Youth Education Program • Evaluate current curriculum and opportunities for traffic safety education • Integrate safety information into existing curriculum, using existing materials from other regions • Pursue funding for long term School Resource Officer position to provide dedicated traffic safety education • Once Resource Officer position is in place, deliver training via officer	Toole County Sheriff Office (new School Resource Officer), Montana Highway Patrol, school system, teachers, student council, County Health coalition	Mike Lamey/Joe Rapkoch/ Duane Drogitis/Deb Brandon	Funding needed for School Resource Officer; potential sources are: TCSO Drug Fund, Federal funding to school for education programs, Crime Stoppers Program Victim's impact panels	Review school health programming for 2011-2012 school year	-Decrease in MIP and DUIs of teens in three & five years following program implementation. Percentage of all students having participated in the program -Number of Classes/events held
6. K-8 Prevention Program • Evaluate current curriculum and opportunities for health/wellness education related to traffic safety • Integrate health/wellness/safety information into existing curriculum, using existing materials from other regions,	Toole County Sheriff, school system, Toole County Health Coalition	Mike Lamey/Joe Rapkoch/ Deb Brandon	TCSO Drug Fund, Federal funding programs, Crime Stoppers Program	Review school health programming for 2011-2012 school year	-Percentage of all students having participated in the program -Number of classes taught

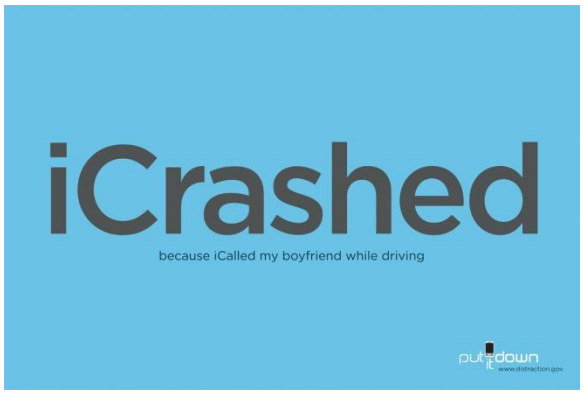
7. Additional Potential Future Strategies

The strategies listed in Sections 5 and 6 have excellent potential to effect positive change in Toole County. Once stakeholders engage in the implementation process, however, they may find that they need additional ideas for safety strategies beyond those developed in the Safety Summit. This plan can be adapted and updated by the community in three to five years as progress is made. If additional countermeasures are needed, the TSAC can draw upon nationally proven strategies drawn from *Countermeasures that Work*, published by the Governors Highway Safety Association (GHSA). Some of the strategies which have greatest applicability to Shelby-Toole County are described below.

Inattentive/Distracted Driving

Communications and Outreach. There is strong public support for communications and outreach to reduce distracted driving. However, distractions come in many forms. Distractions outside the car are not under the driver's control. Many distractions inside the car also cannot be controlled easily (conversations, children), or are intentional (listening to the radio or CD player, eating). They may in fact be useful, to keep drivers alert on a long trip. To have any chance, stand-alone communications campaigns must be carefully pre-tested, communicate health information not previously known, and be long-term. Communications may be targeted to specific demographic groups, such as:

- Drivers in their teens and early 20s
- General population
- Older Drivers (age 65+)
- Programs may be targeted to male or female if the data shows a prevalence of crashes among one gender



Safe Stopping and Resting Areas. Rest areas provide opportunities for motorists and commercial truck drivers, to safely stop, rest and use a telephone or other electronic device. Rest areas reduce drowsy and distracted driving and provide a safe and convenient alternative to unsafe parking along the roadside. Rest areas are typically provided on Interstate highways but other opportunities may exist on state or county roads in Toole County. Appropriate siting, security, services, and maintenance should be considered.

Impaired Driving

Saturation Patrols. A saturation patrol (also called a blanket patrol, or dedicated DUI patrol) consists of extra law enforcement officers patrolling a specific area for a set time to detect and arrest impaired drivers. Toole County Sheriff Office has previously participated in STEP (Selective Traffic Enforcement Program) but does not currently due to resource limitations.

Court Monitoring. In court monitoring programs, citizens observe, track, and report on DUI court or administrative hearing activities.

Court monitoring provides data on how many cases are dismissed or pled down to lesser offenses, how many result in convictions, what sanctions are imposed, and how these results compare across different judges and different courts.

DUI Court. A dedicated DUI court provides a systematic and coordinated approach to prosecuting, sentencing, monitoring, and treating DUI offenders.

Alcohol Screening, Brief Intervention, and Referral to Treatment (SBIRT). Alcohol screening is a quick assessment that estimates the level and severity of alcohol use and also identifies the appropriate level of treatment. Brief interventions are short, one-time encounters with people who may be at risk of alcohol-related injuries or other health problems which focus on the awareness of the problem and motivation toward behavior change. Brief interventions take advantage of a "teachable moment" when a patient can be shown that alcohol use can have serious health consequences.

Mass Media Campaign. A mass media campaign consists of intensive communications and outreach activities regarding alcohol-impaired driving that use radio, television, print, and other mass media, both paid and/or earned. Effective campaigns identify a specific audience and communications goal and develop messages and delivery methods that are appropriate to the audience and goal.

Minimum Drinking Age Law Enforcement. Enforcement can take several forms:

- *Actions directed at alcohol vendors*: compliance checks to verify that vendors will not se*ll to youth.*
- *Actions directed at youth*: "use-and-lose" laws that confiscate the driver's license of an *underage drinker, "Cops in* Shops" directed at underage alcohol purchasers, law *enforcement "party patrols"* using party dispersal techniques, and penalties for using false identification.
- *Actions directed at adults*: beer keg registration laws, enforcement of laws prohibiting pu*rchasing alcohol for youth*, and programs to limit parties where parents provide alcohol to youth.

Social Host Ordinance. Social host ordinances hold adults and other property owners accountable for the cost of law enforcement's repeated response to underage drinking parties regardless of whether the party violates nuisance laws. The ordinances can be a powerful tool for police. They may also help parents to say "no" when their teenagers want to have their friends over for a few beers.

Bar Patrols. Law enforcement and probation and parole officers look for convicted DUI offenders who have been ordered not to consume alcohol or frequent taverns as part of their sentencing. Officers can also look for and cite instances of over-service.

DUI Task Force. DUI task forces are multi-faceted coalitions that invite participation from a cross-section of community representatives in order to maximize their reach and effectiveness. Initial funding comes from driver license reinstatement fees. The task forces operate at the county level to reduce and prevent impaired driving, and may engage in a variety of activities at the county level. There are currently 34 approved DUI Task Forces in Montana, covering 38 counties. *However, there is no DUI Task Force in Toole County.*

Law enforcement equipment. In-car video cameras and lapel video recorders allow law enforcement to document an interaction with an impaired driver. The visual evidence is compelling to jurors. Also, DUI arrests are often witnessed only by the defendant and the officer; this equipment provides documentation when the facts of the case are contested. A preliminary breath test device is a small handheld alcohol sensor used to estimate or measure a driver's BAC. Law enforcement officers use PBTs in the field to help establish evidence for a DUI arrest. A passive alcohol sensor is a device to detect alcohol presence in the air.

Alcohol Policies for Community Events. Limitation on open containers during fairs, rodeos, etc. by using "beer gardens" to contain alcohol service. Also helps keep minors out. Other policies of value include requiring Responsible Alcohol Sales and Service (RASS) training for all servers to reduce liability and prevent over-service from occurring.

8. Implementation

Completion of the Shelby-Toole County Community Transportation Safety Plan is just the first step toward improving the safety of community residents on Toole County roadways. For any change to substantively occur, the plan must be *implemented*. The momentum achieved through the TSAC and at the Summit must be maintained to bring safety strategies to fruition. Implementation of each strategy listed above must be tracked and the performance measures listed monitored to ensure progress is being made.

Key implementation steps include the following activities:

1. Champions establish and coordinate emphasis area team meetings.
2. Identify a leader for each emphasis area strategy.
3. Conduct periodic meetings of the TSAC to maintain momentum, have Champions report on efforts and monitor progress.
4. Diligently undertake action steps for each strategy.
5. Modify or develop new strategies for each emphasis area as appropriate depending on available resources and progress toward achieving goals.

A committed group of stakeholders -- the Transportation Safety Advisory Committee -- has been assembled. All involved have provided their best ideas and commitment to this plan. Implementing the plan, TSAC members will need to continue to provide overarching guidance, and many TSAC members will likely be involved in implementation of individual strategies.

Transportation Safety Advisory Council (TSAC)

Quarterly or every six months, the full TSAC should convene to track overall progress on implementation. Each emphasis area team should provide a report on progress implementing each strategy at these meetings. Key performance measures the TSAC should track are fatal and incapacitating injury crashes involving inattention or impairment. Given the focus on these two areas, the goal is for the numbers of severe injury crashes to go down, which will contribute to achieving the overall goal of this plan: reduction of severe injury crashes by one-third, to no more than four per year.

Ongoing participation of the TSAC is a critical component of the overall CTSP. If feasible, it is recommended that the City of Shelby continue to provide the resources and leadership to facilitate the TSAC to ensure that efforts to implement the CTSP continue into the future.

Reporting

Regular progress tracking and reporting is essential to ensure success. Monitoring progress allows the TSAC to assess and modify strategies as necessary to accomplish the CTSPs goal. Tracking and reporting implementation progress of emphasis area strategies and performance measures to MDT will be done by the Plan Sponsor on an annual basis. The Plan Sponsor will update the CTSP as warranted to improve safety and reduce the number and severity of crashes in Shelby and Toole County.

Appendix A

TSAC Membership

- Robert Bender – Montana Highway Patrol, Shelby Station
- Larry Bonderud – Shelby Mayor
- Lorette Carter – Shelby Community Economic Development Director; Plan Sponsor
- Mark Cole – MMCA/WorkSafe MT
- Cindy Combs – Disaster Coordinator, Marias Medical Center
- James Combs – MDT Great Falls
- Jeanne Keck – Toole County Tavern Association
- Mike Lamey – Toole County Sheriff Office
- Mike McDonald – MDT Maintenance
- Dave Miller – Toole County Commissioner/Council on Aging
- Val Moench – Toole County Road
- Bill Moritz – City Superintendent
- Joe Rapkoch – Shelby Public Schools
- Sue Smith – Amtrak, Operation Lifesaver
- Allan Underdal – Toole County Commissioner
- Mark Warila – MDT Shelby Maintenance
- Jim Yeagley – City Planner
- Ray Waller – Shelby Development Dept/Transit Supervisor
- Jane Wolf – BNSF
- Chris Muller – Shelby Promoter

Appendix B

Safety Summit Participants

Audie Bancroft
Shelby Chamber of Commerce

Robert Bender
Montana Highway Patrol

Larry Bonderud
City of Shelby, Mayor

Deb Brandon
Toole Co Development

Lorette Carter
Community Economic Development Director

Travis Clark
Northern Montana Insurance Services

Duane Drogitis
Correctional Corporation of America

Kevin Gates
Toole Co Sheriff Office

Donna Matoon
Toole Co Sheriff Office

Laurie McKinnon
District Judge

Don McNett
MDT- Shelby Maintenance

Dave Miller
Toole Co Commissioner

Rob Habets
Boy Scouts

Gary Iverson
Mayor of Sunburst

Teri Iverson
Sunburst Schools

Chris Ivins
Corrections Corporation of America

Jeanne Keck
Toole Co Tavern Association

Mike Lamey
Toole Co Sheriff Office

Pam Langve-Davis
MDT-Statewide & Urban Planning

Sam Lawton
Cambridge Systematics

Sherrie Murphy
Toole Co Justice of the Peace

Chris Muller
Shelby Promoter

Joe Rapkoch
Shelby Public School

Jody Rismon
Probation

Sue Smith
Amtrak

Carol Strizich
MDT-Statewide & Urban Planning

Allan Underdal
Toole Co Commissioner

Audrey Wennink
Cambridge Systematics

Appendix C

Safety Resources

Impaired Driving

Impaired Driving- US Department of Labor -
http://www.dol.gov/asp/programs/drugs/workingpartners/sp_iss/idhome.asp

Impaired Driving- NHTSA - http://www.nhtsa.gov/Impaired

NOYS (National Organizations for Youth Safety) - underage drinking, distracted driving, seatbelts
http://www.noys.org/

MADD (Mothers Against Drunk Driving) - Media Releases, Social Hosts, under aged drinking, drinking and driving http://www.madd.org/drunk-driving/

Governor's Highway Safety Association (GHSA)- safety media http://www.ghsa.org/

MT Department of Revenue, Alcohol Beverage Control- Responsible Alcohol Sales and Service;
http://revenue.mt.gov/forbusinesses/alcohol_beverage_control/Alcohol_Server_Training/default.mcpx

MDT- Highway Safety Office, Impaired Driving; http://www.mdt.mt.gov/safety/impaired.shtml

MDT- Sober Friend; http://www.plan2live.mt.gov/plan_your_ride.shtml

MDT- Christine's Story- impaired video; http://www.mdt.mt.gov/safety/john.shtml

Inattentive Driving

NETS (Network of Employers for Traffic Safety) – distracted driving, impaired driving, employer information http://trafficsafety.org/

National Safety Council- Distracted Driving, Driver Safety, Teen Driving (Alive @ 25)
http://www.nsc.org/safety_road/Pages/safety_on_the_road.aspx

NOYS (National Organizations for Youth Safety) - underage drinking, distracted driving, seatbelts
http://www.noys.org/

Distracted Driving - http://www.distraction.gov/

Texting & Driving-Utah video; http://ut.zerofatalities.com/texting.php

Teen Drivers - http://www.nhtsa.gov/Teen-Drivers

Insurance Institute for Highway Safety – brochures –GDL, teen drivers, insurance los by make and model http://www.iihs.org/brochures/default.html

SADD (Students Against Destructive Decisions) - underage drinking, other drug use, impaired driving and other destructive decisions http://www.sadd.org/

Hands Free Info -- http://handsfreeinfo.com/

State Farm – Teen Driving Site; tips, facts, discount funding, http://www.betterteendriving.com/

Motor Carriers of Montana (MCM) – Share the Road program, be aware of the No Zone around big trucks http://www.mttrucking.org/

Operation Lifesaver- know your signs, distracted http://www.oli.org/

MDT- Highway Safety Office, Hazardous Actions: http://www.mdt.mt.gov/safety/haz_actions.shtml

Other Resources

MDT Community Transportation Safety Plan: http://www.mdt.mt.gov/safety/plans-programs/community-plans.shtml

MDT Comprehensive Highway Safety Plan http://www.mdt.mt.gov/safety/plans-programs/chsp.shtml

MDT Highway Safety Grants & Funding; http://www.mdt.mt.gov/safety/grants.shtml

Billings Cell Phone Ordinance; http://bloximages.chicago2.vip.townnews.com/billingsgazette.com/content/tncms/assets/editorial/1/2e/f23/12ef23a4-ce36-11df-9ce1-001cc4c002e0-revisions/4ca7498563dfb.pdf.pdf

Appendix D

Toole County Data Analysis Definitions

Reporting Explanation

Data Sources

All the data contained in this report, except the Native American fatality data, was gathered from reports run in October 2010 from the MT Department of Transportation, Safety Management System. The Native American fatality data is from the Fatality Analysis Reporting System.

Timeframe

Two five-year increments: 2000 – 2004; 2005 – 2009.

Injury Severity

Fatal Injury: any injury that results in death.

Incapacitating Injury: any injury, other than a fatal injury, which prevents the injured person from walking, driving or normally continuing the activities the person was capable of performing before the injury occurred.

Crash Severity

Fatal crash: any injury crash that results in one or more fatal injuries.

Incapacitating injury crash: any injury crash, other than a fatal crash, that results in one or more incapacitating injuries.

Property damage only crash: any non-injury crash in which damage to the property of a person exceeds $1,000.

Crash-Related Emphasis Areas (Total Number of Crashes)

Run-Off-The-Road

Any crash where the first harmful event was overturn, immersion, other non-collision, collisions with motor vehicle on another roadway or collision with any fixed object. There is no specific code

for road departure in the Montana crash report, so this provides a way to estimate the number of run-off-the-road crashes where a vehicle.

Alcohol/Drug-Related

Any crash where at least one driver involved in the crash is determined to have had a BAC of 0.01g/dL or higher OR if police indicate on the crash report that there is evidence of alcohol and/or drugs present. This does not necessarily mean that the driver was tested for alcohol and/or drugs.

Young Drivers

Any crash involving at least one driver from 14- to 20-years-old. This does not imply the young driver is at fault in the crash.

Older Drivers

Any crash involving at least one driver over the age of 64 years. This does not imply the older driver is at fault in the crash.

Trucks

Any crash involving at least one vehicle with a truck body-type and over 10,000 pounds gross vehicle weight rating, including single unit trucks and truck tractors. This is not limited to commercial vehicles. This does not imply the driver of the truck is at fault in the crash.

Motorcycles

Any crash involving at least one motorcycle. This does not imply the motorcyclist was injured, nor does it imply the motorcyclist was at fault. The definition of a motorcycle includes motor-scooters, mini-bikes and mopeds; it excludes all terrain vehicles (ATVs) and snowmobiles.

Intersection/Intersection-Related

Any crash where the first harmful event occurs within the limits of an intersection OR where the first harmful event occurs on an approach to or exit from an intersection and results from movement through the intersection.

Pedestrians

Any crash involving at least one pedestrian. This does not imply the pedestrian was at fault in the crash.

Bicycle

Any crash involving at least one bicycle. This does not imply the bicyclist was at fault in the crash.

Asleep/Fainted/etc.

Any crash with at least one driver-related contributing circumstance being fell asleep, fainted, etc.

Speed-Related

Any crash with at least one driver-related contributing circumstance being exceeded stated speed limit or too fast for conditions.

Wild Animals

Any crash where the first harmful event was wild animal. Crashes involving domestic animals are excluded.

Inattentive Driving

Any crash with at least one driver-related contributing circumstance being inattentive driving or cell phone use.

Train

Any crash where the first or most harmful event was railway train.

Appendix E

Current/Historical Activities in Selected Emphasis Areas

A number of activities currently are in practice or have been previously applied within Toole County in the two CTSP emphasis areas. These activities include the following:

Distracted / Inattentive Driving

- MDT occasionally uses Variable Message Signs reading "Don't Text & Drive"
- Marias Medical Center and Corrections Corporation of America (CCA) both have a policy against distracted driving while using company vehicles

Alcohol and Impaired Driving

- The Toole County Tavern Association indicated that bartenders informally call for rides for patrons that have been drinking and cannot drive.
- Minor in Possession law - - There is a zero tolerance policy with local enforcement: ALL minors found in possession WILL receive a citation.
- Historically, Toole County participated in the Selective Traffic Enforcement Program (STEP), which is an overtime enforcement program. This cost approximately $3,000/year.
  - However, the Sheriff's Department does not participate anymore
  - It is difficult to target scheduling of hours a year in advance (could work for short-term planning)
  - There is a lack of staff to conduct special enforcement during special events; all 12 county staff are already involved in staffing any major special events and no additional staff are available to focus on enforcing impaired driving.
- The Drug Abuse Resistance Education (D.A.R.E) program is no longer in place. This program focused on law enforcement interaction with 5th grade students on making safe choices.
  - Cost $4,000 /year
  - Must be conducted by certified law enforcement
  - Program was discontinued due to lack of staff to lead it
- Young, Sober, & Free (YSF)
  - For those who have had a Minor in Possession, expanding to drug use
- Red Ribbon Week
  - Held at the end of October as an annual event at the High School
  - Encourages staying away from alcohol/drugs
- For Commercial Drivers – no tolerance for impaired driving