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GOVERNOR

**STATE OF ARIZONA**  
**ANNUAL PERFORMANCE REPORT**  
**FEDERAL FISCAL YEAR 2011**

**PREPARED BY**  
**ARIZONA GOVERNOR'S OFFICE OF HIGHWAY SAFETY**

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GOVERNOR  
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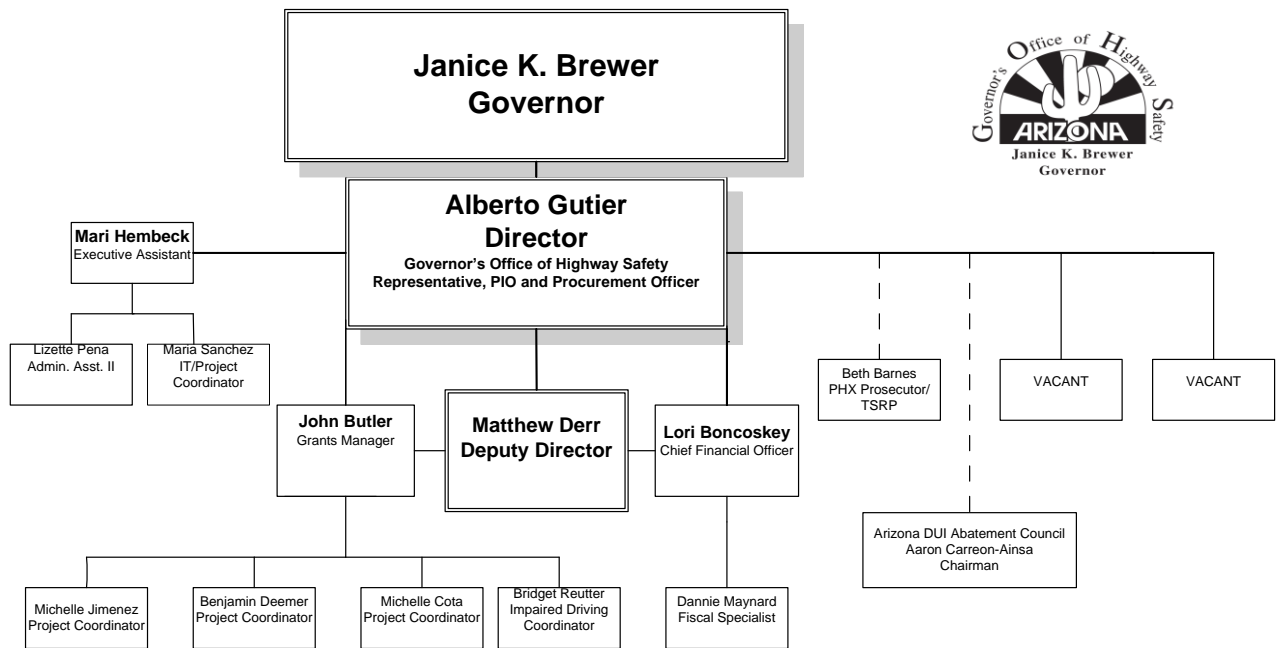
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DIRECTOR  
GOVERNOR'S HIGHWAY SAFETY REPRESENTATIVE

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# GOVERNOR'S OFFICE OF HIGHWAY SAFETY ORGANIZATION CHART



## INTRODUCTION

This report, required by the National Highway Traffic Safety Administration (“NHTSA”) pursuant to 23 CFR § 1200.33 provides an update of highway safety projects throughout the state of Arizona in Federal Fiscal Year (“FFY” or “FY”) 2011 as administered by the Arizona Governor’s Office of Highway Safety (“GOHS”).

The projects and funding administered by GOHS were approved by NHTSA Region IX in the FY 2011 Highway Safety Plan (“HSP”) and subsequent revisions throughout the year.

## ACCOMPLISHMENTS

### STATISTICAL

- ✓ In FY 2011, GOHS continued making progress towards reducing traffic fatalities across all programmatic areas. With the exception of pedestrian fatalities, which increased last year, Arizona realized decreases in all other programmatic areas.
- ✓ Total fatalities in Arizona fell 5.46 percent in 2010 to 762, the lowest number in almost 20 years. In the five year period from 2006 to 2010, total traffic fatalities decreased 41.07 percent.
- ✓ According to the Arizona Department of Transportation, Fatalities per 100 million vehicle miles of travel (“VMT”) decreased 5.22 percent to 1.27 in 2010 from 1.34 in 2009. This decrease eclipsed the national decrease of 4.30 percent.
- ✓ In the last five years, fatalities per 100 million VMT have decreased 33.50 percent.
- ✓ Alcohol-impaired fatalities continued to decrease, decreasing 11.01 percent to 194. Over the five year period from 2006 to 2010, alcohol-impaired fatalities decreased 51.38 percent.
- ✓ Speeding related fatalities decreased to 245, representing a decline of 16.38 percent from 2009 and a 58.05 percent decrease over the last five years.
- ✓ Motorcycle fatalities decreased to 92, down 23.97 percent from 2009.
- ✓ Seatbelt use increased slightly to 82.90 percent.
- ✓ Child safety restraint use increased slightly to 79.1 percent.

## OPERATIONAL

- ✓ GOHS participated in and completed a mandatory NHTSA Management Review of its operations for FY 2009, 2010 and 2011.
- ✓ GOHS participated in and completed a mandatory NHTSA traffic records assessment and made changes to the structure of the Traffic Records Coordinating Committee to better manage and expend Section 408 funds.
- ✓ GOHS advanced the grant calendar and for FY 2011, GOHS executed most contracts by October 1.
- ✓ As part of the grant review process, GOHS began requiring grantees to make in-person presentations to GOHS staff on their agency's grant proposal.
- ✓ GOHS developed and rolled out a revamped and improved e-grants system which was online and available for FY 2012 applications.
- ✓ In January and February, GOHS provided statewide training to more than 300 people on the proposal guide and modifications for FY 2012.
- ✓ GOHS supported the "Buckle Up Arizona...It's the Law!" campaign as part of the national "Click it or Ticket" campaign in May 2011 by providing \$175,000 in overtime funding for traffic enforcement during the two week period. GOHS provided funding to 25 law enforcement agencies for this campaign and an additional 22 agencies participated without funding from GOHS.
- ✓ GOHS participated in the national Labor Day DUI crackdown.
- ✓ GOHS continued to emphasize the message of sober designated drivers with the "Get a DD...Not a DUI!" tagline in paid and earned media campaigns, in addition to GOHS' "Drive Hammered...Get Nailed!".
- ✓ GOHS was the host agency for the annual Lifesavers Conference at the Phoenix Convention Center
- ✓ GOHS updated its policies and procedures manual, the first update since 2003. The updated policies and procedures manual included sections on GOHS' new project monitoring criteria and policies.



GOHS Staff at DUI Task Force Kickoff

- ✓ Utilizing Section 163 (BAC .08) and Section 410 funds, GOHS purchased 6 DUI processing vans for the Tucson Police Department, Scottsdale Police Department, Salt River Pima Maricopa Indian Community Police Department, Maricopa County Sheriff's Office and the Department of Public Safety. All of the work on these vehicles was done in Arizona by Arizona companies with a total investment of approximately \$1 million.
- ✓ GOHS continued to work on developing and improving DUI Task Force Operations.
- ✓ GOHS Staff participated in "Public Safety Days" at the Arizona State Fair, providing thousands of children and families invaluable traffic safety information.
- ✓ Arizona was prominently featured in the National Geographic Channel's *Taboo* program on alcohol abuse. Filming took place over last Labor Day weekend throughout Maricopa County with GOHS organizing and helping produce the television special. The program should air in 2012.
- ✓ GOHS Director Alberto Gutier conducted dozens of television and radio interviews on topics and GOHS was mentioned in hundreds of news articles across the state.

## PROBLEM IDENTIFICATION OVERVIEW

2010 data from the NCSA Fatality Analysis Reporting System ("FARS") show that traffic fatalities in Arizona decreased 5.46 percent from 2009 to 2010. In the five year period from 2006 to 2010 traffic fatalities decreased 41.07 percent from 1,293 to 762.<sup>1</sup>

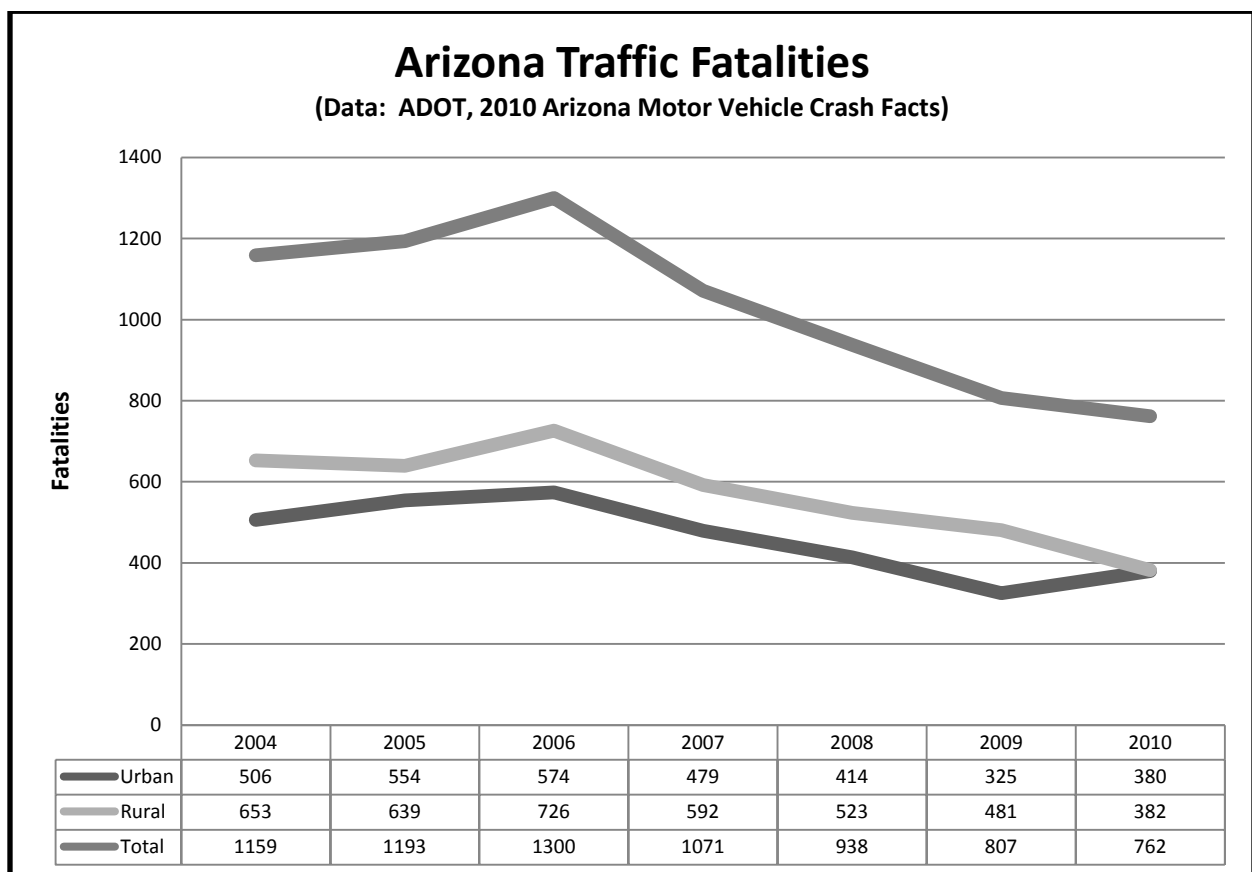
In order to meet the goals set forth in the FY 2011 HSP, last year, Arizona funded projects in the following emphasis areas:

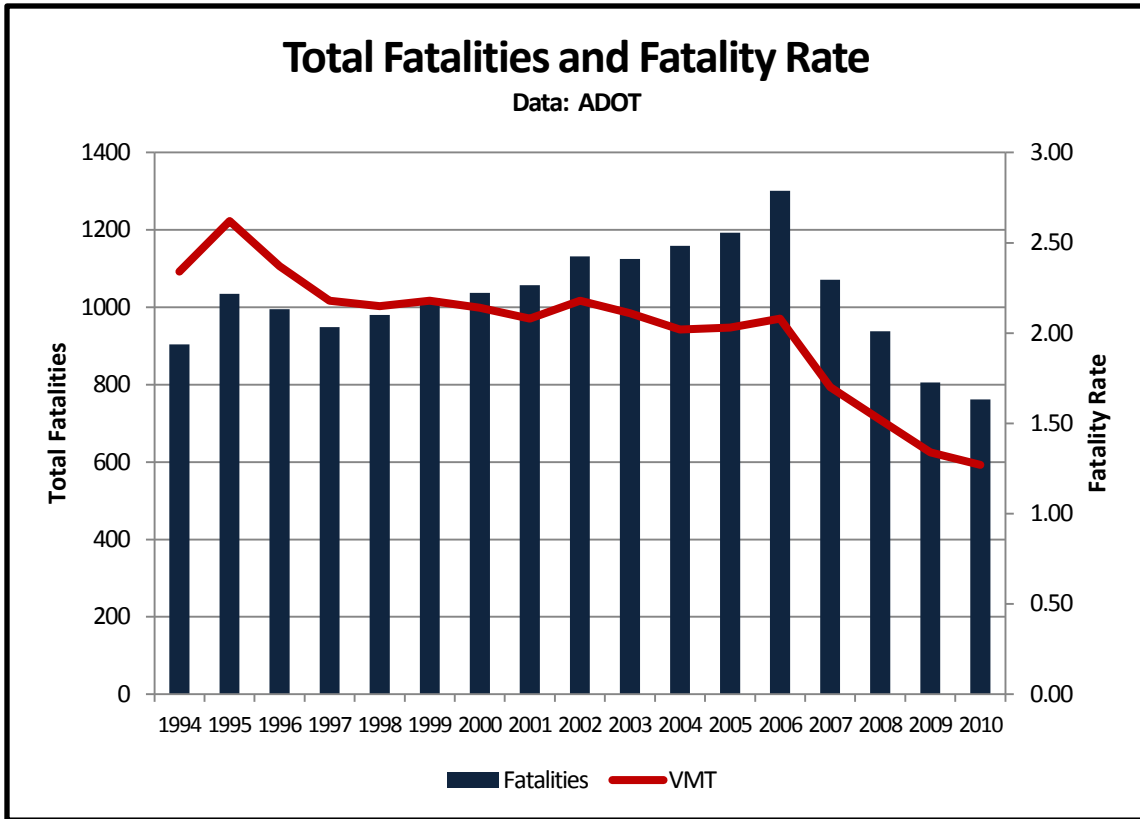
- **Alcohol and Other Drugs / Youth Enforcement** - To reduce the number and severity of crashes in which alcohol and/or drugs are contributing factors.
- **Occupant Protection** - To increase the statewide seat belt / child safety seat (CSS) usage rate of motor vehicle occupants and to increase public information and education of the benefits of seat belt and child safety seat usage for adults and children.
- **Police Traffic Services** - To achieve and maintain compliance with traffic laws such as aggressive driving, speeding and red light running. Enforcement must be consistent, impartial and uniformly applied to all street and highway users.
- **Traffic Records** -To develop a comprehensive data processing system that brings together the engineering, enforcement, educational, medical, behavioral health, prosecution, judicial, correctional, and emergency response disciplines.

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<sup>1</sup> Note: Unless otherwise noted, all fatality and crash data referenced throughout this report is from Calendar Year 2010 data from the NCSA Fatality Analysis Reporting System ("FARS") or from the Arizona Department of Transportation's Motor Vehicle Crash Facts 2010 Report. Where applicable, Calendar Year 2011 data was utilized and noted.

- **Emergency Medical Services** - To continue to support rural providers with emergency medical services (EMS) equipment.
- **Motorcycle, Bicycle, and Pedestrian Safety** - To increase the public's awareness and understanding of and participation in motorcycle, bicycle and pedestrian safety.
- **Roadway Safety** -To improve traffic conditions in identified corridors and local jurisdictions by funding minor traffic engineering improvements, correcting signage deficiencies and promoting safety programs.





## FY 2011 PERFORMANCE MEASURES

Pursuant to 23 CFR 1200.10(a)(1), in FY 2011, GOHS identified 10 Core Outcome Performance Measures and 1 Core Behavior Measure in its Highway Safety Plan. GOHS met, or surpassed its goals in 11 areas yet fell short in measuring Serious Traffic Injuries and Pedestrian Fatalities. Pedestrian Fatalities increased 23.73 percent over 2010, while serious traffic injuries remained relatively constant, decreasing 1.04 percent from 2010. **However, GOHS realized tremendous decreases in total traffic fatalities, alcohol-impaired fatalities, speeding-related fatalities and motorcycle fatalities.**

Performance Measure	Goal	Actual
To decrease traffic fatalities seven percent from the 2007-2009 calendar base year average of 938 to 872 by December 31, 2011	872	762
To decrease serious traffic injuries 10 percent from the 2008-2009 calendar base year average of 51,736 injuries to 46,562 injuries by December 31, 2011	46,562	50,258

To decrease total fatalities/VMT from the 2006-2008 calendar base year average of 1.77 to 1.68 by December 31, 2011	1.68	1.31
To decrease rural fatalities/VMT from the 2005-2007 calendar base year average of 2.99 to 2.84 by December 31, 2011	2.84	2.30
To decrease urban fatalities/VMT from the 2005-2007 calendar base year average of 1.44 to 1.37 by December 31, 2011	1.37	0.89
To decrease unrestrained passenger vehicle occupant fatalities in all seating positions eight percent from the 2006-2008 calendar base year average of 393 to 362 by December 31, 2011	362	223
To decrease alcohol impaired driving fatalities 10 percent from the 2007-2009 calendar base year average of 288 to 259 by December 31, 2011	259	194
To decrease speeding-related fatalities 10 percent from the 2006-2008 calendar base year average of 470 to 423 by December 31, 2011	423	245
To decrease motorcycle fatalities two percent from the 2006-2008 calendar base year average of 139 to 136 by December 31, 2011	136	92
To decrease unhelmeted motorcyclist fatalities four percent from the 2006-2008 calendar base year average of 75 to 72 by December 31, 2010	72	48
To decrease drivers age 20 or younger involved in fatal crashes 10 percent from the 2006-2008 calendar base year average of 185 to 166 by December 31, 2011	166	76
To reduce pedestrian fatalities 10 percent from the 2006-2008 calendar base year average of 147 to 132 by December 31, 2011	132	146
To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles one percentage point from the 2008-2010 calendar base year average usage rate of 80.85 percent to 81.85 percent by December 31, 2011	81.85%	82.90%

## ANNUAL ATTITUDINAL SURVEY RESULTS

In addition to the 10 core outcome behavior measures and 1 core behavior measure identified in the FY 2011 HSP, GOHS commissioned an attitudinal survey on alcohol, occupant protection and speeding behavior and perceptions about enforcement and media. The survey was conducted based on 500 telephone interviews with licensed Arizona drivers with a sampling error of approximately +/- 4.5 percent. The survey was conducted in August 2011.

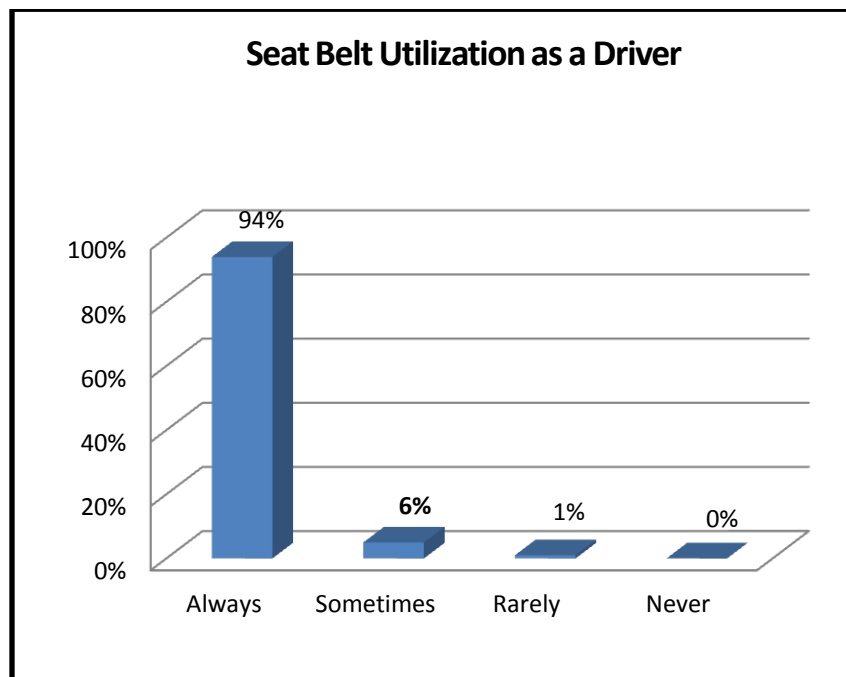
Question 1 – “Do you always, sometimes, rarely or never wear a seatbelt in a passenger car, van, sport utility vehicle or pickup truck in the following situations:

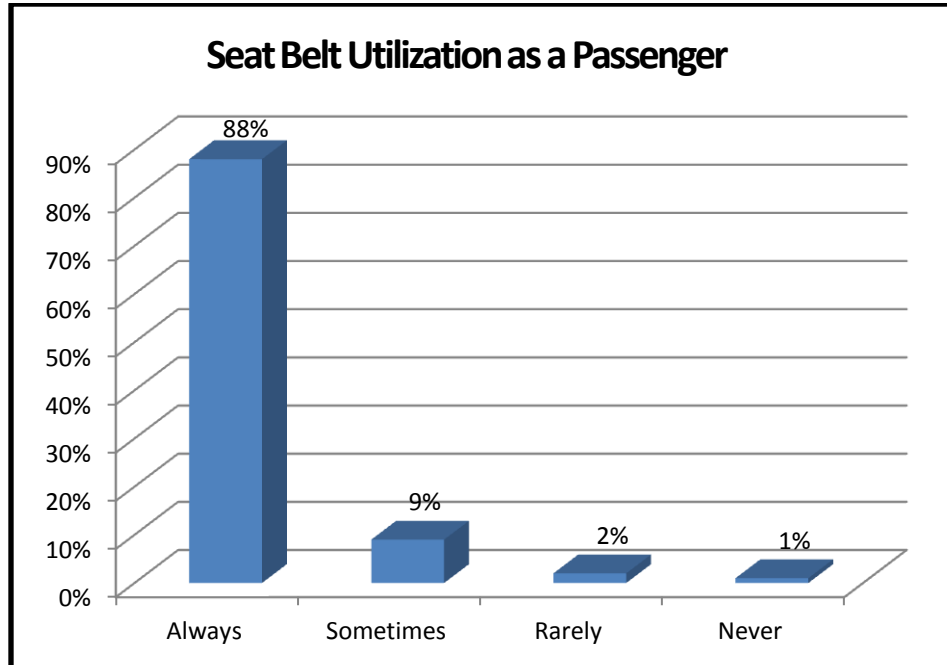
A. When you are the driver:

Always:	94%
Sometimes:	5%
Rarely:	1%
Never:	0%

B. When you ride as a front seat passenger:

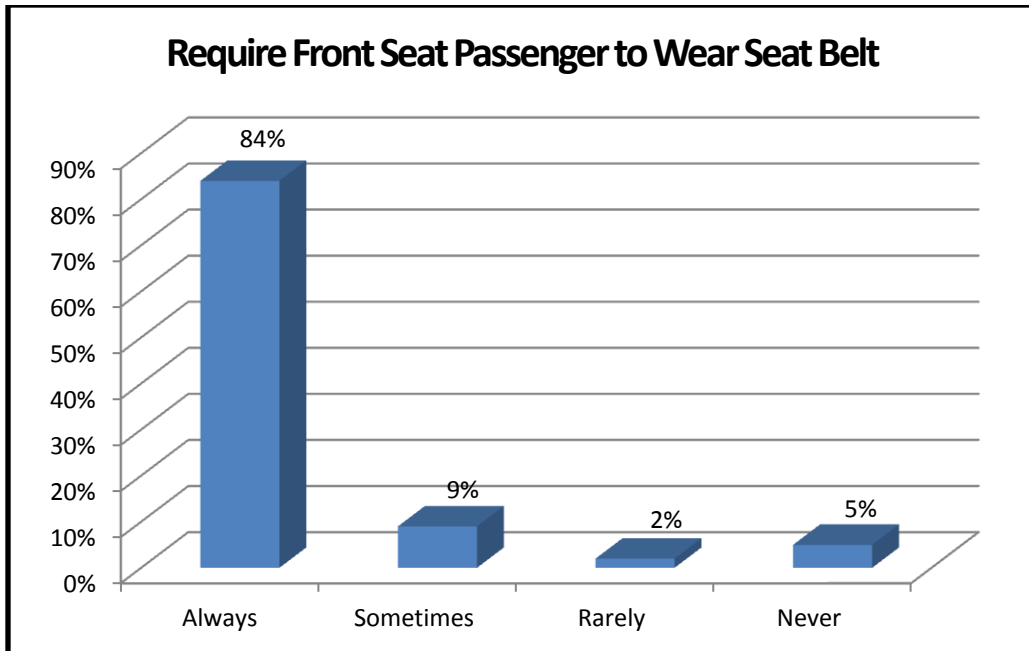
Always:	88%
Sometimes:	9%
Rarely:	2%
Never:	1%





Question 2 – “When you are the driver or a passenger in a car, van, sports utility vehicle or pickup truck, do you always, sometimes, rarely or never insist that any front seat passengers in your vehicle wear their safety belts?”

Always:	84%
Sometimes:	9%
Rarely:	2%
Never:	5%

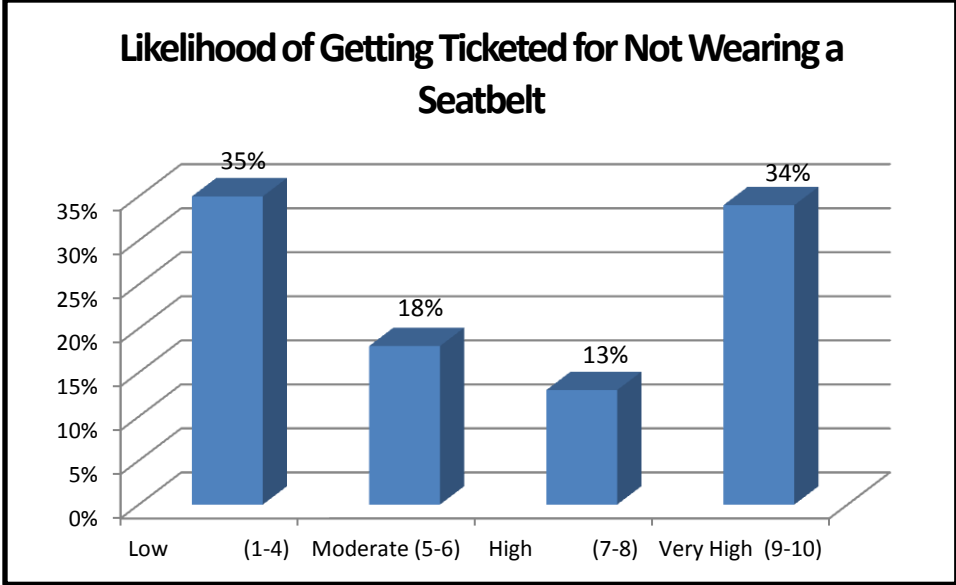


Question 3 – “In the past 60 days, have you read, seen or heard anything about seat belt enforcement by the police in your area of Arizona?”

Yes: 29%

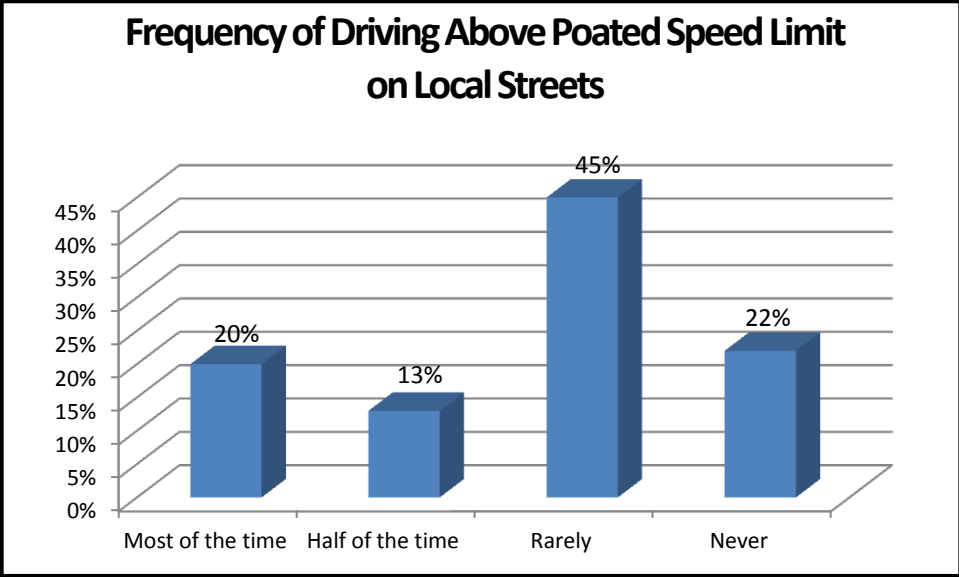
Question 4 – “On a scale of 1 to 10, where 1 means not at all likely and 10 means extremely likely, how likely do you feel it is that you will get a ticket if you do not wear a seat belt when driving a vehicle in your area of Arizona?”

Low (1-4): 35%  
 Moderate (5-6): 18%  
 High (7-8): 13%  
 Very High (9-10): 34%



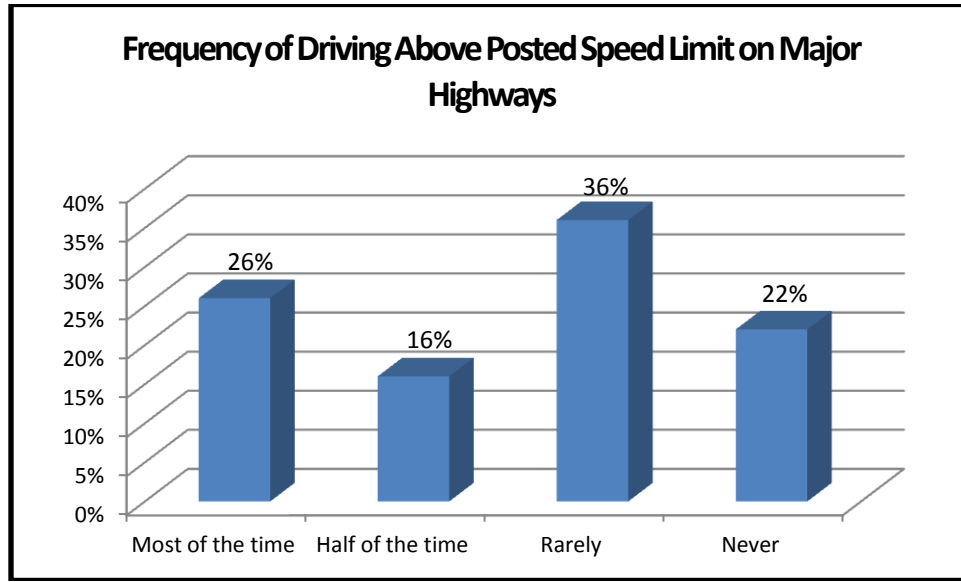
Question 5 – “On local streets in your area of Arizona, how often do you drive faster than the posted speed limit – most of the time, half of the time, rarely or never?”

Most of the Time: 20%  
 Half of the Time: 13%  
 Rarely: 45%  
 Never: 22%



Question 6 - "On major highways in your area of Arizona, how often do you drive faster than the posted speed limit – most of the time, half of the time, rarely or never?"

Most of the Time: 26%  
Half of the Time: 16%  
Rarely: 36%  
Never: 22%

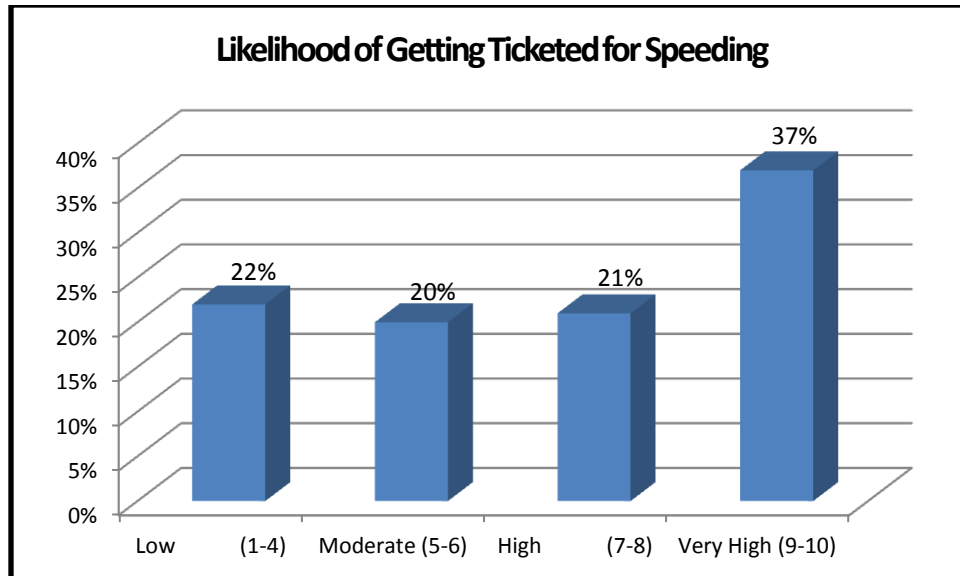


Question 7 - "In the past 30 days, have you read, seen or heard anything about speed enforcement by police in your area of Arizona?"

Yes: 32%

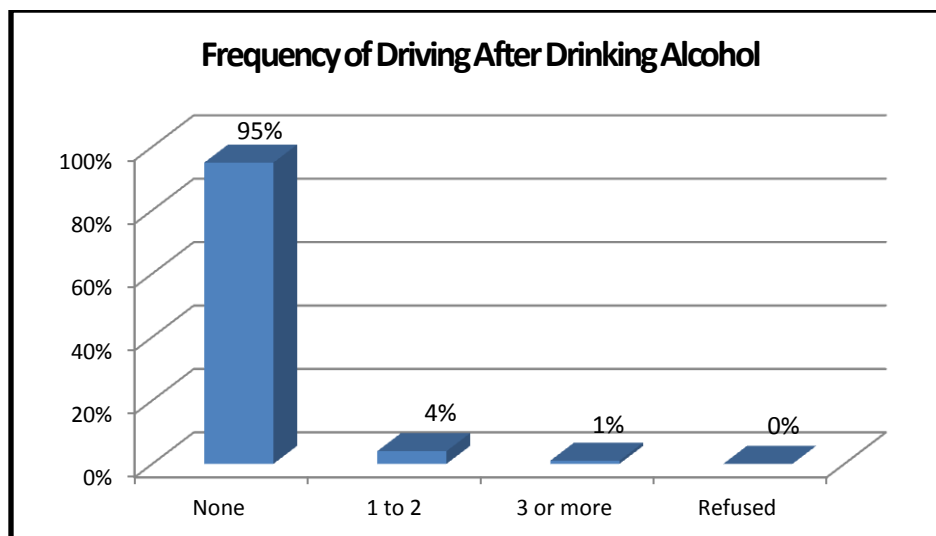
Question 8 - "On a scale of 1 to 10, where 1 means not at all likely and 10 means extremely likely, how likely do you feel it is that you will get a ticket if you drive over the speed limit in your area of Arizona?"

Low (1-4): 22%  
Moderate (5-6): 20%  
High (7-8): 21%  
Very High (9-10): 37%



Question 9 – “In the past 60 days, how many times, if any, have you driven a motor vehicle within two hours after drinking alcoholic beverages?”

None:	95%
1-2:	4%
3 or more:	1%
Refused:	0%

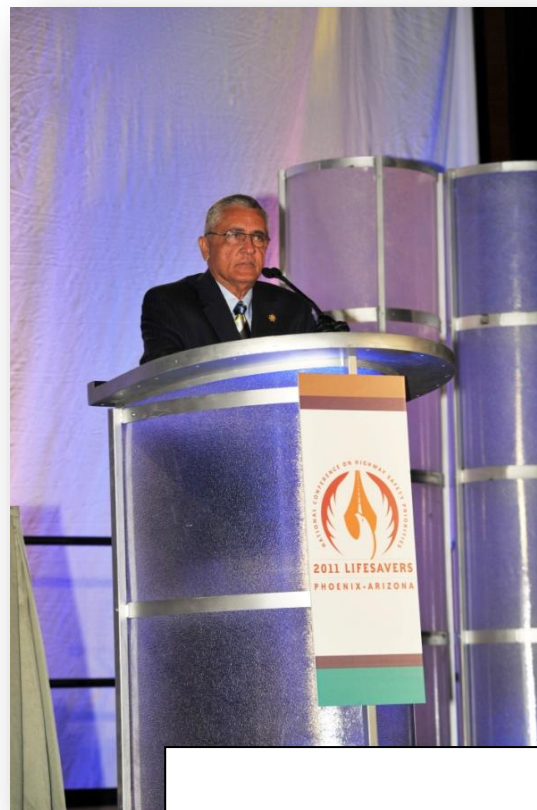
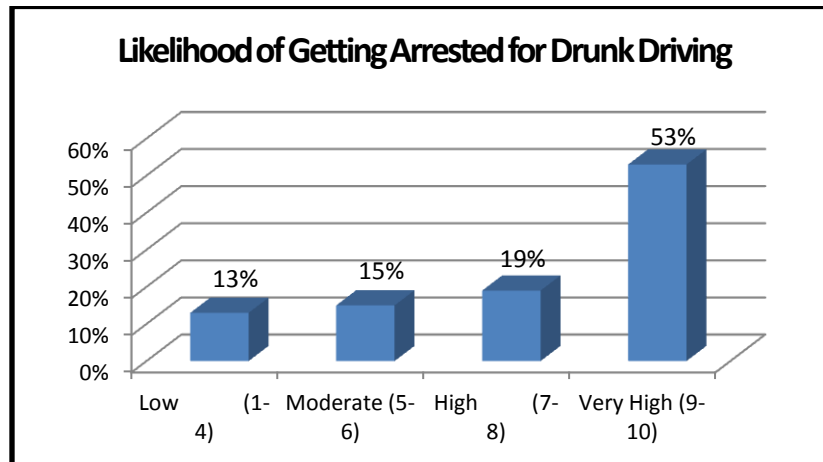


Question 10 – “In the past 30 days, have you read, seen or heard anything about drunk driving or DUI enforcement by police in your area of Arizona?”

Yes:	52%
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Question 11 – “On a scale of 1 to 10, where 1 means not at all likely and 10 means extremely likely, how likely do you feel it is that someone will get arrested if they drive after drinking in your area of Arizona?”

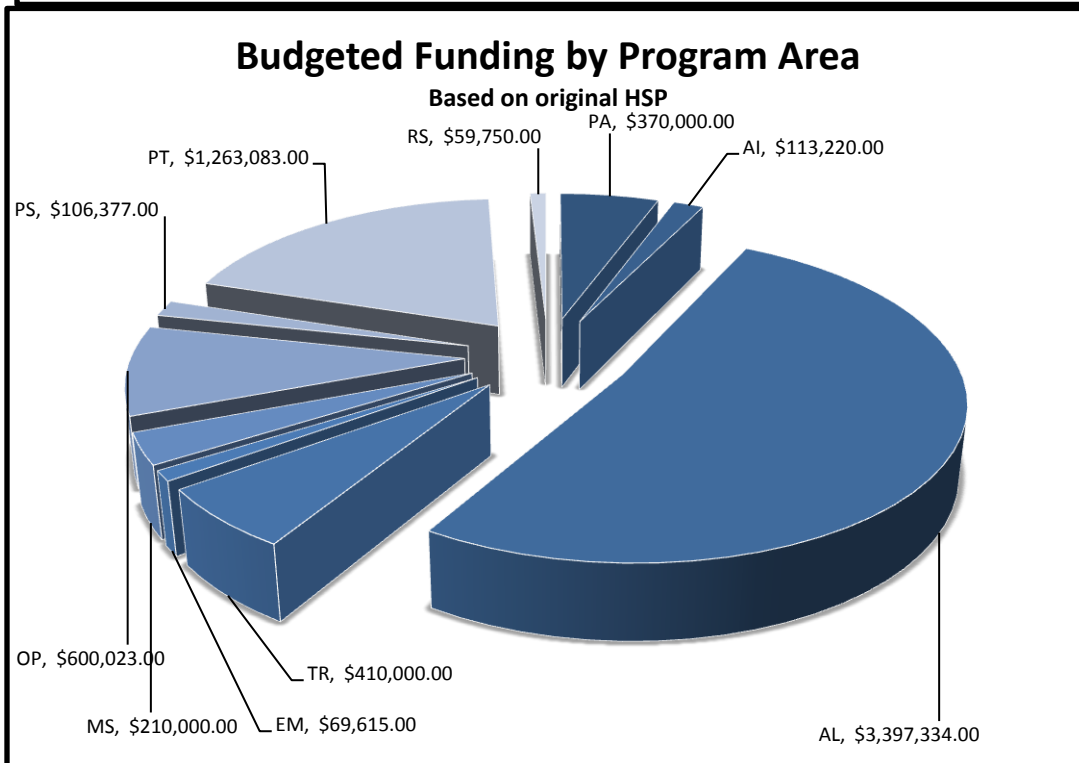
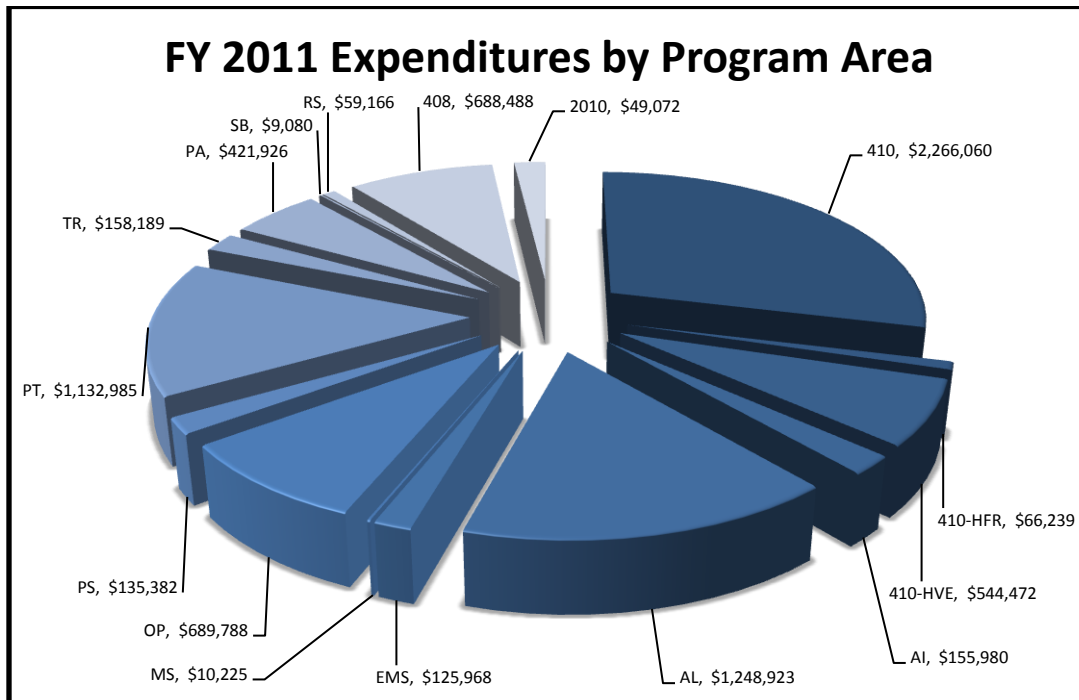
Low (1-4): 13%  
Moderate (5-6): 15%  
High (7-8): 19%  
Very High (9-10): 53%



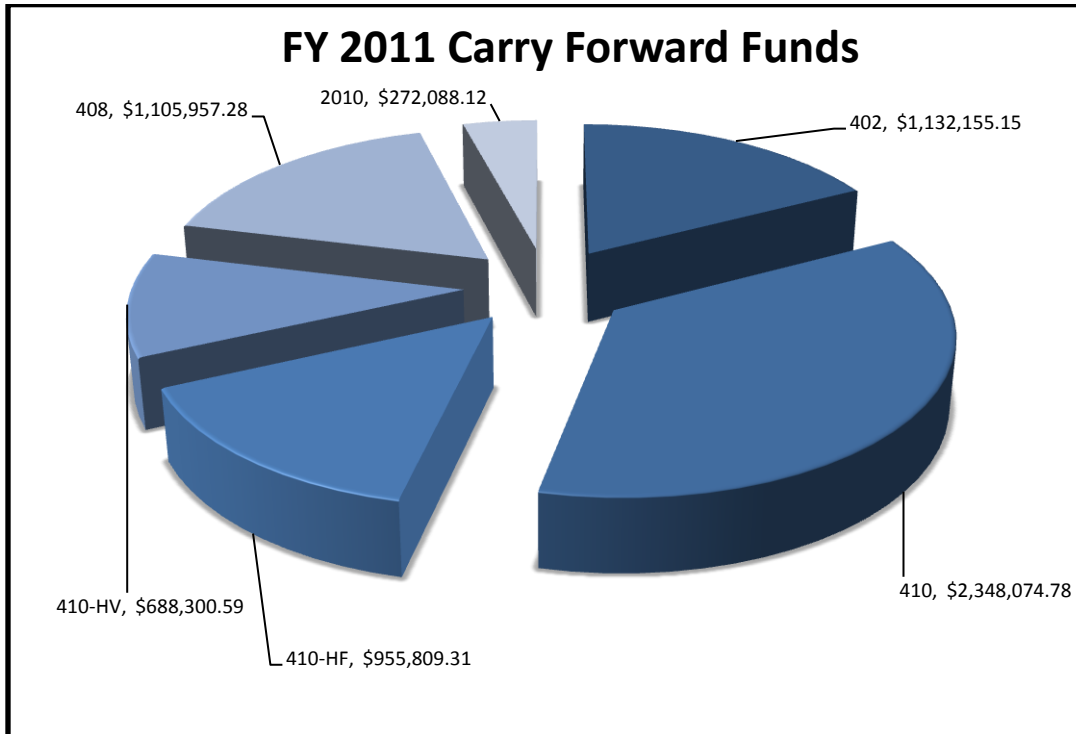
GOHS Director Alberto Gutier Addresses the 2011 Lifesavers Conference

## FY 2011 FUNDING

In FY 2011, GOHS expended \$7,861,515 in grants from Section 402, 410, 408, 1906 and 2010 program areas. As of the end of FY 2011, GOHS has projected carry forward funds of approximately \$6,502,385.



For FY 2012, GOHS is estimating that there will be approximately \$6,502,385 in carry forward funding. For FY 2012, GOHS has obligated most of these funds and has a plan in place to expend most of these funds over the course of the current fiscal year.



## PROGRAM AREA ACCOMPLISHMENTS

### IMPAIRED DRIVING



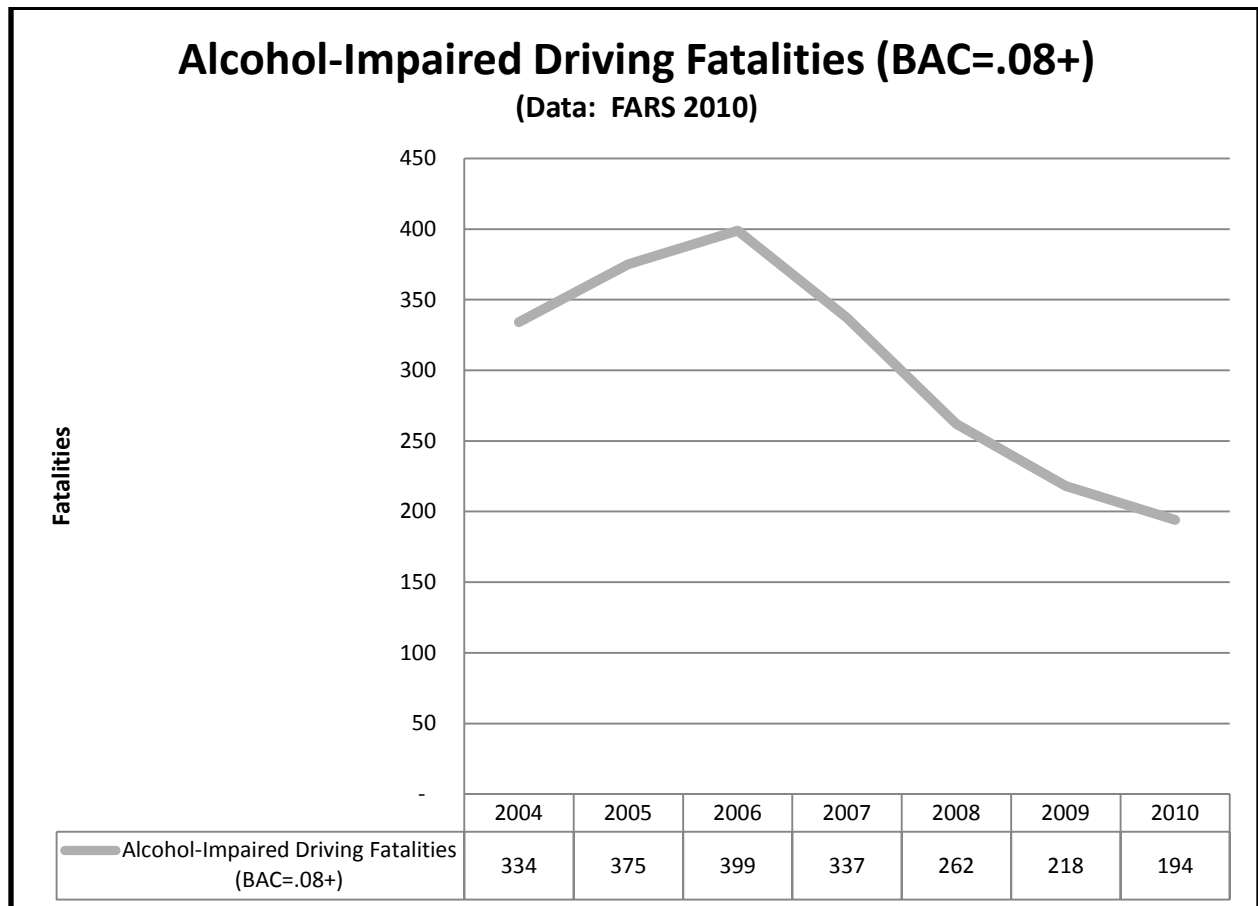
In FY 2011, alcohol-impaired driving fatalities constituted 25.46 percent of all traffic fatalities in Arizona.

Stopping impaired driving and reducing the number of alcohol and drug impaired fatalities continues to

be the number one priority of GOHS.

In FY 2011, GOHS spent \$4.1 million in overtime, equipment and training to law enforcement agencies across the state to enforce Arizona's strict DUI laws.

Total alcohol-impaired fatalities decreased in 2010 by 11.01 percent from the prior year and were down 51.38 percent in the five year period from 2006-2010.



## 2011 DUI/IMPAIRED DRIVING RESULTS

Arizona continues to be a national leader in DUI enforcement campaigns and strategies. In addition to enforcement by individual agencies, there are 16 DUI Task Forces that operate statewide. As of December 6, 2011, these officers have made 18,916 DUI arrests, compared with 19,353 in 2010.

GOHS does not fund DUI Task Forces, rather the high performing agencies that constitute the DUI Task Forces

Individual agencies and the DUI Task Forces conduct saturation patrols and checkpoints throughout the year with the most intense efforts during Holidays.

<b>DUI Task Force Statistics By Calendar Year</b>				
	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011*</b>
<b># Officers Cumulative</b>	10,225	15,809	32,949	29,431
<b># Contacts</b>	96,243	148,063	221,465	199,192
<b>Sober Designated Drivers Contacted</b>	N/A	1,450	9,669	5,035
<b>Total DUI Arrests</b>	10,409	14,154	19,353	18,916
<b>Extreme DUI</b>	3,302	4,369	5,926	6,209
<b>Aggravated DUI</b>	994	1,429	1,987	2,106
<b>Misdemeanor DUI</b>	9,415	12,725	17,366	16,810
<b>Average BAC</b>	0.151	0.152	0.153	0.152
<b>Seat Belt Citations</b>	1,132	3,323	5,409	7,674
<b>Child Restraint Citations</b>	215	617	936	1,502
<b>Under 21 DUI</b>	590	783	897	1,049
<b>DUI Drug</b>	694	1,153	1,674	1,800
<b>Other Citations</b>	43,846	73,600	99,833	98,782

**\* Data as of 12-28-11**

GOHS' goal in highlighting DUI arrests is not to set records but to help keep Arizona's highways and roadways safe. The efforts of law enforcement officers statewide have helped keep impaired drivers off the streets and have lead to a reduction in alcohol-related fatalities.

In FY 2011, GOHS continued to use the "Get a DD...Not a DUI!" slogan designed to inform the public about the importance of having a sober designated driver in conjunction with GOHS' enforcement oriented message of "Drive Hammered...Get Nailed!" in paid and earned media campaigns.

<b>FY 2011 TOP REPORTING AGENCIES</b>		
<b>Rank</b>	<b>Agency</b>	<b># DUI</b>
<b>1</b>	Phoenix Police Department	4341
<b>2</b>	Scottsdale Police Department	2633
<b>3</b>	Mesa Police Department	2037
<b>4</b>	Tucson Police Department	1989
<b>5</b>	Gilbert Police Department	1336
<b>6</b>	Arizona Department of Public Safety	1320
<b>7</b>	Maricopa County Sheriff's Office	1268
<b>8</b>	Tempe Police Department	1158
<b>9</b>	Chandler Police Department	663
<b>10</b>	Salt River Police Department	522

<b>DUI Task Force Statistics</b>			
<b>Holiday (Thanksgiving – New Years)</b>			
<b>*2011 Through 12/28</b>			
	<b>2009</b>	<b>2010</b>	<b>2011*</b>
<b># Officers Cumulative</b>	6,801	7,492	8,246
<b># Contacts</b>	71,148	46,721	54,954
<b>Sober Designated Drivers Contacted</b>	1,482	1,383	1,423
<b>Total DUI Arrests</b>	4,605	3,830	3,153
<b>Extreme DUI</b>	1,002	973	847
<b>Aggravated DUI</b>	367	379	282
<b>Misdemeanor DUI</b>	4,238	3,451	2,871
<b>DUI w/ Prior</b>	385	384	309
<b>Average BAC</b>	0.156	0.149	0.150
<b>Seat Belt Citations</b>	1,972	660	1,186
<b>Child Restraint Citations</b>	348	153	135
<b>Under 21 DUI</b>	198	197	188
<b>Minor Consumption</b>	504	363	424
<b>DUI Drug</b>	517	587	488
<b>Other Citations</b>	30,806	18,150	22,020

<b>DUI Task Force Statistics</b>				
<b>Memorial Day Weekend</b>				
	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b># Officers Cumulative</b>	613	507	1,555	1,345
<b># Contacts</b>	6,097	4,849	14,799	11,343
<b>Sober Designated Drivers Contacted</b>	N/A	N/A	654	330
<b>Total DUI Arrests</b>	404	295	715	462
<b>Extreme DUI</b>	132	81	191	146
<b>Aggravated DUI</b>	45	28	65	59
<b>Misdemeanor DUI</b>	359	267	650	403
<b>Average BAC</b>	0.152	0.155	0.147	0.144
<b>Seat Belt Citations</b>	108	164	689	325
<b>Child Restraint Citations</b>	8	18	86	57
<b>Under 21 DUI</b>	34	21	45	26
<b>Minor Consumption</b>	146	62	250	189
<b>DUI Drug</b>	28	36	76	43
<b>Other Citations</b>	2,243	1,881	6,163	3,955

<b>DUI Task Force Statistics</b>				
<b>July 4th Weekend</b>				
	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b># Officers Cumulative</b>	572	428	1,046	1,755
<b># Contacts</b>	4,852	3,671	9,008	11,210
<b>Sober Designated Drivers Contacted</b>	N/A	N/A	396	481
<b>Total DUI Arrests</b>	403	350	434	523
<b>Extreme DUI</b>	127	114	129	157
<b>Aggravated DUI</b>	44	38	45	55
<b>Misdemeanor DUI</b>	359	312	389	468
<b>DUI w/ Prior</b>	41	49	57	54
<b>Average BAC</b>	0.161	0.149	0.150	0.144
<b>Seat Belt Citations</b>	92	107	269	242
<b>Child Restraint Citations</b>	16	22	83	45
<b>Under 21 DUI</b>	35	28	24	30
<b>Minor Consumption</b>	184	71	87	195
<b>DUI Drug</b>	33	28	52	57
<b>Other Citations</b>	2,299	1,851	4,400	4,534

<b>DUI Task Force Statistics</b>				
<b>Labor Day</b>				
	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2010</b>
<b># Officers Cumulative</b>	1,122	67	3,871	2,046
<b># Contacts</b>	15,932	8,143	25,909	13,839
<b>Sober Designated Drivers Contacted</b>	N/A	N/A	464	673
<b>Total DUI Arrests</b>	981	576	949	617
<b>Extreme DUI</b>	282	182	241	192
<b>Aggravated DUI</b>	87	80	76	93
<b>Misdemeanor DUI</b>	894	496	873	524
<b>DUI w/ Prior</b>	76	63	55	79
<b>Average BAC</b>	0.15	0.144	0.149	0.149
<b>Seat Belt Citations</b>	131	146	735	443
<b>Child Restraint Citations</b>	26	25	137	59
<b>Under 21 DUI</b>	70	49	67	43
<b>Minor Consumption</b>	177	154	293	258
<b>DUI Drug</b>	83	70	79	69
<b>Other Citations</b>	4,251	3,051	10,751	5,865

In addition to the funding provided for DUI Saturation Patrols, GOHS funded a limited number of sobriety checkpoints. GOHS provided funding for sobriety checkpoints for the Tri-City DUI Task Force, Mesa Police Department, Tucson Police Department, Pima County Sheriff and the Peoria Police Department.



Sobriety Checkpoint in Pima County



**Above:** Labor Day DUI Task Force, Scottsdale

**Below:** Maricopa County Attorney Bill Montgomery Speaks at Labor Day DUI Task Force



## ALCOHOL AND OTHER DRUGS

GOHS funded grants for impaired driving enforcement from four funding areas:

1. 402 – Alcohol and Other Drugs
2. 410 – Alcohol Incentive
3. 410 – High Fatality
4. 410 – High Visibility

### 402

Section 402 – Alcohol and Other Drugs funding provided police agencies overtime to conduct DUI enforcement within their own communities and to partner in the DUI Task Forces throughout the state. Additional funding provided for the purchase of 202 Portable Breath Testing Devices (“PBT’s”) distributed to law enforcement agencies statewide enhancing their investigative capabilities of alcohol and drug impaired drivers.

Utilizing Section 402 Alcohol Funds, GOHS renovated two DUI processing vans, one for the Peoria Police Department and one for the Surprise Police Department. GOHS also provided funding to the Mesa Police Department, Phoenix Police Department and El Mirage Police Department for refurbishments for their DUI Vans (new generators, interior conversions etc..). GOHS also provided the Yavapai County Sheriff’s Office with funding to refurbish a DUI Trailer that was previously used by the Maricopa County Sheriff’s Office.

GOHS expended \$1,248,923 in 402-Alcohol funds in FY 2010.

### 410

410 alcohol funding was provided for DUI enforcement overtime to 14 police agencies throughout the state to participate in saturation patrols, sobriety checkpoints and DUI task force operations.



Phoenix Prosecutors at a DUI Detail for the Dedication of Lee Campbell Memorial DUI Van

GOHS provided police agencies throughout the state with funding to purchase capital outlay to enhance their enforcement capabilities within their communities. The following capital outlay was funded in FY 2011:

- Livescan system with laptop
- Four in-car video

cameras

- Two tough book computers for Maricopa County Sheriff's Office booking
- One DUI enforcement vehicle for Tempe PD
- DUI and phlebotomy materials/supplies (PBT mouthpieces, blood kits, restraint chairs, DRE kits)

Utilizing Section 410 funds, GOHS provided \$133,440 to the Pima County Sheriff's Department in order to enhance alcohol enforcement throughout Pima County. Overtime has been used for DUI taskforce operations, sobriety checkpoints, underage drinking and education to the public and schools. The successes of these programs have been clear and evident. Alcohol related collisions have decreased 30% during this contract's operation period. Traffic related injuries and fatalities are down 20% as well and in part due to the Pima CSD's stringent efforts.

Utilizing Section 410 funds, GOHS provided initial funding of \$118,949 to the Tucson Police Department for DUI and Alcohol enforcement. The success of the Tucson Police Department's programs were met with an additional \$50,000.00 to further enhance their existing efforts. 2011 saw 172 deployments from the Tucson PD which resulted in over 1,989 DUI arrests. TPD officers conducted over 4,010 traffic stops and issued over 4,490 citations. In part due to TPD's efforts the last quarter saw a 25% increase in sober designated drivers. On a positive note Tucson also saw a slight decrease of 6% in alcohol related collisions as well.

A part of the \$117,603 awarded to the Maricopa County Sheriff's Office goes to overtime for booking DUI suspects on-site and transporting to jail facilities. The capability provided by on-site booking facilitated more than 500 bookings during multi-agency DUI Task Force operations. Booking assistance from the Maricopa County Sheriff's Office Detention Officers reduced the time an officer was off the road when processing an arrest for DUI during several DUI Task Force details.



Labor Day DUI Deployment Briefing

## PHOENIX POLICE DEPARTMENT – TARGETED ENFORCEMENT SQUAD

One of the most successful GOHS funded programs involves the Phoenix Police Department's Targeted Enforcement Squad (Party Crew Squad). For the second year in a row, GOHS provided Section 410 funding to this squad to conduct enforcement of underage drinking laws.

Throughout the year, the Targeted Enforcement Squad conducted education at a number of valley schools and events in addition to conducting enforcement of underage drinking laws. In addition to partnerships with local resorts, the Targeted Enforcement Squad responds directly to a property when they become aware of underage individuals having parties with alcohol available. The Targeted Enforcement Squad searches proactively to locate rave events and party crew parties as both attract youth who drink and/or consume illegal drugs.

The Targeted Enforcement Squad arrested 688 minors and 40 adults for liquor law violations at events where minors were present and consuming alcohol.

A total of 37 citations in lieu of detention (Cite and Release) were served for DUI offenses, 13 adults were booked for DUI, and 84 citations were issued for DUI Offenses. Approximately 16 of the arrests had an operator under 21 and approximately 7 of the arrests were made with drug impaired drivers under 21.

A total of 16 drug arrests included the seizure of 10.5 grams of cocaine, 51 oxycodone pills, 136 tablets of ecstasy, 33 grams of marijuana, and 1 gram of ketamine.

The Targeted Enforcement Squad conducted enforcement at 90 different party crew and rave related events. In addition, the Targeted Enforcement Squad conducted 12 liquor inspections at liquor establishments as well as Hookah Lounges where minors were permitted entry and were consuming alcohol and/or permitted to purchase alcohol from the establishment.

The Targeted Enforcement Squad has spoken or presented at a number of institutions and events in support of underage drinking/party crew awareness including Glendale Community College, Paradise Valley Community College, and OJJDP/PIRE via web seminar.

### **410 – HIGH VISIBILITY ENFORCEMENT**

Utilizing Section 410- High Visibility Enforcement funds, GOHS was able to complete the purchase of 6 DUI processing vans for the Tucson Police Department, Phoenix Police Department, Scottsdale Police Department, Salt River Pima Maricopa Indian Community Police Department, Maricopa County Sheriff's Office and the Department of Public Safety. GOHS combined Section 410-HVE funding with Section 163 funding to complete this project.

The total investment in these vans was approximately \$1 million.

## DUI PROCESSING VEHICLES



## TRAINING

GOHS prides itself on having one of the best DUI enforcement programs in the country. The strong enforcement wouldn't be possible without a successful training program. In FY 2011, GOHS provided more than \$110,000.00 in support of Impaired Driver training opportunities for more than 86 classes and 2,835 members of the national law enforcement community.

Arizona is unique in the field of Impaired Driving for several reasons. The first of which is the Arizona Department of Public Safety is one of the only law enforcement organizations in the nation to require its officers to attend



DRE Class Hosted at GOHS

ARIDE training. A second reason is the partnership between GOHS and the Maricopa County Sheriff's Office in providing funding and a location for DRE Certification Nights. Maricopa County Sheriff Arpaio allows other state's law enforcement agencies to send DRE candidates to the Maricopa County 4<sup>th</sup> Avenue Jail to train with the Arizona DREs and achieve certification. The Maricopa County Sheriff's Office accommodated approximately 1,440 DRE candidates from 9 states and one country (Canada) during 103 Certification Nights.

The following training classes funded by GOHS were held in FY 2011:

- HGN – 14 classes, 65 participants
- HGN Instructor – 1 class, 8 participants
- ARIDE – 28 classes, 580 participants
- DRE – 5 classes, 71 participants
- DRE Instructor – 1 class, 16 participants
- DRE Course Manager – 1 class, 8 participants
- DRE In-Service – 1 with 177 participants
- DITEP – 9 classes, 118 participants
- Phlebotomy – 6 classes, 61 participants
- Phlebotomy Refresher – 20 classes, 331 participants

### **TRAFFIC SAFETY RESOURCE PROSECUTOR**

In FY 2011, GOHS continued to fund one full-time, tenured prosecutor as the Traffic Safety Resource Prosecutor ("TSRP"). Currently, Beth Barnes from the City of Phoenix Prosecutor's Office is Arizona's TSRP. She has demonstrated the ability to network with her peers and members of the judiciary to utilize proven methods to reduce recidivism rates with impaired drivers. GOHS will continue providing funding to the City of Phoenix for the TSRP.

Arizona's TSRP program has four primary objectives:

1. Provide training

The training will include curriculums developed by the National Judicial College, Arizona Supreme Court, APAAC, and NHTSA. Where applicable, additional curriculums will be developed in conjunction with the National Judicial College, Arizona Supreme Court, APAAC, and NHTSA.

2. Be a resource for prosecutors statewide
3. Improve communication; and
4. Be a liaison

To achieve these objectives, in FY 2011, the TSRP continued to focus on two goals: (1) increase the visibility of traffic safety cases with prosecutors and prosecutors' visibility with the traffic safety community, and (2) increase the confidence of prosecutors to go into the courtroom.

The Arizona TSRP, provided 173 hours of training during 87 presentations to approximately 4,628 prosecutors, law enforcement officers, crime lab personnel, and community groups such as MADD during the past fiscal year. She also coordinated speakers for five additional programs that occurred when she had a previously scheduled presentation. She responded to at least 747 requests for assistance from prosecutors, law enforcement officers and crime lab personnel during this fiscal year.

The Arizona TSRP DUI Defense Expert Bank was maintained. Materials have been gathered 67 defense experts and 7 state experts. The materials were provided to the prosecutors to assist with their cases. Beth continued to maintain an e-mail list of Arizona prosecutors, officers and traffic safety professionals who desire to be kept abreast of DUI and traffic issues. By the end of the year, the list was comprised of in excess of 214 members. This is particularly significant when one considers the fact that there are only approximately 800 prosecutors in the entire state of Arizona. When new case law, new legislation, and other issues of interest arise, a notice was sent to the members of the group.

## **MEDIA**

This past year under the direction of GOHS Director and agency PIO, Alberto Gutier, GOHS expended \$120,000 in paid media campaigns promoting the joint messages of “Get a DD...Not a DUI!” and “Drive Hammered...Get Nailed!” theme. GOHS introduced the new message of “Get a DD...Not a DUI!” in an attempt to reach out and encourage sober designated drivers.

GOHS Director Alberto Gutier supplemented a scaled back paid media campaign with an aggressive earned media efforts. Director Gutier conducted dozens of radio and television interviews in English and Spanish on topics ranging from DUI enforcement to seatbelts, prescription drugs and speed enforcement



**GOHS Director Alberto Gutier Giving an Interview with Ch. 3 (Phoenix)**

Section 410 funds supported billboard promotions, radio, television and print media. Last year, GOHS partnered with the Arizona Cardinals football club to promote sober designated drivers at Cardinals home football games and on the Cardinals radio broadcast. This year the Cardinals improved to be the fifth best team in the league for signing up designated drivers at home football games. GOHS is proud of the partnership established with the Cardinals and other statewide media to promote designated driving.

GOHS Director Alberto Gutier conducts an annual press conference to kick off the Holiday DUI enforcement campaign at the State Capitol. This event is widely covered by local TV, radio and print media. Additionally, with GOHS’ online DUI reporting system, press releases during planned enforcement events are distributed to the media on a regular basis with updated impaired driving statistics from the previous evening’s activity, plus cumulative data.

These releases provide constant news reports on DUI arrests. GOHS Director Alberto Gutier is constantly doing radio, TV and newspaper interviews to expand on the reports.

GOHS funding dictates that each agency receiving DUI enforcement funds conduct educational and public awareness campaigns in their respective communities.

### Print Advertisement

**DRIVE HAMMERED,  
GET NAILED!  
DON'T DRINK AND DRIVE**

**GET A DD...  
NOT A DUI!**

**Buckle Up Arizona... No Excuses.**

Governor's Office of Highway Safety  
**ARIZONA**  
www.azgohs.gov

In FY 2011, GOHS continued its partnership with the Arizona Cardinals Football team, promoting designated drivers and the enforcement message reminding fans not to drink and drive. As part of this partnership, GOHS is a co-sponsor of the Cardinals designated driver program with the TEAM coalition, Hensley Beverage Company and Coca-

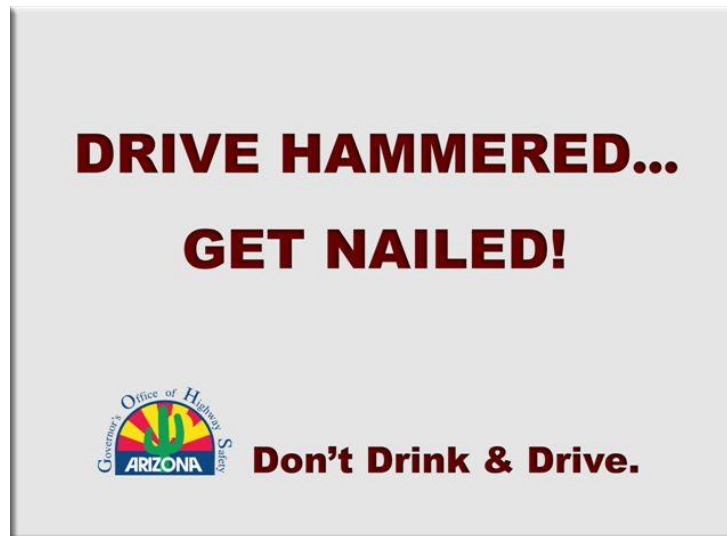
Cola. At home football games, fans have the opportunity to sign up to be a designated driver. Upon signing up, they receive a coupon for a free soda and are entered to win tickets to the NFL Pro Bowl.

With this partnership, GOHS has an LED ad that runs along the sidelines during the game, signage in the concession area and messages during the radio broadcast reminding fans not to drink and drive.

### Arizona Cardinals LED Message

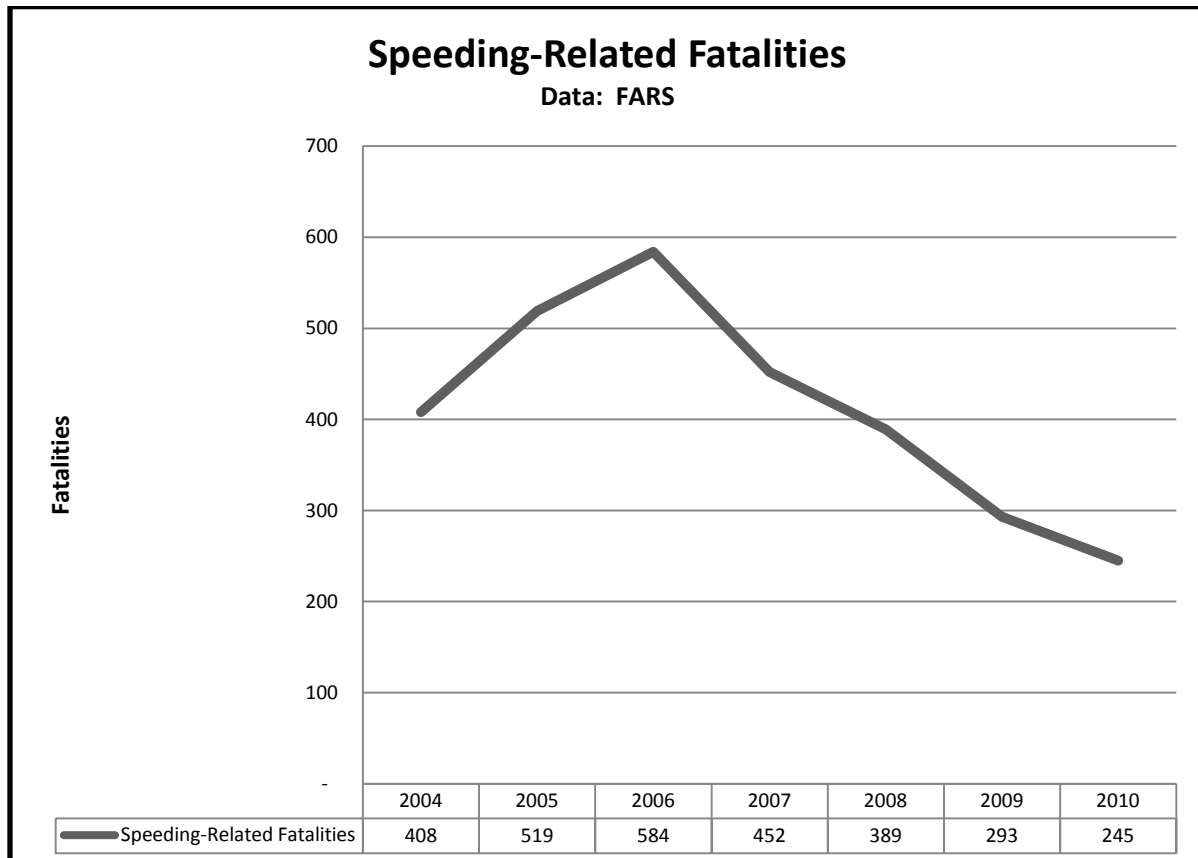


### Arizona Cardinals Concession Display



## POLICE TRAFFIC SERVICES

Speed related crashes continue to be a leading cause of all traffic fatalities in Arizona. In 2010, speed related fatalities accounted for 32.15 percent of all traffic fatalities. However, speed related traffic fatalities decreased 16.38 percent from 2009 falling to 245 deaths in 2010. Over the five year period from 2006 to 2010, speed related fatalities decreased 58.05 percent.



## FUNDED PROJECTS

GOHS provided police agencies throughout the state with funding to purchase capital outlay to enhance their enforcement capabilities within their communities. The following capital outlay was funded in FY 2011:

- 14 fully equipped motorcycles
- 145 speed detection devices (laser, moving)
- 10 tint meters
- Three digital speed display and/or data collection trailers
- Five digital message display boards
- Five upgraded police motorcycle helmets

Additional funding provided police agencies with the overtime to enhance their enforcement efforts in relation to speed, occupant protection, school zones, aggressive driving, bicycles and pedestrians. A variety of training related to these enforcement components was also providing to personnel throughout the state.

GOHS provided Section 402-PT funding to the City of Mesa Police Department for the purchase of four marked police motorcycle packages to enhance traffic enforcement in the City of Mesa. The addition of four motorcycles enhanced the Department's Traffic Enforcement Program to achieve goals of reducing alcohol and speed related vehicle collisions and fatalities. This equipment also provided Mesa PD with the resources to continue the pro-actively address the DUI problem within their community.

GOHS provided Section 402-PT funding to the Gilbert Police Department for the purchase of one speed trailer to enhance selective traffic enforcement throughout the Town of Gilbert. The Gilbert PD implemented a portable radar trailer which was deployed within the school zone and neighborhood areas to assist in determining locations where actual traffic safety issues exist. The deployment the radar trailer supplemented ongoing enforcement actions during targeted location enforcement. Traffic speed survey reports generated by the radar trailer in reported speed violation the areas provided documentation for analysis and further enforcement activity. The radar trailer additionally provided the enforcement officers the ability to directly focus their efforts in the areas where true speed and safety concerns exist.

GOHS provided Section 402-PT funding to the Flagstaff Police Department for the purchase of two fully equipped police package motorcycles to enhance selective traffic enforcement throughout the City of Flagstaff. The Flagstaff PD implemented the purchased motorcycles to enhance their traffic unit. The traffic unit participated in several internal traffic safety programs to reduce the number of collisions and traffic violations occurring within the city. The motorcycle officers aggressively addressed speed and other collision causing violations. The additional equipment improved the enforcement efforts of traffic safety laws intended to reduce death, injury and property damage and promote roadway safety.



Gilbert Police Department Speed Trailer



**Above:** Governor Janice K. Brewer greeting law enforcement officers during Public Safety Days at the Arizona State Fair  
**Below:** GOHS Director Alberto Gutier, DPS Director Robert Halliday, Arizona Diamondbacks President Derrick Hall at TEAM Coalition press conference at Chase Field



## OCCUPANT PROTECTION

Although Arizona is a secondary enforcement state for seatbelt use, GOHS continues to fund programs designed to enforce Arizona's seatbelt and occupant protection laws. This year Arizona's seatbelt usage rate increased slightly to 82.90 percent. GOHS is proud to fund the Children are Priceless Passengers ("CAPP") program designed to improve the child seat usage rate in partnership with law enforcement, hospitals and non-profit organizations throughout the state.

GOHS continues to support the national "Click it or Ticket" campaign through the "Buckle Up Arizona...It's the Law!" campaign by providing \$175,000 in overtime funding for traffic enforcement during the two week period. GOHS provided funding to 25 law enforcement agencies for this campaign and an additional 22 agencies participated without funding from GOHS.

<b>"Buckle Up Arizona...It's the Law" Campaign</b>			
	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>Number of Agencies Participating</b>	27	36	25
<b>Seatbelt Citations</b>	2453	4996	3771
<b>Child Restraint Citations</b>	479	323	182
<b>DUI</b>	111	179	95
<b>Felony Arrests</b>	25	98	38
<b>Stolen Vehicles</b>	12	14	4
<b>Fugitives Apprehended</b>	111	128	51
<b>Suspended Licenses</b>	211	522	350
<b>Uninsured Motorists</b>	478	1493	1116
<b>Speed Citations</b>	1346	4265	3300
<b>Reckless Driving Citations</b>	34	28	8
<b>Drugs</b>	50	62	25
<b>Other</b>	405	2431	879

GOHS continued to fund and revamp the CAPP program. The current program operates at fourteen locations throughout the state. The program operates self sufficiently at most locations but needs assistance at times in capital outlay (child seats) and material/supplies. GOHS will open its 15<sup>th</sup> CAPP location in Casa Grande in FY 2012.

GOHS purchased child safety seats for distribution by hospitals, health organizations and fire departments in correlation to ongoing CPS programs of the initiation of new quality programs. GOHS funded 1,490 car seats by agencies across the state.

The Chandler Fire Department was awarded \$19,276 for Overtime to conduct Child Safety Seat Inspection Clinics. Chandler Fire Department held 35 Child Safety Seat Inspection Clinics between January and September 2011 exceeding the original plan of 258 clinics. Six-hundred forty-seven child safety seat installations/inspections were accomplished. Thirty-nine child safety seats were provided to families that could not afford to purchase this life-saving equipment

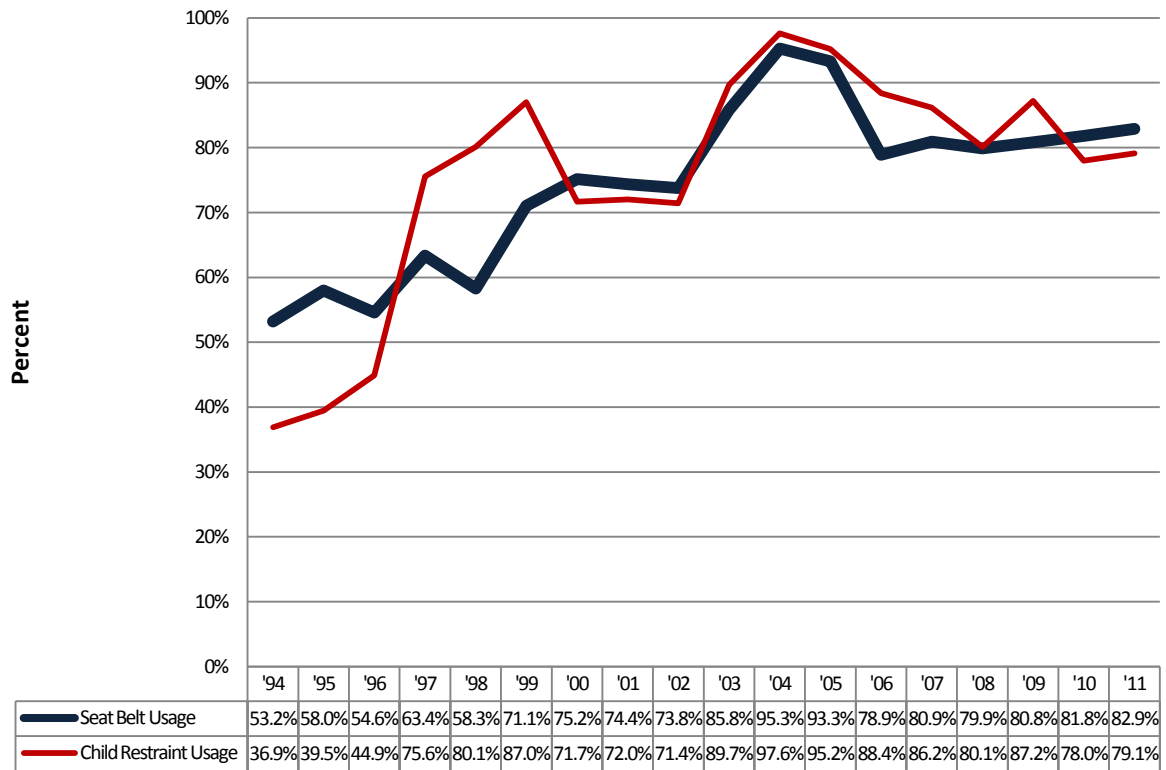
The Glendale Fire Department was awarded \$20,959 in Overtime to conduct Child Safety Seat Inspection Clinics, Professional and Outside Services for the National Child Passenger Safety Technician Certification Course for five (5) technicians, one cargo/transport trailer to provide equipment during the child safety seat clinics, one safety message wrap for the trailer, one LCD projector to conduct child passenger safety education for parents and caregivers who attend the Children Are Priceless Passengers (CAPP) class, two shade canopies, and eighty child safety seats.

GOHS continued to fund the **1-800-505-BABY** hotline program which allows citizens without confrontation an option to report unrestrained children riding in vehicles. The Phoenix Police Department administers this program and in FY 2011 received 894 phone calls.

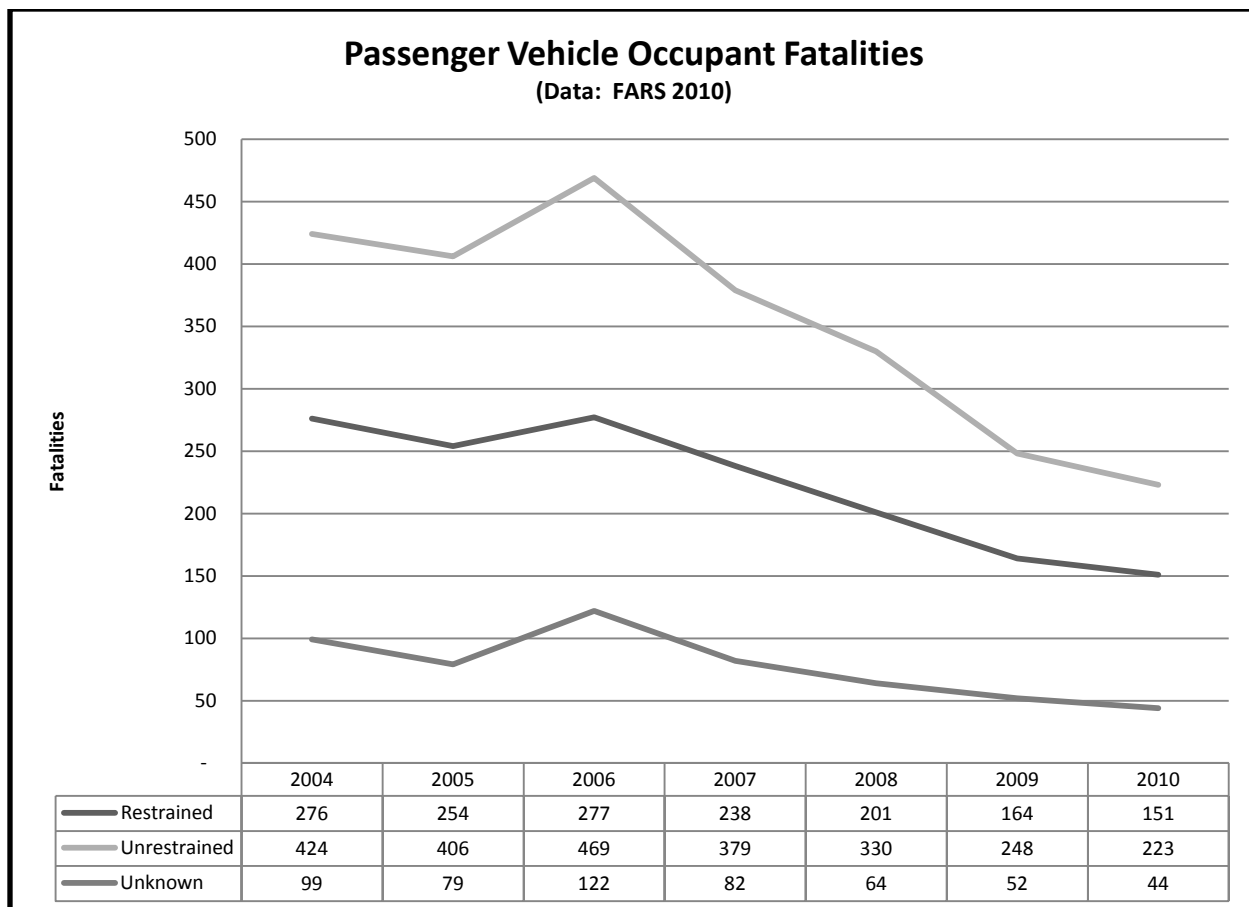


Glendale Fire Department Trailer

## Seatbelt and Child Restraint Usage



City of Phoenix "Buckle Up" Sign



## ACCIDENT INVESTIGATION

In FY 2010, GOHS provided \$158,189 in Accident Reconstruction Equipment, Overtime and Training to agencies throughout the state. This funding provided these agencies the most current technologically advanced equipment to complete on-scene investigations and computerized reconstruction diagrams and collisions speed/dynamics for subsequent felony prosecution for vehicular crimes.

This funding was also used for overtime and travel funding to police agencies to complete quality enhanced reconstruction of fatality and/or serious injury collisions for subsequent felony prosecution. Funding to provide travel expenses, registration fees allowed collision reconstruction personnel the opportunity to attend and receive the most current advanced training in scene management, evidence processes, vehicle dynamics, speed calculations and collision causation, and documentation.

In FY 2011 GOHS awarded the following Accident Investigation Equipment:

- Two Total Station's for measuring and diagramming collision scenes
- One GPS Mapping system for measuring and diagramming collision scenes
- One Accelerometer for measuring acceleration and deceleration in fatality and serious injury collisions
- One crash data recorder

- Three camera tripods to enhance the quality of photographic evidence at fatality and serious injury collision investigations.

The Salt River Pima Maricopa Indian Community was awarded with \$32,000 in funding to purchase a GPS Crash Crime Scene Mapping Station. The system has been operational since August 2011.

Additionally, the Pima County Sheriff's Office was awarded \$7,000 to fund the purchase of a crash data retrieval system to be utilized in each fatal traffic collision investigation. This equipment was upgraded and now has the ability to download and decipher the information stored in the 'black box' of many different vehicle types from many different manufacturers. Department personnel were trained and the system has been operational since January of 2011.

In FY 2011, GOHS implemented a new strategy to provide accident reconstruction training to law enforcement agencies. GOHS contracted with IPTM to provide training to 64 officers and deputies on the advanced 80-hour collision reconstruction course. GOHS hosted two classes, one in Phoenix and the other in Tucson and expended \$28,000 to provide this training.



Sedona Fire Extrication Equipment

## EMERGENCY MEDICAL SERVICES

In FY 2011, GOHS provided \$128,820 to fire departments and/or districts throughout the state to fund the purchase of accident extrication equipment to enhance on-scene collision management and subsequent safe removal and medical treatment of vehicle occupants.

\$44,735 was awarded to the Buckeye Fire Department to purchase extrication equipment. With this equipment the Buckeye FD were able double their extrication capabilities by outfitting one existing vehicle with new equipment and transferring the older

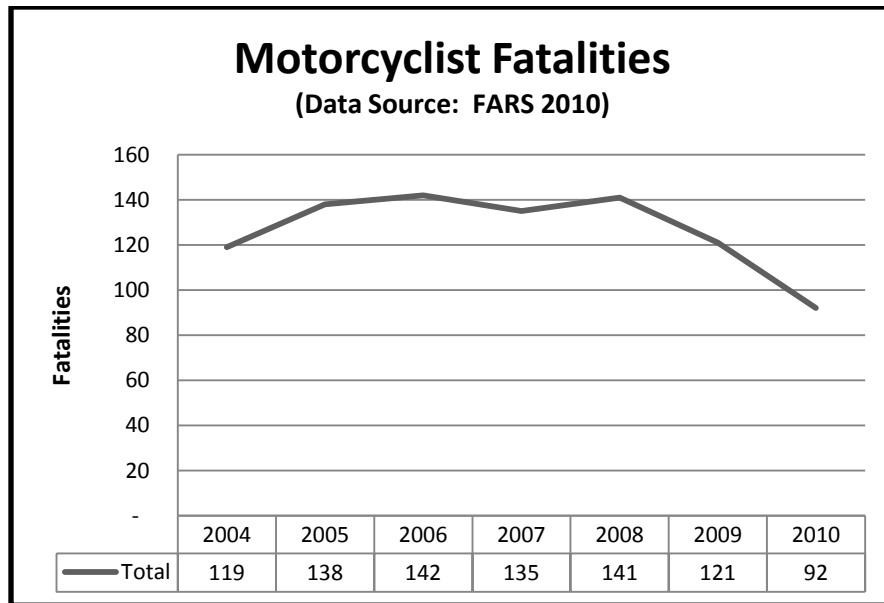
equipment to another vehicle. By doing this not only were response times for collisions decreased but transfer times to the hospital were reduced as well.

The Sedona Fire District was awarded \$26,182 for the purchase of Capital Outlay Equipment-telescoping stabilization strut system and airbags. The telescoping stabilization strut systems and airbags have been placed on the front line apparatus which has further enhanced extrication capabilities throughout the City of Sedona and Coconino and Yavapai Counties. The use of this equipment has reduced the time emergency crews spend stabilizing and extricating patients involved in motor vehicle collisions as well as increasing the safety for fire personnel.

The Sun Lakes Fire District was awarded \$2,866 for the purchase of two Emergency Lighting Units to enhance extrication capabilities throughout the Sun Lakes Fire District service area. The emergency lighting equipment consists of a portable generator with a high intensity light attached to it. This unit can be carried to vehicle accidents on or off the roadway, and will greatly assist emergency response personnel to illuminate vehicles which may have rolled over, or landed on their sides or roof. Further, the lighting unit is hardened enough to be used in areas too remote or too unsafe for vehicular access and will not only increase public and patient safety, but improve the life safety of emergency responders as well by providing a well lit work environment.

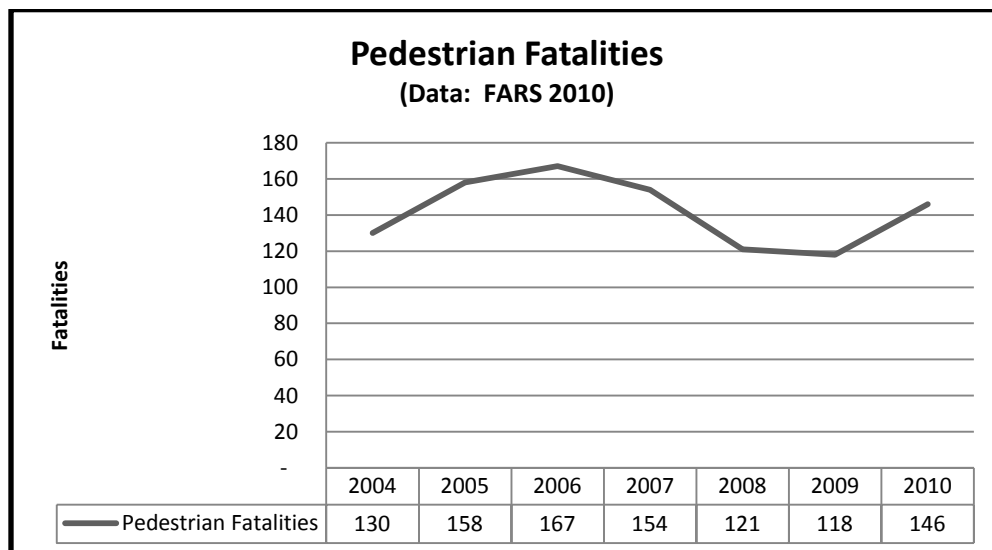
## MOTORCYCLE SAFETY

Motorcyclist fatalities declined 23.97 percent in 2010 to 92 fatalities. In FY 2011, GOHS expended \$148,644 in Section 2010 funds on radio advertisements promoting motorcycle safety. These advertisements ran in the Phoenix, Tucson, Flagstaff and Yuma markets.



## PEDESTRIAN AND BICYCLE SAFETY

Of all program areas, the only area that saw an increase in fatalities in FY 2011 was pedestrians which saw an increase of 23.73 percent increasing from 118 fatalities in 2009 to 143 in 2010.



Even with spending \$135,381 on Pedestrian, Bicycle and School Zone enforcement campaigns, pedestrian fatalities increased in FY 2011.

GOHS provided funding to the Peoria Police Department for Pedestrian and Bicycle Crossing enforcement and School Zone enforcement, placing an emphasis on school traffic safety awareness and enforcement. As part of this program, an outdoor electronic billboard was utilized to display two different school safety messages which emphasized the importance of following posted speed limits in school zones and the need to stop when school busses are loading and unloading.

GOHS provided the City of Phoenix Street Transportation Department with funding for 40 “Buckle Up – It’s the Law” signs near citywide high school parking lots.

## **TRAFFIC RECORDS**

GOHS continued to work with the Arizona Department of Transportation (“ADOT”) and the Traffic Records Coordinating Committee (“TRCC”) to coordinate the collection and storage of traffic safety data. In FY 2011, ADOT spent \$688,487 on traffic records projects, including the purchase of an SQL server, four laptops and twenty workstations to assist with the collection and analysis of Arizona traffic records. Additionally, ADOT renewed the license for AZTraCS which allows local law enforcement agencies to electronically collect and submit crash data to the state traffic records system and electronically collect and submit citation data to the Administrative Office of the Courts.

In addition to providing funding to ADOT, GOHS provided funding to the Glendale Police Department and the Sierra Vista Police Department to purchase E-Citation systems.

\$31,000.00 was awarded to the Sierra Vista Police Department to purchase two E-Citation Systems. This purchase helped to improve intra-agency efficiencies between the Sierra Vista PD and the Cochise County Justice Court Precinct Five. This system not only allows officers to issue a citation from their mobile computer but allows the printing of the ticket in the patrol car as well. The driver’s license is electronically swiped and the information is automatically populated and merged between the Sierra Vista PD’s and the local justice court’s records.

## LOOKING AHEAD

By all accounts, FY 2011 was a success for GOHS. GOHS met and exceeded most all performance goals, fatalities were down in almost all areas, citations for seatbelts increased and DUI arrests were up. As the leading agency in the state of Arizona dedicated to promoting traffic safety, GOHS looks forward to meeting the challenges ahead in 2012.

In the next year GOHS will:

- ✓ Continue to promote GOHS as the leading agency in promoting highway and traffic safety throughout the state.
- ✓ Promote traffic safety through extensive enforcement, education and public awareness activities.
- ✓ Maintain and enhance existing DUI operations, including task forces, saturation patrols and sobriety checkpoint deployments.
- ✓ Continue to fund programs and identify strategies to reduce speed-related fatalities and injury collisions.
- ✓ Continue to promote Arizona as the preeminent state for DRE and Phlebotomy through the enhancement of these programs.
- ✓ Complete statewide training for grantees on the FY 2013 proposal guide.
- ✓ Host a conference for law enforcement and prosecutors.
- ✓ Continue to actively participate in National enforcement campaigns, such as the Labor Day DUI enforcement campaign.
- ✓ Enhance and expand the Children are Priceless Passengers program.
- ✓ Maintain or increase 80-82 percent seatbelt usage rate.

GOHS is confident that it will continue to meet and surpass the goals and objectives delineated in the FY 2012 Highway Safety Plan and those enumerated above to reduce traffic fatalities in Arizona in the next year and beyond.

GOHS is well prepared to meet these, and other challenges that lie ahead, to keep the public safe on Arizona's streets and highways.