

CTSP

# Greater Helena Area Community Transportation Safety Plan





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*final report*

# Greater Helena Area Community Transportation Safety Plan

*prepared for*

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Greater Helena Area

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## Executive Summary

Montana's *Comprehensive Highway Safety Plan (CHSP)*, identifies urban area crashes as one of twelve aspects of safety needing increased attention. As a primarily rural state, the majority of Montana's fatal and incapacitating injury crashes (severe crashes) occur in rural areas. However, given higher population densities, the majority of all crashes occur in urban areas. Therefore, the Montana Department of Transportation (MDT) established a program through which individual communities could apply for assistance for the development of a Community Transportation Safety Plan (CTSP) to address transportation safety issues within their community. The City of Helena applied for and received assistance to develop a safety plan for the Greater Helena Area through this program. MDT's assistance included providing crash data and consultant support to facilitate planning meetings and develop materials. The process was data-driven and led by community members to reduce crashes in the Greater Helena Area.

**The Problem:** In the Greater Helena Area, over the past five years (2007-2011), an average of six people have died annually and 24 people have suffered incapacitating injuries resulting from traffic crashes. In addition, each year more than 367 people suffer less severe injuries in traffic crashes. The toll on the Greater Helena Area is significant in terms of suffering and economic loss.

**The Approach:** In February 2013, the Greater Helena Area began working to reduce the number of severe injury crashes in the urban area through the development of a Community Transportation Safety Plan. A Transportation Safety Advisory Committee (TSAC) was established to lead the effort, drawing upon safety partners and stakeholders in the community 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 a vision for the plan: The Greater Helena Area will have the safest motorized and non-motorized transportation system in Montana. The group set a long-range goal of zero fatalities. Given that the plan addresses a five-year timeframe, an interim goal was set to reduce the five-year average of crashes by 25 percent from 2013 to 2018. This means a reduction from an annual average of 1,315 crashes to 986 crashes by 2018. The expectation is that fatalities and injuries will be reduced proportionately as the number of crashes goes down.

The committee reviewed Greater Helena Area crash data from MDT's Safety Management System to help identify the most significant safety issues in the area. Based on crash data analysis and community input, the TSAC identified three top areas for focus to reduce crashes in the Greater Helena Area: impaired driving crashes, lack of occupant protection use, and bicycle and pedestrian



crashes. Therefore, the focus of the plan is on strategies that can reduce severe injury crashes with these contributing circumstances.

The Greater Helena Area Community Transportation Safety Summit, which was held in Helena on May 22, 2013, was a key event in the planning process. At the Summit 40 community members from the Greater Helena Area came together for a focused discussion of safety strategies to reduce impaired crashes, increase occupant protection, and reduce bicycle and pedestrian crashes. Strategies and action steps were selected that could work in the Greater Helena Area based on both national experience and local stakeholder input.





**Table ES.1 Greater Helena Area Community Transportation Safety Plan Strategies**

<b>Greater Helena Area Community Transportation Safety Plan Strategies</b>
<b>Impaired Driving Crashes</b>
<ol style="list-style-type: none"><li>1. Implement measures to change the current culture of acceptance of impaired driving.</li><li>2. Increase enforcement of impaired driving during the times, days, and at locations where the risk is greatest.</li></ol>
<b>Occupant Protection/Seat Belt Use</b>
<ol style="list-style-type: none"><li>1. Increase the use of child safety seats and booster seats.</li><li>2. Enact a local safety belt ordinance making non-use of a safety belt a primary offense in Helena.</li><li>3. Increase public information and education about the importance of wearing a safety belt.</li></ol>
<b>Bicycle and Pedestrian Crashes</b>
<ol style="list-style-type: none"><li>1. Continue to promote, enhance, and maintain bicycle and pedestrian safety as part of Greater Helena Area infrastructure, on local roadways.</li><li>2. Continue and enhance enforcement of safe behaviors by drivers around bicyclists and pedestrians and by bicyclist and pedestrians as they enter into the transportation mix.</li><li>3. Continue to promote and enhance public education about safe bicycling and walking practices and safe operating procedures between bicyclists and pedestrians and vehicles.</li></ol>





# 1.0 Relationship of Community Transportation Safety Plan to Montana Comprehensive Highway Safety Plan

In September 2006, the Montana Department of Transportation (MDT), in partnership with multiple agencies and stakeholders, completed Montana's Comprehensive Highway Safety Plan (CHSP). Since then, MDT has been actively supporting the implementation of strategies aimed at reducing crashes in the twelve CHSP Emphasis Areas. Urban area crashes were identified as one of these 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 their particular issues and needs and take responsibility for implementing the strategies that would benefit their community.

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 all 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 1.1. In 2011, urban fatal crashes represented more than 18 percent of Montana's total fatal crashes.



**Table 1.1 Statewide Urban vs. Rural Crashes**

Statewide Urban vs. Rural Crashes					
Year	Fatal Crashes	Rural Fatal Crashes	Urban Fatal Crashes	Percent Rural	Percent Urban
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%
2010	161	139	22	86.3%	13.7%
2011	187	152	35	81.3%	<b><u>18.7%</u></b>

Source: MDT – Safety Management System

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

Technical and financial support is provided by MDT to assist the community in identifying community safety issues, setting a goal, developing an inventory of existing efforts, identifying new strategies to implement, developing a safety plan, and setting an implementation schedule. The CTSP emerging from this effort then provides direction for the community to improve transportation safety at the local level. The CTSP documents the data-driven process undertaken to determine the most significant safety issues in the community and an action plan to address them.

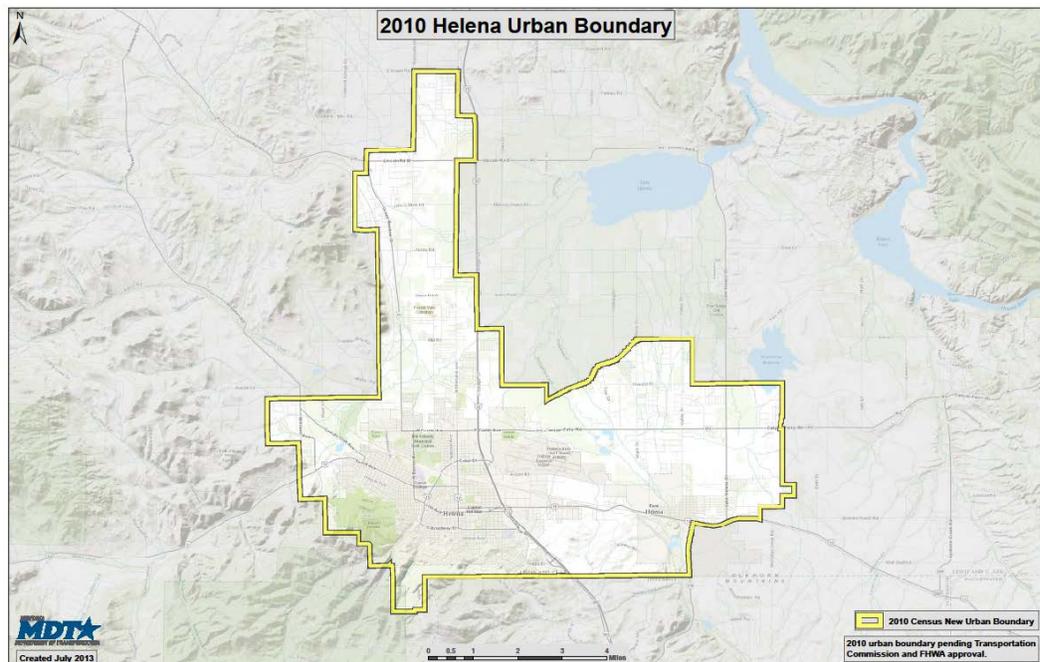
The general approach to develop a community transportation safety plan is to use the same methodology as for the State’s Comprehensive Highway Safety Plan, but at a community level and at a reduced scale, consistent with the needs of the individual community. The primary inputs to this plan are analysis of existing crash data, stakeholder input, “best practices” in safety programs, and resources and funding opportunities.



## 2.0 Transportation Safety Problem Overview

The area for which crash data were analyzed is the Helena urban area<sup>1</sup> based on the 2010 Census, shown in Figure 2.1. Each year in the Greater Helena Area an average of six individuals die in vehicle crashes, as shown in Figure 2.1. An additional 24 people suffer incapacitating injuries each year, which means their lives are forever altered and they may never fully recover from their injuries. An average of 367 people experience less severe injuries, but these still are likely to result in time lost from work and other responsibilities, financial hardships, and medical costs, not to mention pain and suffering.

Figure 2.1 Helena Urban Boundary Based on 2010 Census



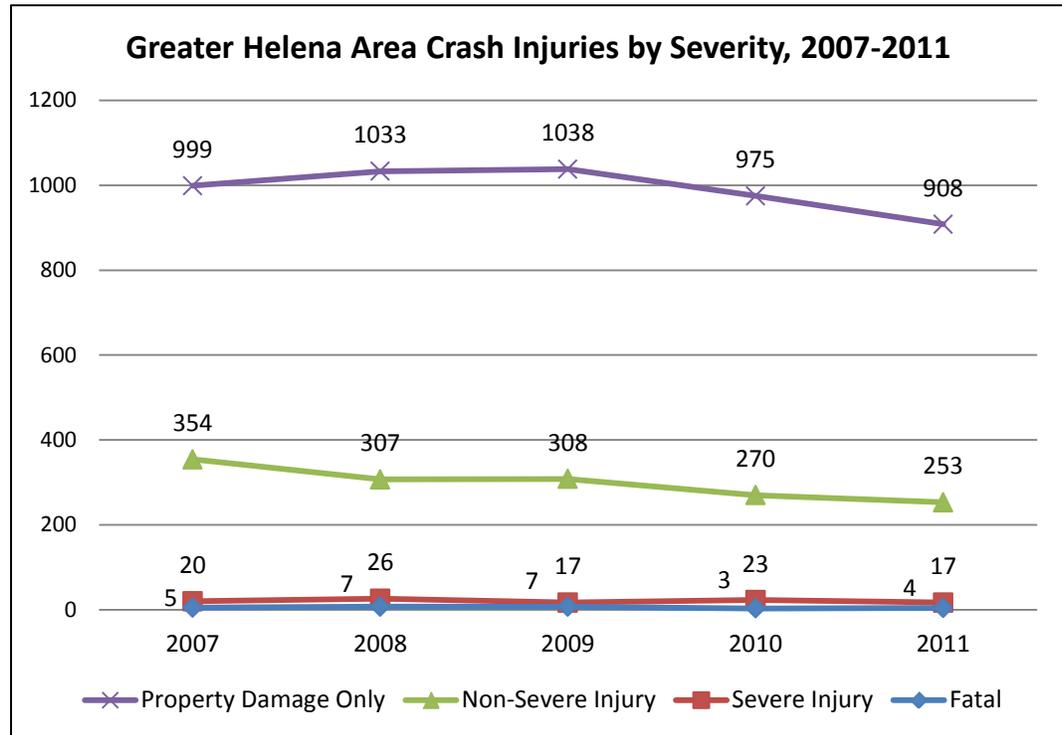
Source: Montana Department of Transportation

<sup>1</sup> Crash data were analyzed for the Helena Urban Boundary based on the 2010 Census, which was approved by the Montana Transportation Commission and is awaiting the Federal Highway Administration approval. Throughout the plan, references to Greater Helena Area are meant to be synonymous with this boundary.



These data show that crashes have been trending down in recent years, which may be the result of successful efforts by Greater Helena Area safety partners. However, it is difficult to isolate the results of individual programs and attribute crash trends to specific efforts unless specific before-and-after studies are conducted. The objective of this plan is to continue this downward trend with the understanding that as the number of crashes, injuries and fatalities grows smaller, it becomes more challenging to reduce the numbers further, requiring even more focused and strategic action.

**Figure 2.2 Greater Helena Area Crash Injuries by Severity, 2007-2011**



Source: MDT Safety Management System.

Development of effective strategies to improve safety depends on accurate and complete crash data. The Greater Helena Area has access to high-quality crash data via the resources of MDT’s Safety Management System. This information 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.

The impact of traffic crashes is devastating for the families and friends of those killed or injured. While the personal costs of crashes can be massive, the economic costs are also substantial. The economic impact of crashes to Montana



was estimated at \$595 million in 2005 during the development of the CHSP<sup>2</sup>. The suffering and economic loss caused by crashes is not simply the price Greater Helena Area residents must pay for mobility. Many actions can be taken to reduce the number and severity of crashes. Many groups have a role in transportation safety, including local government agencies that manage transportation infrastructure and operations; advocacy organizations that seek ways to educate and reduce public injury; emergency medical service agencies that respond to crashes and provide medical care; law enforcement agencies that enforce traffic laws; and the public in taking seriously the privilege and responsibility of driving a vehicle by making good choices when on the road.

The first step in taking action is understanding the problem. Many factors play a role in why crashes occur. Contributing circumstances include decisions made by the driver such as whether to drink alcohol before driving, driving without enough rest, driving in adverse weather, distracted driving, drive aggressively or inattentively, or disregard signals and signs. The condition of the roadway is also important – is the striping visible, is the bend in the road too sharp, are the road signs visible in the dark, or is the roadway slippery due to rain, snow, or ice? Many issues must be considered when addressing roadway safety.



Research in transportation safety has shown that nearly every crash is preventable. Human behavior plays a significant role in safety. Drivers must appreciate the skill, training, and attention required to safely maneuver a 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 seat belt.

At the same time, roadways should be designed so drivers know what is expected of them. If a driver makes a slight error in maneuvering a vehicle the roadway should enable recovery without a major impact. Roadways should include safety features such as proper signage, adequate pavement markings, safe alignments at posted speeds, good visibility, minimal roadside hazards, and infrastructure for pedestrians and bicyclists. Roadway safety features include elements such as guardrails, striping, pedestrian crosswalks, signage warning of a sharp curve, lighting, etc.

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<sup>2</sup> Montana Comprehensive Highway Safety Plan, 2010.

[http://www.mdt.mt.gov/publications/docs/brochures/safety/current\\_chsp.pdf](http://www.mdt.mt.gov/publications/docs/brochures/safety/current_chsp.pdf)



The most crucial crashes to address through safety activities are severe crashes, which result in either a fatality or incapacitating injury. Severe crashes have a very high cost both socially and financially. Therefore, the focus of crash data analysis for this plan was on fatal and incapacitating injury crashes. However non-severe injury crashes and property-damage-only (PDO) crashes, which result in damage significant enough to warrant a crash report but where nobody was injured, also provide information on overall trends. The data by crash type include crashes between 2007 and 2011; it is important to look at multiple years of crash data, as significant variation can occur from year to year. In sections 3.0 and 4.0, more detailed data is provided on crash factors most prevalent in the Greater Helena Area.





## 3.0 Methodology

The rationale for undertaking safety planning at the community level is to provide a more customized approach to planning both from the standpoint of problem analysis and strategy development. The crash problem at a community level is often somewhat different than at the state level, because communities are more urban than the state overall. Therefore customized analysis of the safety issues at a community level will improve how well efforts can target local problems.

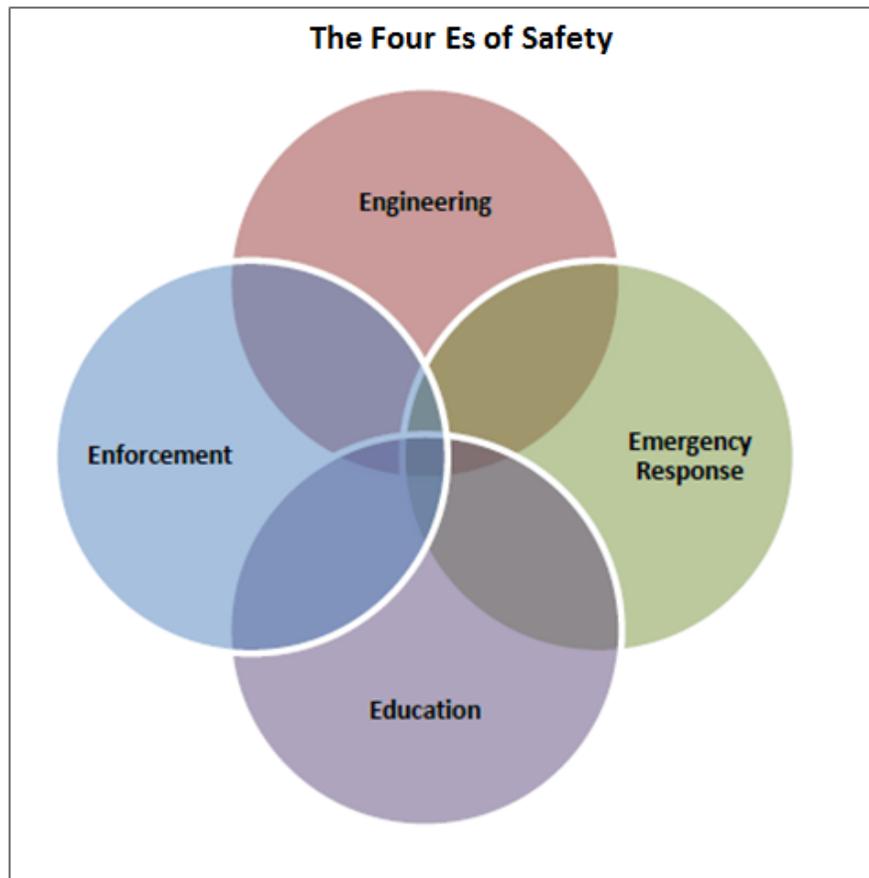
Implementation of safety strategies at a community level can be very effective because community leaders, agencies, institutions, and key advocacy groups can be engaged and work together on developing a culture of safety. Often resources and information can be shared to strengthen the safety effort. When local residents hear the safety message from other community members they know it can be much more compelling. The key is to effectively use existing transportation safety resources through collaboration and communication.



### 3.1 PLANNING PROCESS

The initial step in developing the Greater Helena Area Community Transportation Safety Plan was assembling key community safety partners with knowledge of safety issues and interest in working toward reducing crashes and saving lives in the Greater Helena Area. Individuals were invited to be part of the Transportation Safety Advisory Committee (TSAC) based on their knowledge of and involvement in the 4 Es (education, enforcement, emergency medical services, and engineering) of safety, shown in Figure 3.1.

Figure 3.1 The Four Es of Safety



It has been proven that safety strategies are most effective if safety partners and stakeholders from each of these disciplines are involved in the process. It is beneficial for partners to collaborate closely on the practice of safety. When partners work together, often resources can be combined and information can be shared that enables more efficient use of staff and funds. Partners and stakeholders involved in the Greater Helena Area CTSP included representatives from the City of Helena, Helena Police Department, Lewis &



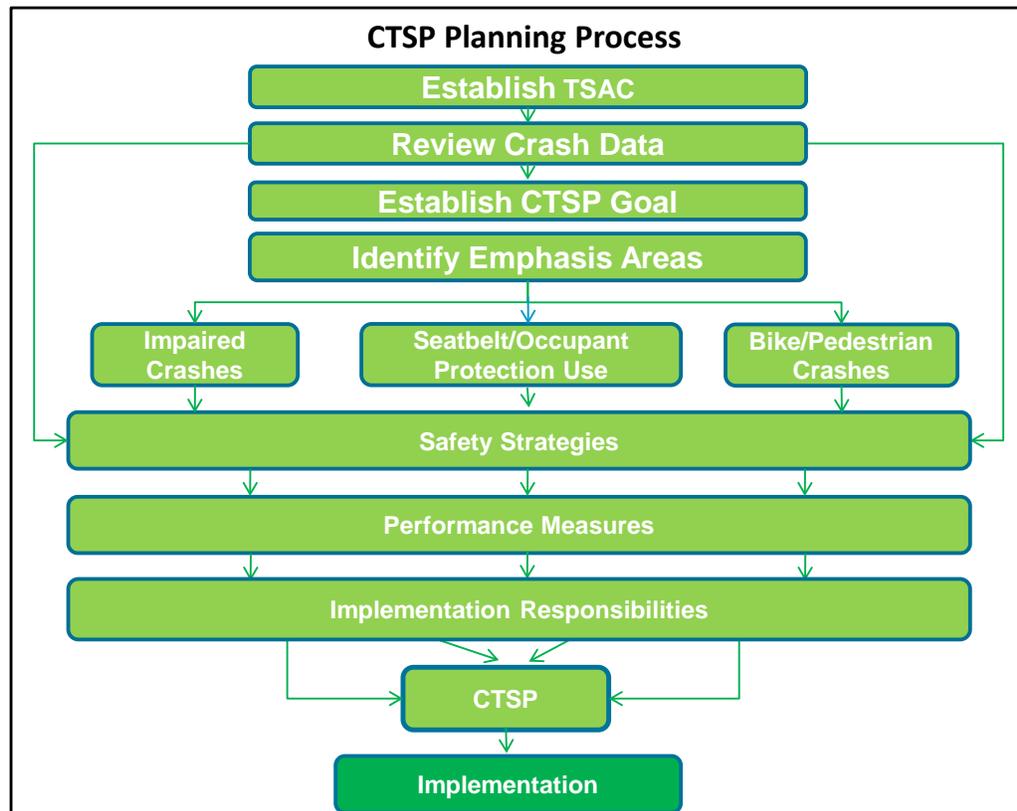
Clark County Sheriff’s Office, Montana Highway Patrol, Helena Public Works Department, Helena Fire Department, Lewis & Clark County Department of Public Works, City-County Health Department, Lewis & Clark County DUI Task Force, Tri-County Buckle Up MT, Rural Fire Department, Transportation Coordinating Committee (TCC) members, Helena Public Schools, BikeWalk MT, Montana Department of Transportation planners and engineer, community organizations, and others.

The key steps in the planning process are shown in Figure 3.2, including:

- Establish a Transportation Safety Advisory Committee;
- Review available crash data;
- Develop vision statement and goal;
- Identify Safety Emphasis Areas;
- Review and inventory existing strategies and determine new strategies;
- Develop action plans to facilitate implementation; and
- Submit final plan to local governing body for adoption.

The CTSP planning process is shown below in Figure 3.2.

**Figure 3.2 CTSP Planning Process**





## Transportation Safety Advisory Committee (TSAC)

The TSAC met five times over the course of the plan development, in addition to participating in the Safety Summit. Table 3.1 shows the key objectives for each of the meetings. The planning process started by ensuring that a wide range of safety partners and stakeholders were involved in the transportation safety plan development. Members were individually invited to participate in the TSAC by the local point of contact to ensure full representation by the 4Es. The TSAC membership is shown in Appendix A.

### VISION

*The Greater Helena Area will have the safest motorized and non-motorized transportation system in Montana*

The roles and responsibilities of the TSAC include:

- Review Greater Helena Area crash data;
- Develop mission, vision, and goal;
- Identify Emphasis Areas;
- Inventory current safety activities;
- Participate in development of safety strategies and action steps; and
- Lead implementation of the CTSP.

The TSAC members discussed their role in the safety planning process and defined what TSAC sought to accomplish. The TSAC members also defined a mission statement to guide their overall efforts in the CTSP development process.

### TSAC Mission

*To provide guidance on the development of the Community Transportation Safety Plan and participate in and provide direction on plan implementation*



The objectives for the planning meetings can be found below in Table 3.1.

**Table 3.1 Key Objectives for Planning Meetings**

Key Objectives for Planning Meetings	
Meeting	Key Objectives
TSAC Meeting 1 February 20, 2013	<ul style="list-style-type: none"> <li>• Initiate plan development</li> <li>• Confirm TSAC members</li> <li>• Conduct initial review of crash data</li> </ul>
TSAC Meeting 2 March 20, 2013	<ul style="list-style-type: none"> <li>• Review key safety issues in the Greater Helena Area</li> <li>• Define TSAC Mission</li> <li>• Define Safety Vision and Goal</li> <li>• Select Emphasis Areas for CTSP</li> </ul>
TSAC Meeting 3 April 17, 2013	<ul style="list-style-type: none"> <li>• Inventory current activities relevant to Emphasis Areas</li> <li>• Discuss potential new approaches for strategies</li> </ul>
Safety Summit May 21, 2013	<ul style="list-style-type: none"> <li>• Identify safety strategies for Emphasis Areas</li> </ul>
TSAC Meeting 4 June 19, 2013	<ul style="list-style-type: none"> <li>• Review/refine potential safety strategies for CTSP</li> </ul>
TSAC Meeting 5 July 16, 2013	<ul style="list-style-type: none"> <li>• Review and approve CTSP</li> </ul>

TSAC members reviewed all Greater Helena Area crash data for multiple years to identify the factors that were actually involved in crashes. It was important that decisions about the areas of focus for the safety plan were supported both by crash data and the members of community that will be implementing the plan. The committee reviewed fatal and incapacitating injury crash data for the Greater Helena Area related to key safety factors to determine how and where to focus and prioritize efforts. This helped the group identify safety Emphasis Areas.

Once those Emphasis Areas were determined, the group was tasked to inventory current safety programs in the community to identify opportunities for enhancement, as well as to identify gaps that could be addressed by future strategies. Next, the TSAC identified potential safety strategies based both on a review of the national literature and what partners and stakeholders felt would be appropriate and effective in the Greater Helena Area.



## 3.2 SAFETY PLAN GOAL

The overall goal of the CTSP was designed to be specific, measurable and have a timeline. Overall, during the five-year period from 2007 to 2011, the Greater Helena Area experienced an average of five fatal crashes, 21 incapacitating injury crashes, 298 non-incapacitating injury crashes, and 991 property damage only crashes, shown below in Table 3.2.

**Table 3.2 Annual Greater Helena Area Crashes by Severity**

Annual Greater Helena Area Crashes					
	Fatal Crashes	Incapacitating Injury Crashes	Non- Incapacitating Injury Crashes	Property Damage Only Crashes	TOTAL Crashes
<b>2007</b>	5	20	354	999	<b>1,378</b>
<b>2008</b>	7	26	307	1,033	<b>1,373</b>
<b>2009</b>	7	17	308	1,038	<b>1,370</b>
<b>2010</b>	3	23	270	975	<b>1,271</b>
<b>2011</b>	4	17	253	908	<b>1,182</b>
<b>5 Year Annual Average</b>	<b>5</b>	<b>21</b>	<b>298</b>	<b>991</b>	<b>1,315</b>

Source: MDT Safety Management System.

Note: a fatal crash is one where one or more fatalities occurred. Property damage only crashes are severe enough to report to police (resulting in \$1,000 or more in property damage) but do not involve any injuries.

The TSAC agreed upon a goal for the Greater Helena Area CTSP: Zero Fatalities. Because the CTSP is a 5-year plan, the group set an interim target to measure progress on the way to achieving this goal. The interim target is to reduce crashes in the Greater Helena Area by 25 percent by 2018, with the hope of proportionately reducing fatalities and injuries as well. This means the goal is a reduction in the five-year average number of crashes from the current 1,315 to 986 by 2018.

**GOAL**

*Zero Fatalities*

**INTERIM GOAL**

*Reduce crashes in the Greater Helena Area by 25 percent by 2018.*



### 3.3 EMPHASIS AREAS

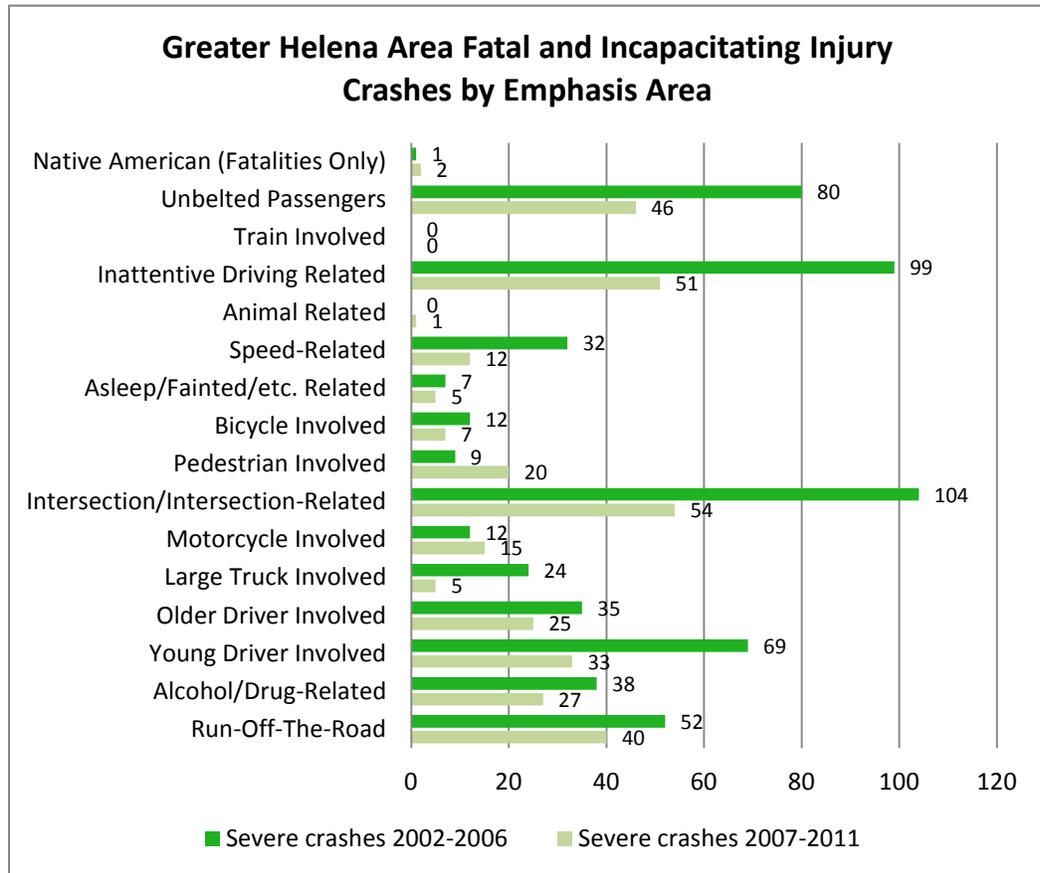
To understand how to most effectively focus resources, it is important to identify what types of crashes predominantly contribute to the community safety problem. The American Association of State Highway Transportation Officials *Strategic Highway Safety Plan: A Comprehensive Plan to Substantially Reduce 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., lack of occupant protection, inattentive/distracted/fatigued, alcohol and/or drug impaired), and modes (e.g., pedestrian, bicycle, motorcycle, heavy trucks).

Once a 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.



Figure 3.3 shows the number of fatal and incapacitating crashes by Emphasis Area, and Figure 3.4 shows all crashes by Emphasis Area. The figures show data for two five-year periods to illustrate trends.

**Figure 3.3 Greater Helena Area Fatal and Incapacitating Injury Crashes by Emphasis Area**

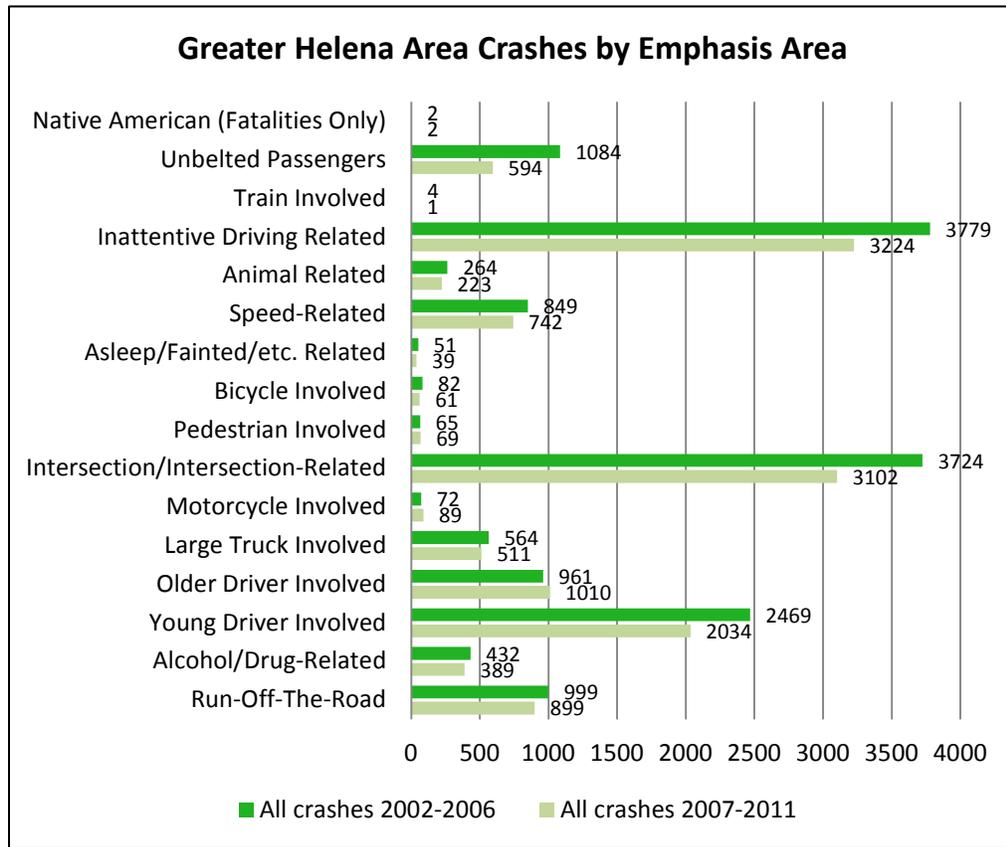


Source: MDT Safety Management System.

Note: Data for Native Americans and unbelted represents persons involved, not number of crashes.



Figure 3.4 Greater Helena Area Crashes by Emphasis Area



Source: MDT Safety Management System.

Note: Data for Native Americans and unbelted represents persons involved, not number of crashes.

The group was asked to consider 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, availability of data, resources available to address the issue, and feasibility of making an impact in terms of being able to generate stakeholder support.

#### EMPHASIS AREAS

- Alcohol/Drug Impaired Driving Crashes
- Occupant Protection/Seat Belt Use
- Bicycle and Pedestrian Crashes

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 alcohol/drug impaired driving crashes, lack of occupant protection/seat belt use, and bicycle and pedestrian crashes. While the largest number of severe crashes was at or near intersections, many of those



crashes likely also involved impairment, and increased occupant protection will help to reduce the severity of injuries for all crash types. While the numbers of crashes for the bicycle and pedestrian areas were lower than the others, the group decided to combine these two areas into one Emphasis Area. Since the majority of the bicycle severe crashes and one third of pedestrian total injury crashes occurred at intersections, the group decided that a bicycle/pedestrian emphasis area would also address intersections. Younger drivers also were involved in a large number of crashes and the group felt this demographic group would be covered via strategies of the other Emphasis Areas.

### 3.4 SAFETY STRATEGIES APPROACH

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

At the Greater Helena Area Transportation Safety Summit, Emphasis Area discussion groups reviewed the crash data so strategies could be targeted to the specific problems in the Greater Helena Area. Groups considered safety strategies proven to work in other states or regions as well as how to build upon and enhance programs already underway in the Greater Helena Area. Participants discussed in depth what they felt the major issues were regarding safe driving related to impaired driving crashes, lack of occupant protection/seat belt use, and bicycle and pedestrian crashes and devised strategies tailored to the Greater Helena Area community.

Identifying how strategies will be implemented moving forward is a critical part of this plan. At the Summit, participants identified agencies and or stakeholders that would be most appropriate to be involved in and/or lead each strategy. The anticipated life of the plan is up to five years, after which time crash data should be reviewed and the results of strategy implementation fully evaluated. A potential new set of safety Emphasis Areas and strategies can then be developed based on the key crash factors shown in the crash data at that time.

### 3.5 TRANSPORTATION SAFETY SUMMIT

A key step in the CTSP development process was the Transportation Safety Summit, which was held at on May 21, 2013 at the Civic Center. The objectives of the Summit were to review the development process for the CTSP, confirm the plan focus areas and goal, and develop preliminary safety strategies and action steps to serve as the basis of the plan.

Forty community members and stakeholders attended this three-hour transportation safety planning workshop, including representatives from the City of Helena Public Works & Engineering Department, Helena Fire



Department, BikeWalk Montana, the Lewis & Clark County Sheriff's Office, the Lewis & Clark County Public Works Department, the Helena Police Department, the Helena Independent Record, the City-County Health Department, the Montana Department of Transportation (MDT), Montana's Attorney General-Department of Justice, Montana Highway Patrol, the Federal Highway Administration, Tri-County Buckle Up Montana, the Montana Department of Transportation planners and engineer, and local residents among others (see Appendix B for list of participants).

The Summit opened with remarks from Helena Mayor Jim Smith. "Safety is important to all of us," he said. Mayor Smith underscored how the plan focuses on the four Es of safety: education, enforcement, emergency services, and engineering. "I want to add two more Es," he said, "eyes and ears. Part of our jobs as citizens of Helena is to keep our eyes and ears open" and do what everyone can to prevent traffic crashes, deaths, and injuries.



Summit participants were divided into three workgroups based on their area of interest and expertise in the three Emphasis Areas. Each facilitator provided their specific group an overview of crash data, current programs and safety strategies that have been tried and proven effective in other areas. The groups discussed which of these could be effective at improving safety in the Greater Helena Area. Participants were encouraged to generate new strategies ideas other than those presented that would be appropriate and feasible for the Greater Helena Area community. Strategies are discussed detail in Section 5.0.



### 3.6 EMPHASIS AREA TEAMS

Emphasis Area teams will serve as the engine to support implementation of the strategies identified in this plan. The starting point for forming Emphasis Area teams will be to coordinate with safety partners and stakeholder that have a responsibility or jurisdictional authority over the strategies being undertaken. Participants in each of the Emphasis Area discussion groups at the Summit are potential team members. Additional interested safety partner and stakeholder representatives of groups important to implement safety strategies should also be invited to participate.

Each Emphasis Area team has a champion tasked with serving as chairperson for the workgroup and convening regular meetings. The team will review and refine the strategies, define tactics to complete strategies, and ensure the responsible agencies and individuals are assigned to carry out the strategy activities. It is recommended that these groups initially meet every one to two months to get the strategies actively underway and to establish a protocol for monitoring progress. Most of the TSAC members will likely join one of the three Emphasis Area teams.



In this safety plan, each of the core strategy descriptions includes a list of potential stakeholders and safety partners to act as lead on implementing action steps. Each Emphasis Area team should include these groups and validate on an ongoing basis that it has the right membership to lead implementation of the strategies. If an individual can no longer fill the lead role on implementing a particular safety strategy or activity, the Emphasis Area team members should work together to identify a replacement.

Emphasis area team leaders are:

Emphasis area team leaders are:

- Alcohol/Drug Impaired Crashes Emphasis Area: Sergeant Jay Nelson, MT Highway Patrol;
- Seatbelts/Occupant Protection Use Emphasis Area: Tracie Kiesel, Tri-County Buckle Up MT Coordinator; and
- Bicycle and Pedestrian Crashes Emphasis Area: David Knoepke, City of Helena Engineer.



## 4.0 Emphasis Areas

### 4.1 IMPAIRED DRIVING

Fatalities in crashes involving an alcohol-impaired driver represent almost one-third (31%) of the total motor vehicle fatalities in the United States. Montana has one of the highest alcohol related fatality rates in the nation per vehicle mile traveled. Choosing to drive after drinking alcohol or taking drugs is a risky decision that impacts the driver, passengers and others on the road. Many impaired driving crashes are very severe, as often impaired drivers also fail to use seat belts and engage in speeding.

From 2007 to 2011, there were 158 injury crashes in the Greater Helena Area involving an impaired driver. Of those, 27 severe crashes involved a fatality or incapacitating injury and 131 involved a nonsevere injury. An impaired driver can be under the influence of drugs, alcohol, or both.

The greatest proportion of impaired driving-related injury crashes (49%) occurred on local streets. However, the greatest percentage of severe injury crashes (26%) occurred on state secondary roads (Table 4.1 and Figure 4.1).

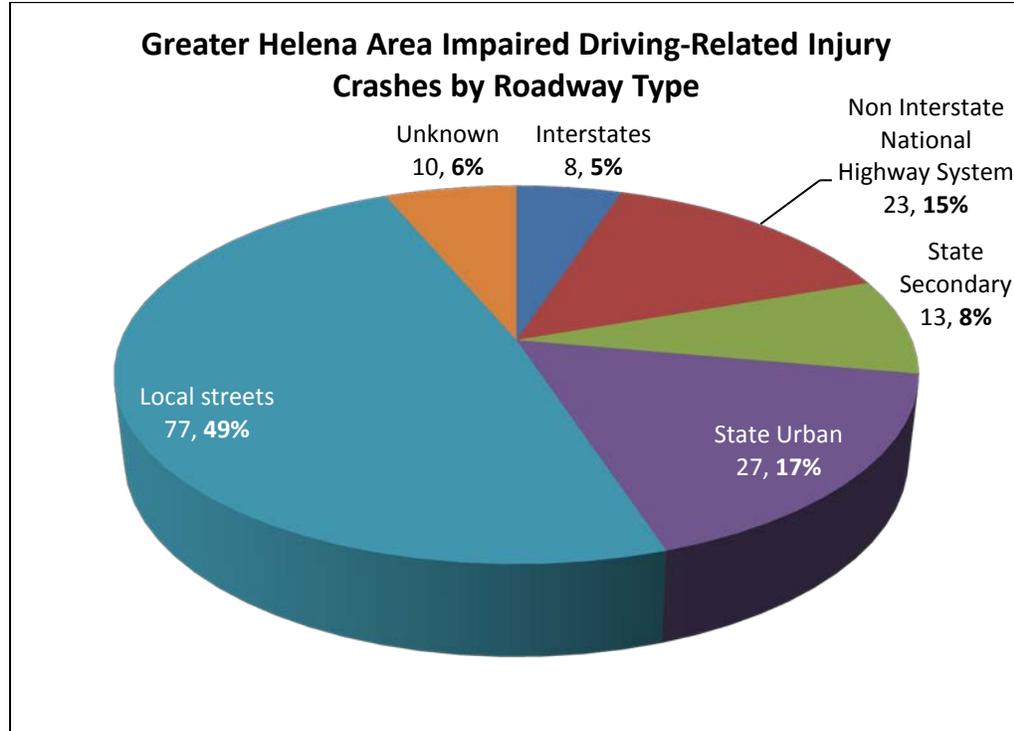
**Table 4.1 Greater Helena Area Impaired Driving-Related Injury Crashes by Roadway Type, 2007-2011**

Greater Helena Area Impaired Driving-Related Injury Crashes by Roadway Type						
Crashes by Roadway Type	Severe Injury Crashes	Severe Injury Crashes (%)	Nonsevere Injury Crashes	Nonsevere Injury Crashes (%)	Total Injury Crashes	Total Injury Crashes (%)
Interstates	2	7%	6	5%	8	5%
Non Interstate National Highway System	6	22%	17	13%	23	15%
State Secondary	7	<b>26%</b>	6	5%	13	8%
State Urban	5	19%	22	17%	27	17%
Local streets	5	19%	72	55%	77	<b>49%</b>
Unknown	2	7%	8	5%	10	6%
<b>TOTAL</b>	<b>27</b>		<b>131</b>		<b>158</b>	

Source: MDT Safety Management System. Note: Non Interstate National Highway System roads include US-287/US-12, Prospect Avenue, Euclid Avenue, and Lyndale Avenue. State Secondary roads include Canyon Ferry Road. State Urban roads include Montana Avenue. Local streets include Davis Street.



**Figure 4.1 Greater Helena Area Impaired Driving-Related Injury Crashes by Roadway Type, 2007-2011**



Source: MDT Safety Management System. Note: Non Interstate National Highway System roads examples include US-287/US-12, Prospect Avenue, Euclid Avenue, and Lyndale Avenue. State Secondary roads examples include Canyon Ferry Road. State Urban road example includes Montana Avenue. Local streets example includes Davis Street.

Eighty one percent (81%) of all drivers involved in impaired fatal or incapacitating injury crashes were male (Table 4.2).

**Table 4.2 Greater Helena Area Impaired Drivers by Gender, 2007-2011**

Drivers by Gender	Severe Crashes	Severe (%)	Nonsevere Crashes	Nonsevere (%)	Total	Total (%)
Male	22	<b>81%</b>	88	67%	110	70%
Female	5	19%	43	33%	48	30%
<b>TOTAL</b>	<b>27</b>		<b>131</b>		<b>158</b>	

Source: MDT Safety Management System.



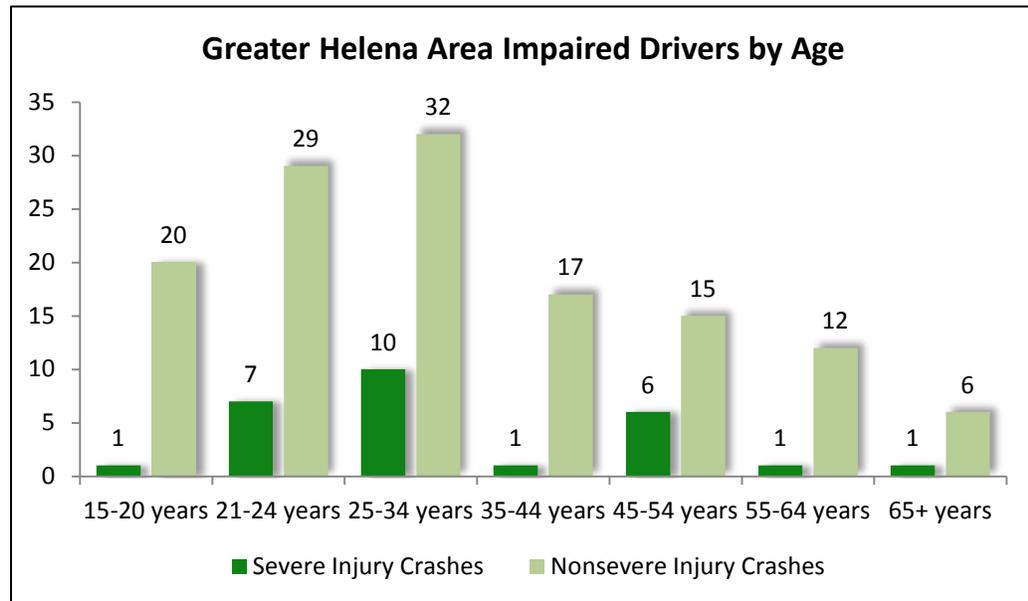
Fifty percent (50%) of impaired drivers involved in injury crashes were between the combined ages of 21 and 34 (Table 4.3 and Figure 4.2). More than a quarter (27%) of total injury crashes, and 37 percent of severe injury crashes, involved impaired drivers age 25-34.

**Table 4.3 Greater Helena Area Impaired Drivers by Age, 2007-2011**

Greater Helena Area Impaired Drivers by Age						
Drivers by Age	Severe Injury Crashes	Severe Injury Crashes (%)	Nonsevere Injury Crashes	Nonsevere Injury Crashes (%)	Total Injury Crashes	Total Injury Crashes (%)
15-20 years	1	4%	20	15%	21	13%
21-24 years	7	26%	29	22%	36	<b>23%</b>
25-34 years	10	<b>37%</b>	32	24%	42	<b>27%</b>
35-44 years	1	4%	17	13%	18	11%
45-54 years	6	22%	15	11%	21	13%
55-64 years	1	4%	12	9%	13	8%
65+ years	1	4%	6	5%	7	4%
<b>TOTAL</b>	<b>27</b>		<b>131</b>		<b>158</b>	

Source: MDT Safety Management System

**Figure 4.2 Greater Helena Area Impaired Drivers by Age, 2007-2011**



Source: MDT Safety Management System



## Current Impaired Driving Programs and Strategies in the Greater Helena Area

### *Alternative Transportation*

**Operation Topsy Tow-AAA** is a program offered during the holiday season from mid-December to January 1 to transport impaired drivers home and tow their vehicle as well. The program is funded by AAA.

Certain Greater Helena Area businesses participate in **Alert Cab**, which is a program offering free rides home via local taxi service for impaired customers.

### *Enforcement*

The **Selective Traffic Enforcement Program (STEP)** for local participating law enforcement agencies combines intensive enforcement of specific traffic safety laws with extensive communication, education, and outreach informing the public about the enforcement activity.

The City of Helena has a **Social Host Ordinance** that holds individuals accountable for knowingly allowing underage drinking by minors other than their own children on private property they control. Helena's social host ordinance addresses the problem of underage drinking by closing the loophole that makes it easier for teens to access alcohol where they most frequently do, in a social setting. Reducing easy access to alcohol by youth in turn reduces binge drinking. Helena was the first city in Montana to pass a social host ordinance.

### *Prevention, Education, and Support*

**Responsible Sales and Server Training/ MT Tavern Association** - As of February 2012, State law requires training of anyone who serves or sells alcoholic beverages, including the immediate supervisor and licensee. People who serve alcohol as a profession can be a positive force in reducing alcohol-related deaths and injuries. Responsible alcohol sales and service training educates retailers on how to sell and serve alcohol safely. The training promotes four key principles to help businesses operate within the constraints of the law and reduce their liabilities: eliminate selling to underage persons, eliminate secondary selling, eliminate selling to intoxicated customers, and to refuse altered or false identification. Department of Revenue's approved trainer list for Responsible Sales and Server Training program can be found here: <http://alcoholservertraining.mt.gov/preapproved-training.mcp>

**Lewis & Clark County Stop DUI Task Force** is funded through license reinstatement fees. Its members include citizens, government officials, law enforcement, business, health professionals, and prevention and treatment specialists appointed by the Lewis and Clark County Commissioners. The task force's mission includes promoting a healthier and safer environment for county residents by reducing the number of alcohol and drug related traffic crashes,



injuries, and fatalities through public education, awareness, community involvement, legislation and enforcement strategies. Meetings are held on the second Thursday of each month. Locations of the meetings rotate between the Lewis & Clark County Law Enforcement Center and the Task Force Member Organizations. The public is welcome to attend. The task force funds the Lewis & Clark County Intern Program, which reduces the DUI caseload handled by County prosecutors. Alcohol prevention activities are funded by the Stop DUI Task Force, including:

- Development of PSAs;
- Area law enforcement for overtime shifts;
- Support law enforcement, judge, and Attorney trainings; and
- Technology funding for law enforcement, attorneys and courtrooms.

**Carroll College** has several programs designed to reduce drug and alcohol abuse and impaired driving. **Smart Choices**, Carroll College's comprehensive plan to address alcohol and drug abuse prevention includes the **AlcoholEdu** online course all incoming freshman take to educate them on alcohol and college related issues, plus prevention workshops and trainings throughout the year, and a one-hour course called "Thriving" for all freshman during the semester. The college has instituted a six-hour educational seminar for students with alcohol violations. Also part of Carroll's plan is its campus-wide assessment of campus alcohol use and assessment of policies and practices to address alcohol use. The college's plan also includes collaboration with local law enforcement agencies and school district to prevent access to alcohol, and popular **Arrive Alive** free safe ride home cab service to reduce drinking and driving.

**Youth Connections Helena** is a diverse group of community members who work to make Helena a healthy and supportive place for kids and families. Youth Connections focuses on preventing and reducing substance abuse and violence, while enhancing social, emotional and mental health supports for Helena's youth. Youth Connections provides valuable, evidence-based programs, services, and activities to help youth and families thrive. An example of the services offered is **Project Success**, a substance abuse prevention and early intervention program which offers education, groups, individual sessions and prevention activities in a school setting. <http://www.youthconnectionscoalition.org/>



## Potential Safety Partners & Stakeholder Groups for the Impaired Driving Emphasis Area

- Lewis & Clark County DUI Task Force;
- Montana Tavern Association;
- Lewis & Clark County Public Works;
- Department. of Fish, Wildlife & Parks;
- Motor Vehicle Division- Department of Justice;
- Media, e.g. *Independent Record* newspaper, Beartooth News television;
- Lewis & Clark County Sheriff's Office;
- Helena Police Department;
- Montana Highway Patrol
- Department of Revenue; and
- Insurance companies.

## Impaired Driving Performance Measures

The Key Recommended Performance Measure is:

- Number of crashes involving impaired driving.



## 4.2 OCCUPANT PROTECTION/SEAT BELT USE

One of the most effective measures individuals can take to prevent injury and death in a crash is to be appropriately restrained through the use of seat belts, child safety seats, or booster seats. National Highway Traffic Safety Administration (NHTSA) estimates that lap/shoulder seat belts, when used correctly, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent and the risk of moderate-to-critical injury by 50 percent. For light-truck occupants, seat belts reduce the risk of fatal injury by 60 percent and moderate-to-critical injury by 65 percent. Research on the effectiveness of child safety seats has found them to reduce fatal injury by 71 percent for infants (less than 1 year old) and by 54 percent for toddlers (1 to 4 years old) in passenger cars. For infants and toddlers in light trucks the corresponding reductions are 58 percent and 59 percent, respectively. **Despite this evidence, however, a large proportion of fatally injured people are not properly restrained.** In Montana in 2012 75% of people who died in crashes were unrestrained.

Unbelted crashes are crashes where a vehicle occupant was not wearing a seatbelt. Data on persons involved in unbelted crashes may include all vehicle occupants, not only the driver of the vehicle. Severe crashes involve those where a fatal or incapacitating injury occurred to one or more vehicle occupants. Nonsevere crashes are those where a less severe injury occurred. Data presented include only persons or crashes for which seatbelt usage at the time of crash is known.



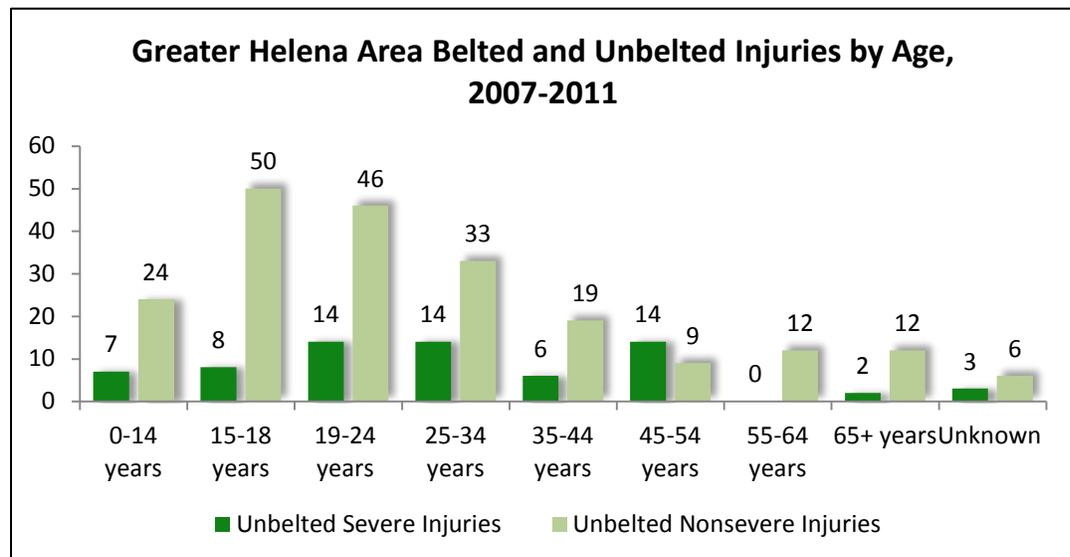
From 2007-2011, thirty nine percent (39%) of vehicle occupants age 25-34 years old in severe injury crashes were unbelted; this was the case for 30 percent of those age 19 to 24 years old and 29 percent of those age 15 to 18, as seen in Table 4.4 and Figure 4.3.

**Table 4.4 Belted and Unbelted Injuries by Age, 2007-2011**

Belted and Unbelted Injuries by Age, 2007-2011						
Injuries by Age	Belted Severe Injuries	Belted Nonsevere Injuries	Unbelted Severe Injuries	Unbelted Nonsevere Injuries	Severe Injuries Unbelted (%)	Nonsevere Injuries Unbelted (%)
0-14 years	27	389	7	24	21%	6%
15-18 years	20	501	8	50	<b>29%</b>	9%
19-24 years	32	460	14	46	<b>30%</b>	9%
25-34 years	22	412	14	33	<b>39%</b>	7%
35-44 years	37	421	6	19	14%	4%
45-54 years	25	418	14	9	36%	2%
55-64 years	19	329	0	12	-	4%
65+ years	28	284	2	12	7%	4%
Unknown	2	18	3	6	60%	25%
<b>TOTAL</b>	<b>212</b>	<b>3,232</b>	<b>68</b>	<b>211</b>		

Source: MDT Safety Management System

**Figure 4.3 Belted and Unbelted Injuries by Age, 2007-2011**

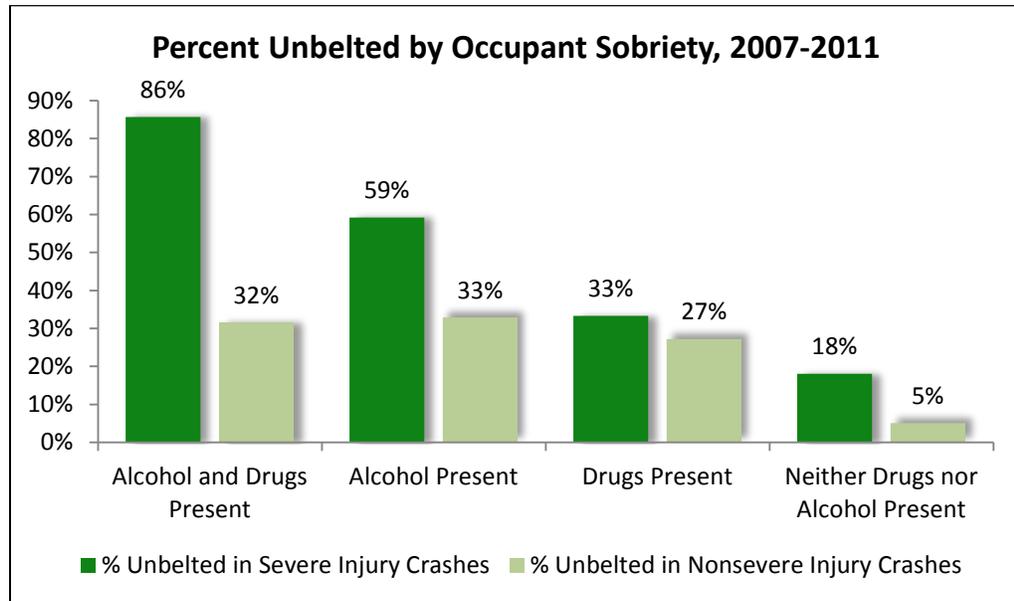


Source: MDT Safety Management System



One third of those involved in a severe unbelted crash were under the influence of drugs or alcohol. Occupants under the influence of both drugs and alcohol were the most likely to be unbelted in severe injury crashes—86 percent of these occupants were unbelted in severe injury crashes, as seen in Figure 4.4.

**Figure 4.4 Percent Unbelted by Occupant Sobriety, 2007-2011**

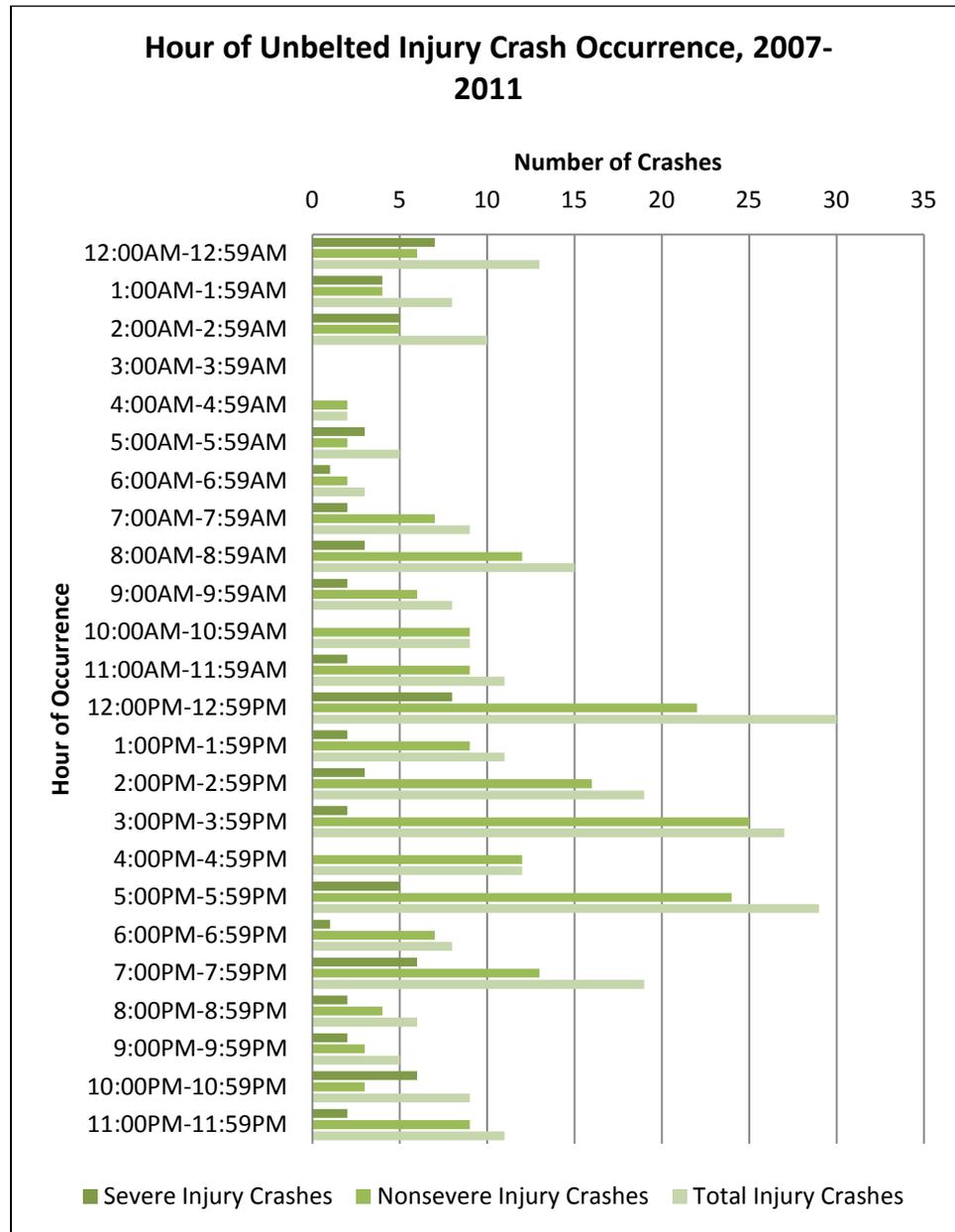


Source: MDT Safety Management System. Note: Includes only data for which safety belt usage was known.



Most unbelted injury crashes occurred during the afternoon and early evening hours, seen in Figure 4.5.

**Figure 4.5 Hour of Unbelted Injury Crash Occurrence, 2007-2011**



Source: MDT Safety Management System. Note: Includes only data for which safety belt usage was known.



## Current Occupant Protection Programs and Strategies in the Greater Helena Area

**Tri-County Buckle Up MT Coalition** – The goal of this program is to reduce motor vehicle crash injuries and fatalities due to nonuse or misuse of occupant restraints. Additionally, the objectives are as follows:

- Increase use of seat belts;
- Increase proper selection, installation and use of child restraints; and
- Raise general public understanding and knowledge of the benefits of seat belt usage and Montana’s seat belt laws.

The program also conducts the following activities:

- Outreach to encourage local businesses to adopt seat belt use policies;
- Saved by the Belt Awards;
- Alive at 25 Classes for youth ages 14-25;
- Currently partnering with OPIs Traffic Education and MDTs State Highway Traffic Section Occupant Protect Programs to coordinate placement of Buckle Up signage at Helena High School and Capital High School. High school sign project featuring Buckle Up signage with school mascot and colors at the access point of school and field parking lots. This awareness campaign is coordinated with education assemblies and through driver’s education. Pre- and post- seatbelt surveys are coordinated with educational presentations to determine effectiveness.
- National Teen Driver Safety Week (Oct. 14-20) and Montana Teen Driver Safety Day (Oct. 18) support and promotion;
- Permanent Fitting Station Location where parents/caregivers can make an appt. to get their car seat checked for proper use and installation;
- Special Needs Certified Technicians-assisting children with special needs, i.e. casts, poor motor or muscle control, bus transportation, behavioral needs, etc.;
- Car seat distribution program for low-income parents/caregivers;
- Child Passenger Safety Week (Sept. 15-21) and National Seat Check Saturday (Sept. 21) support;
- Outreach to children in booster seats (ages 4-8);
- Outreach to get children under the age of 13 to ride in the back seat;
- Monthly newspaper articles, letters to the editor, business/school newsletters, etc., educating the public about the benefits of seat belt and



child restraint use and that law enforcement is enforcing Montana's Occupant Protection laws;

- Collaborating with local law enforcement agencies at public educational events (safety fairs, etc.);
- Observational surveys on seat belt use at high schools and various other locations in the Greater Helena Area;
- Presentations at Drivers Ed Classes;
- Incentive Distribution (Buckle Up Vehicle Air Fresheners, Buckle Up Key Chains, Buckle Up Cell Phone Cases, Self-Clinging Window Shades w/phone number to get your car seat checked, Buckle Up Coloring Books and Crayons, Buckle Up Vehicle Registration and Insurance Card Holders); and
- Public Information and Education campaigns during three National Mobilizations:
  - May 20-June 2-"Click It Don't risk It";
  - June 26-July 7 - Fourth of July State Mobilization; and
  - November 25-December 1 - National Thanksgiving Holiday Travel.

**Nationally Certified Child Passenger Safety Technician Trainings** (32 hours) are held four to five times across the State. These training sessions provide an opportunity for individuals to become certified to educate parents/caregivers on the proper use and installation of their child safety seats.

The **Selective Traffic Enforcement Program (STEP)** for local participating law enforcement agencies combines intensive enforcement of specific traffic safety laws with extensive communication, education, and outreach informing the public about the enforcement activity.

"**Buckle Up**" roadway signs—both metal signs for posts and large stencil signs for the pavement—can be found on roads in the Greater Helena Area.

### **Potential Safety Partners & Stakeholder Groups for the Occupant Protection Emphasis Area**

- Helena and East Helena Fire Departments;
- AAA;
- City -County Health Department ;
- Department of Public Health and Human Services (Child & Family Services);



- St. Peter's Hospital;
- Pediatricians;
- City and County Commissioners;
- Local Officials;
- Insurance Companies; e.g. State Farm Insurance, Allstate
- Helena Police Department;
- East Helena Police Department;
- Montana Highway Patrol
- Media; e.g. Helena *Independent Record*, Helena Channel 11, Beartooth News television
- Downtown Business Association;
- Chamber of Commerce/ local businesses;
- Hometown Helena;
- Greater Helena Area residents;
- Helena High Schools;
- Carroll College - Nursing, Engineering, and Athletics Departments;
- AARP;
- Attorney General's Office, and
- State employees.

### **Occupant Protection/Seat Belt Use Performance Measures**

Performance measures will need to be documented by the Emphasis Area on a tracking form shown in Appendix E. The key performance measure to track progress in this Emphasis Area over time is:

- Number of unbelted persons involved in crashes in the Greater Helena Area.



## 4.3 BICYCLE AND PEDESTRIAN CRASHES

### Bicycle Crashes

From 2007 to 2011, there were 48 injury crashes in the Greater Helena Area involving a bicycle. Of those, seven (7) crashes involved a fatality or incapacitating injury and 41 involved a non-severe injury. During the same period, 58 injury crashes with pedestrians occurred.

It is important that bicyclists, pedestrians and motorists understand their roles and responsibilities on the road and how to operate safely on the roadway together.

The majority (52%) of bicycle injury crashes occurred at intersections. This was the case for both severe injury crashes and nonsevere injury crashes (Table 4.5, Figure 4.6).

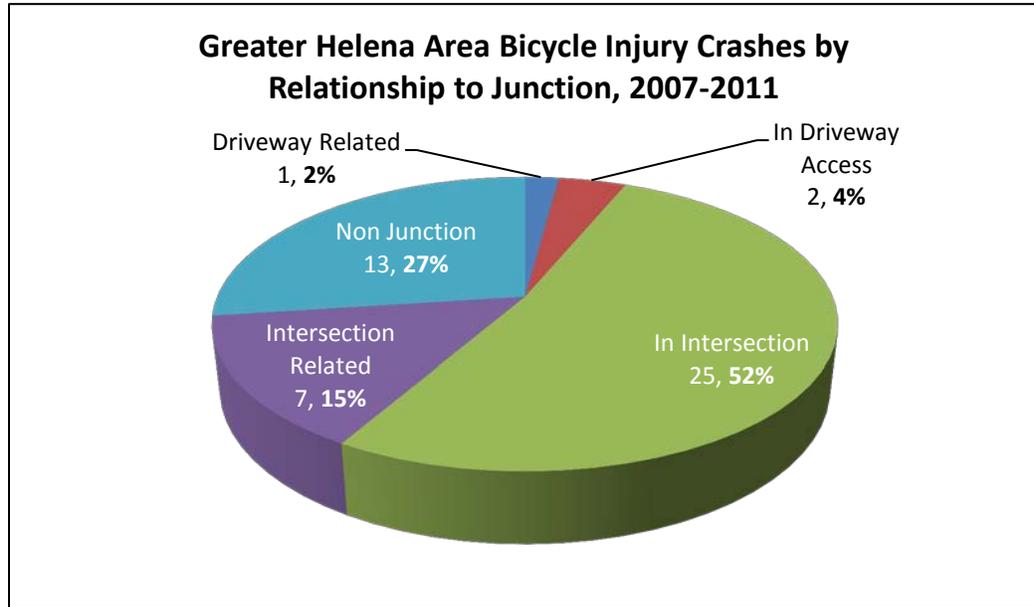
**Table 4.5 Greater Helena Area Bicycle Injury Crashes by Relationship to Junction, 2007-2011**

Greater Helena Area Bicycle Injury Crashes by Relationship to Junction, 2007-2011						
Bicycle Crashes by Relationship to Junction	Severe Injury Crashes	Severe Injury Crashes (%)	Nonsevere Injury Crashes	Nonsevere Injury Crashes (%)	Total Injury Crashes	Total Injury Crashes (%)
Driveway Related	1	14%	–	–	1	2%
In Driveway Access	–	–	2	5%	2	4%
In Intersection	4	57%	21	51%	25	<b>52%</b>
Intersection Related	1	14%	6	15%	7	15%
Non Junction	1	14%	12	29%	13	27%
<b>TOTAL</b>	<b>7</b>		<b>41</b>		<b>48</b>	

Source: MDT Safety Management System.



Figure 4.6 Greater Helena Area Bicycle Injury Crashes by Relationship to Junction, 2007-2011



Source: MDT Safety Management System

The majority (64%) of bicycle injury crashes occurred in locations without a bikeway (Table 4.6).

Table 4.6 Greater Helena Area Bicycle Injury Crashes by Bikeway, 2007-2011

Crashes by Bikeway	Severe Injury Crashes	Severe Injury Crashes (%)	Nonsevere Injury Crashes	Nonsevere Injury Crashes (%)	Total Injury Crashes	Total Injury Crashes (%)
No bicycle involved	-	-	4	8%	4	7%
Bikeway separated from roadway	-	-	-	-	-	-
Bikeway adjacent to roadway	-	-	11	22%	11	19%
No bikeway or bike route	6	86%	31	61%	37	<b>64%</b>
Bike route	1	14%	-	-	1	2%
Not Stated	-	-	5	10%	5	9%
<b>TOTAL</b>	<b>7</b>		<b>41</b>		<b>48</b>	

Source: MDT Safety Management System



Most bicyclists involved in injury crashes (23%) were children between the ages of 5 and 14. This age group also represents the largest percentage (43%) of severe injury bicycle crashes (Table 4.7).

**Table 4.7 Greater Helena Area Bicycle Injury Crashes by Age of Bicyclist, 2007-2011**

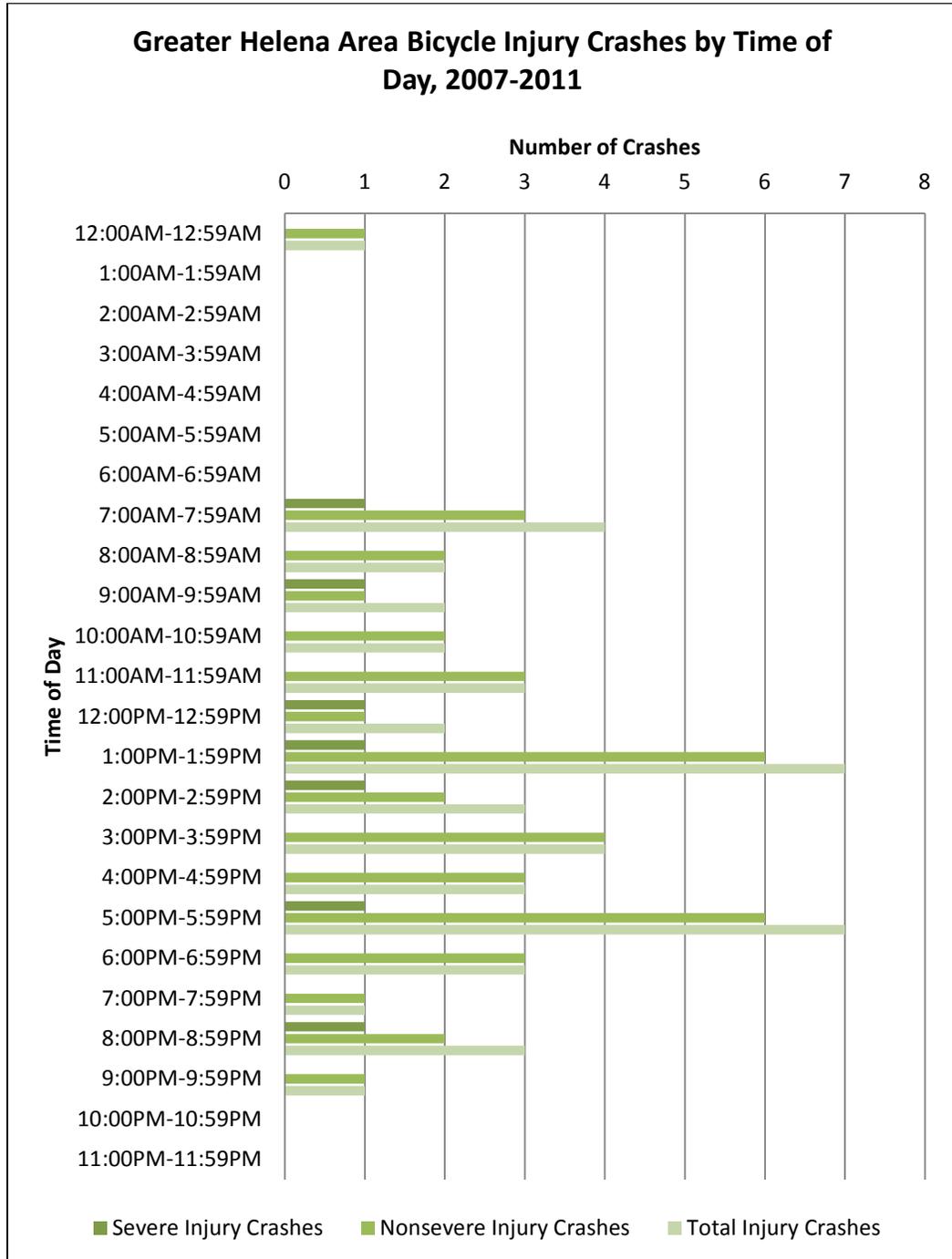
Greater Helena Area Bicycle Injury Crashes by Age of Bicyclist, 2007-2011						
Bicyclist Age	Severe Injury Crashes	Severe Injury Crashes (%)	Nonsevere Injury Crashes	Nonsevere Injury Crashes (%)	Total Injury Crashes	Total Injury Crashes (%)
5 - 14 years	3	<b>43%</b>	8	20%	11	<b>23%</b>
15 - 18 years	-	-	4	10%	4	8%
19 - 24 years	-	-	7	17%	7	15%
25 - 34 years	1	14%	7	17%	8	17%
35 - 44 years	1	14%	5	12%	6	13%
45 - 54 years	2	29%	5	12%	7	15%
55 - 64 years	-	-	3	7%	3	6%
65+ years	-	-	1	2%	1	2%
Unknown	-	-	1	2%	1	2%
<b>TOTAL</b>	<b>7</b>		<b>41</b>		<b>48</b>	

Source: MDT Safety Management System



Most bicycle injury crashes in the Greater Helena Area occurred between the hours of 1 PM and 2 PM, and between 5 PM and 6 PM, seen in Figure 4.7.

**Figure 4.7 Greater Helena Area Bicycle Injury Crashes by Time of Day, 2007-2011**



Source: MDT Safety Management System



## Pedestrian Crashes

From 2007 to 2011, there were 58 injury crashes in the Greater Helena Area involving a pedestrian. This included 20 fatal or incapacitating injury crashes, and 38 nonsevere injury crashes.

Most pedestrian injury crashes did not occur at an intersection or were related to an intersection. In fact, fifty percent (50%) of total pedestrian injury crashes were non junction related crashes (Table 4.8). Non junction related crashes resulted in 65% of severe injury pedestrian crashes and 42% non severe injury pedestrian crashes. However, many nonsevere pedestrian injury crashes (39%) occurred in an intersection.

**Table 4.8 Greater Helena Area Pedestrian Injury Crashes by Relationship to Junction, 2007-2011**

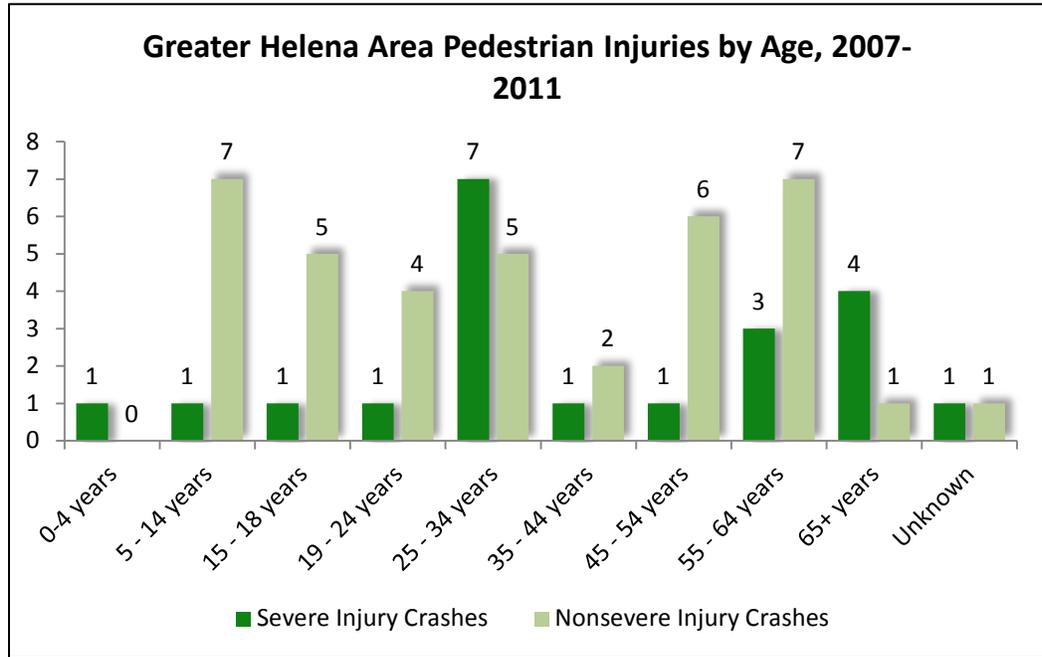
Greater Helena Area Pedestrian Injury Crashes by Relationship to Junction, 2007-2011						
Pedestrian Crashes by Relationship to Junction	Severe Injury Crashes	Severe Injury Crashes (%)	Nonsevere Injury Crashes	Nonsevere Injury Crashes (%)	Total Injury Crashes	Total Injury Crashes (%)
Driveway Related	0	–	1	3%	1	2%
In Driveway Access	2	10%	–	–	2	3%
In Intersection	4	20%	15	<b>39%</b>	19	33%
Interchange (in or related)	1	5%	–	–	1	2%
Intersection Related	0	–	6	16%	6	10%
Non Junction	13	<b>65%</b>	16	<b>42%</b>	29	<b>50%</b>
<b>TOTAL</b>	<b>20</b>		<b>38</b>		<b>58</b>	

Source: MDT Safety Management System



Of the 59 pedestrians injured in crashes between 2007 and 2011, the greatest number (12) were in the 25-34 age group. The 25-34 age group also had the greatest number of severe pedestrian injuries (7), as shown in Figure 4.8.

Figure 4.8 Greater Helena Area Pedestrian Injuries by Age, 2007-2011



Source: MDT Safety Management System

Sixty three percent (63%) of pedestrians involved in an injury crash were male (Table 4.9, Figure 4.9).

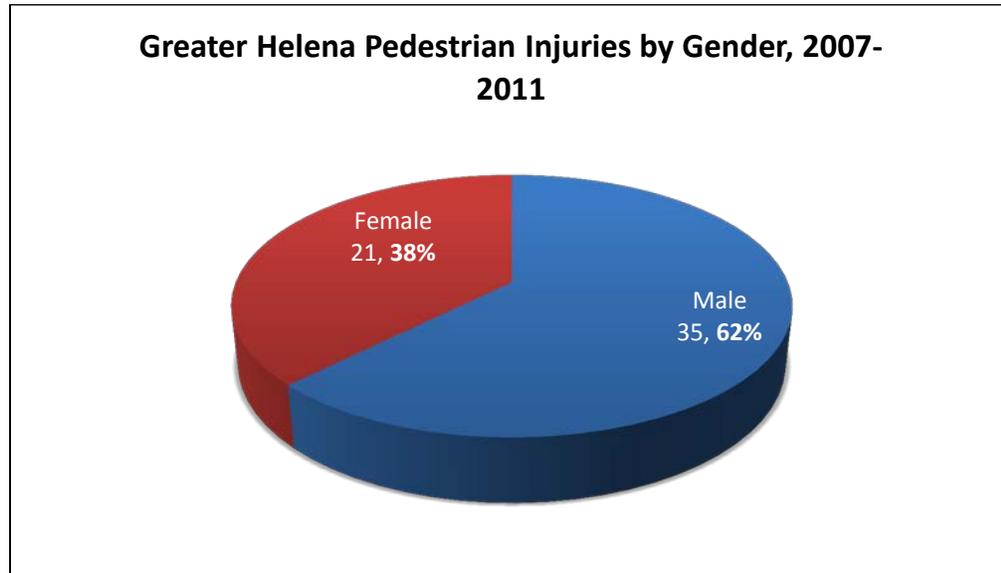
Table 4.9 Greater Helena Area Pedestrian Injuries by Gender, 2007-2011

Pedestrians by Gender	Severe Crashes	Severe (%)	Nonsevere Crashes	Nonsevere (%)	Total	Total (%)
Male	14	67%	21	55%	35	<b>63%</b>
Female	7	33%	14	37%	21	38%
<b>TOTAL</b>	<b>21</b>		<b>35</b>		<b>56</b>	

Source: MDT Safety Management System



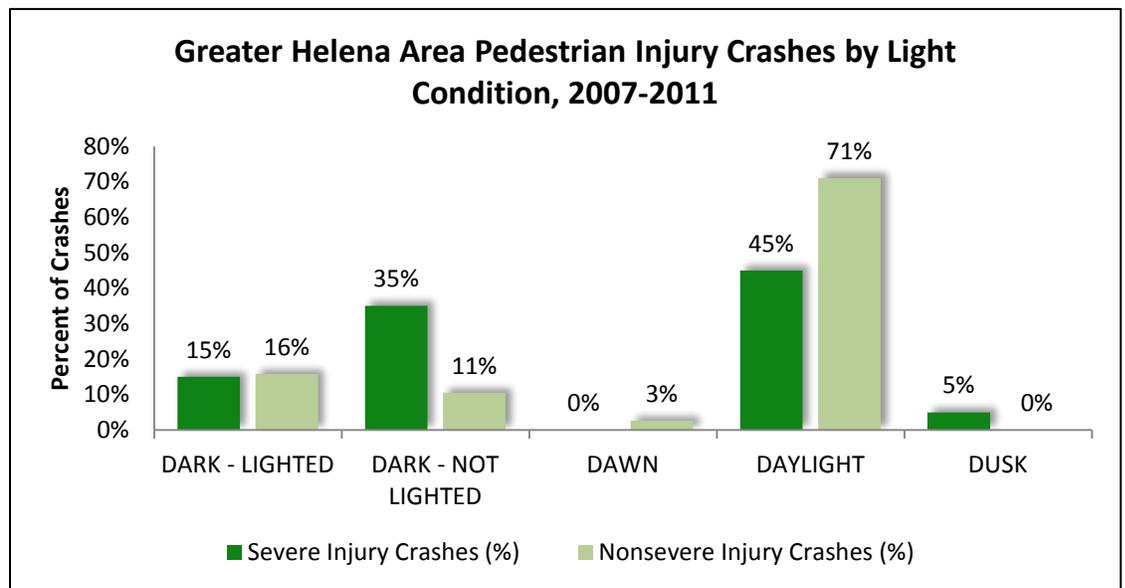
Figure 4.9 Greater Helena Area Pedestrian Injuries by Gender, 2007-2011



Source: MDT Safety Management System

Seventy one percent (71%) of nonsevere pedestrian injury crashes occurred during daylight. However, thirty five percent (35%) of severe injury pedestrian crashes occurred during dark, unlighted conditions (Figure 4.10).

Figure 4.10 Greater Helena Area Pedestrian Injury Crashes by Light Condition, 2007-2011

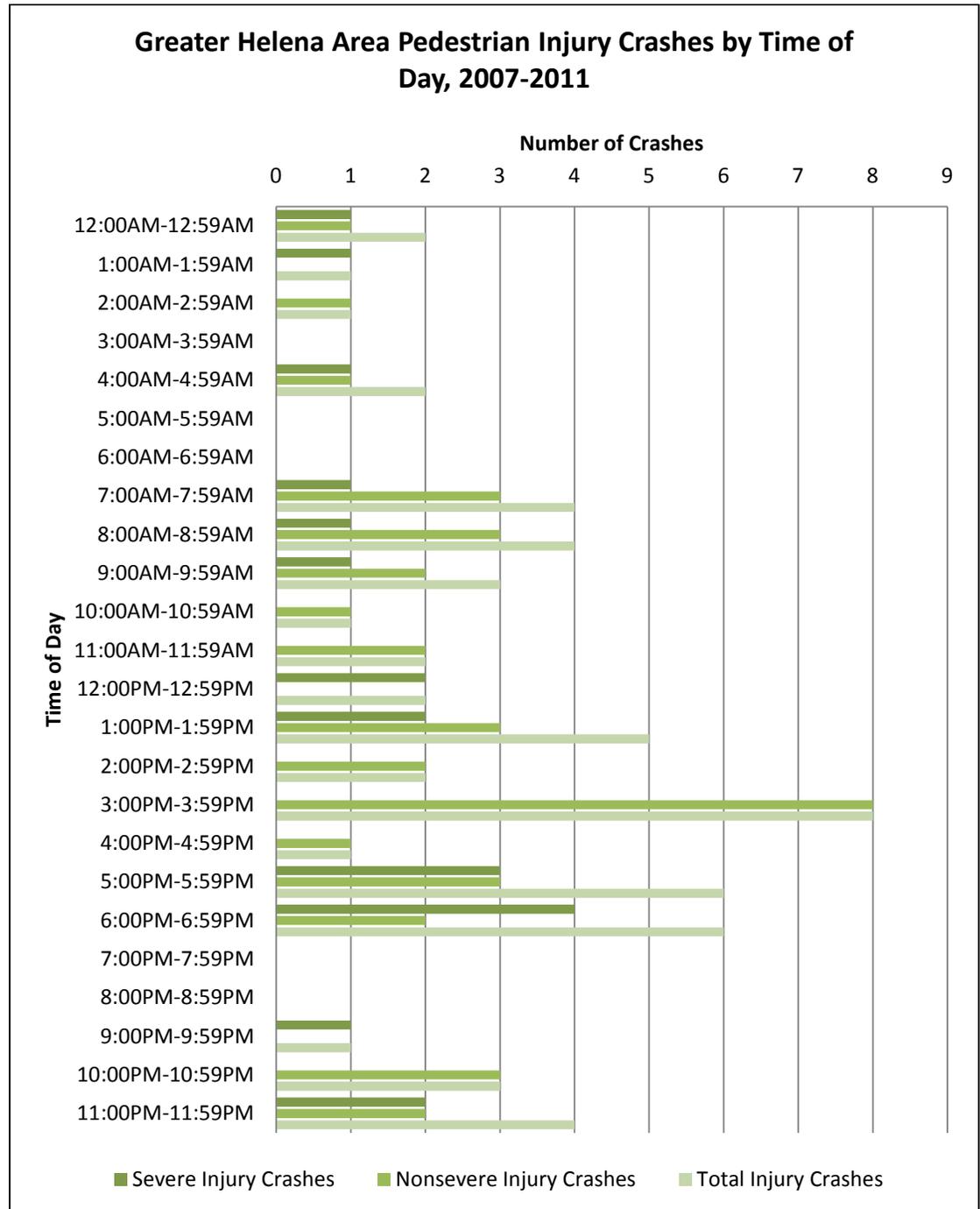


Source: MDT Safety Management System



Most pedestrian injury crashes occurred between 3 and 4 PM (Figure 4.11).

**Figure 4.11 Greater Helena Area Pedestrian Injury Crashes by Time of Day, 2007-2011**



Source: MDT Safety Management System



## Current Bicycle and Pedestrian Safety Strategies in the Greater Helena Area

**[BikeWalk Helena](#)** - BikeWalk Helena is an initiative created by Lewis & Clark County and the Non-Motorized Travel Advisory Council (NMTAC) to highlight existing cycling and pedestrian infrastructure, educate travelers, promote biking and walking, and build momentum toward enhancing safe biking and walking opportunities in Helena.

Bike Walk Helena's **Commuter Challenge**, taking place each May, is a program encouraging commuters in the Greater Helena Area to get to work via biking, walking, or Helena Area Transit Service. Participants can volunteer as a Team Captain to register their workplace and then recruit as many co-workers as possible to participate. Team members bike or walk or bus to work at least five days during the month. The more days during the month that commuters take the bus, walk, or bike, the more points their team earns. A survey on knowledge of safe riding practices is required to register. Contact: <http://www.bikewalkhelena.org/commuter-challenge/>

**Bicycle and Pedestrian Safety Public Service Announcements** - Three television PSAs targeted at motorists ran in May 2013 with the message: share the road with bicyclists. The PSAs encouraged motorists to look for cyclists, use caution when opening vehicle doors, and give bicycles safe passing room. Motorists will also be encouraged to slow down and let cyclists pass through an intersection instead of speeding up to pass and turn right in front of a cyclist. Future PSAs will target bicycle and pedestrian audiences.

**Water Bill Insert** - the City of Helena water bill insert for May 2013 included safety tips for pedestrians, bicyclists and motorists driving around bicyclists and pedestrians.

**Bicycle rodeo** - Events to teach safe bicycling to youth are held in East Helena.

**Volunteer Sidewalk Program** - This program defines the City of Helena's construction loan program for sidewalk construction, as well as sidewalk maintenance policies. Information is available on the [Neighborhoods](#) section of the City of Helena website.

**Signage** - "Share the Road" with bicycles signs are posted on roads in the Greater Helena Area.

**[Complete Streets Policy](#)** - Helena's Complete Streets policy requires the planning, design, construction, and maintenance of streets to work toward the goal of making streets in Helena complete streets. A complete street has appropriate street features to accommodate and coordinate all modes of transportation, both motorized and non-motorized, and people of all ages and abilities, with special consideration to optimize safety, interconnectivity, compatibility, and convenience.



**Engineering and Design Standards** - The City revised its Engineering and Design Standards in 2013. The section on transportation covers standards for bicycles infrastructure as follows: Bike lanes are required on all major collector or higher classified street, unless specifically excluded in the Greater Helena Transportation Plan or other commission approved non-motorized plan. For minor collector or lesser classified street, bike lanes will be discouraged unless identified by the Great Helena Transportation Plan or other commission approved non-motorized plan.” The design guidelines also address sidewalk widths, sight distance, traffic calming and many other aspects of transportation design.

**Traffic Calming** - Helena has established a Neighborhood Traffic Calming Program that provide residents with the opportunity to raise neighborhood traffic concerns and participate in the selection of strategies that promote safe and pleasant conditions for residents, pedestrians, bicyclists, and motorists in City neighborhoods.

**Montana Bicycle and Pedestrian Laws are available at:**

- Pedestrian Laws - [MCA 61.8. Part 5](#)
- Bicycle Laws - [MCA 61.8. Part 6](#)

**Non-Motorized Travel Advisory Council** - the general purpose of the council is to advise the City Commission and the Neighborhood Transportation Program. The Council may have up to seven citizen voting members, one Helena City Commissioner and one Helena Citizen’s Council representative.

**Greater Helena Area Long Range Transportation Plan update** - Development of this plan update will be coordinated through the Transportation Coordinating Committee, which includes representation from the Non-Motorized Travel Advisory Council. Information on City of Helena Boards and Committees is located at:

- [City of Helena Boards and Committees](#)



## Potential Safety Partners & Stakeholder Groups for the Bicycle and Pedestrian Crashes Emphasis Area

- City of Helena Public Works;
- City of Helena City Engineer;
- City & County Officials;
- Chamber of Commerce businesses;
- Lewis & Clark County- Public Works;
- Bicycle shops & other retailers, e.g. Big Sky Cyclery, Great Divide Bicycle shop;
- Helena Bicycle Club;
- City- County Health Department;
- BikeWalk Montana;
- Helena Police Department;
- East Helena Police Department;
- Lewis & Clark Fire District;
- Helena Fire Department;
- East Helena Fire Department;
- Montana Highway Patrol;
- AARP;
- Helena & East Helena School District Administrators
- Driver's Education teachers;
- Carroll College- Health & Wellness and Athletics Departments;
- YMCA;
- St Peter's Hospital & other health clinics;
- Transportation Coordinating Committee (TCC);
- Non-Motorized Travel Advisory Council (NMTAC);
- Rocky Mountain Development Council; and
- Montana Department of Transportation (MDT).



## **Bicycle and Pedestrian Crashes Performance Measures**

The Key Recommended Performance Measures are:

- Number of crashes involving bicycles; and
- Number of crashes involving pedestrians.





## 5.0 Safety Strategies

### 5.1 STRATEGY DEFINITIONS

For each of the three Emphasis Areas defined in the plan, safety strategies and action steps were identified, as well as implementation stakeholders and partners, and resources and funding needs. Each of these elements is further defined below.

**Strategy** – This is an approach to improving safety in the community that addresses a defined transportation crash type (i.e. impaired, unbelted, or bicycle and pedestrian). Implementation of the strategy will involve a series of more specific action steps. They should be designed with crash data in mind so they are targeting the most significant crash factors within that Emphasis Area (e.g. the demographic groups with highest crash involvement, or times of day with highest numbers of crashes). They may be phased in over the five-year span of the plan and can be prioritized based on the Emphasis Area team’s interest and resources.

**Purpose** – This information provides context as to why the strategy is needed in the community, including current conditions such as crash history, policies, or community experience. The purpose also provides insight into how the strategy will improve safety in the community.

**Activities/Action Steps** – These are specific steps for implementing the strategy over time with the objective of reducing fatal and injury crashes.

**Implementation Partners/Stakeholders**– These are agencies or groups with jurisdiction, authority or special expertise necessary to accomplish the actions steps. These agencies/groups may take a lead or supporting role in implementing the defined action steps. These are initial lists but may need to be expanded as the Emphasis Area group begins implementation.

**Resources/Funding Needs** – This information defines resources needed to implement action steps for this strategy including funding and staff time. Many action steps involve improving processes or refocusing existing resources and will not require new funding sources. Resources to support implementation are defined including national programs providing technical support and resource materials for customization to the community. The community may be able to maximize resources by using or adapting existing materials and increasing collaboration among existing organizations.

On the following pages, strategies and action steps generated by the Safety Summit and TSAC are detailed.



## Impaired Driving Crashes

Emphasis Area: Impaired Driving Crashes

Emphasis Area Chair: Sergeant Jay Nelson, Montana Highway Patrol

### New Strategies

Strategy 1	Purpose	
<p>Implement measures to change the current culture of acceptance of impaired driving.</p>	<p>Impaired driving is a significant problem in Montana, contributing to injury crashes in the Greater Helena Area and statewide. In part, this is due to a culture that tolerates impaired driving. To make progress in reducing impaired driving, the members of the Greater Helena Area community must commit to support each other in making the decision not to drive while impaired. Over time residents will grow to find impaired driving socially unacceptable, similar to how views have evolved towards smoking.</p>	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• Insurance companies</li> <li>• MT Tavern Association</li> <li>• Lewis &amp; Clark <a href="#">DUI Task Force</a></li> <li>• Public Works - Water Department</li> <li>• Dept. of Fish, Wildlife &amp; Parks</li> <li>• Motor Vehicle Division- Department of Justice</li> <li>• Media, e.g. Independent Record, Channel 11 &amp; Beartooth News</li> <li>• Others</li> </ul>	<ul style="list-style-type: none"> <li>• Insurance company discounts</li> <li>• Rewards/recognition</li> <li>• Cable &amp; radio PSAs</li> <li>• Carroll College programs</li> <li>• Helena College-UM programs</li> <li>• OPI education articles</li> <li>• Messages in municipal communications, i.e. water bills</li> <li>• Messages linked to hunting &amp; fishing license information/ TIP MT</li> </ul>
Activities/Action Steps		
<ol style="list-style-type: none"> <li>1 - Recognize servers/sellers who say "no" to underage drinkers and intoxicated patrons, e.g. via stickers, plaques.</li> <li>2 - Provide education on alcohol and its effects (e.g. Domino Strategy); target males age 18 to 24.</li> <li>3 - Target educational messages around recreational activities, such as hunting, fishing, snowmobiling, and boating, to reduce impaired driving while engaging in these activities. Ensure the messages appeal to the primary target audience (males age 18 to 24).</li> <li>4 - Post messaging at supervised recreational areas and rest areas display boards.</li> <li>5 - Use social norming to convey the message that impaired driving is not perpetrated by the majority of Montana drivers, such as described in the MOST of US <a href="#">case study</a>.</li> <li>6 - Pursue media coverage of crashes, including full impacts of crashes: effects on family, bar owners, and the process of proceeding through the court system over the course of many months.</li> </ol>		



**Emphasis Area: Impaired Driving Crashes**  
**Emphasis Area Chair: Sergeant Jay Nelson, Montana Highway Patrol**  
**New Strategies**

Strategy 2	Purpose	
<p>Increase enforcement of impaired driving during the times, days, and at locations where the risk is greatest.</p>	<p>Given limited resources to conduct enforcement of impaired driving, the most effective approach is to target enforcement to locations with a history of high levels of impaired crashes. In this way the greatest possible impact in terms of citations and deterrence of impaired driving can be achieved, using the resources available.</p>	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• Lewis and Clark County Sheriff's Office</li> <li>• Helena Police Department</li> <li>• Lewis and Clark Co. <a href="#">DUI Task Force</a></li> <li>• MT Tavern Association</li> <li>• Department of Revenue</li> <li>• Others</li> </ul>	<ul style="list-style-type: none"> <li>• Financial incentives for overtime enforcement</li> <li>• Funding for training and materials</li> <li>• GIS/ location maps of impaired crashes and arrests</li> </ul>
<p><b>Activities/Action Steps</b></p>		
<ol style="list-style-type: none"> <li>1 - Provide incentives to encourage officers to work overtime to conduct enforcement during periods of high risk for impaired driving (e.g. higher overtime compensation, recognition at roll call).</li> <li>2 - Conduct saturation patrols during the times of the year when impaired driving crashes and offenses are greatest. Saturation patrols involve multiple officers conducting enforcement in the same area during the same time period.</li> <li>3 - Increase impaired driving training for law enforcement officers, specifically <a href="#">Drug Recognition Expert (DRE)</a> training.</li> <li>4 - Law enforcement to use "hot spot" maps that show the location of impaired driving crashes and arrests; and provide Department of Revenue confirmed retail locations the DUI violator came from.</li> </ol>		



## Occupant Protection/Safety Belt Use

Emphasis Area: Occupant Protection/Safety Belt Use

Emphasis Area Chair: Tracie Kiesel, Tri-County Buckle Up Coordinator

### New Strategies

Strategy 1	Purpose	
<p>Increase the use of child safety seats and booster seats.</p>	<p>The purpose of this strategy is to increase the use of child safety seats for young children and booster seats for older children. The purpose of child safety/booster seats is to reduce the number of child passengers killed or injured in motor vehicle crashes. According to the National Highway Traffic Safety Administration (NHTSA) Occupant Protection Traffic Crash Facts (2011 Data), child safety seats reduce the risk of fatal injury by 71 percent for infants (younger than 1 year old) and by 54 percent for toddlers (1 to 4 years old) in passenger cars. While most people recognize the need for infants to be buckled into car seats, once children are a bit older drivers may not realize the importance of continued occupant protection. Safety belts in vehicles are positioned to restrain adults; therefore children need to sit on booster seats so the belt crosses their body at the correct height. State law requires use of a booster seat for children up to a specific height and weight (currently 6 years old <u>and</u> 60 pounds).</p>	
	<p><b>Implementation Stakeholders/Partners</b></p> <ul style="list-style-type: none"> <li>• Fire Departments</li> <li>• AAA</li> <li>• City -County Health Department (WIC)</li> <li>• Department of Public Health and Human Services (Child &amp; Family Services)</li> <li>• State Farm Insurance</li> <li>• St. Peter's Hospital</li> <li>• Pediatricians</li> <li>• Others</li> </ul>	<p><b>Resources/Funding Needs</b></p> <ul style="list-style-type: none"> <li>• Car seat clinic resource materials (car seats, noodles, liners)</li> <li>• Training Manuals (updated every 2yrs)</li> <li>• DVDs</li> </ul>
	<p><b>Activities/Action Steps</b></p> <ol style="list-style-type: none"> <li>1 - Conduct additional training of car seat technicians in Helena.</li> <li>2 - Install second permanent fitting station in the Greater Helena Area (potentially at the hospital or a fire station).</li> <li>3 - Develop and provide educational information to the City-County Health Department , St. Peters Hospital, health clinics and pediatricians on the importance of proper child restraint/booster seat use and that it should be included in all patient interactions .</li> <li>4- Conduct outreach and encouragement for pediatricians to speak to the importance of child safety seats in all interactions such as the course previously provided to law enforcement and medical audiences.</li> </ol>	



**Emphasis Area: Occupant Protection/Safety Belt Use**  
**Emphasis Area Chair: Tracie Kiesel, Tri-County Buckle Up Coordinator**  
**New Strategies**

Strategy 2	Purpose	
<p>Enact a local safety belt ordinance making non-use of a safety belt a primary offense in Helena.</p>	<p>Because Montana does not have a primary safety belt law, law enforcement personnel can issue a safety belt citation only when they have stopped a driver for another violation. Therefore, it is much more difficult to enforce safety belt non-use as drivers may not feel they are likely to receive a citation. Local jurisdictions have the ability to pass an ordinance requiring safety belt use at the city level, which will be a primary offense (as has been done with use of hand-held cell phones).</p>	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• Tri-County Buckle Up MT Coalition</li> <li>• City &amp; County Commissioners</li> <li>• Insurance Companies</li> <li>• Local Officials</li> <li>• Helena Police Department</li> <li>• East Helena Police Department</li> <li>• Media, e.g. Independent Record, Channel 11 &amp; Beartooth News</li> <li>• Greater Helena Area residents</li> <li>• Others</li> </ul>	<ul style="list-style-type: none"> <li>• Public outreach campaign time/ potential advertising resources.</li> <li>• Model ordinance, e.g. <a href="#">Seattle</a> &amp; Kansas City.</li> </ul>
	Activities/Action Steps	
<ol style="list-style-type: none"> <li>1 - Review samples and draft seat belt ordinance.</li> <li>2 - Provide education to city &amp; county commissioners and judges about the need for a primary seat belt ordinance; including the risks involved for not wearing a safety belt and the personal and financial costs.</li> <li>3 - Provide support for legislation making failure to wear a safety belt a primary violation.</li> <li>4 - Support the increase of fines for not wearing a safety belt at the state level.</li> </ol>		



**Emphasis Area: Occupant Protection/Safety Belt Use**  
**Emphasis Area Chair: Tracie Kiesel, Tri-County Buckle Up Coordinator**  
**New Strategies**

Strategy 3	Purpose	
<p>Increase public information and education about the importance of wearing a safety belt.</p>	<p>Wearing a safety belt is the easiest action a person can take to reduce the potential for a severe injury should a crash occur. However, on a state level more than 20 percent of drivers do not wear safety belts. Continued work is needed to change the culture so that wearing a safety belt is expected and non-use is not tolerated.</p>	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• Hometown Helena</li> <li>• Downtown Business Association</li> <li>• Chamber of Commerce</li> <li>• Helena High Schools</li> <li>• Carroll College – Nursing, Engineering, and Athletics Departments</li> <li>• AAA</li> <li>• State Farm Bureau</li> <li>• AARP</li> <li>• Local businesses</li> <li>• Attorney General’s Office, state employees</li> <li>• Media, e.g. Independent Record, Channel 11, Beartooth News, &amp; radio</li> <li>• Others</li> </ul>	<ul style="list-style-type: none"> <li>• Aging Horizons TV &amp; Helena Civic TV Channel 11</li> <li>• CBS affiliate – KXLH Channel 9 TV</li> <li>• Beartooth NBC – KTVH Channel 12</li> <li>• Cherry Creek radio stations radio</li> <li>• City signage</li> <li>• Billboards, Flyers</li> <li>• Businesses/Chamber of Commerce</li> <li>• City &amp; County governments</li> <li>• Department of Health &amp; Human Services</li> <li>• <a href="#">Montana Office of Public Instruction</a></li> <li>• Resources to produce educational materials</li> <li>• NHTSA Seat Belt campaigns, <a href="http://www.nhtsa.gov/PEAK">http://www.nhtsa.gov/PEAK</a></li> <li>• <a href="#">National Highway Traffic Safety Administration Resources</a></li> <li>• <a href="#">Montana State Highway Traffic Safety Section</a></li> <li>• <a href="#">Montana State Highway Traffic Safety Office Grant application</a></li> <li>• <a href="#">Network of Employers for Traffic Safety (NETS)</a>, <a href="http://trafficsafety.org/">http://trafficsafety.org/</a></li> <li>• <a href="#">National Safety Council Driver Safety, Seat Belts</a></li> <li>• <a href="http://www.nsc.org/safety_road/DriverSafety/Pages/SeatBelts.aspx">http://www.nsc.org/safety_road/DriverSafety/Pages/SeatBelts.aspx</a></li> </ul>



Strategy 3 (continued)	Activities/Action Steps
<p>Increase public information and education about the importance of wearing a safety belt.</p>	<ol style="list-style-type: none"> <li>1 - Develop targeted messaging for different audiences such as "It's the Law" for older drivers, focusing on the cost of insurance for young men, and the importance of wearing a safety belt even for short trips (e.g. at lunchtime) that target young professionals.</li> <li>2 - Display information about safety belts on business reader boards, city signage, posters, billboards, and on vehicle wraps on local business vehicles and city vehicles and transit buses.</li> <li>3 - Conduct outreach to local businesses to promote the establishment of policies requiring safety belt use by employees on the job.</li> <li>4 - Place safety belt articles in the city newsletter and area business newsletters. Encourage Independent Record to include a weekly law enforcement article, i.e. Cops Corner for law enforcement to submit safety articles. Encourage participation of local officials and health care professionals to submit seat belt support letters to editor. Encourage similar articles/activities at School Administration level to promote seatbelt use with staff and students.</li> <li>5 - Pursue media coverage of the risk of not wearing a safety belt/value of being buckled all the time during STEP enforcement periods, through Saved by the Belt events and through releasing new statistics and studies about safety belt use in the Greater Helena Area.</li> <li>6- Partner with athletic coaches and encourage their communication to athletes on the importance of always wearing a safety belt.</li> </ol>



## Bicycle and Pedestrian Crashes

**Emphasis Area: Bicycle & Pedestrian Crashes**  
**Emphasis Area Chair: David Knoepke, City of Helena Engineering**  
**New Strategies**

Strategy 1	Purpose	
<p>Continue to promote, enhance and maintain bicycle and pedestrian safety as part of Greater Helena Area infrastructure, on local roadways.</p>	<p>Safety is improved when all road users can have a set of consistent expectations about user behaviors. It is important to ensure that whenever appropriate and possible, bicycle and pedestrian facilities are installed on existing, new and improved roadways. Infrastructure may include sidewalks, bicycle lanes, signage, traffic signals, and pavement markings. Particular attention may be needed at intersections, where vehicles cross paths and the potential for conflict is increased.</p>	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• City of Helena</li> <li>• Lewis &amp; Clark County</li> <li>• Non-Motorized Travel Advisory Committee (NMTAC)</li> <li>• Helena Bicycle Club</li> <li>• Bicycle shops; Big Sky Cyclery &amp; Great Divide</li> <li>• BikeWalk MT</li> <li>• Carroll College Engineering and Health Departments</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">NACTO Urban Bikeway Design Guide</a> and relationship to Manual on Uniform Traffic Control Devices, <a href="http://www.fhwa.dot.gov/environment/bicycle_pedestrian/guidance/design_guidance/mutcd_bike.cfm">http://www.fhwa.dot.gov/environment/bicycle_pedestrian/guidance/design_guidance/mutcd_bike.cfm</a></li> <li>• <a href="#">Highway Safety Manual</a></li> <li>• <a href="#">Crash Modification Factors Clearinghouse</a></li> <li>• <a href="#">City of Helena</a></li> <li>• <a href="#">Lewis &amp; Clark County</a></li> <li>• Montana Department of Transportation (MDT)</li> <li>• Educational materials</li> <li>• Public Information Officers</li> </ul>



Strategy 1 (continued)	Activities/Action Steps
<p>Continue to promote, enhance and maintain bicycle and pedestrian safety as part of Greater Helena Area infrastructure, local roadways.</p>	<ol style="list-style-type: none"> <li>1 – Continue to identify gaps in sidewalks for improved sidewalk connectivity, particularly around schools.</li> <li>2 – Continue to promote the Sidewalk Program by which homeowners can obtain interest-free loans for building sidewalks.</li> <li>3 - Encourage property owners to install sidewalks where needs exist.</li> <li>4 - Establish a special non-motorized improvement district for funding of bicycle &amp; pedestrian infrastructure.</li> <li>5 – Develop a Road Safety Audit program to conduct annual audits; Conduct local training on Road Safety Audits.</li> <li>6 - Encourage Carroll College Health and Engineering Department students to conduct walking safety audits and senior design projects related to bicycle and pedestrian infrastructure safety to include the 4Es of transportation safety.</li> <li>7 - Encourage properly maintained sidewalks by providing information to public and encouraging enforcement of snow removal by city officials.</li> <li>8 - Increase installation of portable speed signs/cameras to alert drivers of their traveling speeds.</li> </ol>



**Emphasis Area: Bicycle & Pedestrian Crashes**  
**Emphasis Area Chair: David Knoepke, City of Helena Engineering**  
**New Strategies**

Strategy 2	Purpose	
<p>Continue and increase enforcement of safe behaviors by drivers around bicyclists and pedestrians and by bicyclists and pedestrians as they enter into the transportation mix.</p>	<p>To increase awareness of share the road practices and increase safety of bicyclists, pedestrians and motorists, it is equally important that road users understand the enforcement consequences for unsafe behavior. Increased enforcement of unsafe operating violations by motorists, pedestrians, bicyclists and other transportation users will raise awareness that safe behavior is expected in the Greater Helena Area and that unsafe behavior is not tolerated. Interactions between the law enforcement and the drivers, cyclists, and pedestrians also provide opportunities for education.</p>	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• Non-Motorized Travel Advisory Committee (NMTAC)</li> <li>• Helena &amp; East Helena Police Departments</li> <li>• Lewis &amp; Clark Rural Fire District</li> <li>• Helena Fire Department</li> <li>• East Helena Fire Department</li> <li>• Helena School District Driver's Ed</li> <li>• Montana Highway Patrol</li> <li>• AARP</li> <li>• City- County Health Department</li> </ul>	<ul style="list-style-type: none"> <li>• Educational materials for dedicated campaigns targeting violations involving non-motorized transportation</li> <li>• Enforcement dedicated to violations of motorized-nonmotorized safe practices</li> <li>• Helena Police Department</li> <li>• East Helena Police Department</li> <li>• Montana Highway Patrol</li> <li>• Helena Bike/Ped Coordinator</li> <li>• State Bicycle &amp; Pedestrian Coordinator</li> </ul>
	Activities/Action Steps	
<p>1 – Continue periodic pedestrian safety enforcement by which a plainclothes police officer crosses the street using a crosswalk and partner tickets vehicle operators that do not yield to the pedestrian decoy.</p> <p>2 – Research potential training for law enforcement, i.e. Bike Cop enforcement, Montana's bicycling and pedestrian laws.</p> <p>3- Continue bicycle and foot patrols during summer seasonal events, beginning of school season, and sporting events to discourage jay walking and wrong way riding.</p>		



**Emphasis Area: Bicycle & Pedestrian Crashes**  
**Emphasis Area Chair: David Knoepke, City of Helena Engineering**  
**New Strategies**

Strategy 3	Purpose	
<p>Conduct and promote public education about safe bicycling and walking practices and safe operating procedures between bicyclists and pedestrians and vehicles.</p>	<p>Many drivers and bicyclists do not fully understand their respective legal rights and responsibilities on the road. Often drivers express hostility at bicyclists, despite bicyclists' right to ride on any public road. At the same time, some bicyclists ride without following rules of the road and behave in an unpredictable manner and some pedestrians may not obey traffic signals or not walk in appropriate manner for traffic mix, thereby increasing the risk of being involved in or causing a crash. Both vehicles and bicyclists need to respect each other and share the road safely. In addition since they are smaller and harder to see, bicyclists and pedestrians need to ensure they are as visible as possible. Education may take the form of developing and distributing printed materials, developing local public service announcements, education on safe operating procedures, or other communications.</p>	
	Implementation Stakeholders/Partners	Resources/Funding Needs
	<ul style="list-style-type: none"> <li>• Helena School District Administrator &amp; Driver's Education teachers</li> <li>• Non Motorized Travel Advisory Committee</li> <li>• Bicycle shops &amp; other retailers</li> <li>• Carroll College- Health &amp; Wellness and Athletics Departments</li> <li>• Chamber of Commerce businesses</li> <li>• Bike Walk MT</li> <li>• YMCA</li> <li>• Lewis &amp; Clark County Health Department</li> <li>• St Peter's &amp; other health clinics</li> <li>• Others</li> </ul>	<ul style="list-style-type: none"> <li>• Funding to develop educational materials</li> <li>• Utilize clearinghouse materials from MDT-State Bicycle and Pedestrian Coordinator</li> <li>• Utilize <a href="#">Share the Road brochure</a> developed by MDT</li> <li>• State Bicycle and Pedestrian Coordinator</li> <li>• Resources for video PSA development</li> <li>• Partnership for broadcast of video PSAs, e.g. television stations</li> <li>• Helena Bike/Pedestrian Coordinator</li> <li>• <a href="#">Journeys From Home</a> training and education</li> <li>• Local retail outlets, e.g. Big Sky Cyclery, Great Divide Bicycle Shop, Wal-Mart and Target</li> </ul>



Strategy 3 (continued)	Activities/Action Steps
<p>Conduct and promote public education about safe bicycling and walking practices and safe operating procedures between bicyclists and pedestrians and vehicles.</p>	<ol style="list-style-type: none"> <li>1 - Encourage and promote bicycle education to be integrated into school programs throughout the entire City and County school district ,(i.e. walking school buses), as well as outside school (i.e. 4H meetings, YMCA, and summer camps ).</li> <li>2 – Expand distribution of PSAs on bicycle and pedestrian safety to community partners and stakeholders, driver’s education teachers, businesses, and public and private sector agencies and organizations.</li> <li>3 - Educate riders, pedestrians and drivers about sharing the road safely and bicyclist and pedestrian proper positioning on the roadway, conspicuity and focus. Potentially use variable message signs to communicate bicycle and pedestrian safety messages. Potentially partner with businesses that have electronic signage. Distribute sharing the road information at license renewal locations, bicycle retailers, driver training facilities, and chamber of commerce business affiliates.</li> <li>4 - Promote and provide training and operating information for adults on safe bicycle and walking skills such as group bike rides and health and wellness training opportunities at St Peter’s Hospital and health clinics.</li> <li>5 - Encourage traffic educators to include bicycle and pedestrian representatives, emergency medical responders and law enforcement to present safety awareness to classes and include what enforcement measures may be taken for someone who is found to have caused a crash that resulted in a severe injury or fatality.</li> </ol>



## 6.0 Implementation

Completion of the Greater Helena Area Community Transportation Safety Plan is just the first step toward improving the safety of community residents on Greater Helena Area roadways. For any change to substantively occur, the plan must be *implemented*. The momentum achieved by the TSAC members and at the Safety Summit must be maintained to bring safety strategies to fruition.

A committed group of stakeholders – the Transportation Safety Advisory Committee (TSAC) has been established. Development of this safety planning process was accomplished by the safety partners who make up this group. All members involved have provided their knowledge, expertise, and best ideas and commitment to this safety plan. Throughout plan implementation, TSAC members will need to continue to provide overarching guidance, and be involved in implementation of individual strategies.

The TSAC will provide oversight of the safety effort and report progress to the Transportation Coordinating Committee. Each Emphasis Area will report progress to the TSAC quarterly. Implementation of each strategy listed above must be tracked and the performance measures monitored to ensure progress is being made. The TSAC will report results to MDT annually.

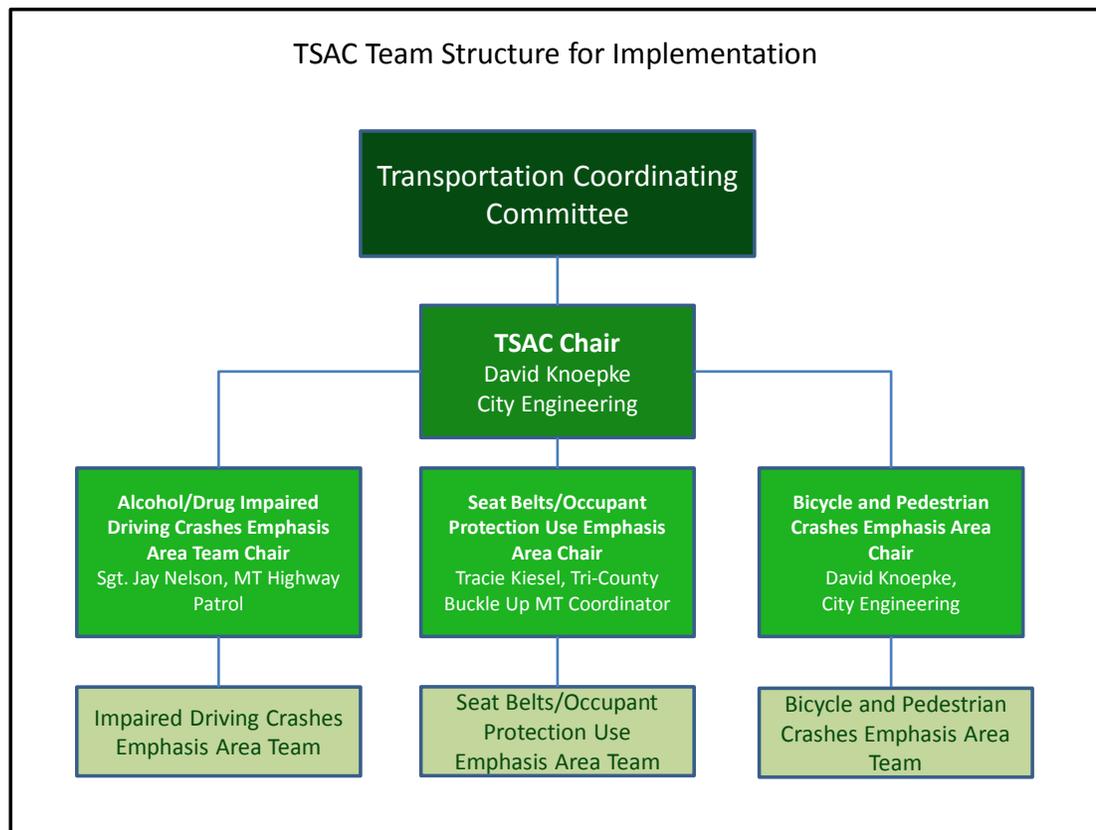
Key implementation steps to be undertaken by each Emphasis Area team include the following activities:

1. Chairs identify the appropriate partners to serve on the Emphasis Area teams and coordinate regular team meetings;
2. Teams develop safety targets for each Emphasis area, e.g. number of crashes involving bicycles and pedestrians, unbuckled passengers or impaired drivers;
3. Emphasis Area teams identify a strategy leader to carryout specific Emphasis Area strategies and associated action steps and activities;
4. Emphasis Area teams conduct regular (e.g. monthly) meetings to coordinate strategy implementation and report progress;
5. Emphasis Area teams report to the City Engineer/TSAC Chairperson, on a regular basis (e.g. quarterly); and
6. Emphasis Area teams should develop new strategies for each Emphasis Area as strategies are put into place.



Figure 6.1 shows the TSAC organizational structure for implementation.

**Figure 6.1 TSAC Team Structure for Implementation**



## 6.1 TRANSPORTATION SAFETY ADVISORY COMMITTEE ROLE

The purpose of the Transportation Coordinating Committee (TCC) is to develop and keep current transportation planning as an integral part of comprehensive regional planning for the Greater Helena Area. The Helena City Engineer is the Greater Helena Area Transportation Safety Advisory Committee chair who will ensure implementation of the CTSP and is tasked with reporting on implementation and progress updates to the TCC and MDT CTSP Coordinator. The TSAC will establish three Emphasis Area teams to work on carrying out strategies.

Every three months, the Emphasis Area team leaders will present a status update of plan implementation to the TSAC Chair so that a progress update can be provided to the TCC. Reporting should include details on which strategy activities are underway,



what activities have been accomplished, safety performance measures and discussion of any challenges that may require additional community support.

## 6.2 PROGRESS REPORTING

Regular progress tracking and reporting is essential to the CTSP's success. Monitoring progress allows the City Engineer, the TSAC, the TCC and MDT to assess and modify strategies as necessary to accomplish the Greater Helena Area's Community Transportation Safety Plan goal. Tracking and reporting progress of Emphasis Area strategies and performance measures to MDT must be completed by the point of contact by December 31<sup>st</sup> of each year. Performance measures the TCC and TSAC Emphasis Area teams should track annually are:

Five-year rolling average of crashes toward reaching the goal of reducing crashes in the Greater Helena Area by 25 percent by 2018, from 1,315 to 986 crashes.

Total crashes involving:

- Alcohol/drug impaired driving;
- Lack of proper occupant protection; and
- Bicycles and pedestrians.

The TSAC Chair, TSAC, and the TCC will update the Greater Helena Area Community Transportation Safety Plan as warranted to improve safety and reduce the number and severity of crashes in the Greater Helena Area. A suggested reporting template is included in this plan as Appendix E.





# Appendix A

## TSAC Membership

David Knoepke, City of Helena Transportation Engineer, TSAC Chair

Sharon Haugen, City of Helena Community Development

Lucy Morrell Gengler, City Community Development - Planning

Sergeant Jay Nelson, Montana Highway Patrol

Tracie Kiesel, Tri-County Buckle up MT

Eric Griffin, Lewis & Clark County Public Works

Bob Abelin, Abelin Traffic

Dick Albert, Transportation Coordinating Committee (TCC), County Representative

James Combs, Montana Department of Transportation- Engineering

Melinda Barnes, Non-Motorized Travel Advisory Council (NMTAC), BikeWalk MT

Karen Lane, City-County Health Department

Ben Brouwer, City-County Health Department

John Carter, Helena Public Schools

Matthew Cramer, SAVE

Brett Friede, Lewis & Clark County Sheriff's Office

George Cruickshank, Lewis & Clark County Sheriff's Office

Steve Hagen, Helena Police Department

Tim Coleman, Helena Police Department

Andrew Knapp, Montana Highway Patrol, DUI Task Force

Larry Irwin, Montana Highway Patrol

Dave Gleich, Montana Highway Patrol

Glenn Davis, Helena Fire Department

Sean Logan, Helena Fire Department

Wayne Noem, Lewis & Clark County Rural Fire Department



Dan Purcell, Traffic Education

Rick Richetti, Lewis & Clark County Public Works

John Rundquist, Helena Public Works (retired)

Sarah Sadowski, City of Helena Nonmotorized Travel Advisory Council

George Thebarge, Lewis & Clark County Community Development

Carol Strizich, Statewide and Urban Planning Supervisor, Montana Department of Transportation - Planning Division

Katie Potts, Transportation Planner, Montana Department of Transportation - Planning Division

Pam Langve-Davis, CTSP Coordinator, Montana Department of Transportation - Planning Division



## Appendix B

### Safety Summit Participants

Jim Smith, Mayor, City of Helena

Ron Alles, City Manager, City of Helena

David Knoepke, City of Helena Transportation Engineer

Tracie Kiesel, Tri-County Buckle Up Montana

Sergeant Jay Nelson, Montana Highway Patrol

Matt Elsaesser, Helena City Commissioner

Ben Brouwer, City-County Health Department

Karen Lane, City-County Health Department

Matthew Cramer, SAVE

Brett Friede, Lewis & Clark County Sheriff's Office

Eric Griffin, Lewis & Clark County Public Works

Pat Doyle, Helena Tourism

Laura Erickson, Lewis & Clark County, Bike Walk Helena

Tim Fox, Montana Department of Justice – Attorney General

Steve Hagan, Helena Police Department

John Spencer, Montana Highway Patrol

Andrew Knapp, Montana Highway Patrol

Pete Hartman, Rocky Mountain Emergency Services Training Center

Jim Barnes, Big Sky Cycling

James Combs, Montana Department of Transportation-Engineering

Roberta Knapp, Knapp Insurance Agency

Al Knauber, Helena Independent Record

Melinda Barnes, Bike Walk Montana

Buck MacLaurin, IRS

Dick Albert, Transportation Coordinating Committee



Ryan Leland , City of Helena-City Engineer

Jim Lewis, Montana Rail Link

Sean Logan , Helena Fire Department

Lloyd Rue, Federal Highway Administration

Marcee Allen, Federal Highway Administration

Fran Penner-Ray, Citizen

Bobbi Perkins, Citizen

Cody Curtis, Citizen

Robert Rasmussen, Citizen

Bob Abelin, Abelin Traffic

Sarah Sadowski, City of Helena, Non-Motorized Travel Advisory  
Council

John Rundquist, City of Helena-Public Works Director (retired)

Pam Langve-Davis, CTSP Coordinator, Montana Department of  
Transportation -Planning Division

Katie Potts, Transportation Planner, Montana Department of  
Transportation - Planning Division

Carol Strizich, Statewide and Urban Planning Supervisor, Montana  
Department of Transportation - Planning Division

Audrey Wennink, Cambridge Systematics

Pam Beer, Cambridge Systematics



# Appendix C

## Safety Resources

**Montana Department of Transportation Crash Data Summaries**  
<http://www.mdt.mt.gov/publications/datastats/crashdata.shtml>

### Impaired Driving

**Montana Highway Safety Office Impaired Driving Website**  
<http://www.mdt.mt.gov/safety/impaired.shtml>

**Assessment, Course, and Treatment (A.C.T. Program)** <http://www.mdt.mt.gov/safety/act.shtml>

**DUI Courts**  
<http://www.mdt.mt.gov/safety/impaired.shtml>

**DUI Task Forces**  
[http://www.mdt.mt.gov/safety/dui\\_taskforces.shtml](http://www.mdt.mt.gov/safety/dui_taskforces.shtml)

**Montana's Traffic Safety Resource Prosecutor (TSRP)**  
<http://www.mdt.mt.gov/tsrp/>

**Traffic Enforcement**  
<http://www.mdt.mt.gov/safety/traffic-enforcement.shtml>

**Safe On All Roads (SOAR)**  
<http://www.mdt.mt.gov/safety/soar.shtml>

**Screening, Brief Intervention and Refer to Treatment (SBIRT)**  
<http://www.dphhs.mt.gov/ems/prevention/sbirt.shtml>

**Countermeasures that Work**  
<http://www.ghsa.org/html/publications/countermeasures.html>



## Occupant Protection

Buckle Up Montana - <http://buckleup.mt.gov/>

MDT Highway Safety Office Occupant Protection Webpage-  
<http://www.mdt.mt.gov/safety/occupant.shtml>

Countermeasures That Work: A Highway Countermeasure Guide for State Highway  
Safety Offices  
<http://www.ghsa.org/html/publications/countermeasures.html>

NCHRP 500 Series Volume 11: A Guide for Increasing Seat belt  
Use <http://safety.transportation.org/guides.aspx?cid=28>

National Highway Traffic Safety Administration Occupant Protection Web Site -  
<http://www.nhtsa.gov/Driving+Safety/Occupant+Protection>

## Bicycle/Pedestrian

Pedestrian and Bicycle Information Center  
<http://www.pedbikeinfo.org/>

MDT Bicycle and Pedestrian Coordinator,  
<http://www.mdt.mt.gov/travinfo/bikeped/>

FHWA Bicycle and Pedestrian Safety  
[http://safety.fhwa.dot.gov/ped\\_bike/](http://safety.fhwa.dot.gov/ped_bike/)

Bike Walk Montana  
<http://www.bikewalkmontana.org/>

Crash Modification Factors Clearinghouse  
<http://www.cmfclearinghouse.com>

NCHRP 500 Series Volume 18: A Guide for Reducing Crashes Involving  
Pedestrians [http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp\\_rpt\\_500v18.pdf](http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_500v18.pdf)

NCHRP 500 Series Volume 10: A Guide for Reducing Collisions Involving Pedestrians  
[http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp\\_rpt\\_500v10.pdf](http://onlinepubs.trb.org/onlinepubs/nchrp/nchrp_rpt_500v10.pdf)

Countermeasures That Work: A Highway Countermeasure Guide for State Highway  
Safety Offices  
<http://www.ghsa.org/html/publications/countermeasures.html>



## Other Resources

**MDT Community Transportation Safety Plans** <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>

**Insurance Institute for Highway Safety** - research, laws, vehicle safety ratings <http://www.iihs.org/>

**MDT Highway Safety Office Young Drivers Webpage** - [http://www.mdt.mt.gov/safety/young\\_drivers.shtml](http://www.mdt.mt.gov/safety/young_drivers.shtml)

**Network of Employers for Traffic Safety** - <http://trafficsafety.org/>

**Governors Highway Safety Association** - <http://www.ghsa.org/>

**Teen Drivers** - <http://www.nhtsa.gov/Teen-Drivers>

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

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

**NOYS Youth Traffic Safety Toolkit:**  
<http://www.mdt.mt.gov/safety/docs/2010-youth-traffic toolkit1.pdf>

**Family Guide to Teen Driver  
Safety:** [http://www.mdt.mt.gov/safety/docs/family\\_guide\\_teen.pdf](http://www.mdt.mt.gov/safety/docs/family_guide_teen.pdf)

**National Safety Council Teen Driver Safety Information**  
[http://www.nsc.org/safety\\_road/teendriving/pages/teen\\_driving.aspx](http://www.nsc.org/safety_road/teendriving/pages/teen_driving.aspx)

**Teen Driver Safety  
Poster** [http://www.nsc.org/safety\\_road/TeenDriving/Documents/83679A\\_TeenDriver-Safety-Poster\\_Eng\\_NoLogo.pdf](http://www.nsc.org/safety_road/TeenDriving/Documents/83679A_TeenDriver-Safety-Poster_Eng_NoLogo.pdf)

**Teens and Work Zones:** <http://www.workzonedriver.org/Teens/index.htm>

**Allstate Keep the Drive campaign:** <http://www.allstatefoundation.org/keep-the-drive?CID=OTC-DNSR-BO-110601&att=keepthedrive.com>

**Stop The Texts - Stop the Wrecks** <http://www.stoptextsstopwrecks.org/#home>

**Teen Driving Web Site:** <http://www.teendriving.com/>



## **Alive@25**

**Program** [http://www.nsc.org/products\\_training/Products/MotorVehicleSafety/Pages/Aliveat25ParentProgram.aspx](http://www.nsc.org/products_training/Products/MotorVehicleSafety/Pages/Aliveat25ParentProgram.aspx)

## **Department of Justice Driver Licensing**

**Information:** <https://doj.mt.gov/driving/driver-licensing/>

**Network of Employers for Traffic Safety (NETS)** – 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](http://www.nsc.org/safety_road/Pages/safety_on_the_road.aspx)

**U.S. DOT Distracted Driving Web Site** – <http://www.distraction.gov/>

**Texting & Driving Utah video** – <http://ut.zerofatalities.com/texting.php>

**Hands Free Info** – <http://handsfreeinfo.com/>

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

**MDT- Highway Safety Office, Distracted Driving Webpage** –  
[http://www.mdt.mt.gov/safety/distracted\\_driving.shtml](http://www.mdt.mt.gov/safety/distracted_driving.shtml)

**AT&T Distracted Driving Prevention Webpage** – pledge, download AT&T Drive Mode App <http://www.att.com/gen/press-room?pid=2964>

**Verizon Distracted Driving Prevention App** –  
[http://www.getizup.com/index.php/what\\_is\\_izup/overview?PHPSESSID=](http://www.getizup.com/index.php/what_is_izup/overview?PHPSESSID=)

**Insurance Institute for Highway Safety** – Q&A on Cell phones and driving  
[http://www.iihs.org/research/topics/cell\\_phones.html](http://www.iihs.org/research/topics/cell_phones.html)

**Countermeasures That Work: A Highway Countermeasure Guide for State Highway Safety Offices**  
<http://www.ghsa.org/html/publications/countermeasures.html>

**AARP Driver Safety Program** – [http://www.aarp.org/home-garden/transportation/driver\\_safety/](http://www.aarp.org/home-garden/transportation/driver_safety/)

**The Century Council's I Know Everything Program** –  
<http://iknoweverything.centurycouncil.org/node/2>



# Appendix D

## Glossary

### Data Sources

All the crash data contained in this report, except the Native American fatality data, was gathered from reports run in the winter of 2012/2013 from the Montana Department of Transportation, Safety Management System. The Native American fatality data is from the Fatality Analysis Reporting System.

### 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

#### 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 16 to 24 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

# CTSP Annual Reporting Template

### Summary

Please briefly characterize the activities undertaken to implement the CTSP during the past twelve months and note any challenges faced. Please note the five year average of total crashes in the Greater Helena Area during the most recent reporting year for which crash data are available, the change since the previous reporting year and the progress toward reaching your goal.

In the template below, please list accomplishments for each strategy addressed during the past 12 months. (For example: type of materials developed, number of materials distributed and to whom, number of media stories about issue, number of low cost improvements identified and implemented, etc.). Please also list the dates of meetings held.



Emphasis Area: Impaired Driving Crashes		
Emphasis Area Chair: Sergeant Jay Nelson, Montana Highway Patrol		
Annual Reporting Template		
Meeting Schedule		Performance Measures
<b>Meeting 1:</b> <b>Meeting 3:</b> <b>Meeting 5:</b> <b>Meeting 7:</b>	<b>Meeting 2:</b> <b>Meeting 4:</b> <b>Meeting 6:</b> <b>Meeting 8:</b>	# of crashes involving impaired driving _____
Strategies	Action Steps	Implementation Status
<b>Strategy 1:</b> Implement measures to change the current culture of acceptance of impaired driving.	Recognize servers/sellers who say “no” to underage drinkers and intoxicated patrons, e.g. via stickers, plaques.	
	Provide education on alcohol and its effects (e.g. Domino Strategy); target males age 18 to 24.	
	Target educational messages around recreational activities, such as hunting, fishing, snowmobiling, and boating, to reduce impaired driving while engaging in these activities. Ensure the messages appeal to the primary target audience (males age 18 to 24).	
	Post messaging at supervised recreational areas and rest areas display boards.	
	Use social norming to convey the message that impaired driving is not perpetrated by the majority of Montana drivers, such as described in the MOST of US <a href="#">case study</a>	
	Pursue media coverage of crashes, including full impacts of crashes: effects on family, bar owners, and the process of proceeding through the court system over the course of many months.	



**Emphasis Area: Impaired Driving Crashes**  
**Emphasis Area Chair: Sergeant Jay Nelson, Montana Highway Patrol**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<p><b>Strategy 2:</b> Increase enforcement of impaired driving during the times, days, and at locations where the risk is greatest.</p>	<p>Provide incentives to encourage officers to work overtime to conduct enforcement during periods of high risk for impaired driving (e.g. higher overtime compensation, recognition at roll call).</p>	
	<p>Conduct saturation patrols during the times of the year when impaired driving crashes and offenses are greatest. Saturation patrols involve multiple officers conducting enforcement in the same area during the same time period.</p>	
	<p>Increase impaired driving training for law enforcement officers, specifically <a href="#">Drug Recognition Expert (DRE)</a> training.</p>	
	<p>Law enforcement to use "hot spot" maps that show the location of impaired driving crashes and arrests; and provide Department of Revenue confirmed retail locations the DUI violator came from</p>	



**Emphasis Area: Occupant Protection/Safety Belt Use**  
**Emphasis Area Chair: Tracie Kiesel, Tri-County Buckle Up Coordinator**  
**Annual Reporting Template**

Meeting Schedule		Performance Measures
<b>Meeting 1:</b> <b>Meeting 3:</b> <b>Meeting 5:</b> <b>Meeting 7:</b>	<b>Meeting 2:</b> <b>Meeting 4:</b> <b>Meeting 6:</b> <b>Meeting 8:</b>	# of crashes involving lack of occupant protection _____
Strategies	Action Steps	Implementation Status
<b>Strategy 1:</b> Increase the use of child safety seats and booster seats.	Conduct additional training of car seat technicians in Helena.	
	Install second permanent fitting station in the Greater Helena Area (potentially at the hospital or a fire station).	
	Develop and provide educational information to the City- County Health Department , St. Peters Hospital, health clinics and pediatricians on the importance of proper child restraint/booster seat use and that it should be included in all patient interactions.	
	Conduct outreach and encouragement for pediatricians to speak to the importance of child safety seats in all interactions such as the course previously provided to law enforcement and medical audiences.	



**Emphasis Area: Occupant Protection/Safety Belt Use**  
**Emphasis Area Chair: Tracie Kiesel, Tri-County Buckle Up Coordinator**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<p><b>Strategy 2:</b> Enact a local safety belt ordinance making non-use of a safety belt a primary offense in Helena.</p>	<p>Review samples and draft seat belt ordinance.</p>	
	<p>Provide education to city &amp; county commissioners and judges about the need for a primary seat belt ordinance; including the risks involved for not wearing a safety belt and the personal and financial costs.</p>	
	<p>Provide support for legislation making failure to wear a safety belt a primary violation.</p>	
	<p>Support the increase of fines for not wearing a safety belt at the state level.</p>	



**Emphasis Area: Occupant Protection/Safety Belt Use**  
**Emphasis Area Chair: Tracie Kiesel, Tri-County Buckle Up Coordinator**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<p><b>Strategy 3:</b> Increase public information and education about the importance of wearing a safety belt.</p>	<p>Develop targeted messaging for different audiences such as “It’s the Law” for older drivers, focusing on the cost of insurance for young men, and the importance of wearing a safety belt even for short trips (e.g. at lunchtime) that target young professionals.</p>	
	<p>Display information about safety belts on business reader boards, city signage, posters, billboards, and on vehicle wraps on local business vehicles and city vehicles and transit buses.</p>	
	<p>Conduct outreach to local businesses to promote the establishment of policies requiring safety belt use by employees on the job.</p>	
	<p>Place safety belt articles in the city newsletter and area business newsletters. Encourage Independent Record to include a weekly law enforcement article, i.e. Cops Corner for law enforcement to submit safety articles. Encourage participation of local officials and health care professionals to submit seat belt support letters to editor. Encourage similar articles/activities at School Administration level to promote seatbelt use with staff and students</p>	
	<p>Pursue media coverage of the risk of not wearing a safety belt/value of being buckled all the time during STEP enforcement periods, through Saved by the Belt events and through releasing new statistics and studies about safety belt use in the Greater Helena Area.</p>	
	<p>Partner with athletic coaches and encourage their communication to athletes on the importance of always wearing a safety belt</p>	



**Emphasis Area: Bicycle & Pedestrian Crashes**  
**Emphasis Area Chair: Dave Knoepke, City of Helena Engineering**  
**Annual Reporting Template**

Meeting Schedule		Performance Measures
<b>Meeting 1:</b>	<b>Meeting 2:</b>	# of crashes involving bicyclists _____ # of crashes involving pedestrians _____
<b>Meeting 3:</b>	<b>Meeting 4:</b>	
<b>Meeting 5:</b>	<b>Meeting 6:</b>	
<b>Meeting 7:</b>	<b>Meeting 8:</b>	
Strategies	Action Steps	Implementation Status
<b>Strategy 1:</b> Continue to promote, enhance, and maintain bicycle and pedestrian safety as part of Greater Helena Area infrastructure on local roadways.	Continue to identify gaps in sidewalks for improved sidewalk connectivity, particularly around schools.	
	Continue to promote Sidewalk Program by which homeowners can obtain interest-free loans for building sidewalks.	
	Encourage property owners to install sidewalks where needs exist.	
	Establish a special non-motorized improvement district for funding of bicycle & pedestrian infrastructure	
	Develop a Road Safety Audit program to conduct annual audits; Conduct local training on Road Safety Audits	
	Encourage Carroll College Health and Engineering Department students to conduct walking safety audits and senior design projects related to bicycle and pedestrian infrastructure safety to include the 4Es of transportation safety	
	Encourage properly maintained sidewalks by providing information to public and encouraging enforcement of snow removal by city officials.	



**Emphasis Area: Bicycle & Pedestrian Crashes**  
**Emphasis Area Chair: Dave Knoepke, City of Helena Engineering**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<p><b>Strategy 1 (continued):</b> Continue to promote, enhance and maintain bicycle and pedestrian safety as part of Greater Helena Area infrastructure on local roadways.</p>	<p>Increase installation of portable speed signs/cameras to alert drivers of their traveling speeds.</p>	



**Emphasis Area: Bicycle & Pedestrian Crashes**  
**Emphasis Area Chair: David Knoepke, City of Helena Engineering**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<p><b>Strategy 2:</b> Continue and increase enforcement of safe behaviors by drivers around bicyclists and pedestrians and by bicyclists and pedestrians as they enter into the transportation mix.</p>	<p>Continue periodic pedestrian safety enforcement by which a plainclothes police officer crosses the street using a crosswalk and a partner tickets vehicle operators that do not yield to the pedestrian decoy.</p>	
	<p>Research potential training for law enforcement, i.e. Bike Cop enforcement, Montana’s bicycling and pedestrian laws.</p>	
	<p>Continue bicycle and foot patrols during summer seasonal events, beginning of school season, and sporting events to discourage jay walking and wrong way riding.</p>	



**Emphasis Area: Bicycle & Pedestrian Crashes**  
**Emphasis Area Chair: David Knoepke, City of Helena Engineering**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<p><b>Strategy 3:</b> Conduct and promote public education about safe bicycling and walking practices and safe operating procedures between bicyclists and pedestrians and vehicles.</p>	<p>Encourage and promote bicycle education to be integrated into school programs throughout the entire City and County school district ,( i.e. walking school buses), as well as outside school (i.e. 4H meetings, YMCA, and summer camps).</p>	
	<p>Expand distribution of PSAs on bicycle and pedestrian safety to community partners and stakeholders, driver’s education teachers, businesses, and public and private sector agencies and organizations.</p>	
	<p>Educate riders, pedestrians and drivers about sharing the road safely and bicyclist and pedestrian proper positioning on the roadway, conspicuity and focus. Potentially use variable message signs to communicate bicycle and pedestrian safety messages. Potentially partner with businesses that have electronic signage. Distribute sharing the road information at license renewal locations, bicycle retailers, driver training facilities, and chamber of commerce business affiliates.</p>	
	<p>Promote and provide training and operating information for adults on safe bicycle and walking skills such as group bike rides and health and wellness training opportunities at St Peter’s Hospital and health clinics.</p>	



**Emphasis Area: Bicycle & Pedestrian Crashes**  
**Emphasis Area Chair: David Knoepke, City of Helena Engineering**  
**Annual Reporting Template**

Strategies	Action Steps	Implementation Status
<p><b>Strategy 3 (continued):</b>                      Conduct and promote public education about safe bicycling and walking practices and safe operating procedures between bicyclists and pedestrians and vehicles.</p>	<p>Encourage traffic educators to include bicycle and pedestrian representatives, emergency medical responders, and law enforcement to present safety awareness to classes and include what enforcement measures may be taken for someone who is found to have caused a crash that resulted in a severe injury or fatality.</p>	

Greater  
Helena  
Area

# CTSP

Community Transportation  
Safety Plan





## Appendix F

# Letter of Request and Letters of Support



City of Helena

Office of the City Manager

316 North Park

Helena, MT 59623

Telephone: 406-447-8401 Fax: 406-447-8460

E-mail: ralles@ci.helena.mt.us

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AUG 21 2012

TRANSPORTATION PLANNING

August 16, 2012

Ms. Pam Langve-Davis  
Statewide & Urban Planning  
Montana Department of Transportation  
P.O. Box 201001  
Helena, MT 59620-1001

RE: Community Transportation Safety Planning and Development Assistance

Dear Ms. Langve-Davis

This letter is being written to express the interest of the City of Helena in applying for and participating in the development of a Community Transportation Safety Plan (CTSP) for our community. The development of a Community Transportation Safety Plan is an excellent opportunity to bring together local stakeholders to address the safety issues on our streets and roads. Through this process we hope to identify major problems affecting transportation safety. We have recently seen an increase in pedestrian fatalities in the community, an increase in motorcycle accidents and increased conflicts between bicyclists and motorists. Other safety concerns include impaired driving through drug and alcohol use, distracted driving, habits of both older and younger drivers, and the identification of high crash corridors in our area. Our goal ultimately is to reduce the number and severity of serious and fatal crashes within our community and we know the development of a CTSP will be a major step in achieving that goal. Our Police Department has recently given a presentation to our City Commission discussing some of these very issues. A copy of that presentation is attached.

We know that there is not one solution to these safety problems and that it takes a combination of the "four E's" of transportation safety, education, enforcement, emergency medical services and engineering to effectively reduce the number of incidents. If chosen as one of the recipients of this grant, we look forward to working with our community partners that will include: the Helena School District, city staff from the Public Works, Police, Fire, and Community Development Depts.; the City-County Health Department, Helena Citizens Council; Helena ADA Committee; the Nonmotorized Transportation Advisory Council, (NMTADC; Lewis and Clark County; Montana Department of Transportation. (See attached letters of support) We recognize that with these partners there will be a more comprehensive approach to addressing these issues and finding both short term and long term solutions. The CTSP, when completed, will be integrated into the Greater Helena Area Transportation Plan Update that will be completed in the next year or two. This will ensure that transportation safety is a major factor to



be considered as we plan the future. The CSTP will also help identify any potential partnerships between entities on a different level than just planning infrastructure improvements and will serve as recognition that transportation safety is the responsibility of all of us and help identify the different roles each partner can play. The implementation of the CTSP will be a demonstration of the success of that partnership.

The point of contact for this planning process will be Phil Hauck, acting Public Works Director and he will be responsible for the project coordination and tracking the implementation of the CSTP and making all necessary reports to MDOT. Thank you for your consideration to our request. We look forward to working with you and the rest of the staff at the Department on this exciting project.

Sincerely



Ronald J. Alles, City Manager

Attachments: Letters of Support

cc: Phil Hauck, Public Works  
Sharon Haugen, Community Development



City of Helena

**Helena Fire Department**  
300 Neill Ave  
Helena, MT 59601  
Telephone: 406 447-8472 Fax: 406 447-8467

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**CITY OF HELENA  
Engineering Division**

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AUG 09 2012

**City Comm. Dev. Dept.**

Community Transportation Safety Planning

August 3, 2012

Dear Ms. Langve-Davis:

Helena Fire Department is a community safety partner with the City of Helena interested in the development and implementation of a Community Transportation Safety Plan. This planning effort and coordination is important to us and will benefit our community. Reducing the number and severity of accidents within the City will be a boon not only to the citizens of Helena but will also help to lighten the load placed on the EMTs at the Fire Department.

We look forward to participating in collaborative efforts with the City of Helena as a whole to develop and implement the Community Transportation Safety Plan. The Department's goal would be reducing the number of accidents and change detrimental behavior of drivers. We would also like to enhance awareness that reduced response times for emergency services can greatly improve public safety.

As a partner, Helena Fire Department will assist in the plan development and implementation activities, such as identify areas of concern for emergency service where traffic issues can cause delays in response. In addition the Fire Department can be a resource for the committee to help with ways to effectively develop an education program in the City of Helena.

We believe that this innovative opportunity will make the City and its citizens safer, healthier and happier and it will reduce the strains and stresses on Helena Fire's emergency medical response personnel. Serious and fatal crashes not only severely impact the victims but also tax the mental and physical well-being of the responders. Anything that serves to reduce the numbers and severity of such events is welcomed by all. I thank you for your considering the project.

Sincerely,

J. R. Feucht  
Chief



Helena Citizens Council **RECEIVED**  
316 N. Park Avenue  
Helena, MT 59623 **AUG 13 2012**  
Email: [hcc@ci.helena.mt.us](mailto:hcc@ci.helena.mt.us)  
Phone: 447-8493 **City Comm. Dev. Dept.**  
[www.helenacitizenscouncil.com](http://www.helenacitizenscouncil.com)

August 6, 2012

To whom it may concern:

The Helena Citizens' Council is a community safety partner with the City of Helena interested in the development and implementation of a Community Transportation Safety Plan. This planning effort and coordination is important to us and will benefit our community by implementing an engineered design that addresses the current and future motorized and non-motorized traffic patterns on the intra-city transportation grid.

We look forward to participating in collaborative efforts with the City of Helena to develop and implement the Community Transportation Safety Plan. The assumed goal of such a plan is to incorporate accepted, engineered transportation safety designs and practices for a community such as ours. As a partner, the Helena Citizens Council will assist in plan development and implementation activities, such as holding neighborhood meetings in the seven Helena neighborhood districts, conducting web-based community surveys and broadcasting public service announcements.

We believe that this innovative opportunity will support a Helena Citizens Council goal of reducing vehicle and bicycle crashes and eliminating pedestrian fatalities.

Sincerely,

  
Jim McCormick  
Chairman, Helena Citizens Council



City of Helena

## City of Helena

Helena Police Department  
Troy McGee, Chief of Police  
221 Breckenridge  
Helena, MT 59601

Phone: (406) 447-8479 Fax: (406) 442-3965  
E-Mail: [tmcgee@ci.helena.mt.us](mailto:tmcgee@ci.helena.mt.us)

Community Transportation Safety Planning  
Letter of Support

August 20, 2012

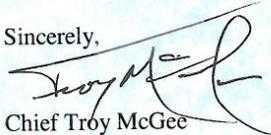
To whom it may concern:

The Helena Police Department is a safety partner within the City of Helena and is interested in the development and implementation of a Community Transportation Safety Plan. This planning effort and coordination is important to us and will benefit our community because it will allow us to provide a more comprehensive approach to transportation safety within our community. As a partner, the Helena Police Department is committed to assisting in the plan development and implementation process.

Receiving the grant would provide the City the technical assistance necessary to develop a transportation safety plan for the City of Helena. It would assist us in looking for opportunities to improve traffic safety, primarily by looking at alternative ways to change behaviors such as drinking and driving, the wearing of seat belts, and pedestrian safety to name a few. These efforts would benefit the police department because the grant would allow us to strengthen our partnership with other City Departments and expand our effort of high visibility traffic enforcement. We look forward to participating in a collaborative effort within the City of Helena to develop and implement the Community Transportation Safety Plan.

We believe that this innovative opportunity pursued by the City of Helena will further enhance the Helena Police Department's ability within the community to pursue the goal of reducing or eliminating dangerous driving or pedestrian habits in our community.

Sincerely,



Chief Troy McGee



LEWIS & CLARK CITY-COUNTY  
**Health Department**

1930 Ninth Avenue  
Helena, MT 59601  
PH: 406.4HEALTH or 406.443.2584  
Fax: 406.457.8990

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AUG 07 2012

City Comm. Dev. Dept.

August 6, 2012

Pam Langve-Davis  
Statewide & Urban Planning  
Montana Department of Transportation  
PO Box 201001  
Helena, MT 59620-1001

Dear Ms. Langve-Davis,

The Lewis and Clark City-County Health Department partners with the City of Helena on many community health and safety issues. The Health Department is a strong supporter of the development and implementation of a Community Transportation Safety Plan. This planning effort would be a continuation of the coordination between our Health and Public Works departments towards the goals of improving the safety of Helena streets and encouraging active transportation. Transportation safety planning by the City of Helena would directly support the Health Department's mission to "improve and protect the health" of residents within our service area. Specifically, this planning would align with and complement a bicycle and pedestrian safety campaign for which the Health Department is funded through a Montana Department of Transportation Community Transportation Enhancement Program (CTEP) grant.

Implementation of an effective safety plan to curb drunk driving and increase seat belt use would have direct positive impacts on the health and wellness of our community by reducing serious and fatal crashes. Components of the plan that address the safety of pedestrians and cyclists on our streets are important from a risk reduction standpoint and furthermore would serve to promote and increase opportunities for physical activity, a crucial community health indicator in the prevention of chronic disease. Transportation studies summarized by Active Living Research, a national program of the Robert Wood Johnson Foundation, identify unsafe roads as a significant barrier to biking and walking to work or school. Local surveys conducted by Lewis and Clark County staff in 2010 and the City of Helena's Non-Motorized Travel Advisory Council in 2011 and 2012 confirmed that safer roads and more bike lanes and sidewalks are factors that encourage Helena citizens to walk and bike.

As a partner in promoting active and safe transportation, we strongly support the City of Helena's application for a Community Transportation Safety Planning and Development Assistance Grant. This is an important opportunity to improve the safety of Helena streets.

Thank you for your consideration,

Melanie Reynolds, MPH  
Health Officer  
Lewis and Clark County

*"To Improve and Protect the Health of all Lewis and Clark  
County Residents."*



**OFFICE OF THE MAYOR**

**City of Helena**

**James E. Smith**

316 N. Park Avenue  
Helena MT 59623

Phone: (406) 447-8410

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**AUG 08 2012**

**City Comm. Dev. Dept**

August 7, 2012

George McCauley  
926 5<sup>th</sup> Avenue  
Helena MT 59601

Dear George,

On behalf of the entire City Commission, I am happy to report your reappointment to the ADA Compliance Committee. Your second term will begin upon appointment and expire September 1, 2015.

The commissioners and I appreciate your willingness to continue as a member of the ADA Compliance Committee.

Sincerely,

James E. Smith  
Mayor

C Sharon Haugen

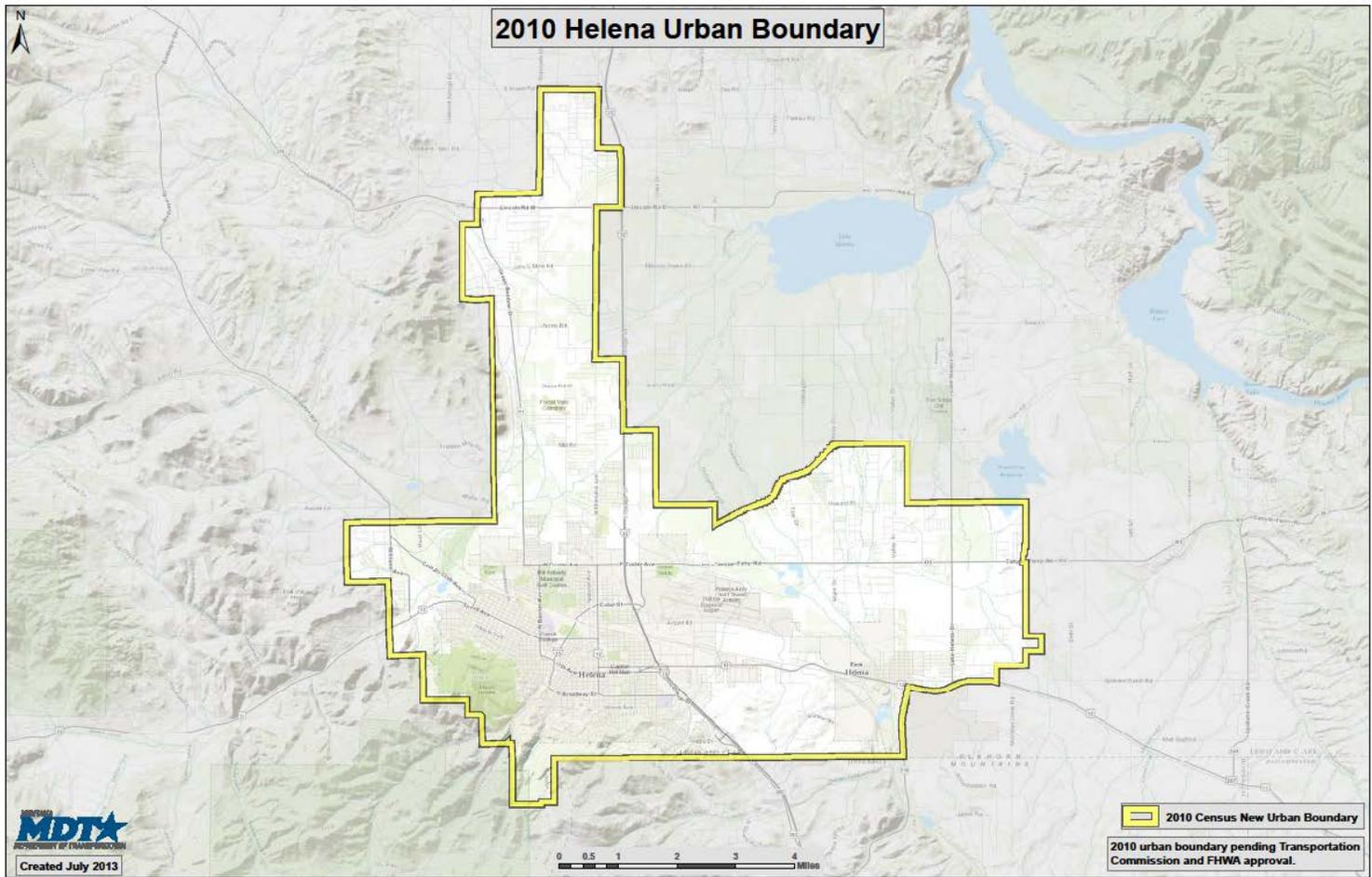


## Appendix G

### Greater Helena Area Urban Boundary



Figure G.1 Greater Helena Area Urban Boundary



Note: Crash data were analyzed for the Helena Urban Boundary based on the 2010 Census, which was approved by the Montana Transportation Commission and is awaiting the Federal Highway Administration approval. Throughout the plan, references to Greater Helena Area are meant to be synonymous with this boundary.

