

COMMISSIONER'S COMMENTS

Scott T. Duncan

As I write this in December 2007 and reflect back on the highway safety program in Utah, I think about my first months with the Utah Highway Patrol in December of 1976 as a new trooper. I recall hearing about a fairly new agency in the Utah Department of Public Safety that specialized in traffic safety programs. Utah's Highway Safety Office was formed in 1967 and continues today to serve as the lead agency in Utah for behavioral change programs. The goal continues to be the reduction of traffic crash-related deaths, serious injuries and property loss.

Since 1967, there has been a five-fold decrease in the traffic death rate in Utah.

As the Highway Safety Office celebrates this 40th year of operations, I have been musing about the changes those 40 years have brought to Utah's roadways. Anyone who has lived in Utah for more than five years has noticed Utah's increasing population level. In 1967, records show Utah had just less than one million residents. In 2007, this has blossomed to about 2.7 million people, a 170% increase.

Another way to look at how the traffic safety picture has changed is the volume of traffic on Utah roads. In 1967, vehicles in Utah traveled over 5 billion miles on the roadways, or about 5000 miles for each resident. In 2006, there were over 26 billion miles of vehicle usage, or about 10,000 miles for each resident. This *five-fold increase in highway usage* is staggering and reflects how Utah has become one of the transportation crossroads of the West, with large amounts of interstate commerce passing through the state.

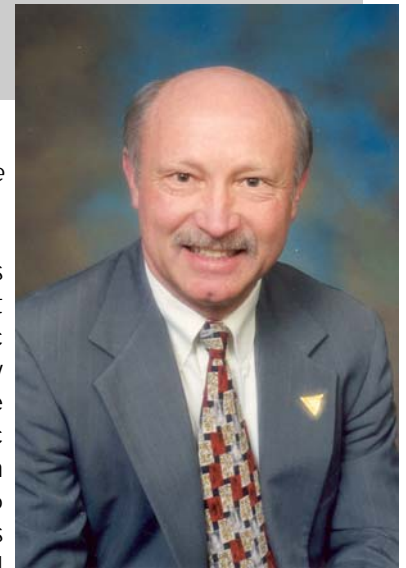
Possibly a more enlightening way to look at these numbers is to compile the rate of traffic deaths compared to vehicle miles traveled. In 1967, there were 5.2 traffic deaths for each 100 million vehicle miles traveled in the state. In 2006, this rate fell to just 1.1 deaths, a *five-fold*

decrease in the traffic death rate.

Of course, each of us is concerned about the actual traffic fatality number every year. In 1967, there were 275 traffic fatalities on Utah roadways, while 2006 resulted in 287. This is still too many, and I mourn the loss of anyone on Utah's roadways. I keep a journal which reflects the name of each person killed on Utah roadways each year so I won't forget how personal such a loss is to family and friends, and to strengthen my resolve to make a difference.

You might be asking if Utah's roadways are safer in 2007. Yes, they are. Driver and public attitudes have changed dramatically, with little tolerance for impaired or reckless driving, and there is a new awareness of the dangers of distracted driving. Laws have changed, with seat belts and other occupant protection devices mandatory in all cars. Roadway designs have also improved and now take into account special needs such as rumble strips to alert drivers about an impending roadway departure, and larger fonts on roadway signs to allow drivers a longer message recognition time.

As the Highway Safety Office moves into its 41st year, I hope one day that my traffic fatality journal will be blank, with no names or personal tragedies filling its empty pages. I hope you share my vision, too.



Scott Duncan is the Commissioner of Public Safety in Utah, and is also the Governor's Representative for Highway Safety. He comes from a law enforcement family, has been with the Utah Department of Public Safety for over 30 years, and previously served as the Superintendent of the Utah Highway Patrol.

DIRECTOR'S WELCOME

David A. Beach

During my time at the Utah Highway Safety Office, each December has brought an undercurrent of excitement and activity, and not strictly due to the upcoming Christmas and New Year Holidays. The office resonates with all the activity associated with preparing the Annual Report on our activities for the National Highway Traffic Safety Administration (NHTSA), covered in detail on the following pages.

In the past, the Annual Report has been written in the impersonal, third-person style that is likely familiar to most readers of similar reports. This year, the Highway Safety Office's program management staff has taken a new and provocative approach to the document's style by using a magazine-style format. This change in format encourages a multitude of writing "voices" as the various program managers and coordinators author the individual sections. To add a visual aspect to the new format, photos submitted by project directors and our staff of various activities and campaigns statewide are included to accentuate the program areas, and portions of the articles, such as quotes or interesting statistics, are highlighted. Our goal with this format is to actively engage the reader, and also convey our excitement about the activities of the past year. As with any format change, there is always a rush to perfect the style while concurrently writing and compiling the content. Plans are to continue to enhance this format with next year's report.

Each year, the staff works to accurately report on those activities which occurred within the federal fiscal year (FFY) reporting period. However, there is also a significant amount of activity overlap between the reporting periods. For example, in FFY2007, a number of our staff members were extensively involved in the planning and preparations for a traffic safety summit scheduled for early FFY2008. While stretching for almost one half of the reporting period, you won't find references to the summit within this document, and will need to wait for next year's report for more information.

While most of this Annual Report focuses on our successes, there should also be some indication

to our federal partners of additional resources we believe would help our program to continue to thrive. As part of the looming reauthorization process for federal transportation funding starting next year, there will be many competing priorities for those monies, and it certainly isn't too early to express our perceived needs.

We would encourage NHTSA to continue to pursue an increase to the 402 funding, and reduce the number of "stovepipe" funding sources. This would allow each state to better address its unique mix of traffic safety needs, and these needs assuredly vary from jurisdiction to jurisdiction.

We consistently find ourselves struggling to locate resources for various campaigns, such as artwork for brochures, billboards and posters. Instead of our staff spending days or weeks to locate such artwork, we would propose that NHTSA distribute all artwork it has developed to the state highway safety offices as soon as it is available, rather than providing it on an as-requested basis. It would also be helpful to have an assortment of artwork available which is geared toward regional mindsets, rather than a "one-size, fits-all" style.

Finally, we continue to contend with developing effective materials for Spanish-speaking and Native American audiences. We hope that in the near future NHTSA can offer a national resource for the highway safety offices which can provide this service.

Dave Beach is the Director of the Highway Safety Office in Utah. In his 31 years of service with the Utah Department of Public Safety, Dave has served as the director of the Driver License and Administrative Services Divisions, and started his career as an intern with the Highway Safety Office.



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OCCUPANT PROTECTION

Kristy Rigby and Keri Gibson

Increasing safety belt use has been an objective of numerous organizations and states, as well as other nations, for many years. In fact, in 1968, one year after the Utah Highway Safety Office (UHSO) and other state highway safety offices were formed, the installation of safety belts in all new vehicles was required. Since that time, Utah's Occupant Protection Program has undergone many changes in programming and funding that has helped increase the use of safety belts from below 18% to 86.8%.



86.8%

Seat Belt Usage in 2007
(Observational Survey)

As staff members of the UHSO's Occupant Protection Program since 1994, we have witnessed and been involved with many of the most effective and

concentrated efforts to improve safety belt use. These include the availability of special federal funding within the ISTEA, TEA21, SAFETEA and SAFETEA-LU initiatives to assist states with seat belt programs, the development of the national and state "Operation ABC" and "Click It or Ticket" Mobilizations, and the supported use of extensive paid media campaigns aimed at increasing awareness of safety belts. Through these efforts, as well as the programs and activities implemented by our various statewide partners, Utah's safety belt use rate has jumped from 53.2% in 1994, to the 2007 use rate of 86.8%.

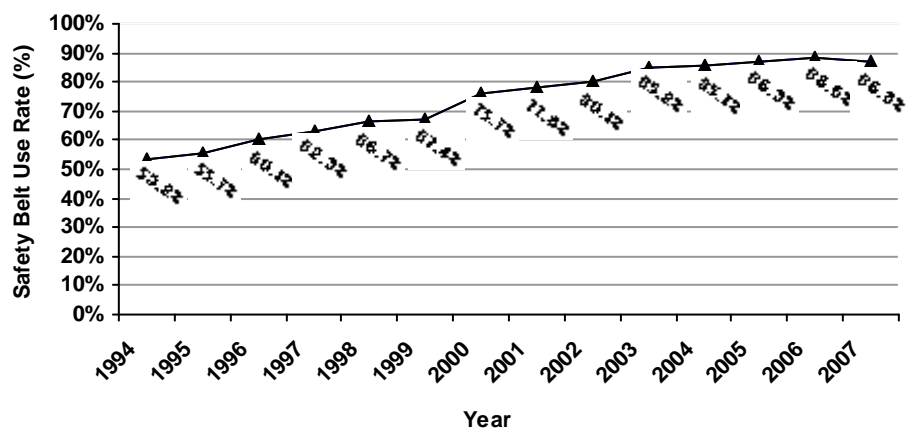
During Federal Fiscal Year (FFY) 2007, the UHSO funded 32 projects that worked toward improving the proper and consistent use of safety restraints. The occupant protection programs implemented by the UHSO included education, enforcement, equipment and evaluation components. These programs were primarily conducted by partnering agencies that included the state and local

health departments, Utah Highway Patrol, local law enforcement agencies, schools, hospitals, Safe Kids Coalitions and Chapters, and EMS and fire personnel.

One of Utah's most effective occupant protection programs is the "Click It or Ticket" Campaign which was initiated in May 2000. The goal of this high-visibility enforcement mobilization is not to give out tickets, but rather to influence people to buckle up and prevent injuries and fatalities. The campaign recruits participation from law enforcement agencies statewide, includes a comprehensive public information and paid media plan, and provides for educational activities conducted at the state and local level.

The 2007 media and enforcement campaign took place from May 21 to June 3, during which a total of 86 law enforcement agencies across the state participated. During the two-week blitz, officers worked 5,286 overtime hours and issued 5,571 seat belt and 307 child restraint

Observational Safety Belt Use of Drivers and Front Seat Passengers (Utah 1994-2007)



citations. In addition, officers made 23 DUI arrests, six felony arrests, 56 drug arrests, apprehended 28 fugitives, recovered 76 stolen vehicles, and issued thousands of other citations. As part of the educational component of the campaign, many local law enforcement agencies targeted high schools and conducted positive reinforcement activities. "Click It for a Creamie"

5,571
 Seat Belt Citations
 Issued During 2007
 "Click It or Ticket"
 Campaign



Zero Fatalities Crashed Car being used to help promote the "Click It or Ticket" Campaign during the May

was conducted by Cache County law enforcement agencies, where officers awarded 2,500 high school students with a Creamie ice cream bar for buckling up. The Box Elder and Salt Lake County law enforcement communities also conducted similar operations.

As seen in the "Click It or Ticket" Campaign outreach, targeting teen safety belt use has become a priority in Utah. In fact, in FFY2007 the *Utah Teen Driving Task Force* was established to address the traffic safety issues facing teen drivers and passengers. The task force includes representatives from the Utah Department of Public Safety, Utah Department of Transportation, Utah Department of Health, Utah Office of Education, local health departments, Primary Children's Medical Center, and the Emergency Medical Services for Children program. Task force members conducted various activities and outreached partnering organizations such as the state's local health departments, high schools, Safe Kids Coalitions and Chapters, and the law enforcement community to assess what resources and program materials are needed to impact teens

in their areas. Through this assessment, the state created new "buckle up" stencils and two different "buckle up" signs that can be incorporated into local programs. These tools were purchased and distributed to the 12 local health department's located throughout Utah. Additional information about the state's teen safety effort, including the *Adopt-A-High School* program and the *Don't Drive Stupid* campaign, is included in the Roadway Safety section of this report.



Teen safety belt use was especially targeted in rural communities, since young male pick-up truck drivers are at greater risk of being killed in a crash. In fact, in 2005, 39.2% of people killed on Utah roadways were riding in a light truck. In an effort to reach this target group, the UHSO partnered with the Emergency Medical Services for Children (EMSC) and created the "Buckle Tough" program. The program is designed to compliment and not duplicate the other efforts being conducted in the state. A campaign logo was designed and promotional materials were printed and distributed to rural communities through the network of EMS coordinators. The program will continue in FFY2008 with a newly developed action plan to expand and strengthen the campaign.

During the year, Utah's *Child Passenger Safety Program*, and its many partnering organizations, worked to increase the proper and consistent use of child safety seats by supporting various occupant



Buckle Up Stencil and Sign Project developed and promoted through the Teen Traffic Safety Task Force.

ALCOHOL PROGRAMS

Teri Pectol, Helen Knipe and Sgt. Ted Tingey

The Utah Highway Safety Office's (UHSO) successful traffic safety program to combat impaired driving focused on three key elements: a sustained high visibility enforcement of DUI laws including saturation patrols and DUI checkpoints, a media campaign, and the implementation of a Traffic Safety Resource Prosecutor program.

Although the enforcement and media elements remain the most high profile aspects of the program, the continued support of supplementary programs such as youth support, campus programs, underage drinking prevention, and public information and education provide assistance with local community needs and work to prevent impaired driving through early behavioral change intervention.

A FOCUS ON THE FUTURE: YOUTH PROGRAMS

Through **Boys and Girls Club** programs that emphasized crime prevention and impaired driving prevention and education, minority youth received invaluable exposure to information to help them make better life choices. Over 150 young people attended training classes such as SMART Girls, Wiseguys, Leaders in Training, Keystone, and Netsmartz Training, which targeted these members of a high-risk demographic to educate them about the effects of alcohol on a young person's brain, and the importance of avoiding underage drinking.

Approximately 34,000 students in the rural counties of Beaver, Kane, Garfield, Iron, and Washington benefited from funding provided to the **Southwest Prevention Project**. The program developed and produced educational materials and conducted peer leadership training classes, in which students learned how to educate their peers about the dangers of underage drinking and impaired driving, and the importance of not engaging in these activities. Youth presented information at events such as "Red Ribbon Mall Celebration," school assemblies, Fatal Vision obstacle courses, and Peer Education Presentations in local schools.



The students developed a public service announcement that was delivered to all schools in the area and discussed the gap between the perception that many students have about their peers' use of alcohol and drugs, and the reality of actual use, which is lower. For the statistics unique to each area, the students utilized the Student Health and Risk Prevention survey results.

Another program targeting substance abuse prevention in the southern part of the state – the **Dixie Youth Services Project** – helped fund and conduct the "Back on Track" program for teens that enter the juvenile court system for alcohol violations in Washington, Iron, and Beaver Counties. These sessions taught the young offenders about why they should not use alcohol and drugs, and, depending on the reason for their referral, included the study of the Level I or Level II manual of the "7 Habits of Highly Effective Teens." By getting young people to focus on their future goals, the program aimed to help them realize that their actions could have long-term negative effects.



Pizza and beer, er, root beer working lunch sponsored by USSAP and promoted as an alternative to drinking alcohol.

Teens embarking on their future

adventures got off to a safe and sober start as thousands of Utah's graduating seniors attended school-sponsored graduation parties, due in large part to funding they received from the UHSO's **Youth Support Grant**. A total of 54 mini grants funded events where these new graduates spent a night in an alcohol- and drug-free environment, with the goal of preventing anyone from engaging in high-risk behaviors, such as underage drinking and impaired driving.

Not just at graduation time, but year round, partying is getting harder throughout Utah for minors who want to consume alcohol. Eleven **Youth Alcohol and Drug Enforcement Task Forces**, funded by OJJDP grants administered by the UHSO, conducted operations throughout the state, broke up parties and issued citations to minors who possessed or consumed alcohol. These single- and multi-jurisdictional teams gathered intelligence and responded to calls about underage parties in both urban and rural locations, oftentimes making more than 50 arrests at a single event. City, county, and Utah State Department of Parks and Recreation officers actively worked to thwart underage drinking and its negative consequences in their jurisdictions.



An officer administers a Standard Field Sobriety Test during a local saturation patrol.

While the task forces targeted the social supply of alcohol to minors, the **Eliminating Alcohol Sales to Youth** (EASY) program focused on curtailing the retail supply. Law enforcement agencies received reimbursement for conducting alcohol compliance checks at grocery and convenience stores. The program's first year saw more than 1,500 individual alcohol compliance checks conducted of off-premise sales, with a statewide compliance rate of

88.3%. Participating agencies covered almost two-thirds of the more than 1700 retail outlets in the state. Rural agencies faced greater challenges than urban ones and therefore took somewhat longer to initiate their EASY programs. However, smaller agencies increased their participation as the year progressed, helping to insure that the retail supply of alcohol to minors is curtailed in communities large and small.



Impaired driving campaign advertisement printed in college newspapers.

The **Utah State Substance Abuse Prevention** (USSAP) consortium also has statewide representation, with a presence on eleven of Utah's twelve colleges and universities, enhanced by funding provided by our office. While college life can seem inextricable from underage drinking, USSAP aims to make these two mutually exclusive. The consortium is integrated onto each campus and has direct access to the students – members of a high-risk demographic for underage drinking and impaired driving. Educational materials, prevention messages, and harm reduction information complimented the alcohol-free events that USSAP sponsored as alternatives to parties that revolve around alcohol.

In support of USSAP's goals, the UHSO Impaired Driving Media Campaign provided an advertisement for all eleven college newspapers with the message "County jail doesn't look good on your resume." Many students who violate campus alcohol policies or state alcohol laws will attend classes conducted by USSAP consortium branches that include the study of the "Prime for Life" manuals. The presence USSAP maintained on campuses throughout the state enabled their outreach efforts to reach thousands of Utah's college-aged youth.

SAFE COMMUNITIES

Theresa van Biljon

"The success of our highway traffic safety programs is dependent on the funding we receive from the Safe Communities Grant. *We are better able to disseminate resources throughout our community in order to partner with key agencies and individuals to further promote highway traffic safety.* We strive to maximize this funding and support efforts made by other agencies. Thanks again for this opportunity." states Brenda Nelson, Project Director for the Tooele County Safe Community program.

During FFY2007, twelve successful Safe Community projects were funded. The Safe Communities model of injury prevention and control allows citizens to accurately predict when and where motor vehicle-related injuries are most likely to strike next and take the best course of action to keep them from happening at all. These projects are the backbone of the Utah Highway Safety Office and represent much of the traffic safety education being done across the state. Below are highlights of six of the programs.

The **Summit County Safe Community Program** reported great success in the variety of programs that were implemented and the consequential survey results. These programs included a high school campaign titled "Battle of the Belts," which placed two high schools in competition to increase seat belt use. The winning high school increased its seat belt use from 38% to 60% during the 2006-2007 school

"A common misconception in small communities, such as Summit County, is a feeling of safety and comfort when driving local roads as opposed to high speed freeways. This belief often leads residents to overlook proven safety practices which increase the risks of injury."

Gerri Essen, Summit County Safe Communities Project Director



year. Booster seat education classes in the schools and a community child safety seat campaign were also implemented and resulted in booster seat use rising from 44% to 52% in the fall of 2007. (Note: Utah does not have a booster seat law.)



CPS Technician Andrea Miller shows a child how tall he should be before quitting use of a booster seat.

The **Utah County Safe Community Program** also reported a successful year with new programs being implemented to increase awareness and keep safety on the minds of residents. One of the many traffic safety issues targeted through the program was helmet safety, which remains a concern for the residents of Utah County. In turn, helmet use was promoted through health and safety fairs, bike rodeos, and a successful helmet Easter basket sale. As a result, observational surveys showed that helmet use was 24% in Spring 2007, which demonstrated an increase of 4% from the Fall of 2006.

The **Tooele County Safe Community Program** offered a one hour class monthly to educate parents about child passenger safety. Unfortunately, 80% of participants incorrectly answered a question about how long to keep a child rear facing. Consequently, the program focused educational efforts around the evaluation results. In addition, during a helmet education distribution event, evaluation results

indicated that 72% of participants underestimated the effectiveness of bicycle helmets in preventing brain injuries. On the positive side, 89% of families surveyed had a rule about wearing helmets. Participants were able to receive a multi-sport helmet after attending a bicycle/pedestrian safety presentation. In turn, 140 helmets were distributed.



Bicycle rodeo held during a local Safe Communities educational event.

This past year, the **Davis County Safe Community Program** and associated task force submitted a grant allowing them to expand beyond their educational campaigns and start creating environmental changes. They received the grant and worked closely with Layton City officials to implement a task force to focus on pedestrian safety. Through this task force they were able to purchase speed boards to place around Adams Elementary in Layton. In addition to the environmental change, they hosted several media campaigns, conducted the Green Ribbon Month Campaign, and hosted a very successful Walk to School event to increase the awareness of pedestrian safety. Two other schools in their community have observed the changes taking place and have been able to create changes at their own schools. They used data collected at their Walk to School and Green Ribbon Month events to validate the reasons for the changes and presented this data to city council members. In

turn, they have been able to establish new cross walks and safer drop off zones around their schools.

The **Box Elder/Bear River Safe Community Program** coalition members took on the task of working with existing DUI programs to implement a DUI prevention and awareness program. During the year, school-based impaired driving/alcohol use prevention programs and activities reached 630 participants. Partners included the Parent Teacher Conferences, Dale C. Young Alternative School, the State Office of Education, and local high schools. Community-based activities provided materials to nearly 600 people and provided an excellent avenue to partner with area employers to begin thinking about worksite safety/prevention issues. Partners included La-Z-Boy, Jiffy Lube, six manufacturing worksites and the First District Juvenile Court.

The Latino community in Utah was primarily outreached through the **Hispanic Traffic Safety Outreach Project**, conducted by the Utah Latino Community Education Center. During the year, media was the cornerstone to the success of this program. The target audience was reached through public service announcements, television programs, and radio educational programs. A one-hour Spanish radio educational program ran in April 2007 and was done with the intention of providing highway safety tips to the Latino community living in the state of Utah. The program was conducted in cooperation with Cynthia Harris, a public



Local community efforts in Box Elder County to promote safety belt use.

OCCUPANT PROTECTION

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protection programs, conducting car seat checkpoints, and providing training. The UHSO organized three NHTSA Standardized Child Passenger Safety trainings, where 57 individuals became certified Child Passenger Safety Technicians. Currently, the state has 352 certified technicians who helped inspect over 11,000 child safety seats for proper use. Seats were inspected during an estimated 135 car seat checkpoints, 400 community classes, and 4,200 individual appointments. In addition, the UHSO and its partnering agencies provided more than 4,500 car seats to families in need, and assisted in the safe transportation of more than 250 children with special health care needs. The majority of all child passenger safety education took place at the state's 28 fitting stations and through their efforts, Utah continues to see a reduction in the rate of misuse of child safety seats.

CSI: Utah



Car Seat Inspector

The UHSO sponsored the third annual *Child Passenger Safety Conference* on March 20-21, which was attended by 143 technicians. The theme of the conference was "CSI: Utah / Car Seat Inspector" and included presentations

by Alan Korn with Safe Kids Worldwide, IMMI Product Manufacturing & Testing Center, a crash scene investigator, and a school bus authority. Through this event, attendees were able to earn four CEU credits, obtain updated information, and improve their child passenger safety skills.

As technicians worked to get more kids in car seats, concerned motorists worked to report unrestrained children through the *Buckle Up for Love* program. The purpose of the program is to educate violators of Utah's Safety Restraint Law by encouraging motorists to call 1-800-877-KIDS to report an unbuckled child. Since the program was initiated in 1995, there have been 27,977 reports of unbuckled children received by the Utah Safety Council. During the year, approximately 1,000 individuals were reported



Child safety seat found being used incorrectly during a car seat checkpoint event.

and 889 received educational materials on the importance of using safety restraints. In addition, more than 4,200 observation cards, 8,500 brochures and 1,000 posters were distributed. To publicize the program, materials were distributed to day care centers, physicians, hospitals, health departments, law enforcement agencies, private citizens, businesses, and 178 media contacts.

An integral part of the state's highway safety education efforts is the *Utah Highway Patrol's Public Information and Education Program*, which involves 26 troopers throughout the state. Education is provided in all areas of occupant protection, as well as impaired driving, pedestrian and bicycle safety, aggressive and fatigued driving, and young driver issues. During the year, troopers outreached more than 200,000 individuals through presentations. In addition, 36,000 children rode the *Seat Belt Convincer*, 200 aggressive driving classes were conducted, and 50 AARP classes were taught to 750 senior citizens.

The *Network of Employers for Traffic Safety (NETS)* program includes 326 members who received quarterly planners and triennial newsletters focusing on current traffic safety information and member activity highlights. Drive Safely to Work Week was promoted as well as the Occupant Protection Award program, which honored seven organizations that obtained safety belt use rates above 75%.

In partnership with the Utah Department of Health, the UHSO continued to support the **Safe Kids Utah Coalition** and its chapters. Through this

highly effective program, education on safety restraints was provided in 100,000 English and Spanish newsletters, during many media events and news stories, and at Safe Kids activities across the state.

Lastly, through the many programs mentioned in this report and the various partners, including the state's Safe Community programs, Safe Kids Utah, law enforcement agencies, fire departments, health departments, hospitals, and private and nonprofit business partners, the UHSO distributed more than 750,000 pieces of occupant protection educational materials. These include videos, brochures, posters, activity books and seat belt promotional items. Additionally, through partnerships with Autoliv, the National Air Bag Safety Campaign and the Utah Safety Council, more than 85,000 air bag safety pamphlets were distributed statewide in an effort to inform the public regarding air bag safety issues.

Kristy Rigby is the Occupant Protection Program Manager and a senior staff member with the Highway Safety Office. She also serves as a Certified Child Passenger Safety Technician and Safe Kids Utah Advisory Board Member. Kristy has been with the Utah Department of Public Safety for over 13 years.

Keri Gibson is the "Click It Or Ticket" Coordinator, and also oversees the Motorcycle Safety and Pedestrian and Bicycle Safety programs. She is also one of the state's Certified Child Passenger Safety Technician Instructors. Keri has been with the Utah Department of Public Safety for over 8 years, and is an avid bicyclist.

SAFE COMMUNITIES

Continued from page 9

information officer from AAA, who flew in from San Francisco to participate in the program. Information was provided on speed limits in construction zones, drowsy/fatigued driving, and teen driving. In addition, a 25-minute Spanish television program, which aired in December 2006, focused on impaired driving, aggressive driving, occupant restraint, and speeding. This program, along with weekly PSA's, is broadcast on Telemundo, a Spanish-language television station that broadcasts throughout Utah.



Safe Kids Buckle Up Van being utilized during a car seat checkpoint in Box Elder County.

Safe Community project directors and coordinators were invited to participate in a **Grant Management Training**, which was held on October 6, 2006. The Utah Highway Safety Office held the annual training in Park City, where 53 participants were in attendance. The training provided Safe Community and grant program project directors with detailed information on the complete grant process, including how to submit proposals and applications. Sessions were conducted on forms, deadlines, budget limitations and strategic planning. The training proved to be valuable to both the project directors and the UHSO staff.



Buckle Up message painted in a parking lot as part of a local Safe Community effort to promote safety belt use.

Theresa van Biljon is the Safe Communities Coordinator with the Highway Safety Office. While a new member of the staff, she served 11 years as a firefighter and continues her long-standing community involvement as a volunteer at a local homeless shelter, as a member of the Junior League of Salt Lake City, and in the fundraising/volunteer capacity for local burn survivors. She is also a NHTSA Certified Child Passenger Safety Technician Instructor.

POLICE TRAFFIC SERVICES

Sgt. Ted Tingey



The Utah Highway Safety Office had an exceptional year in its ability and efforts to assist law enforcement agencies throughout the state by providing equipment and other resources through the "Police Traffic Services & Equipment" program for problem areas.

As in years past, we received numerous requests from police agencies asking for assistance in purchasing equipment to help them with traffic issues and concerns in their areas. These agencies were asked to submit a letter explaining their problems and concerns and why they needed the equipment. We considered their requests on the issues of traffic safety, investigations and enforcement.

"The number one concern for our citizens is the amount of traffic in the city, and the speed at which it travels our streets. This is a quality of life issue, and having this speed trailer to deploy has such a positive impact in our neighborhoods."

**Chief Randy Lloyd, West Bountiful City
Police Department**

As we started the fiscal year our goal was to fulfill as many requests as possible based on problem identification and overall concerns for traffic safety in the state. In the Highway Safety Plan, we projected we would provide five speed monitor trailers, six in-car video cameras, and fifteen radar units, in addition to fourteen pursuit emergency systems for motor squad use.

Equipment purchased and supplied to law enforcement agencies during the year included 3 speed trailers, 4 in-car video cameras, 13 "laser" radar units and 25 in-car dash mounted radar units. However, due to limited funding, the Utah Highway Patrol did not receive their pursuit emergency equipment this year.

However, our office was also able to provide assistance with training and other projects that

helped to focus on a c c i d e n t investigation and reducing fatalities. Those projects were as follows:

The Utah Highway Patrol was given funding to host a **Northwestern University Traffic Accident Reconstruction Course** at the Utah Police Academy. This week-long course took place in February 2007. Twenty four officers from seven different law enforcement agencies attended the intensive training course. This course gave officers more insight and credibility in helping them investigate the more serious traffic crashes that occur in their areas.

One of the hottest items that all agencies in the state received this year was our **Pocket Reference Criminal/Traffic Code Books**. Seven thousand of these quick reference guides were given to every law enforcement officer in the



Speed monitoring trailer purchased for the West Bountiful Police Department to calm and slow traffic.

state. The compact booklets fit in the officer's shirt pocket and provides them a better means of quickly looking for a traffic code or another violation in which to cite or arrest an individual being detained.

The Salt Lake City Police Department asked for assistance to obtain much needed equipment for their **Major Accident Investigation Squad**. This included new digital cameras, mapping software and handheld IPAQ computer systems to store and retrieve data. As a result, they have expanded their investigative team in an effort to reduce traffic crashes and fatalities through enforcement and investigation efforts.

During the year, the investigation team handled 2,871 cases. They also investigated 13 fatalities, many of which involved alcohol and illegal drug use. With this new equipment they are hoping to better investigate their crash scenes and reduce the overall number of cases next year.

The **Utah Highway Patrol Motor Squad** stayed busy this past year with training, competition events and motor assignments. A total of 304 training hours were compiled for the year which consisted of refresher courses, instructor classes and new recruit training. A total of 46 motor squad assignments were performed which included parades, marathons, county fairs, funerals, and presidential visits to the state. They also held a two day "Police Motorcycle Skills" competition in September 2007 in which 61



Motorcycle officer chasing down a speeding driver.

officers from three different states participated. An awards banquet was held at the end of the second day, and many participants were recognized for outstanding abilities and skills.

Our Salt Lake County Multi-Agency Task Force continued to be very involved and active concerning traffic safety issues, and new partners on the committee became more involved, as well. These included our Traffic Safety Resource Prosecutor, MADD, Utah Center for Crime Prevention and Utah's Motor Vehicle Enforcement Division. Enforcement efforts from the task force included multiple combined-effort saturation/enforcement patrols along with DUI sobriety checkpoints. All of these were in conjunction with the national "Click It or Ticket" or the "Drunk Driving. Over the Limit, Under

"The city of Cottonwood Heights views traffic issues as a top priority. The city, its citizens and businesses will benefit greatly from additional traffic enforcement devices."

Liane Stillman, Cottonwood Heights City Manager

Arrest." campaigns along with our own in-state media and enforcement efforts. With this task force continuing to be so successful, we are planning on using it as a model to start another one in Davis County, Utah.

We have been able to provide a variety of training, equipment and other traffic related resources to law enforcement this past year. The funding allocated for this program has been very beneficial and has heightened awareness and involvement with law enforcement agencies throughout the state in helping reduce and eliminate traffic crashes and fatalities.

Ted Tingey is a Utah Highway Patrol Sergeant whose current assignment is Law Enforcement Liaison for the Highway Safety Office. Ted has served with the Utah Highway Patrol for over 16 years, and has a long history of volunteerism in the community. He is also a CPS technician and instructor.

PEDESTRIAN & BICYCLE

Keri Gibson



Pedestrian and bicycle injuries and fatalities are a major safety concern in Utah and also come at a great financial cost to the state. In 2004, emergency department charges totaled \$5.9 million and \$1.7 million to treat pedestrians and bicyclists, respectively, injured in collisions with motor vehicles. Additionally, during the same year, inpatient hospital charges for injured pedestrians and bicyclists totaled \$4.7 million and \$1.2 million, respectively. This results in \$13.5 million being spent in Utah, in 2004, to treat pedestrian and bicyclist injuries. Costs increase dramatically when considering other expenses, such as disability, rehabilitation, lost income, lost productivity, and follow-up treatment. Sadly, most of these deaths and injuries could have been prevented.

fact, evidence of this is already apparent with the trend line leveling off due to increases in both pedestrian-motor vehicle crashes and bicycle-motor vehicle crashes in recent years. These trends are displayed in the tables provided, which show crashes that occurred on both public and private property.

BICYCLISTS & PEDESTRIANS ARE AT RISK

Bicyclists and pedestrians are the road users most at risk. They lack the protection that motor vehicle occupants benefit from, such as seatbelts, airbags, and being in a steel crash enclosure. Pedestrians and bicyclists are exposed directly to the impact because it is their body that absorbs the energy from the crash. In addition, they are smaller and harder to see, especially at night and in poor weather. Nearly all (94%) of pedestrian-motor vehicle crashes and bicycle-motor vehicle crashes result in an injury to the bicyclist or the pedestrian, compared to only 21% of motor vehicle occupants being injured in a crash. A large portion (70%) of pedestrian and bicycle injuries are serious and require immediate medical attention, or even hospitalization, and often the injuries result in disability, or even death. In fact, fatalities in Utah are 20 times higher for pedestrians involved in a crash with a motor vehicle than they are for the occupants of a motor vehicle involved in a crash.

In 2005, bicycle sales in the United States reached a 30-year high, and over the past 12 months, bicycle sales have outnumbered motor vehicle sales.

U.S. Chamber of Commerce

The cost to the state is just the tip of the iceberg. Utah also has one of the fastest growing populations in the United States. This influx of new residents will certainly mean more pedestrians, bicyclists, and motorists to share already crowded roadways. In addition, with increased gas prices and a push for improved physical activity, more people are choosing walking and bicycling as forms of transportation and exercise.

Fortunately, over the past ten years, the trend of motor vehicle crashes in Utah that involve pedestrians/bicyclists, has been decreasing. Yet, if efforts for pedestrian and bicycle safety are not continued at an aggressive level, this decreasing trend in Utah will not continue. In

INFORMATION & EDUCATION

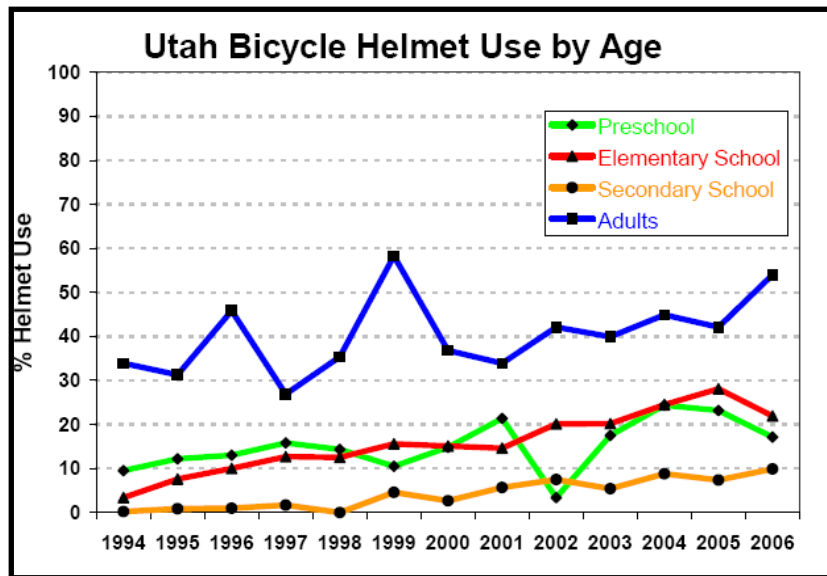
The Utah Department of Health's Violence and Injury Prevention Program (VIIPP) houses the state's **Pedestrian & Bicycle Safety Coordinator**, Theron Jeppson. Theron serves as the state expert on pedestrian and bicycle safety and plays an active role by collaborating with

BICYCLIST FATALITIES VS. CRASHES						
YEAR	2001	2002	2003	2004	2005	TOTAL
DEATHS	3	6	2	6	4	21
CRASHES	809	733	738	769	788	3837

schools, law enforcement, media, state and local government, and other groups that are working on pedestrian and bicycle safety issues.

As part of Theron's responsibilities, an epidemiological assessment of the pedestrian and bicycle safety problem in Utah was conducted. This involved maintaining databases of all motor vehicle crashes occurring on public and private property that involved a pedestrian or a bicyclist. This data also included

observed helmet use rates for the different age groups were: preschool-age 17.1%; elementary school-age 21.9%; secondary school age 9.9%; and adult bicyclists 54.0%. When considering the past 13 years (1994-2006), the study shows that bicycle helmet use in Utah is slowly increasing. Despite research that suggests wearing a bicycle helmet can reduce the risks of head and brain injury by 85%, only one in four bicyclists wears a helmet in Utah.



Bicycle Rodeos were used to educate children about bicycle safety. More than 65 bicycle rodeos took place during the year with over 9,300 participants completing the rodeo course. Participants learned valuable bicycle safety skills such as properly fitting a helmet, how and where to ride on the road with traffic, hand signals, proper braking and stopping techniques, scanning for traffic while maintaining control of the bicycle, rules of the road (traffic laws), and other important bicycle handling skills.

Other bicycle safety outreach efforts included the implementation of various **Helmet Distribution Programs**. A total of 3,100 bicycle helmets were

a record of related fatalities. The information was made available to professionals and the public, including the 12 local health departments, through up-to-date fact sheets. Fact sheets provided both statewide and county-specific pedestrian/bicycle data, and identified high-risk areas in the state.

distributed to community groups, schools, health departments, Fire/ EMS, and law enforcement agencies for distribution to needy families, and to use in various safety events. Helmet recipients were educated on proper helmet fit and bicycle safety.

Each year, the state bicycle/pedestrian coordinator conducts a **Bicycle Helmet Observation Study**. In the 2006 study, a total of 1,735 bicyclists were observed, which included 76 pre-school aged, 988 elementary school-age, 345 secondary school-age, and 326 adult bicyclists. The observed helmet use rate for all age groups was 23.5%, which is a slight decrease from 26.6% in 2005. Helmet use rates varied greatly from one age group to the next. The

The Ped/Bike Coordinator worked closely with schools and PTAs to promote pedestrian and bicycle safety. Such programs include: National/International Walk to School Day (48,000 participants), Safe Routes to School, Walking School Bus Program, bicycle rodeos, National Bike Safety Month, Green Ribbon Month (112,105 participants), bicycle helmet distribution and "Share the Road with Bicycles" - Driver Education Program.

PEDESTRIAN FATALITIES VS. CRASHES						
YEAR	2001	2002	2003	2004	2005	TOTAL
DEATHS	36	34	36	38	27	171
CRASHES	1012	968	974	986	907	4847

ALCOHOL PROGRAMS

Continued from page 7

With more and more drivers impaired by substances other than alcohol, nothing underscores Utah's need for **Drug Recognition Experts** (DRE) more than the significant increase in prescription drug abuse in 2007. To meet this need, the Utah Highway Patrol continued to coordinate the statewide DRE training program to instruct and certify both evaluators and instructors. More than 125 DREs at more than 30 agencies throughout the state now meet the challenge of observing and documenting symptoms of impairment caused by drugs ranging from stimulants and cannabis to depressants and narcotic analgesics. This valuable program arms Utah's law enforcement agencies with more weapons to combat impaired driving.

A FOCUS ON IMPAIRED DRIVING: ENFORCEMENT PROGRAMS

Our office provided a final year of seed money to the **Utah Highway Patrol's Phlebotomy Program** in FFY2007. In the two years of funding, the program established a solid base and qualified law enforcement officers from throughout the state to conduct blood draws for impaired driving investigations. More than 50 technicians from the UHP and other law enforcement agencies completed the training at sessions offered in Salt Lake County and St. George. With qualified phlebotomists on staff, participating law enforcement agencies gained a level of self-sufficiency for blood draw

situations, reduced officer down-time in such cases, provided a more timely sample in rural locations, and also reduced the chance of a broken chain of evidence. We are proud to have provided "seed" funding which helped initiate and nurture this program, and look forward to its continued success as the UHP expands its scope and reach.

Utah has also established a state-funded program, **State DUI Overtime Shift Reimbursement**, designed to help fuel the overall Impaired Driving Enforcement Program. Every time a person pays an impound fee or driver license reinstatement fee following a DUI arrest in Utah, a portion of those monies are used to fund DUI enforcement programs. In FFY2007, this state program for a self-funding process resulted in more than \$410,000 spent on more than 2,300 DUI overtime shifts for law enforcement agencies throughout Utah. Eleven more agencies initiated participation in the program, which increased the scope and reach of Utah DUI enforcement, and removed impaired drivers from the roadways, and offered a higher level of safety on Utah's roads.

As Utah's law enforcement agencies more aggressively enforce impaired driving laws with high visibility enforcement efforts, administrative check points, and support for the *"Drunk Driving. Over the Limit, Under Arrest."* campaign, the Utah Legislature will consider increasing the DUI impound fees by \$100 during the 2008 Legislative Session. Sponsors have expressed that such an increase would help fund a higher level of DUI enforcement, while hopefully serving as a further deterrent to impaired driving.



Utah Highway Patrol utilizing the UHSO's DUI Trailer during a canyon patrol and checkpoint.



Officers from multiple agencies participate in a local DUI Checkpoint.

The UHSO coordinates highly visible *“Drunk Driving. Over the Limit, Under Arrest.”* enforcement campaigns with saturation patrols and DUI checkpoints during peak periods throughout the year. We supported the NHTSA campaign during the Labor Day holiday, but we also targeted other holiday periods including Memorial Day, the 4th of July, and Pioneer Day, a state founders holiday in Utah. The Memorial Day campaign was a combined seat belt and impaired driving effort, that encompassed both media messages and enforcement aspects.

Several high-profile alcohol-related fatalities occurred early in FFY2007 and enhanced the media’s and the public’s receptiveness to our new impaired driving prevention media campaign. As part of our overall public information and education efforts, we contracted with R&R Partners, a regional advertising firm, to help us more effectively

target the highest risk demographic for impaired driving: 18-34 year old males. For the campaign’s kickoff, we partnered with Memorial Mortuaries and Cemeteries, which hosted the press event on July 3rd at their Cottonwood Heights location, and provided hearses and caskets to enhance the message of “If You Drink and Drive, This Could be Your Last Ride,” indicating a hearse. The second phase of the campaign included a unique partnership with the Salt Lake Valley’s bars and clubs, which received non-traditional materials advising patrons not to drink and drive. These items included coasters, mirror clings, and life-size cut-outs of a UHP trooper. They received a good deal of coverage from the media and served as an effective way to deliver these important messages to people right at the point of alcohol consumption.

Oftentimes when members of the Utah Highway Patrol’s Alcohol Enforcement Team (AET) identify themselves as members of this team to other law enforcement officers, they receive profuse thanks for their assistance in shutting down a bar or tavern that caused significant problems in the officers’ jurisdictions. The **Serving Intoxicated Patrons Operations (SIPS)** program is a major mechanism the AET used to get these results and help close or suspend the liquor licenses of these problem establishments. Undercover operations were used where agents observed for violations of state laws or liquor license agreements, such as over-service or service to a minor. Any observed violations resulted in referrals to the Department of Alcoholic Beverage Control, which levied fines and/or suspensions against the offending establishment and individual. During FFY2007, AET agents conducted over 150 covert SIP operations at clubs, bars, taverns,



Senator Carlene Walker interviewed by the news media during a DUI kick-off event in July 2007.

ALCOHOL PROGRAMS

Continued from page 17

restaurants, event venues and special events throughout the state. They conducted as many overt operations, in which they identify themselves as AET members and inspect establishments to insure compliance with liquor serving and storage laws. In the course of the SIP operations, the AET agents also prevented a number of impaired individuals from getting behind the wheel of their cars.

In cases where individuals are not stopped before driving impaired or minors are found to have been provided alcohol and a death or injury crash occurs, the AET can conduct a **Targeting Responsibility for Alcohol Connected Emergencies (TRACE)** investigation. These investigations seek to hold the provider of the alcohol accountable if any state laws or state license agreements were violated. Agents will look for evidence of over service or service to a minor and they will also look for the source of alcohol, whether it is a bar, tavern, store or private party. Although the AET conducted only three TRACE investigations in FFY2007, they initiated a public information campaign geared toward law enforcement agencies statewide to increase their awareness of the availability of TRACE investigations and to encourage their solicitation of them. A brochure newly developed by the team and the UHSO served as the primary publication for this outreach effort, and the AET anticipates conducting increasing numbers of TRACE investigations as more law enforcement agencies become aware of their availability and their ability to help limit the social debris caused by irresponsible alcohol distribution.

A FOCUS ON ADJUDICATION: CONVICTING VIOLATORS

The **Traffic Safety Resource Prosecutor (TSRP)** was a new addition to the impaired driving program this fiscal year. Once funding was in place, and Brent Berkley was selected by the Utah Prosecution Council, he was off and running. The TSRP quickly formed an advisory committee to establish priorities and identify current issues and concerns within the traffic safety community. He is a member of the Utah Substance Abuse and Anti-Violence DUI Subcommittee, the DUI Working Group for the

Utah Supreme Court's Model Jury Instructions Committee, the Salt Lake and Davis County Multi-Agency Task Forces, and the Utah Prosecution Council's Training Committee, among many others. During FFY2007, he conducted training classes on the following topics: SFST Training for Prosecutors, Basic Prosecutor Training Course, DUI Trial Skills Training for Prosecutors, DUI Fundamentals, Legislative Updates and Interstate Cooperation of DWI cases, Trends in DUI Prosecutions, and the Laws of DUI in Utah. He was also selected to assist with NHTSA's rewrite and update of "Prosecuting the Drugged Driver" curriculum, and the National Traffic Law Center's "Prosecuting the Impaired Driver" guidebook. In March 2007, he updated the Utah DUI Manual which has been disseminated to over 500 individuals and organizations, including law enforcement agencies, prosecutors, highway safety professionals, the National Traffic Law Center and TSRPs from around the country.



Officers conducting a local DUI Checkpoint, and making contact with motorists.

Teri Pectol is the Alcohol Programs Manager and a senior staff member with the Highway Safety Office. She has been with the Utah Department of Public Safety for over 27 years.

Helen Knipe is the Eliminate Alcohol Sales to Youth (EASY) Program Coordinator with the Highway Safety Office. She has been with the Utah Department of Public Safety for 18 months.

Ted Tingey is a Utah Highway Patrol Sergeant whose current assignment is Law Enforcement Liaison for the Highway Safety Office. Ted has served with the Utah Highway Patrol for over 16 years, and has a long history of volunteerism in the community. He is also a CPS technician and instructor.

PEDESTRIAN AND BICYCLE

Continued from page 15

Another one of Utah's successful programs is **SPOT THE TOT**. When efforts to create the campaign began in 2004, 10 Utah children died in driveway backover incidents that year. In 2005, three children died and in 2006, five were killed. While the fatality number fluctuates from year to year, it has still remained lower each year since the campaign began. The campaign asks drivers to keep a look out for children when backing up their vehicle. To help advertise the campaign, 50,000 flyers and window clings, printed in both English and Spanish, were distributed. Campaign activities included attending various safety fairs, training seminars and conferences. In addition, during Child Passenger Safety Week 2007, "Safety In and Around Cars" was the theme and vehicle backover prevention was featured through many educational opportunities. This Utah-based program has been so well received it was highlighted in General Motor's Annual Report and was presented at the Safe Kids Worldwide Leadership Conference, Lifesavers, and various other meetings.



Children and their parents participating in a Spot the Tot educational activity.

During the year, **educational and promotional materials** were developed and distributed to partners across the state. Several new brochures were created during the year, which include: Be Pedestrian Safe- Be Pedestrian Smart, Green Ribbon Month Informational brochure, VIPP Bicycle Rodeo Packet and a Spanish version of the Bike Smart brochure. In all, there were more than 65,000 brochures, fact sheets, and other educational materials distributed to partners and community groups.



Bicycle rodeo event being held during Safe Kids Week.

The program has many partners and groups that work to distribute educational material and educate the public about pedestrian and bicycle safety issues. Some of these partners included: Utah Department of Health, Salt Lake City Bicycle Collective, Utah Safe Kids, Salt Lake County Bicycle Advisory Committee, Boy Scouts of America, Utah Bicycle Coalition, Davis County Bicycle Advisory Committee, UTA, Primary Children's Medical Center, Heber Valley Medical Center, Taylorsville Community Center, Days of 47 Children's Festival, Bikes4Kids, Holladay Lions Recreation Center, Nicholas and Company, Fairchild Semiconductor and Xango.

NEW HEADS UP CAMPAIGN

The Utah Department of Transportation awarded Transportation Enhancement Funds to implement a three-year Pedestrian Safety Media and Enforcement Campaign. Project funds were not authorized until late June 2007. Penna Powers Brian and Haynes Public Relations Firm was selected to promote the campaign, known as the "Heads Up" pedestrian safety campaign. Paid media efforts began in Fall 2007, and the campaign will run through Spring 2009.



Keri Gibson is the "Click It Or Ticket" Coordinator, and also oversees the Motorcycle Safety and Pedestrian and Bicycle Safety programs. She is also one of the state's Certified Child Passenger Safety Technician Instructors. She has been with the Utah Department of Public Safety for over 8 years, and is an avid bicyclist.

ROADWAY SAFETY

Kristy Rigby



The mission of the Utah Highway Safety Office (UHSO) is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on Utah's roadways. The goal of reducing deaths and injuries on our roadways is not only the focus of highway safety as a whole, it is also the primary objective of the Roadway Safety Program. This program area generally funds projects that don't seem to fit the mold of pure occupant protection, impaired driving or other focus areas. In fact, during FFY2007, the UHSO funded several

projects that worked to decrease the incidence of teen-driver crashes, fatigued driving, aggressive driving and crashes at highway-rail grade crossings. These various projects will be highlighted in this section.

20%

Increase in Seat Belt Usage at Provo High School as a result of the Adopt-A-High-School Program.

The latest program to impact roadway safety in Utah targets teen drivers by working to develop their safe driving behaviors. Although there has always been an effort to better educate teens on the importance of safe driving, it has typically been a localized program involving infrequent presentations, and smaller, school-based activities. In the Fall of 2006, Utah's Teen Driving Task Force was formed in order to make more of a lasting impact on teens by coordinating efforts and developing a statewide program. One of the first goals of the task force was to develop a catch-phrase that teens could use to reference traffic safety. Keeping in mind that non-traditional messages tend to impact teen audiences, the group developed the catch-phrase, "Don't Drive Stupid." This simple message aimed solely at teen drivers may not resonate with adults, but it's a message that certainly registers with teens. In fact, it was well received by students that it became the theme for various activities, as well as educational materials and a campaign website. Newly created educational materials include a poster, which was printed as an advertisement in 45,000 Utah High School State Championship/Tournament Programs. A "Surviving Teen Driving" toolkit was also created and provides

crash data, resources and ideas for traffic safety activities. The toolkit was presented at the 2007 Utah Driver Education Conference and distributed to schools and other organizations statewide.

Another goal of the task force was to support the **Adopt-A-High School** program, which was in the early planning stages and being developed by the Utah Highway Patrol (UHP) and the state's twelve local health departments (LHD). The program began with pre-surveys of safety belt use being conducted at high schools throughout Utah. The survey revealed that only 67.0% of teen drivers buckled up, compared to the statewide average 88.6% for the same year. In turn, the LHD's identified 30 target high schools that had low safety belt use rates and began



Teen driving creative, developed as part of the Zero Fatalities Program and Teen Driving Task Force.



UHP Trooper Todd Johnson using non-enforcement methods to increase seat belt use at Provo High School.

implementing programs within the schools. In addition, the UHP selected Provo High School as a test-school to implement their program with the goal of going statewide in the future. As a result, the safety belt use rate among Provo High students increased from 72% to 92% by the end of the school year, a notable success for this demonstration project.

In 2005, Utah crash statistics show that 34 people died and 1,003 were injured as a result of someone falling asleep at the wheel. To help combat this problem, the *Sleep Smart. Drive Smart.* task force worked to educate the public about the dangers of drowsy driving. Partnering agencies such as the UHP, Utah Department of Transportation and Med One Capital conducted various activities and promoted the innovative “Don’t be a bob” campaign. During the year, at least 120,000 people were educated through 28 presentations and 13 community and school events.

State Road 6 has long been considered one of Utah’s most deadly highways. This roadway stretches through Utah, Wasatch and Carbon counties and has had several high profile fatal crashes, which have resulted in numerous temporary and long term changes. To make the



Troy Tait with Med One Capital and a member of the Sleep Smart. Drive Smart. task force speaks during a media event to promote traffic safety.

roadway safer for motorists, engineering and structural improvements have been made. In addition, the UHSO funded the *Aggressive Driving Education and Enforcement Project*, which increases the presence of law enforcement in the area to help calm traffic and reduce traffic crashes and fatalities. During the year, UHP troopers worked 2,293 overtime hours, resulting in 2,687 citations and 3,635 warnings being issued to drivers. In addition, 13 DUI’s and 41 warrants were served for a total of \$30,251.

Lastly, the UHSO continued to support *Operation Lifesaver Utah*, which is a non-profit education and awareness program dedicated to ending tragic collisions, fatalities and injuries at highway-rail grade crossings and on railroad rights-of-way. In Utah, there were 14 highway-rail grade crossing incidents, resulting in no fatalities and three injuries. During the year, program representatives gave 752 presentations to 19,423 people and targeted school-age children, drivers education classes, school bus drivers, professional truck drivers, commercial bus drivers, law enforcement, fire fighters, EMT/ ambulance drivers, and adults in general. Also, two train-the-trainer workshops were held, and the graduates acknowledged as instructors.

This “*Drive Friendly....Pass it on*” program was created to raise public awareness of the need to drive friendlier on Utah’s roadways. Outdoor signs and banners were produced to display the message along with accompanying phrases, such as “*Drive Alert....Pass it on*”, “*Merge Safety...Pass it on*” and “*Give two seconds or more....Pass it on*”. Posters and smaller indoor signs were also developed to compliment the program. These educational materials were displayed at several public events, 8 area high schools and on a pedestrian overpass. In addition, several Safe Community programs have been given a complete set of signs, posters and banners to use at their events and area schools.



Kristy Rigby is the Occupant Protection Program Manager and a senior staff member with the Highway Safety Office. She also serves as a Certified Child Passenger Safety Technician and Safe Kids Utah Advisory Board Member. Kristy has been with the Utah Department of Public Safety for over 13 years.

MOTORCYCLE SAFETY

Keri Gibson



The Utah Highway Safety Office (UHSO) continues to strengthen partnerships with the Driver License Division, Utah Highway Patrol (UHP) Motor Squad, and ABATE (American Bikers Aiming Towards Education) of Utah. These partners have successfully promoted motorcycle safety and the "Share the Road" campaign by distributing educational materials, providing rider education classes, attending community events, and participating in radio public service announcements.

UHSO supports ABATE's efforts by providing public information and education materials and incentives that have a motorcycle safety message on "Share the Road" classes and community events. A lap top and LCD projector were also provided by UHSO to ABATE for use in conducting these presentations.

INFORMATION & EDUCATION

ABATE of Utah conducted 28 "Share the Road" presentations to Driver Education classes in four schools in Weber County during FFY2007. These schools consisted of Ben Lomond High, Ogden High, Ogden-Weber Applied Technology Center, and Weber High School. A total of 667 students attended the 60 minute presentations covering the importance of being alert and aware of motorcycles on the roadway and driving safely around motorcycles. The Motorcycle Safety Foundation's Common Road curriculum is used for these classes, and participants receive "Share the Road" and Rider Education brochures provided by the UHSO.



ABATE of Utah's Eric Stine teaching a motorcycle awareness segment at a local driver education class.



The "Share the Road" Campaign is another program dedicated to promoting motorcycle safety awareness. Eric Stine, "Share the Road" Education Coordinator for ABATE of Utah,

attended the Utah Driver Education Conference in April 2007 where he networked with Driver Education Instructors by promoting "Share the Road" education classes. As a result, interest has been expressed by schools in Salt Lake and Utah Counties. ABATE chapters in these counties are trying to build interest among members to volunteer for this effort and meet the program's demands. This program continues to expand as ABATE instructor volunteers come on board and as class requests increase. The

COMMUNITY OUTREACH

ABATE members promoted "Share the Road" at numerous events throughout the year across the state. Events included: Motorcycle Rally at the State Capitol on January 18; motorcycle check-up in Davis County on March 4; Motorcycle Safety Awareness Ride at the State Capitol on May 19; Widow Maker Hill Climb in Morgan County on June 22-23; and a Poker Run in Central Utah on July 13-15. Over 11,000 people were impacted by the "Share the Road" message through these events.

Other outreach efforts include distributing "Share the Road" educational brochures at The Bonneville Vintage GT motorcycle event that took place in conjunction with the UHP Motorcycle Training/Skills Competition on September 7-8, 2007. "Share the Road" was also promoted on the UHSO web page at www.highwaysafety.utah.gov where brochures can be downloaded and motorcycle fact sheets obtained.

SPECIAL EVENTS

During the 2007 motorcycle riding season, the UHP Motor Squad participated in 46 special traffic related details. Such events included: Utah State Fair, Washington County Fair, Panguitch Motorcycle Rally, Manti Pageant, St. George Marathon, and numerous community parades including the Days of 47 Parade.



Keri Gibson (UHSO) and Eric Stine (ABATE of Utah) interacting with motor officers at a motorcycle awareness event.

Motor squad officers directed and participated in two VIP motorcades for Vice President Cheney, Former Governor Rampton's funeral, the Police Officer's Memorial, and a Correctional Officer's funeral. Motorcades are considered dangerous events because of the high intensity demands. They involve speed, running red lights and driving the wrong way in traffic, as well as other dangerous situations. The motor squad was professional, well organized, and performed beyond expectations. (No crashes occurred and all motorcades were successful.)

MOTORCYCLE TRAINING

A Basic Motorcycle class and a Police Motorcycle Instructor class were conducted during April and May 2007. These classes were offered to police agencies across the state. A total of 12 officers completed the basic class with 10 officers graduating from the instructor class. Four refresher classes were held and 50 police officers from multiple agencies and two different states received the training.

During the 2007 riding season, a total of 133 officers were trained from three different states; 240 hour instructor class, 16 hour refresher class, 16 hour UHP competition/training, and a 32 hour Texas Training. In all, police motor training performed exceeded 300 hours. Also, three UHP Sergeants attended a police motorcycle training/competition in Frisco, Texas. This training provided the UHP Motorcycle Instructors with increased knowledge on motorcycle operations, and training ideas to implement within their program.

On September 7-8, 2007, the UHP Motor Squad hosted the 2nd Annual Police Motorcycle Training/Skills Competition at the Larry H. Miller Motor Sports Park in Tooele, Utah. The UHP provided 16 hours of intensive motorcycle training with 61 officers from three different states participating. Seven UHP Troopers, three UHP Sergeants, and 51 other police officers participated.

PAID MEDIA EFFORTS

"Share the Road" radio spots were broadcast on Salt Lake Radio Broadcasters Association radio stations. The radio spot featured the voice of an ABATE of Utah member who urged motorists to look out for motorcycles and "Share the Road". The radio spots ran during the Spring of 2007.



UHP Sgt. Gary Caldwell preparing for special traffic enforcement at an event in scenic Southern Utah.

Keri Gibson is the Click It Or Ticket Coordinator, and also oversees the Motorcycle Safety and Pedestrian and Bicycle Safety programs. She is also one of the state's Certified Child Passenger Safety Technician Instructors. Keri has been with the Utah Department of Public Safety for over 8 years, and is an avid bicyclist.

TRAFFIC RECORDS IMPROVEMENT

Carrie Silcox

As in all data improvement communities, there are data projects that can be achieved in one fiscal year or those that may take multiple years to shape themselves in order to show large volume statistical outcomes. Utah has experienced both sides of that issue with our four projects this past year. We achieved a number of accomplishments throughout this year and along the way, we encountered a few challenges. Some of these challenges were political, and some were technical. It was through facing these challenges that we, as the Utah Traffic Records Advisory Committee and its working groups have learned to collaborate and make compromises for the common good. The four projects implemented during this past year involved the Administrative Office of the Courts, Emergency Medical Services Bureau/ Department of Health and the Department of Technology Services/ Department of Public of Safety.

“It was through facing these challenges that we, as the Utah Traffic Records Advisory Committee and its working groups have learned to collaborate and make compromises for the common good.”

Carrie Silcox, Traffic Records Improvement Manager

One of the projects with the Administrative Office of the Courts was the CORIS Electronic Citation Program Improvement Project, under the direction of Paul Barron. Prior to submitting a project proposal, Paul and his group of analysts determined through a data study of CORIS (Court Records Information System), that 50% of the electronically filed citations used the county District Attorney (DA) as the default prosecutor for traffic citations filed in court, when in fact, the city prosecutor was the correct agency.

The analysts used this information to formulate a performance measure: to increase each court's

use of their specific default prosecutor on electronically filed citations. Using the original data, a benchmark of 50% of prosecutors using the correct prosecutor was set; Paul's group established a goal of 60% to use the correct prosecutor by the end of fiscal year 2007. This project falls under NHTSA's defined performance area of accuracy within the Citation/Adjudication Information System. At the end of the project year, the same data study was conducted on the CORIS system. It was determined that 100% of the electronically filed traffic citations contained the correct prosecutor as a result of using the program enhancement.

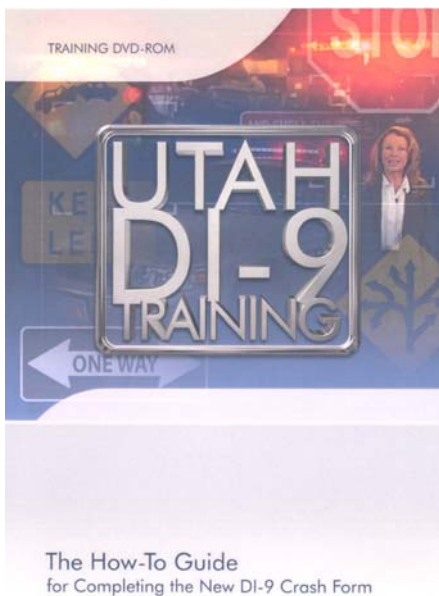
Missing or incorrect officer data within CORIS causes delays or postponements to hearing dates when officers cannot be directly contacted regarding cases where they must appear. The Officer Data Storage Within CORIS Project directed by Paul Barron, with the Administrative Office of the Courts, was implemented this year to resolve this issue. He worked with his IT group to analyze the existing officer data within CORIS to determine a solution. Their solution was to redesign the officer data storage mechanism within CORIS. This project involves the Citation/Adjudication Information System with the performance area of completeness. The performance measure for this project was to increase the percentage of correct officer data captured on electronically filed traffic cases in the CORIS database. Since the data analyzed prior to this project was not correct at all, the benchmark was established at 0%. The goal for correct officer data on electronically filed citations in 2007 was set for 50%.

The program enhancements were implemented on August 14, 2007. Since the officer data enhancements were made to the e-citation program on the justice server, which houses 7 out of 10 justice courts, 100% of the citations filed are capturing officer data. Additionally, since implemented, one other major server, the Sandy



Server, is at 100% capture rate. Early indications show that the overall rate will be 100%, but due to the late implementation date, a complete data study could not be conducted by the end of the fiscal year to establish the overall rate.

The Emergency Medical Services Pre-hospital Data Reporting Project was administered through the Emergency Medical Services Bureau by Paul Patrick. In 2006, his Department deployed a data collection system, POLARIS, implementing the NEMSIS elements. During the past year, this system has been implemented in Agencies and Hospitals statewide. Several performance measures were established in conjunction with the deployment of the POLARIS system. These performance measures fall under NHTSA's defined performance areas of timeliness, completeness, integration and accessibility within the Injury Surveillance Information System.



One of the performance measures was to reduce the number of days to receive the pre-hospital crash injury data at the EMS Bureau. A benchmark of 180 days was established using a database query. The goal for 2007 was set at 45

days. Using the same database query the median time for completing a patient care report is 214 minutes for those agencies live on the system. Ninety percent of the reports are received within 21 days of the incident. Currently, there are 70 of 129 (54%) agencies submitting NEMSIS data. One of the challenges facing the agencies live on the system that use other vendors is that although their vendors were certified NEMSIS compliant, some of them are putting out data that is actually not compliant, therefore being kicked back for errors. There were four other performance measures established for this project. These measures are close to reaching their goals, but have

encountered either technical or political challenges during their deployment.

For example, another performance measure was to increase the number of crash related NEMSIS data elements to be completed per report. The benchmark goal of 50%, with a goal of 60% to be reached at the end of fiscal year 2007, A study was conducted, it was determined that the median elements per report completed were 7 of 12, (58%). There are eight injury causes used to consider a report to be "crash-related"; from those reports, there are twelve elements considered to be relevant (i.e. use of occupant safety equipment, airbag deployment). However the current measurement method does not take into account whether all of the twelve crash-related elements are applicable to a particular call. For example, "airbag deployment" is not applicable for a bicycle accident. This makes true analysis of the completeness measure difficult. Future enhancements will resolve this issue.

The Department of Technology Services implemented the Centralized Crash Repository Project. The plan for this project, with Mike Sadler as its director, was to completely rebuild the electronic crash system. The project focused on designing the new database, crash specific web service, and web front to view crash information in a PDF format. The NHTSA performance areas associated with this project are timeliness, accuracy and accessibility within the crash information system. This past year has been a challenging year for the Centralized Crash Repository Project. It was projected that the crash system would be in production during this fiscal year. As this project was a large scale undertaking, the challenges have also been large scale. During the course of development, the Utah Department of Transportation expressed concern that the newly developed web services would not meet their requirements. To provide them the functionality they required, Mike and his group decided to allow UDOT direct, read-only access to the new crash repository. This created challenges with firewalls, database views and database translation. In the end, however, it did greatly increase the sharing ability of the repository.

There were other large setbacks to the project, such as unforeseen personnel changes, that Mike faced during the project. This created a steep learning curve for the newly assigned

CRASH DATA RESEARCH & ANALYSIS

Amy Lightfoot

“The first step in addressing any public health problem is collecting the data that helps you describe and understand the extent and nature of the problem.”

Tom Christoffel and Susan Gallagher, Public Health Experts

Motor vehicle crashes are a serious public health problem in Utah, as well as the nation. During 2007, the Utah Highway Safety Office (UHSO) dedicated a great deal of time and effort to helping the public, law makers, and other traffic-safety professionals understand the extent and nature of the motor vehicle crash problem. This was done in an effort to better educate the public in hopes of changing dangerous driving behaviors, to inform law makers of current and emerging traffic safety issues, and to identify areas of focus for traffic-safety professionals in hopes of creating efficient and effective traffic safety programs.

The UHSO uses several tools to educate the public on traffic safety issues. One important tool is the **Annual Utah Crash Summary**. During 2007, the Highway Safety Office released the 2005 Annual Crash Summary, the most current crash data available, complete with Utah Crash Fact Sheets. While this was an important milestone, and much a anticipated document, Utah still faces serious challenges in obtaining more timely crash data.

In the 2007 Highway Safety Plan, the UHSO anticipated the release of Utah’s 2006 Annual Crash Summary. However, at the time of writing, Utah’s 2006 crash data file is still being compiled. The Utah Traffic Records Advisory Committee is addressing this issue, and Utah’s 408 grant funds have been put to good use. By creating the Centralized Crash Repository, and improving communication among partnering agencies, the timeliness of Utah’s crash data should drastically improve in the near future.



Compared to other years, in 2007 the UHSO noticed an increase in the public’s interest and demand for information on traffic safety issues. Crash data requests that used to be made once in a while, or mostly during legislative times, were now being received on a daily basis. These requests require additional crash data research, analysis and publication. Special attention is given to the presentation of this material to help avoid misinterpretation of the data.

While the demand for data occurs on a daily basis, it does seem to peak during legislative session preparations, and while the legislature is in session. During 2007, the Utah Highway Safety

Utah 2005 Crash Summary



State of Utah

Department of Public Safety

2005 UTAH CRASH FACTS

TEENAGE DRIVERS (15-19 YEARS)

Did you know that in 2005 . . .

- Teenage drivers represented 7.4% of the licensed drivers in Utah, yet they were involved in over one-quarter (26.8%) of all motor vehicle crashes.
- Teenage drivers (aged 15-19 years) were involved in 14,701 motor vehicle crashes which resulted in 9,711 injured persons, and 53 fatalities.
- Approximately 1 out of 6 (17.9%) fatal crashes in Utah involved a teenage driver.
- A teenage-driver crash occurred in Utah every 36 minutes.

Did the Teen Drivers and Their Passengers Buckle Up?

Category	Percentage
Not Injured	~2%
Injured	~10%
Killed	~48%

- 3 out of 5 teen drivers and their passengers, (61.1%) killed in crashes, were unbelted.
- Teen drivers and their passengers, that didn't buckle up, were 38 times more likely than belted occupants to be killed in a crash.

Is it Dangerous for Teens to Drive with Friends?

- Crashes where the teenage-driven vehicle contained four or more occupants were 5 times more likely to be fatal than crashes involving teenage-driven vehicles with fewer occupants.

Leading Collision Descriptions of Teenage-Driver Crashes (Utah 2005)

<p>All Teenage Driver Crashes</p> <ol style="list-style-type: none"> 1. Rear End (34.5%) 2. Broadside (26.8%) 3. Side Swipe (5.6%) 	<p>Fatal Teenage Driver Crashes</p> <ol style="list-style-type: none"> 1. Single Vehicle Rollover (26.8%) 2. Head-On (19.0%) 3. Broadside (19.0%)
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- Overall, most teenage-driver crashes were rear-end (34.5%) or broadside (26.8%) collisions.
- For fatal teenage-driver crashes, single vehicle rollovers (26.8%), head-on (19.0%), and broadside (19.0%) were the leading collision types.
- Head-on collisions involving teenage drivers were 29 times more likely, and single vehicle rollovers involving teenage drivers were 10 times more likely to be fatal than other collision types.

Top 5 Driving Factors that Contributed to Teenage-Driver Crashes (Utah 2005)

<p>All Teenage Driver Crashes</p> <ol style="list-style-type: none"> 1. Improper Lookout (26.1%) 2. Failed to Yield Right-of-Way (15.5%) 3. Followed Too Closely (15.2%) 4. Speed Too Fast (11.4%) 5. Other Improper Driving (8.3%) 	<p>Fatal Teenage Driver Crashes</p> <ol style="list-style-type: none"> 1. Speed Too Fast (23.8%) 2. Other Improper Driving (16.4%) 3. Drove Left of Center (12.7%) 4. Fatigued or Asleep (9.1%) 5. Improper Lookout (9.1%)
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- Overall, "improper lookout" was the leading contributing factor for all teenage-driver crashes (26.1%).
- "Speed too fast" accounted for approximately one-quarter (23.8%) of the fatal teenage-driver crashes.
- "Drowsy driving" was also a significant contributing factor of fatal teenage-driver crashes. "Fatigued" or "asleep" accounted for 9.1% of fatal teenage-driver crashes.

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The coalition was able to utilize this information in obtaining traffic-safety funding, as well as to educate the people in their community about the safety issues facing them.

The UHSO also served as the main collector of fatal traffic crash data in Utah for the **Fatality Analysis Reporting System (FARS)**. Each fatal traffic crash report was closely reviewed, researched and then entered into the FARS database. This important information is used for a variety of reasons, including crash data analysis, answering the information requests discussed previously, demonstrating that Utah qualifies for various federal grant funds, etc.

Much of the success of the Crash Data Research and Analysis Section in reaching its goals of accurately collecting traffic crash data, and responding to data requests with accurate information in a timely and professional manner, can be attributed to the valued staff members. They were responsible for much of the detailed, daily work to collect this information.

Office prepared documents that were used to educate legislators, provided support to the Department of Public Safety's Public Information Officer, and responded to many phone and email inquiries. **Utah Crash Fact Sheets** are a particularly useful tool, designed to provide information at a glance, and to stand out to legislators among their piles of paperwork. Hot topics for the 2007 legislative session were child passenger safety (booster seats), distracted driving, teenage-driver crashes, older-driver crashes, and speed-related crashes.

The UHSO strived to use a data-driven approach in the problem identification process for the various traffic-safety program areas in 2007, and provided this same support to partnering agencies. This allowed the UHSO and other programs to be more efficient and effective in their approach, and strengthened the data-driven problem identification process for all.

For example, in 2007 a Safe Community Coalition in southwestern Utah was struggling to understand the traffic safety issues in their community. The Utah Highway Safety Office analyzed the crash data for that particular geographic region, and provided them with a look at the "Southwest Utah Crash Hot Spots."



In Southwestern Utah, during 2005, there were 4,100 motor vehicle crashes that injured 2,321 persons, and resulted in 30 deaths.

In addition, Washington County's crash rate of 223.6 per 100 million vehicle miles traveled was higher than Utah's statewide crash rate (218.6 per 100 million VMT).

The following information is provided to assist Southwest Utah traffic-safety professionals in identifying where these motor vehicle crashes are occurring, and what contributing factors surround these events.

TEENAGE-DRIVER CRASHES

Due to their high crash rates, and lack of driving experience, teenage drivers are an important population to consider when implementing traffic-safety efforts.

- In Utah, during 2005, approximately one-quarter (26.8%) of all motor vehicle crashes involved a teenage driver.
- During 2005, nearly one out of three motor vehicle crashes in Washington County (29.5%) involved a teenage driver.
- Teenage-driver crashes are an important consideration for Iron County as well. During 2005, one out of four motor vehicle crashes in Iron County (25.1%) involved a teenage driver.

OLDER-DRIVER CRASHES

Older drivers are an emerging traffic-safety issue in the United States. While older drivers comprise a smaller portion of overall crashes than teenage drivers, these crashes are often associated with an increased fatality rate.

- In Southwest Utah, older drivers are a significant contributor to motor vehicle crashes; especially in Kane and Washington County.
- During 2005, the rate of older-driver crashes in Kane County was 25.0 per 100 million VMT, and 37.9 per 100 million VMT in Washington County, both of which were higher than the statewide rate (22.5 per 100 million VMT).
- In Washington County, during 2005, there were 12 fatal crashes. One-third of those fatal crashes (33.3%) involved an older driver.

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TRAFFIC RECORDS IMPROVEMENT

Continued from page 25

programmer, which took some valuable time. One of the final big challenges occurred just after the completion of the web service. The testing began on the backlog of 23,000 crashes, which were being stored with the vendor. The vendor had not kept up with all the programming changes that were made during the previous several months. This meant that Mike's group had to spend quite a bit of time working with the vendor to get them back on track with the new programming. The debugging process was made even more difficult when the vendor pulled their programmer from the project for an extended time. Mike and his group have worked through these issues and all indications show that the project is moving forward. The crash system is planned to be in production by the end of December, 2007. The performance measures for this project should be met at that point.

In parallel to traffic record data improvement projects funded through the 408 program; several agencies in Utah have other data improvement initiatives underway. Each of these projects will impact the traffic record community by providing more complete, timely and accessible records. The Utah Department of Transportation deployed their Safety Management System which was a restructure of the Crash Analysis Report System. Additionally, they have deployed a Location Referencing System. The Department of Technology Services has a project underway to build a master record index. The Administrative Office of the Courts has two projects in progress involving the Justice Court systems.

As an example of these data projects, the Administrative Office of the Courts (AOC) have been involved with converting data from an outside vendor system to the state run system, CORIS. Currently, all 29 District courts and 38 justice courts use the CORIS system. This leaves 84 other justice courts that use other systems. Eighty of those justice courts use a vendor, Caselle. The remaining courts use a variety of vendors. The Administrative Office of the Courts, through funding by the Board of Justice Court Judges and Judicial Council, have written programs to convert data out of the Caselle

court management system in to the CORIS system. Additionally, they are writing the conversion program from the HTE systems, another vendor, to CORIS format. During this past year, one court has already been converted; with six more expected this fiscal year.

The Board of Justice Courts and Judicial Council recognize the benefits from having all court data in a single format housed in an accessible and consistent manner. The funding for this project is expected to continue through June 2009, so that the AOC can continue their work on converting justice courts into the CORIS format on a voluntary basis. In the future, there are plans to ramp up the conversion process, so that up to 20 courts can be converted per year.

The other project underway with the Administrative Office of the Courts (AOC) involves eight of the CORIS Justice Courts. These courts are using the CORIS system, but have been using it in a stand alone mode. During the past year, the AOC has been positioning these individual courts systems, preparing them for a merge into the centralized CORIS system. The result of the merge will be a decrease of costs for the local courts and increase in accessibility and timeliness for the overall court records system. The actual merge and conversion of data should be completed by in early 2008.

Although Utah has experienced a challenging year, we still have had much to celebrate in terms of our accomplishments of data improvement and teamwork among agencies. The crash system was rebuilt from ground up, the courts have fixed their system in two areas, and the Emergency Medical Services Bureau have made great strides in bringing their agencies on board with their new system. We will continue to strive together in a unified approach to improve data quality using the Utah Traffic Records Advisory Committee and its peripheral working groups to guide Utah where we should be.

Carrie Silcox is the Traffic Records Improvement Manager with the Highway Safety Office. She has been with the Utah Department of Public Safety for about 1 year. She previously served with the Utah Department of Transportation in the Motor Carrier Division for over 17 years.

CRASH DATA RESEARCH/ANALYSIS

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Marilee Gomez has served as the UHSO's FARS analyst for over 25 years, and has a wealth of experience to share with others. She collected, interpreted,

analyzed and coded the data from the fatal crashes, and entered it into the FARS database, which provides much of the information for the crash summaries. She also responded to inquiries from other states as part of the FARS program.

Pam Stanton has served at the UHSO for over 10 years, and most recently she supported the FARS program, serving as the program's research assistant.



Among other duties, she served as the backup FARS analyst, researched driver and vehicle information, and compiled a preliminary fatal report each month for submission to NHTSA.

The motor vehicle crash problem is complex, and sometimes daunting. While crash data is a vital piece to solving this puzzle, it can be confusing and difficult to understand. The goal of the UHSO Crash Data Research and Analysis Section is to provide clarity and understanding of motor vehicle crash data, and to utilize this information to affect change. The activities conducted during 2007 were consistent with this effort, and will hopefully help in the reduction of motor vehicle crash injuries and fatalities.

Amy Lightfoot is a Research Analyst and senior staff member with the Highway Safety Office. Her previous experience includes work in traffic records, injury research and communications. Amy has also been a math teacher at a secondary and collegiate level.

2005 UTAH CRASH FACTS

PERSONS AND CRASHES

Motor vehicle crashes are the leading cause of death and disability for persons in the United States.

Did you know that in 2005 . . .

- 54,938 motor vehicle crashes occurred in Utah which resulted in 29,221 injured persons and 282 fatalities.
- Utah's injury crash rate decreased 1.4% from 2004, and the fatal crash rate decreased 11.3%.
- A motor vehicle crash occurred in Utah every 10 minutes, a person was injured in a crash every 18 minutes, and a person died in a crash every 31 hours.

Fatalities by Month (Utah 2005)

Holiday Fatalities (Utah 2005)

- The majority (35%) of 2005 fatalities occurred during August, September and October.
- In 2005, Halloween had the highest rate of fatalities (2.8), while Christmas had the lowest rate (0.8).

Age of Drivers and Crash Occupants Involved in Crashes (Utah 2005)

- Drivers aged 20 to 24 years represented the largest percentage of drivers involved in crashes (17.2%).
- The largest proportion of crash occupants were aged 15 to 19 years (17.8%).

Leading Collision Descriptions (Utah 2005)

<p>All Crashes</p> <ol style="list-style-type: none"> 1. Rear End (30.2%) 2. Broadside (20.7%) 3. Side Swipe (6.7%) 4. Single Vehicle Rollover (5.5%) 5. Pedestrian/Bicyclist (2.3%) 	<p>Fatal Crashes</p> <ol style="list-style-type: none"> 1. Single Vehicle Rollover (44.3%) 2. Broadside (17.9%) 3. Head-On (10.2%) 4. Pedestrian/Bicyclist (9.8%) 5. Rear End (7.2%) 	<p>Head-on collisions were 16 times more likely, and single vehicle rollovers were 14 times more likely to result in a fatality than other collisions.</p>
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Drivers Involved in Crashes Related to Cell Phone Use (Utah 2005)									
Age	Drivers Involved in Property Damage Only Crashes		Drivers Involved in Injury Crashes		Drivers Involved in Fatal Crashes		Total Drivers Involved in Crashes		%
	#	%	#	%	#	%	#	%	
15-19	38	29.8%	22	23.2%	0	0.0%	58	26.7%	
20-24	27	22.3%	22	23.2%	0	0.0%	49	22.8%	
25-29	20	16.6%	17	17.9%	0	0.0%	37	17.1%	
30-34	8	6.8%	4	4.2%	0	0.0%	12	5.6%	
35-39	7	5.8%	11	11.8%	0	0.0%	18	8.3%	
40-44	6	5.0%	3	3.2%	0	0.0%	9	4.1%	
45-49	3	2.5%	3	3.2%	0	0.0%	6	2.8%	
50-54	6	5.0%	8	8.3%	0	0.0%	12	5.6%	
55-59	3	2.5%	1	1.1%	0	0.0%	4	1.8%	
60+	3	2.5%	3	3.2%	1	100.0%	7	3.2%	
Unknown	2	1.7%	3	3.2%	0	0.0%	5	2.3%	
Total	121	100.0%	95	100.0%	1	100.0%	217	100.0%	

Drivers Involved in Crashes Related to Cell Phone Use (Utah 2004)									
Age	Drivers Involved in Property Damage Only Crashes		Drivers Involved in Injury Crashes		Drivers Involved in Fatal Crashes		Total Drivers Involved in Crashes		%
	#	%	#	%	#	%	#	%	
15-19	29	33.3%	24	32.0%	0	0.0%	53	32.3%	
20-24	19	21.8%	23	30.7%	2	100.0%	44	26.8%	
25-29	11	12.8%	8	8.0%	0	0.0%	17	10.4%	
30-34	3	3.4%	9	12.0%	0	0.0%	12	7.3%	
35-39	6	6.9%	4	5.3%	0	0.0%	10	6.1%	
40-44	8	9.2%	4	5.3%	0	0.0%	12	7.3%	
45-49	7	8.0%	1	1.3%	0	0.0%	8	4.9%	
50-54	1	1.1%	2	2.7%	0	0.0%	3	1.8%	
55-59	2	2.3%	1	1.3%	0	0.0%	3	1.8%	
60+	1	1.1%	0	0.0%	0	0.0%	1	0.6%	
Unknown	0	0.0%	1	1.3%	0	0.0%	1	0.6%	
Total	87	100.0%	75	100.0%	2	100.0%	164	100.0%	

Drivers Involved in Crashes Related to Cell Phone Use (Utah 2003)									
Age	Drivers Involved in Property Damage Only Crashes		Drivers Involved in Injury Crashes		Drivers Involved in Fatal Crashes		Total Drivers Involved in Crashes		%
	#	%	#	%	#	%	#	%	
15-19	21	30.9%	18	23.0%	0	0.0%	37	27.4%	
20-24	18	26.5%	14	20.9%	0	0.0%	32	23.7%	
25-29	7	10.3%	7	10.4%	0	0.0%	14	10.4%	
30-34	4	5.9%	9	13.4%	0	0.0%	13	9.0%	
35-39	5	7.4%	5	7.5%	0	0.0%	10	7.4%	
40-44	3	4.4%	2	3.0%	0	0.0%	5	3.7%	
45-49	1	1.5%	7	10.4%	0	0.0%	8	5.9%	
50-54	1	1.5%	2	3.0%	0	0.0%	3	2.2%	
55-59	6	8.8%	0	0.0%	0	0.0%	6	4.4%	
60+	2	2.9%	3	4.6%	0	0.0%	5	3.7%	
Unknown	0	0.0%	2	3.0%	0	0.0%	2	1.6%	
Total	68	100.0%	67	100.0%	0	0.0%	135	100.0%	

- In Utah, the number of drivers involved in motor vehicle crashes related to cell phone use has increased from 135 drivers in 2003, to 184 drivers in 2004, and 217 drivers in 2005.
- In Utah, during 2005, teen drivers (aged 15 to 19 years) were 2 times more likely than other drivers to be involved in a motor vehicle crash related to cell phone use.

Information compiled by: Utah Department of Public Safety, Highway Safety Office. 09/17/2007

PAID MEDIA

Kristy Rigby



One of the primary purposes of the Utah Highway Safety Office (UHSO) is to educate the public about highway safety issues with the hope that individuals will make safe choices while driving, walking, or riding on Utah's many roadways. This task can be difficult since educating the public and reaching a variety of different target groups takes great planning and must include a variety of educational methods and strategies. One such method is the use of paid media. Sustained paid and earned media continue to demonstrate measurable results in establishing branding with the public and changes to driver behavior. In addition, creative messages are more effective at penetrating the "white noise" atmosphere of media over-saturation.

In 2007, Utah's "**Click It or Ticket**" Campaign was stepped up in an attempt to promote the program using fewer media and enforcement



dollars. The campaign, which utilizes high-visibility enforcement to influence motorists to buckle up, introduced new creative ways and reached out to more rural communities in Utah.

The campaign kicked off with a press event on May 21 in urban Davis County, with a second event being held in a rural community the following day. The student body of both Bountiful and Beaver High Schools heard from the Utah Highway Patrol and local law enforcement officers, along with State representatives, who delivered a sobering message urging teens to buckle up. The innovative billboards and bus boards were very effective in capturing the attention of young, male motorists who tend to buckle up less often and are more difficult to reach. The message of

"\$45 Hurts, But Windshields Hurt Worse," was seen on 28 billboards and 95 bus boards in the six targeted counties (Cache, Davis, Salt Lake, Utah, Washington and Weber). In addition, the UHSO placed 404 television and 1,413 radio advertisements promoting the enforcement effort. During the month-long campaign, paid media placement totaled \$124,524 and an additional \$119,016 was provided in bonus media. Earned media also increased this year, as the buckle up message was heard during four press conferences, 16 television news stories, 6 radio news stories, 20 print stories, and two television programs.

Along with increasing safety belt use, reducing impaired driving is a priority with many states across the nation and is a hot topic with media outlets. During 2007, the UHSO kicked-off a statewide DUI awareness campaign, which included media and community outreach that focused on changing current perceptions and behaviors regarding driving under the influence of alcohol. The campaign utilized the national, "**Drunk Driving. Over the Limit, Under Arrest.**" slogan and developed localized outdoor media to inform motorists of the campaign. Two Monopoly-style billboard versions using the messages, "This isn't a game", and "Go directly to jail," were placed in 30 locations along major streets and highways in the fall of 2007.



Drowsy driving has become a growing problem in Utah as with many other states. In 2005, Utah crash statistics showed that there were over 1,400 crashes caused by fatigued drivers resulting in over 1,000 injuries and 34 deaths. To help combat this problem, the **Sleep Smart. Drive Smart. Task Force** worked to educate the public about the risks of drowsy driving. One of the primary methods the task force used to

increase awareness is an effective media campaign. In coordination with the Zero Fatalities Program, the Utah Department of Transportation awarded additional funding to continue the media campaign, *"Don't be a bob!"* The campaign's message: if you start experiencing those sleepy head bobs, you shouldn't be driving! Media placement took place in March and August and utilized a total of \$149,863 in federal dollars to place 492 television and 809 radio spots. An estimated \$100,000 was received in bonus media, which provided for an additional 555 television and 868 radio spots. Also, numerous earned media times and spaces were provided as a result of this creative campaign. In fact, due to the campaign's creativity and innovation, the 60-second television spot received a Bronze Telly Award in 2007. This award program honors the very best in local, regional and cable commercials and programs.

The UHSO staff is always looking for inexpensive and creative media options. One such opportunity has been to contract with the Salt Lake Radio Broadcasters Association (SLRBA) to develop and place traffic safety radio advertisements. During the year, the *Getting the*

Word Out Campaign

promoted 13 different messages including impaired driving, child passenger safety, safety belts, speed, aggressive driving, move over for emergency vehicles, fatigued driving, pedestrian safety and driving in inclement weather. Over an 8-month period a total of 10,829 spots were heard on 32 radio stations statewide. The estimated value of the paid media effort was \$340,000, with an outlay of only \$18,000 by the UHSO.

Another innovative method used in 2007 to increase awareness of various traffic safety topics was the supermarket *CheckoutTV*. This media utilized both broadcast and interactive programming that educates and entertains



Booster Seat side panel used during the CheckoutTV

DROWSY DRIVING KILLS

www.sleepsmartdrivesmart.com

shoppers while standing in check out lines at stores. In a 9-month period, approximately 850,000 spots were placed in 45 stores throughout Utah. These 30-second spots also had accompanying side panels that provided additional education on booster seats, fatigued driving, underage drinking, impaired driving and motorcycle safety. It's estimated that 12,338,300 shoppers viewed these spots that cost \$78,960.

To help educate the public and promote vehicle safety regarding backover prevention, highway safety funds were used to assist the *Spot the Tot Program*. Through a joint effort, the Primary Children's Medical Center and UHSO funded a paid media campaign which placed 470 radio spots on six different stations during May 2007. Funds spent on this innovative and nationally-recognized effort totaled \$15,000 in federal highway safety dollars, \$10,000 in PCMC contributions; and another \$26,030 was received in matching funds from radio stations resulting in a very effective \$50,000 paid media campaign.

The Eliminating Alcohol Sales to Youth (EASY) program and *ParentsEmpowered.org Campaign* began airing spots developed with a state-funded \$1.3 million media contract. The campaign, which is dedicated to reducing the incidence of teen alcohol and drug use, launched an extensive media effort which included television, radio, and print advertisements. A total of 5,569 television and 4,318 radio spots were placed with an additional 548,750 print ads appearing in several newspapers and magazines across Utah.

To help evaluate the various paid media campaigns that our office conducts during the year, one formal public telephone survey was conducted. It primarily focused on the *"Click It or Ticket"* Campaign; however, respondents were asked about other traffic safety messages. The survey was conducted between June 29 and July 6, and 86% of motorists said they had heard the CIOT slogan within the last 30 days.

Kristy Rigby is the Occupant Protection Program Manager and a senior staff member with the Highway Safety Office. She also serves as a Certified Child Passenger Safety Technician and Safe Kids Utah Advisory Board Member. Kristy has been with the Utah Department of Public Safety for over 13 years.

PLANNING & ADMINISTRATION

Mark Panos

As the Senior Program Planner at the Highway Safety Office (UHSO) for over five years, I've had the opportunity to observe how the planning and administration of the Highway Safety Program in Utah has many specific cycles each year. Most of the cycles are tied to the planning and grant application processes, and subsequent reporting on activities related to the various federal grant programs.

In this Planning and Administration section I will relate significant and/or interesting happenings which developed as we planned and crafted the FFY2007 Highway Safety Plan, applied for various federal funding sources, managed staff changes and professional development, participated in conferences, committees and task forces, and further developed partnerships.

STRATEGIC & PERFORMANCE PLANNING

Dave Beach, the UHSO Director, continued as a vocal and active member of the Utah Safety Leadership Team, a coalition of federal, state and local agencies, and private sector advocacy groups and partners. The team oversees the crafting and refinement of the Utah Comprehensive Safety Plan which is the state's over-arching Strategic Highway Safety Plan (SHSP). The plan established broad goals and measures for the state, and provided guidelines for member agencies to better coordinate implementation. Many UHSO staff members had the opportunity to provide input and suggest changes or tweaks for the final plan.

The UHSO used the SHSP as part of its strategic planning process, and enhanced the plan's applicable broad goals and measures with a more focused strategic plan of its own. The UHSO's program management team invited representatives from the Utah Highway Patrol, the Utah Department of Transportation and the Utah Department of Health to participate as



advisers and observers in the development process. The hard work paid off with a FFY2007 Highway Safety Plan (HSP) that aligned the performance goals and measures with those established in the Utah Department of Public Safety's own Strategic Plan.



Overall, the planning process proved very successful, especially considering that the delay in availability of the 2005 crash database for inclusion and analysis in the planning process meant using the 2004 data as the basis for the HSP. This absence of current data disappointed Amy Lightfoot, our research analyst, as it created challenges in evaluating the success of the previous projects, and also in identifying changes in trends or emerging safety issues.

FEDERAL GRANT APPLICATIONS

The UHSO continued its aggressive efforts to secure the maximum amount of federal grant monies for the highway safety program in Utah. The UHSO applied for these funding sources through the National Highway Traffic Safety Administration (NHTSA). Overall, the application processes went smoothly, especially with the assistance and advocacy of the NHTSA Region 8 staff members who worked closely with our staff to assure Utah's applications would meet the federal requirements.

The Section 402 application process continues to serve as an efficient model of problem identification and strategic planning which has been refined over the past 40 years. The Section 405 Occupant Protection grant application process benefited from over 10 years of established application criteria and presented no real challenges or surprises. The Section 408 Traffic Safety Information Improvements grant application process continued to hold surprises and had changes almost weekly. Hopefully it will mature quickly and become a stabilized process. The Section 410 Impaired Driving Prevention grant was very simple as Utah had only to submit certifications and assurances as a

low fatality state. The Section 2010 Motorcycle Safety and Education grant application process proved somewhat confusing, as NHTSA asked Utah to resubmit previously offered information.

In FFY2007, the UHSO took full advantage of the 10% of Section 402 funds available for planning and administration of the program. In the last seven years, the state match portion of planning and administration monies had not been sufficient to allow full utilization of this 10%. This year, additional state match monies were secured which allowed the UHSO to utilize all of the federal P&A monies available.

REPORTING ON RESULTS

Each year the UHSO publishes two documents to report on the results of Utah's Highway Safety Program, one which focuses on the success of specific projects, and one which looks at crash statistics. The document you are reading is the Annual Report to NHTSA which details how successfully the action items within the Highway Safety Plan were accomplished, and also gives the reader some insight into accomplishments of many of the specific projects.

When crash and other data becomes available, the UHSO's research analyst takes this data and compiles it into the Annual Crash Summary. This document provides the reader with detailed statistics on various aspects of the overall crash picture, and also offers the reader interesting tidbits and facts in the various "Crash Facts" pages. The Crash Summary also serves as a statistical, non-emotional indicator of the success of state's traffic safety programs. Due to the late availability of the crash data, the 2005 Crash Summary was published in August 2007.

STAFF CHANGES

The UHSO staff saw some exciting changes and additions in FFY2007, which enhanced and complimented the overall program while offering new and exciting opportunities. First, our CPS instructor Rhonda Parker joined the Department of Public Safety's Professional Development Center. She continued to coordinate the CPS training courses, and her responsibilities also expanded to other traffic



safety-related training offered by the Center. This has proven to be a great opportunity since the Professional Development Center has numerous classrooms and other training facilities available, allowing Rhonda many opportunities to enhance the CPS training program.

With a new focus on projects encompassing the twelve health districts within the state, Theresa van Biljon was hired as the Safe Communities Coordinator to oversee the newly reorganized Safe Communities Program in Utah. As a former fire fighter, a current CPS instructor and a longtime community volunteer, her addition late in the project year brought a new level of excitement into our office for the program.



The Utah Highway Patrol's Public Information and Education (UHP PI&E) program received a new full-time member in FFY2007. Trooper Todd Johnson, a veteran officer with the UHP and a part-time PI&E representative, actively pursued and accepted this full-time position. His genuine interest in PI&E activities is demonstrated through his successful *Adopt a High School* project, reported on elsewhere in this report. While the UHP's PI&E program is not supervised by the UHSO, the closely aligned goals of both agencies make for a great partnership and comfortable interaction. The UHP PI&E program is housed within the UHSO Offices.



SUPPORT STAFF

The UHSO has benefited greatly from a dedicated and resourceful support staff. Kathy Memmott has served as the office's administrative secretary for over four years. Among the day to day operations of the office, she offers valuable input and assistance to the Salt Lake Multi-Agency



Task Force, Coalition for Utah Traffic Safety and the office's program managers.

Jill Sorensen has been with the UHSO for 18 months, and serves as the primary customer service contact that callers and visitors interact with in our office. Among her many duties, she also volunteers as a CPS technician, serves as the office's printing contact with vendors, and researches to find many of the interesting photos used in the UHSO's various publications.



REGIONAL MEETINGS

The UHSO continued as a very active member at the two NHTSA bi-annual Region 8 Meetings held in Denver. The meetings served two purposes: they offered a venue for the states to interact as a group with the NHTSA regional staff, and provided the states a locale to discuss specific state issues. Dave Beach served as the Governor's Highway Safety Association (GHSA) regional representative during this time, and strived to fine tune the meeting agendas to better fulfill the needs of the states.

PROFESSIONAL DEVELOPMENT & TRAINING

Each UHSO staff member attended at least one professional development training opportunity in FFY2007. Some examples of these opportunities include NHTSA's Program Management and Managing Your Federal Finances training courses, the GHSA Executive Training, the FARS Meeting and Workshops, the Utah Department of Public Safety's Leadership Academy, and a variety of other local and regional opportunities.

COMMITTEES AND TASK FORCES

The UHSO staff continued to serve on many important committees during the year, and offered technical assistance to any requestors. Dave Beach continued as an executive member of the ADTEC Committee, the group which oversees about \$800,000 in state monies targeting impaired drivers within the state. The group convened quarterly to review the distribution and results of overtime enforcement shifts statewide, and reviewed requests by local agencies for equipment related to removing impaired drivers from Utah's roads.

The Salt Lake County Multi Agency Task Force, a very active coalition of law enforcement agencies within Salt Lake County, has served as a best practices model for other aspiring areas. The law enforcement agencies in Davis County organized a task force to provide similar attention to traffic safety issues in their areas, with an anticipated kickoff in November 2007. Agencies have also expressed interest in creating groups in Weber and Utah Counties.

Another interesting task force is one focusing on teen drivers. With participation from a diverse group of agencies and organizations such as the Utah Department of Health, the Utah Department of Public Safety, the Utah Office of Education, AAA of Utah, Primary Children's Medical Center and more, the Teen Driver Task Force served as an example of the influence such a partnership can effect.

CONFERENCES

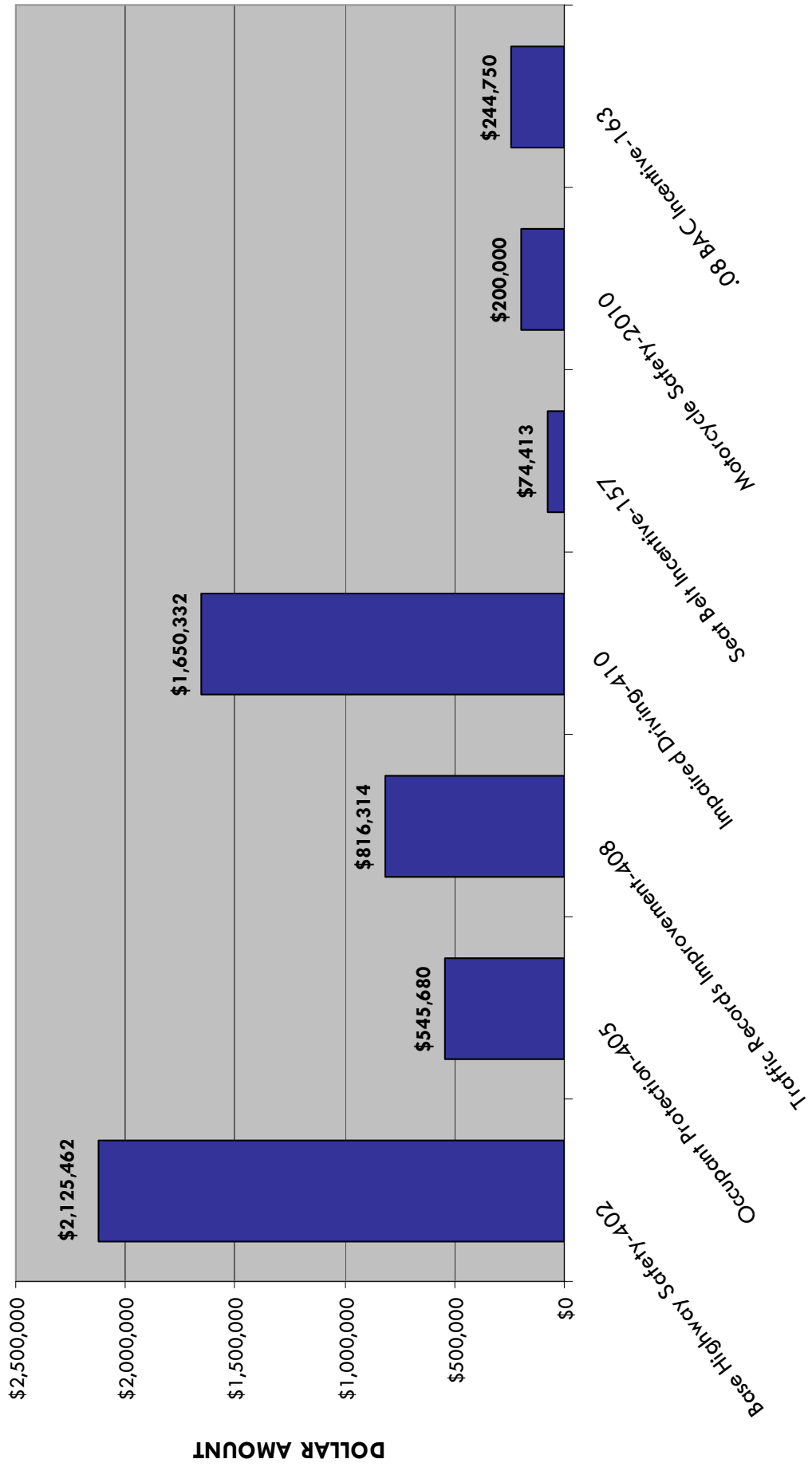
The UHSO continued to encourage staff to attend conferences to maximize knowledge of current and emerging traffic safety issues, to encourage extensive networking within the highway safety community, and to serve as a resource for other agencies. A sampling of the conferences attended includes the Lifesavers Conference, NHTSA's Strategic Communications Forum, Utah's Native American Conference, and various law enforcement meetings.



Teri Pectol and Ted Tingey at the UHSO booth during a law enforcement conference.

Mark Panos is the Deputy Director and Senior Program Planner with the Utah Highway Safety Office. He has been with the Utah Department of Public Safety for over 12 years. He has served at the Highway Safety Office for five years, and previously with the Driver License Division.

**AVAILABLE GRANT FUNDS IN FFY2007
(Carryforward plus Current SAFETEA-LU Funds)**



“As the Highway Safety Office moves into its 41st year, I hope one day that my traffic fatality journal will be blank, with no names or personal tragedies filling its empty pages. I hope you share my vision, too.”

Scott T. Duncan, Utah Commissioner of Public Safety

CURRENT LEVEL OF PERFORMANCE

OCCUPANT PROTECTION

Performance Goal:

Sustain the favorable conversion trend of unbelted drivers and unrestrained children through continued support of prevention, educational and enforcement programs.

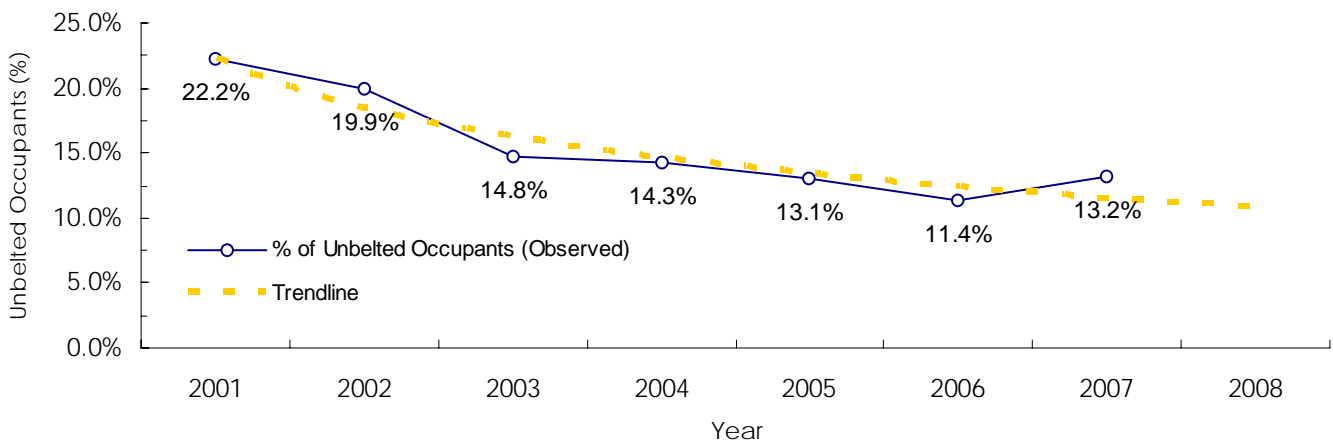
Performance Measures:

Continue the favorable trend by demonstrating a reduction in the percentage of unbelted crash occupants to 9.0% in CY 2007.

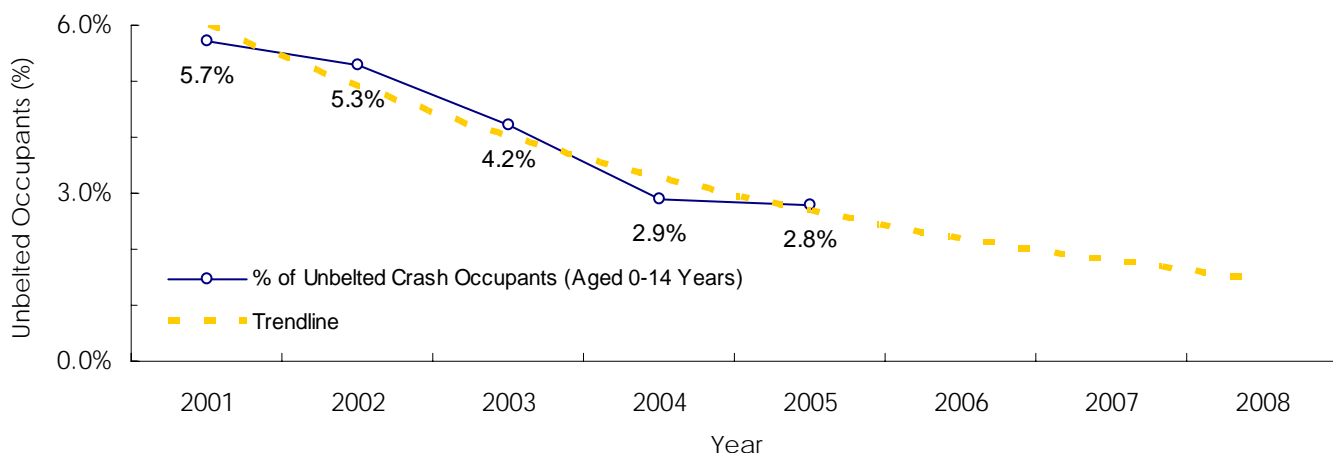
Continue the favorable trend by demonstrating a reduction in the percentage of unbelted crash occupants aged 0-14 years to 1.7% in CY 2007.

Comments: The level of unbelted vehicle occupants (observed) in Utah continued a favorable downward trend, with the 2007 Observational Survey showing 13.2% of occupants unbelted in 2007. The most current information for unbelted occupants aged 0 to 14 showed a continuing reduction trend and Utah is likely to meet this performance measure. Utah is one of the few states that appears to have qualified for Section 406 monies under the "performance state" criteria.

Percentage of Utah's Unbelted Occupants (Observed)



Percentage of Utah's Unbelted Crash Occupants (Aged 0 to 14 Years)



ALCOHOL PROGRAMS

Performance Goal:

Through continued support of prevention, educational and enforcement programs, sustain the reduction trend in the alcohol-related fatality and serious injury rates.

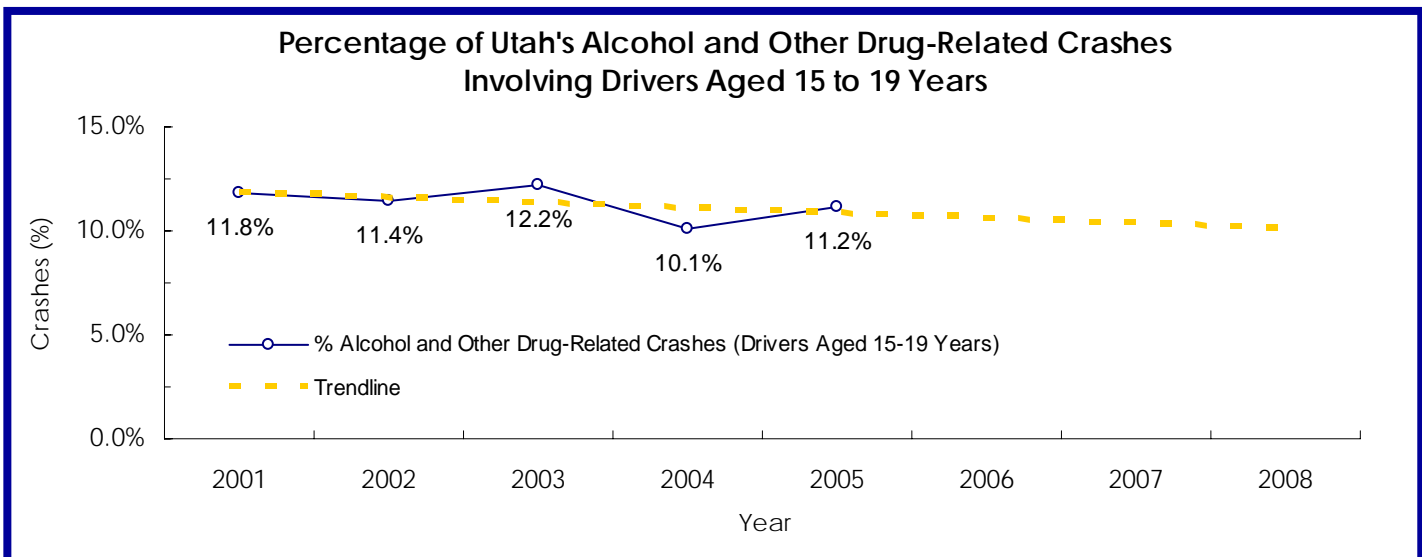
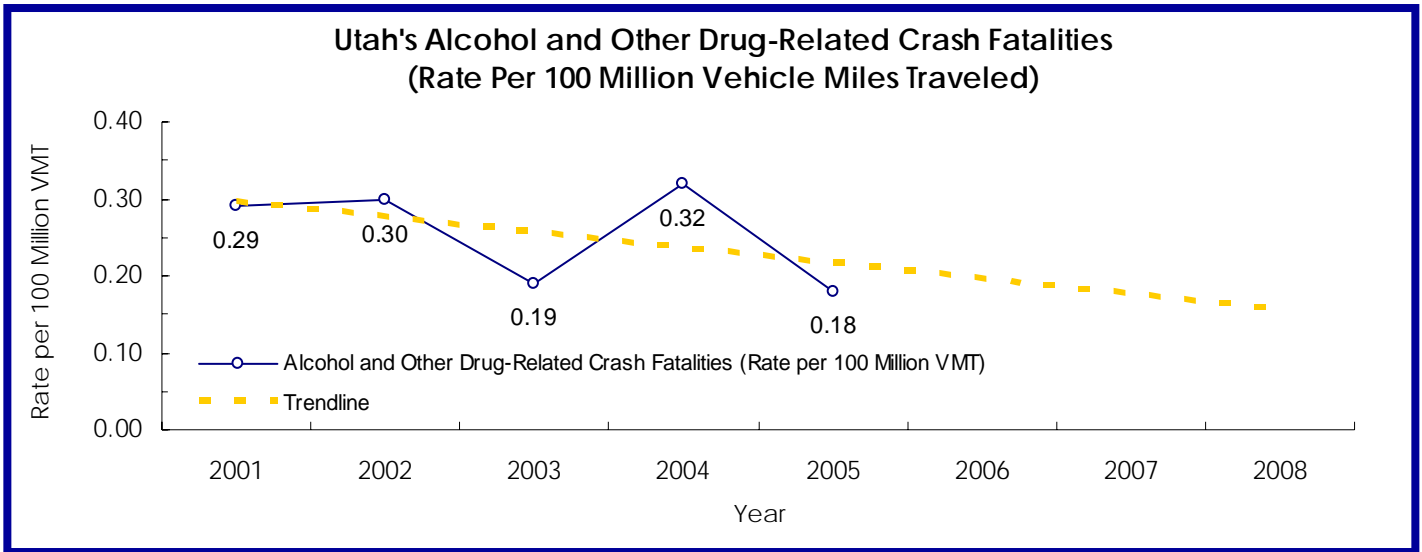
Performance Measures:

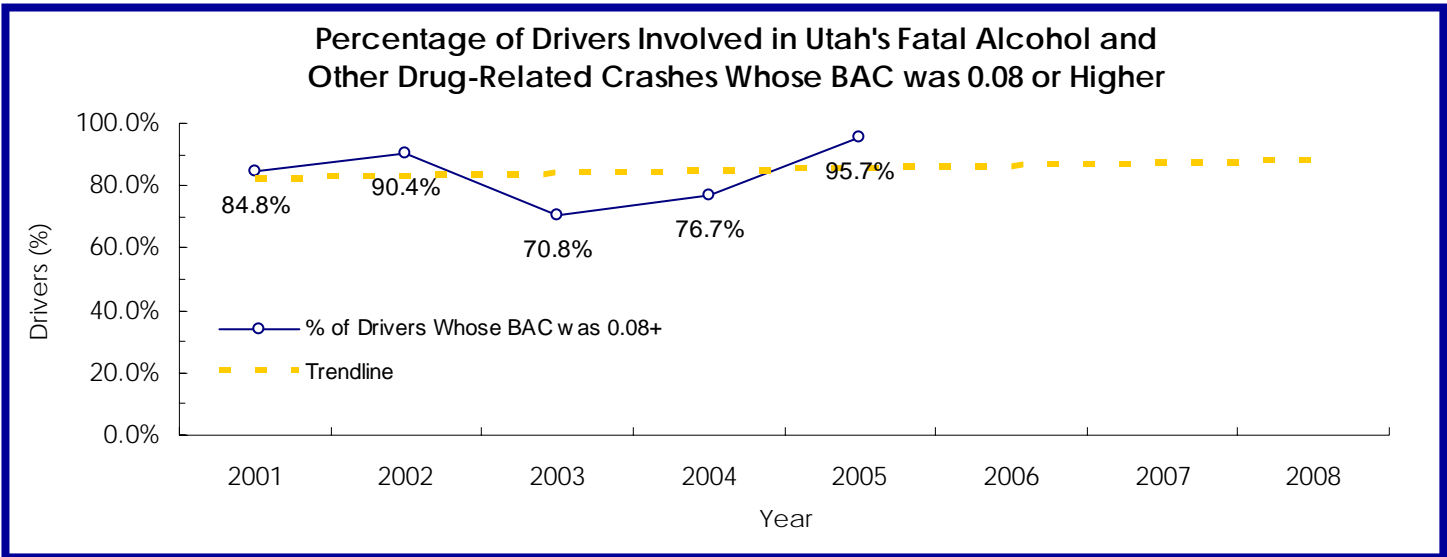
Continue the favorable trend by demonstrating a reduction in the alcohol and other drug-related traffic fatalities rate per 100 million vehicle miles traveled to 0.08 in CY 2007.

Continue the downward trend of alcohol and other drug-related crashes involving drivers aged 15-19 years to 9.8% in CY 2007.

Continue the favorable downward trend with a reduction of the percent of drivers involved in fatal alcohol/drug crashes to 68.6% in CY2007.

Comments: The trend of alcohol and other drug-related crashes continued the downward trend, as did the percentage of those crashes that involved drivers aged 15 to 19 years of age. While the percentage of drivers involved in fatal alcohol or other drug related crashes with a BAC of 0.08 or higher increased, this might reflect that Utah's education and information efforts resonated with the casual drinker and kept them off the roadways. Also of note, Utah continued to lead the nation with the lowest percentage of crash fatalities which were alcohol-related.





SAFE COMMUNITIES

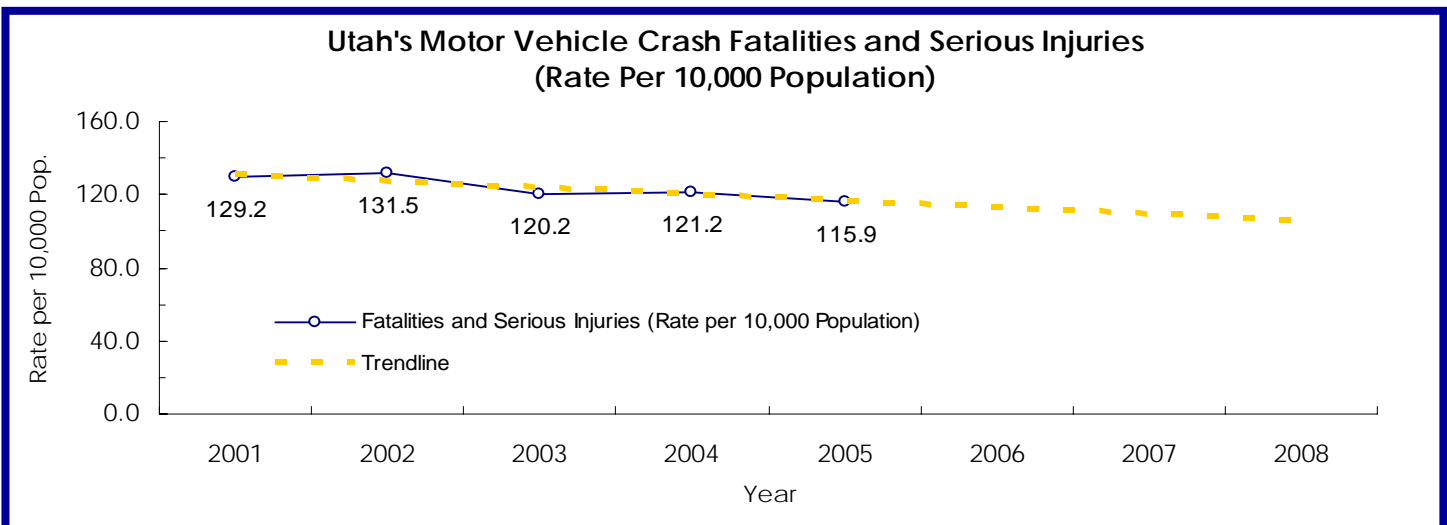
Performance Goal:

Work with community traffic safety programs in participating counties to continue the downward trend of Utah's traffic-related fatality and serious injury rate.

Performance Measure:

Continue the favorable trend by demonstrating a reduction in the motor vehicle crash fatalities and serious injuries rate per 10,000 population to 108.7 in CY 2007.

Comments: The most recent data available shows the traffic-related fatality and serious injury rate has continued a downward trend.



POLICE TRAFFIC SERVICES

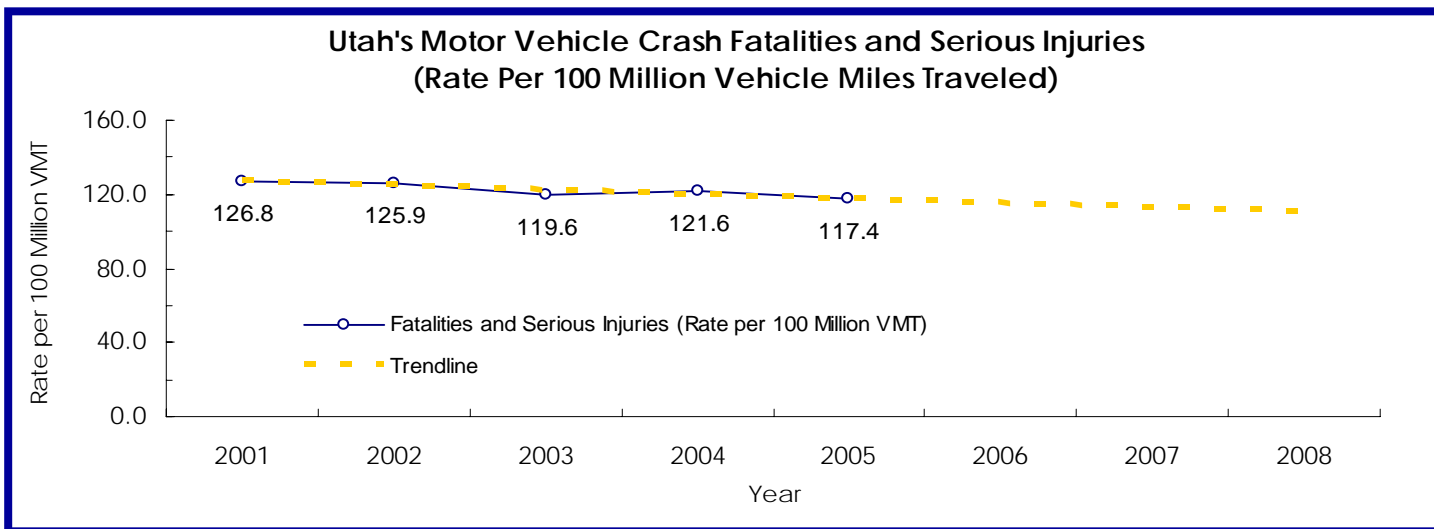
Performance Goal:

Provide police traffic services support to reduce the traffic fatality and serious injury rate in Utah.

Performance Measure:

Continue the favorable trend by demonstrating a reduction in the motor vehicle crash fatalities and serious injuries rate per 100 million vehicle miles traveled from 121.6 in CY 2004 to 108.5 in CY 2007.

Comments: The most current information available showed that the traffic fatality and serious injury rate continued to decline in Utah.



PEDESTRIAN & BICYCLE

Performance Goal:

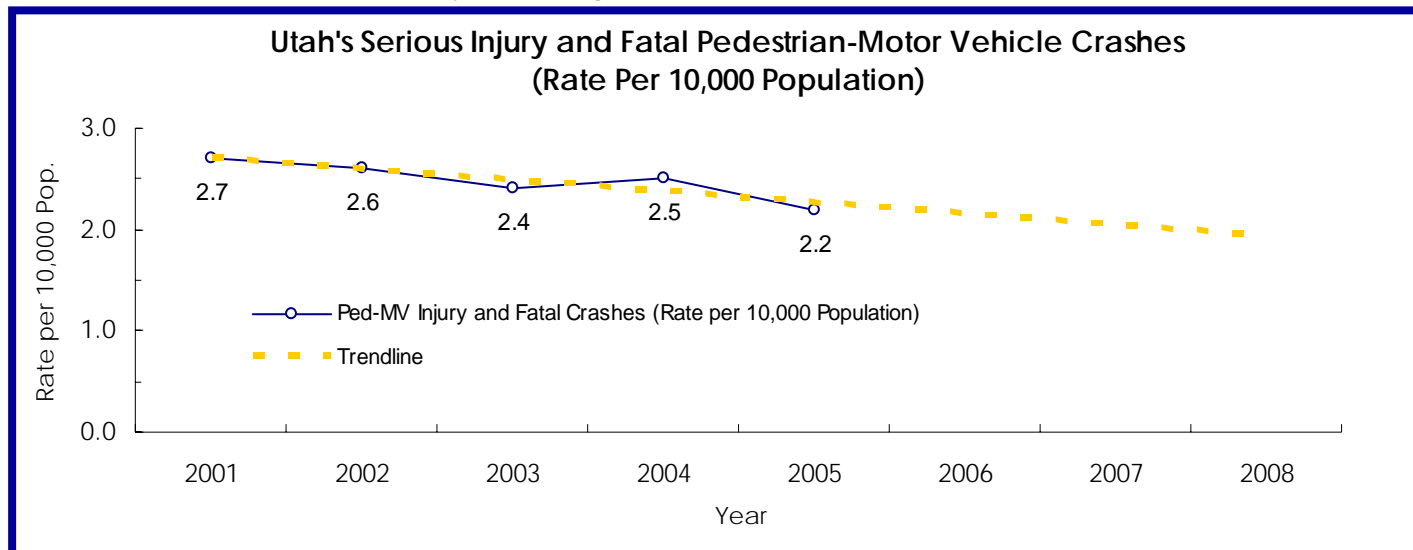
With continued support of prevention, educational and enforcement programs, continue the downward trend in the reduction of pedestrian and bicyclist traffic fatality and serious injury rates.

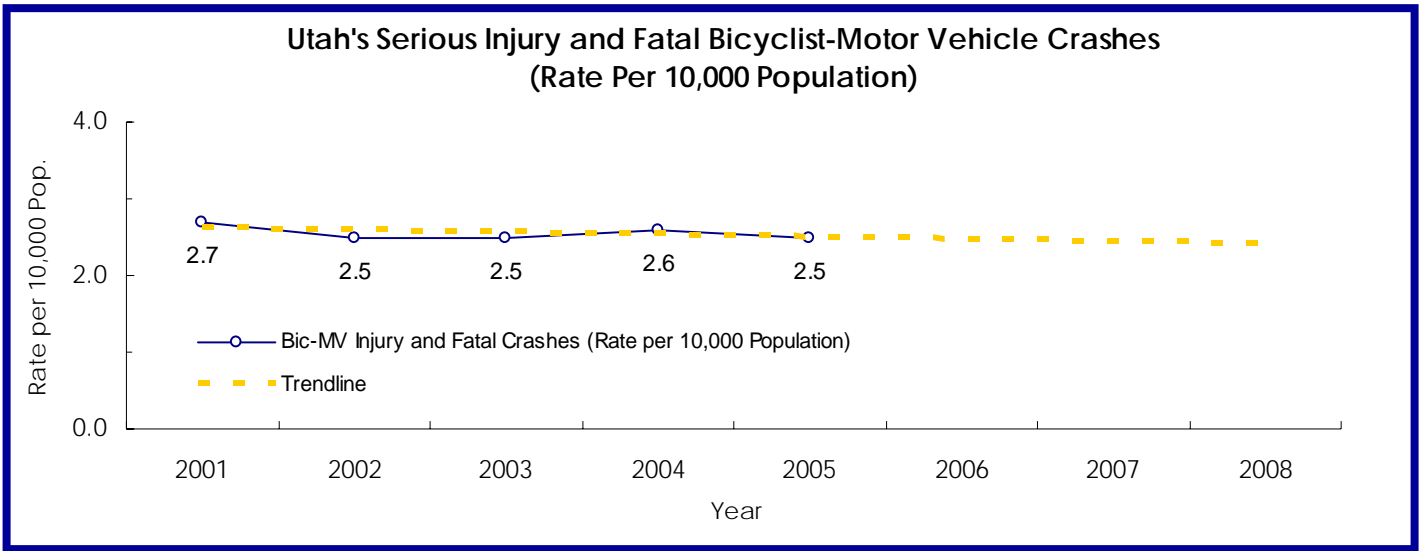
Performance Measure:

Continue the favorable trend by demonstrating a reduction in the serious injury and fatal pedestrian-motor vehicle crash rate per 10,000 population to 2.0 in CY 2007.

Accelerate the favorable trend by demonstrating a reduction in the serious injury and fatal bicycle-motor vehicle crash rate per 10,000 population to 2.3 in CY 2007.

Comments: Both the pedestrian and bicycle serious injury and fatal rates continued to decline at a rate that indicates Utah will likely attain its goals.





ROADWAY SAFETY

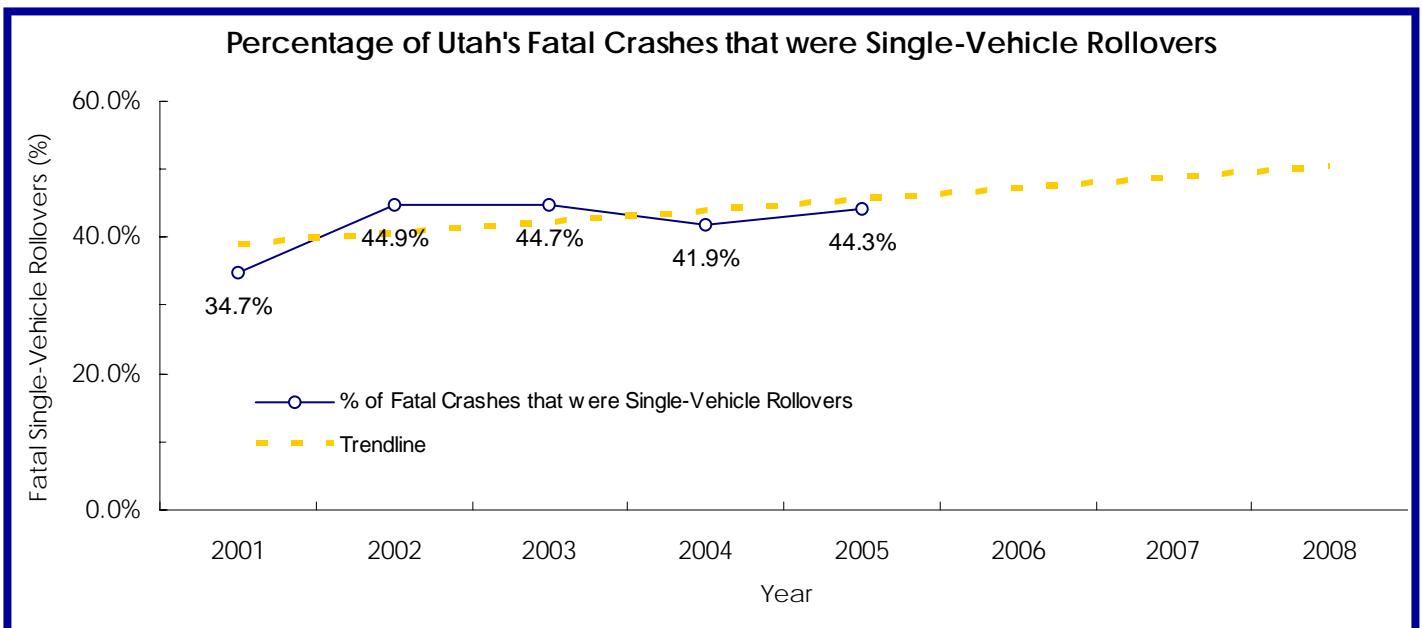
Performance Goal:

Support prevention, educational and enforcement programs to reduce the single-vehicle rollover fatality and serious injury rate.

Performance Measure:

Reduce the upward trend in the percentage of fatal crashes that were single-vehicle rollovers to 39% in CY 2007.

Comments: The upward trend in the percentage of fatal crashes that were single-vehicle rollovers continued, according to the latest information. It is unclear whether Utah will attain its goal.



EMERGENCY MEDICAL SERVICES

Performance Goal:

To deliver non-threatening, medically-based, educational highway safety programs taught by trained emergency care professionals to Utah's youth.

Performance Measure:

Provide training sessions to all presenters of ENCARE programs in Utah.

Comments: Due to a change in project director responsibility of the ENCARE project, information was unavailable regarding this performance measure at the time of print.

MOTORCYCLE SAFETY

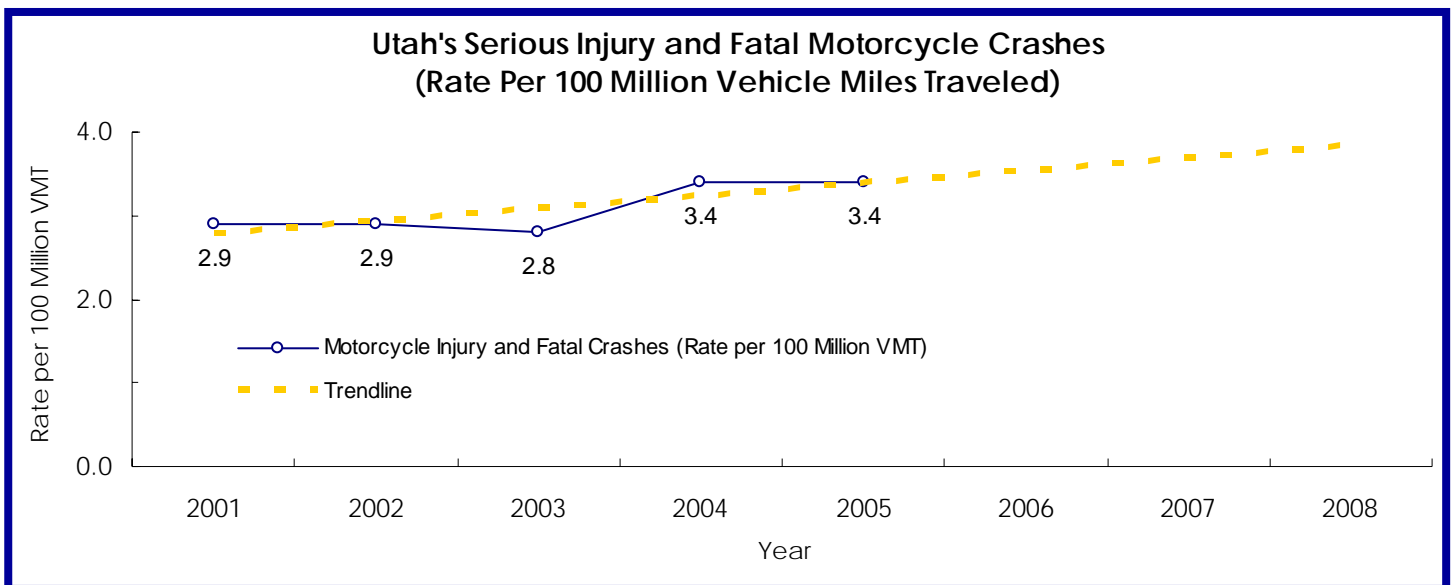
Performance Goal:

Support training and educational programs to reduce the upward trend in the motorcyclist traffic fatality and serious injury rate.

Performance Measure:

Reduce the upward trend in the serious injury and fatal motorcycle crash rate per 10,000 population to 2.85 in CY 2007.

Comments: The most current data indicated a leveling of the rate in the last two years.



TRAFFIC RECORDS/CRASH DATA RESEARCH & ANALYSIS

Performance Goal:

Improve the collection, analysis and dissemination process to reduce the Annual Utah Crash Summary publication date from twelve months to eight months after the end of the calendar year.

Performance Measure:

Distribute the 2006 Utah Crash Summary no later than September 1, 2007.

Comments: Due to various challenges with the migration to a new crash reporting system, the data was not available to compile and release the Crash Summary by the specified date.

PAID MEDIA

Performance Goal:

Increase both public recognition of highway safety-specific campaigns through branding, and to increase public awareness of traffic safety issues and concerns.

Performance Measure:

Support the various highway safety focus areas with sustained media messages.

Provide over 5,000 sustained highway safety radio "spot" messages throughout the state in FFY 2007.

Comments: An extensive, sustained media program reached drivers statewide with over 17,000 radio messages, and more than 6,000 television messages, broadcast throughout the state.

PLANNING & ADMINISTRATION

Performance Goal:

Continue the effective Highway Safety Program in Utah through partnerships and participation with groups and coalitions focusing on highway safety issues, and by encouraging professional development of HSO staff members.

Performance Measures:

Afford each staff member the opportunity to attend at least one professional development function related to their area of expertise or job-enrichment.

Provide justification to increase the state match portion (10% of Section 402 monies, about \$174,000) to take full advantage of the matching federal P&A funds.

Successful alignment of goals and measures of success of the HSO Strategic Plan and the annual Highway Safety Plan (HSP).

Comments: Each staff member attended at least one professional development function related to their area of expertise or for job-enrichment. The UHSO was successful in increasing the state-match monies, which unlocked the maximum portion of federal P&A funds available. The Office also achieved alignment of the goals and measures of success between the HSP and the UHSO's Strategic Plan.

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