



ANNUAL REPORT

UTAH HIGHWAY SAFETY OFFICE
FFY 2022

UTAH HIGHWAY SAFETY OFFICE | 2022 ANNUAL REPORT
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The Utah Highway Safety Office would like to thank our team for their dedicated efforts to help reduce traffic fatalities on Utah roadways throughout the past year. Their valuable contributions to the programs referenced in this report are getting us closer to our goal of Zero Fatalities every day.

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The Utah Highway Safety Office tracks traffic-related trends weekly. Traffic-related fatalities and other data trends are constantly changing; we suggest contacting our office directly for the most up-to-date information regarding data collected within our programs.

For further information regarding data contained in this report or information about federal or state-funded programs supported by the Utah Highway Safety Office, please contact us at 801-965-4400. Or, you can access additional data at www.highwaysafety.utah.gov.

You can also access nationwide information from the National Highway Traffic Safety Administration by visiting NHTSA's website at www.nhtsa.gov.

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Executive Summary

Utah is pleased to present its 2022 Annual Report, an evaluation of our successful implementation of the 2022 Highway Safety Plan. The Highway Safety Plan is a data-driven plan that identifies traffic safety problems, projects to mitigate those challenges, and the partners with the expertise and capacity to execute and assist the Division in accomplishing its mission to save lives by changing behavior.

This report documents the successes of our performance measures, along with identifying areas in which the Division will look to improve traffic safety strategies in the future year. The Division implemented 40 evidence-based grants, including our involvement with the national FARS system. A summary of each grant is provided within this report.

As with most of the nation, Utah's fatalities continue to trend upward. Pedestrian and Bicycle fatalities are showing larger increases, and impaired driving is growing. The Utah Highway Safety Office and its partners are concerned about this upward trend. Data is being analyzed at a deeper level, and research is being conducted to determine our next steps.

According to the most recent data, and using 5-year rolling averages, Utah made progress in the following areas and is on track to meet the following targets:

<i>Serious injuries</i>	<i>Child Safety Seat Use for Children Age 0-8</i>
<i>Unrestrained Passenger Vehicle Occupant Fatalities</i>	<i>Drowsy Driving fatalities</i>
<i>Motorcycle fatalities</i>	<i>Distracted Driving fatalities</i>

The Highway Safety Office has planned for continuing traffic safety improvement strategies in the following areas:

<i>Fatalities</i>	<i>Unhelmeted motorcycle fatalities</i>
<i>Fatalities per VMT</i>	<i>Drivers Aged 20 or younger fatalities</i>
<i>Fatalities involving a BAC of .08 or higher</i>	<i>Pedestrian fatalities</i>
<i>Speeding-related fatalities</i>	<i>Bicycle fatalities</i>
	<i>Older driver fatalities</i>

Program Highlights:

Occupant Protection

Seat belt usage came back stronger than ever at nearly 92%. Showing a 3.6% increase from the last survey taken in 2020. While this is good news, fatalities related to unrestrained occupants still account for 30% of Utah's traffic deaths. Utah continues its efforts to reach the hard-core-non-users, which are primarily males 18-54.

Utah's CPS program continues its outreach and education in underserved populations. This past year seven certification courses were held in Utah. Two classes were held on tribal lands, and one was with bilingual students in West Jordan. Instructor candidates also participated in these courses, adding both a tribal and bilingual instructor to the CPS Instructor Team.

Impaired Driving Program

The 24/7 Sobriety Check Program continues to grow across the state. There are now nine counties accepting individuals into the program. Three additional counties are in the process of setting up their program. Two of the existing programs are accepting individuals from other counties. A total of 140 individuals enrolled in the program statewide, with a 99.5% completion rate.

Media Campaigns

The Highway Safety Office introduced a new character to the occupant protection and impaired driving media campaigns this year. A grim reaper was chosen for both campaigns to encourage drivers to "show death who's boss." Videos were created to reach the targeted demographic in each of the programs. The impaired driving reaper also targeted drug-impaired driving. Eight-foot reaper cut-outs were created for each program. They appeared at press events and other public venues throughout the summer and fall to share our message "to defy death" by buckling up every time and/or getting a sober ride.

Crash Reduction Task Force

The Highway Safety Office senior team met in November 2021 to strategize about the increasing fatalities, speeds, and overall risky driving behaviors. From that planning meeting, a project was developed to cross all program areas within Highway Safety and focus the reach directly on local communities. A task force was implemented as part of this project that included other Divisions within the Utah Department of Public Safety, such as the Utah Highway Patrol, Driver License Division, and the Public Affairs Bureau. Three videos were created to kick off the project. The videos depict safe driving behaviors for rural, urban, and Spanish-speaking communities. They were released in July, along with social media toolkits directly to local communities, law enforcement agencies, and public information officers.

Different approaches to communication and messaging were utilized in this project. Billboards were placed on highways entering the State, providing positive driving behaviors. Messaging was placed inside Utah's airports statewide in the baggage claim areas. Partnering with DPS' Public Affairs Bureau, the Highway Safety Office team developed "Traffic Tip Tuesdays" social media messages for placement on Department social media platforms. For local engagement, the eight-foot reaper assets from the CIOT and the impaired driving programs were shared locally with law enforcement agencies and several DPS agencies to promote safety during the Halloween season. Several local law enforcement agencies shared photos of themselves with the reaper on their social media sites.

Utah partnered with the Utah Raptors Baseball team to provide messaging and outreach opportunities in Utah's northern towns and cities, focusing on our risky driving demographic. This partnership allows interaction with the attendees through announcements, team radio ads and social media, messaging at the bar inside the baseball field, and a banner in the outfield.

Finally, enforcement shifts were offered to law enforcement agencies statewide. The type of shifts given to an agency was based on the needs of the agency and its specific traffic safety problems. The local agencies could focus on specific enforcement details outside of state and national mobilization efforts.

Planning and Administration

PA221001 Federal Planning and Administration

This project provided the backbone to the Highway Safety Office (HSO), which enabled the administration and other planners to conduct long-range planning and evaluation. These logistical items and participation in national highway safety planning groups all played a vital role in the overall program successes while the HSO staff worked toward meeting their performance targets with the ultimate goal of achieving Zero Fatalities.

The project provided essential direction and operational needs for Utah's highway safety programs. To accomplish this, a portion of the director, deputy director, and support services coordinator's compensation was paid, administrative and DTS fees were covered, staff shuttle vehicles were leased from State Fleet, and association memberships were kept current. Operational expenses were included, including office supplies, computer and telephone expenses, printing, maintenance, and building costs.

Through the activities and initiatives described above, this project contributed to all of Utah's highway safety targets.

CP20202 - Administrative Support

The administrative support project provided for long-range planning, program assessments, evaluations, and training to support the Highway Safety Office and its staff. Travel to annual meetings, in-house and/or online training sessions, and professional interaction opportunities were supported through this project. It assisted the Highway Safety Program by supporting the staff in coordinating and managing the various projects and programs assigned, including support to the communications manager. It continues to support the annual maintenance and upgrades to the office's electronic grant management system (GEARS) and Numetric, the new dashboard for reviewing, evaluating, and reporting data.

While it is challenging to connect support projects to Utah's performance targets, providing the Utah Highway Safety staff with the tools to direct their programs enabled them to work towards their performance targets and, more importantly, to change behavior and save lives.

CP220201 Personnel (402), 3DA220201 Personnel (405c), 6OT220201 Personnel (405d)

This project secured staff with the skills and abilities to effectively manage and coordinate Utah's Highway Safety Program. While it is difficult to directly connect support projects such as this to Utah's traffic safety goals, without the work performed by the dedicated staff, Utah's program would not be the success it is today.

Through the activities and initiatives described herein, this project contributed to all of Utah's highway safety targets.

CP221206 Traffic Safety Initiative Support, 2PE221409 Occupant Protection Initiative Support, 6OT220308 Impaired Driving Initiative Support, 9MA221902 Motorcycle Safety Initiative Support, HX221704 Non-Motorized Safety Initiative Support, 3DA220504 Traffic Records Initiative Support

Through networking, task force meetings, and other committees, the Highway Safety program staff vigilantly sought out new opportunities to provide outreach during FY 2022. These initiatives held carryforward funds that provided funding for additional projects.

This year carryforward funds were used to purchase the development of the IGX grant management system (the newest version of Agate grant systems) and to start a new project called Traffic Reduction Task Force. A different approach was taken to try and address the rising number of fatalities. The project focused on reaching all Utahns and visitors with education, media, and outreach regarding the top 5 risky driving behaviors. A grassroots approach was implemented. A video was created using local Utahns and regions showing how most Utahns drive safely and look out for fellow road users. The video reminds citizens that we are all in it together and to do the right thing.

Through the activities and initiatives described herein, this project contributed to all of Utah's highway safety targets.

Occupant Protection

See the progress for the following performance measures starting on page 48.

C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U-4b, U-5a, U-5b, and U-9.

OP220402 Occupant Protection Media, Materials, and Support

This project promoted campaigns and outreach projects to ensure the occupant protection message was delivered to identified populations with low-belt use (young males, pickup truck drivers/passengers, Hispanic and rural motorists, and hardcore non-users) throughout the year. More specifically, this project helped develop and implement media and outreach campaigns and produce printed material and training tools. In addition, the project supported child passenger safety efforts, the Clickit.utah.gov website, occupant protection training for law enforcement, community partners, and employer outreach initiatives.

Seat belts are life-saving and the most effective traffic safety device for preventing injury and death. According to the 2022 seat belt observational survey, 91.8% of drivers and front-seat passengers buckle up. This is a 3.6% increase in seat belt use compared to last year and is the highest seat belt use rate since observations began 36 years ago! Even with nearly 92% of Utahans using seat belts, unrestrained fatalities accounted for a staggering 30% of the total roadway deaths in Utah in 2022. In fact, on both a state and national level, unrestrained fatalities continue to increase from year to year. To date, Utah has eight more unrestrained fatalities compared to last year at this time. As of November 16, 2022, there have been 76 unrestrained fatalities and 288 total fatalities.

Based on survey results, the challenge is getting the last 8.2 percent, primarily males aged 18-54, also called the “Hard Core Non-Seat Belt Users,” to buckle up every ride, every time. With this reality, the Highway Safety Office has focused efforts and messaging on positive behavioral changes in relation to safe driving and traffic safety.

Community outreach, child passenger safety courses, and enforcement mobilizations successfully took place during the year. The UHSO continued to provide opportunities for in-person and virtual meetings to encourage participation by utilizing social media and the Clickitutah.gov website to stay connected with partners and the public. In addition, special efforts were made to provide print and social media materials in Spanish and English. Occupant Protection accomplishments for the year are outlined below.

Thanksgiving Click It or Ticket Campaign took place November 17-28, 2021. A virtual press event was held on November 18th to kick off the Click It or Ticket Enforcement Period happening November 24-28. Crash survivor Mario Landeros-Escobar shared his important safety message about buckling up. Mario survived his truck rolling several times on highway 84, which was all caught on a trooper’s dash camera. He was able to walk away from the single-vehicle crash, as his seat belt kept him properly restrained. Trooper Ken Chugg, who was at the scene, also shared thoughts about the importance of seat belts. Major Beau Mason wrapped everything up by discussing current trends and enforcement. Attendance at the press event included all four major TV stations, Deseret News and Univision. The virtual press event received great coverage, with all major news stations participating, bringing an estimated total value of \$22,383.60.

Campaign Research & Key Insight(s):

Research shows that stories are an effective way to help shape beliefs and behaviors, and motivate people to make changes towards becoming better people. The CIOT press event kicked off the campaign with such a story, sharing dashcam footage that captured the unthinkable, proving the power and effectiveness of buckling up every time.

The reality of impact stories effectively delivers messages to reach the target audience. For those audiences that this approach doesn’t resonate, we also paired it with a humorous approach shown by research to be widely accepted among individuals who may not be impacted by showing the consequences of buckling up; it presents a powerful combination to reach all audiences.

Campaign Planning & Implementation:

Goal: Increase seat belt use in Utah & decrease traffic fatalities on Utah roads.

Target Audience(s): Males, ages 18-49.

Key Message(s): Buckle up – every ride, every time, every seat.

Buckle Face Approach: The previous Buckle Face campaigns successfully reached our audience. For the November 2021 campaign, three previous top performers, including Harry Potter, Gandalf, and Jack Sparrow, made another CIOT appearance. The Buckle Face action heroes continued to remind people to “Put Your Seat Belt Into Action.” Earlier characters included Rocky Balboa, Mr. T, Colonel Matrix from “Commando,” Batman and Princess Leia, Captain America, and Inigo Montoya.



Paid Media Overall Performance & Insights:

The campaign delivered 8.6 million impressions and 3,210 clicks. Most of these impressions came from the digital bulletin network, which delivered 6.3 million impressions. YouTube delivered the highest number of completed video views, with 1,285,334 views. The “Gandalf” video earned the most impressions (1,153,853) and completed video views (1,030,022). The “Harry Potter” video received the most clicks (1,611) and the best CTR (0.26%). The “BuckleUp” and “Ponte” Spanish web pages received over a 2000% increase in pageviews from the previous month. Both pages had an average time on pages of 2 minutes and 5 seconds. The website received 1,681 new users during the campaign, and the Harry Potter Buckle Face video delivered the most traffic to the site, with 679 users. A budget of \$59,000 was allocated to this campaign.

ClickIt.utah.gov Web Analytics:

The “BuckleUp.utah.gov” (ClickIt.utah.gov/buckleup) and “Ponte” Spanish web pages received over a 2000% increase in pageviews from the previous month. Both pages had an average time on pages of 2 minutes and 5 seconds. The website received 1,681 new users during the campaign, and the Harry Potter Buckle Face video delivered the most traffic to the site, with 679 users.

Seat Belt Influencer Buckle Up Campaign:

A Valentine seat belt campaign took place during the month of February to remind motorists to “Protect Who You Love” Buckle Up, Valentine!” The Valentine seat belt message was shared in both English and Spanish. Valentine seat belt kits were displayed at Driver License Office Lobbies, Calvin Rampton Complex/DPS Headquarters, Driver License HQ, 13 local health departments, medical clinics that serve a high Hispanic population and low-income, law enforcement agencies, Primary Children’s Hospital, Shriners Hospital, American Fork Hospital, among other partners including the nine rural seat belt counties. Valentine creative was provided to partners to post on their social media platforms. In addition, the Driver License Division offices displayed the message on their digital screens in the lobby.

Paid Media Overall Performance & Insights:

- Click it or Ticket Valentine’s Day campaign ran from February 7-14 on Facebook and Instagram.
- Ads targeted women 18-40 with influence over hardcore non-seat belt users.
- The campaign successfully reached more than 275,000 women and earned over 1 million impressions.
- Valentine’s Day ads received considerable post engagements (2,984), primarily from link clicks and post reactions.
- Facebook delivered more visitors to the website, but Instagram received more likes and shares.

Clickit.utah.gov website - High campaign performance increased website visitors by 341% from the previous week.

Target Audience (Media): Influencers, women ages 18-40. Secondary audience (non-media): All ages

Campaign allocated budget: \$20,000.

According to focus groups conducted in Utah, people who consistently refuse to wear seat belts will buckle up if a loved one asks them to. This message especially resonates with male adults who statistically buckle up less than females. In turn, Valentine's Day is a perfect time to remind non-users of seat belts to "Buckle Up for the ones they love."



Click It or Ticket Day & Night

High-visibility seat belt enforcement is necessary 24 hours a day, but nighttime is especially deadly for unbuckled occupants. Five-year crash data shows that 58% of fatalities were unrestrained nighttime motorists. March Nighttime seat belt enforcement took place March 24-27, 2022. Paid media ran March 21-27, 2022.

"Show Death Who's Boss" Campaign:

Research states, "wearing a safety belt poses a challenge to the sense of personal control driving" for some hardcore non-seat belt users (NHTSA). To address this way of thinking, a campaign was created to reframe control of the seat belt user. Instead of telling the hard-core seat belt user to buckle up, the "Show Death Who's Boss" reminds people to take control and defy Death by buckling up every time.

Paid Media Overall Performance & Insights:

Campaign platforms included online video, YouTube, TikTok, and digital billboards. Digital billboards received the largest portion of impressions, with 4.7 million. Billboards appeared 245,395 times in 25 locations from the Wasatch Front to St George. Online video was the top performer for the March flight, effectively reaching the target audience with sites that matched the user's interest in content such as sports and video games. Digital video earned 1,042 clicks. Online video brought the most users to the website as well as 214 additional website actions, which include "Utah's Seat Belt Law," "Proper Fit for Seat Belts," and "Learn More" actions. YouTube and TikTok proved to be great platforms for reaching this younger audience. YouTube drove 250,892 completed views at a 55.24% video completion rate. TikTok drove an additional 1,750 completed video views. TikTok is typically not a strong platform for completed views, as most users scroll through the content rather quickly. However, TikTok drove the most clicks overall, with 1,745 clicks at a 0.69% CTR. This shows that we were reaching the right audience through the platform and received a healthy level of engagement from users who connected with the message. Website traffic increased 603% from the previous week, with a 14-sec average time on site. Besides the age parameter, the campaign targeted users who were also interested in sports and video games. Both ad groups performed equally well, with a slight edge towards video game enthusiasts.

Total Impressions: 6,322,149, total Clicks: 2,946, total Complete Views: 746,185. Campaign allocated budget: \$83,200.



National Click It or Ticket Mobilization

Paid and earned media for May's CIOT Mobilization ran from May 16- June 5, 2022, with increased enforcement taking place from May 23- June 5, 2022.

A press event was held on May 19, 2022, to kick off the Click It or Ticket Enforcement Period.

Speakers included Kristen Hoschouer, representing the Fatal Crash Review Board, Major Beau Mason from Utah Highway Patrol to talk about statistics and trends, Sgt. Eric Prescott, a member of the fatal crash reconstruction team, and Trooper Davies Sanchez to speak to our Spanish-speaking population. We also included pre-recorded interviews with crash witnesses Jon and Robin Skinner. Click It or Ticket, May 2022 Report Enforcement period: May 23 - June 5, 2022. Visuals included a life-size cardboard cutout of the Grim Reaper from the "Defy Death" campaign, crash images, and digital campaign assets. All stations attended, interviewed speakers, and aired the following total segments. Messaging was on point, talking about enforcement, trends, and the importance of buckling up every time.

Paid Media Overall Performance & Insights:

Impressions: 15,335,376 Clicks: 12,779 Complete Views: 3,437,050.

- Campaign platforms included online video, YouTube, TikTok, and digital billboards.
- Digital billboards received the largest portion of impressions, with 9.5 million. Billboards appeared 493,592 times in 24 locations from the Wasatch Front to St George.
- Overall, Online Video was once again the top performer, driving 2,415,641 completed video views at a 73% video completion rate and 83% video viewability.
- By optimizing our targeting towards the best performers, we saw a 29% improvement in the video completion rate from the March campaign. The top-performing ad group came from audiences interested in video games.
- YouTube and TikTok continued to be successful platforms in reaching a younger audience group. YouTube drove another 1,015,972 video completions at a healthy 54.66% completion rate, with an additional 914 clicks. We maintained an average frequency of 2.8/week to ensure we reached as many new viewers as possible.
- The Sports Enthusiast Ad Group was the strongest performer, driving the most completions through this channel.
- While TikTok is not a strong platform for driving high completion rates, the campaign showed strong engagement with the audience and drove 5,235 clicks at a 0.73% CTR and 5,437 video-completed views.
- Based on the creative performance results from March, a shorter 15-second video was tested along with the longer 20-second video. Overall, the shorter 15 second Back Seat video drove the most video completions with 2,062,802 views at a higher 60.4% completion rate.
- However, the longer 20-second Button Slap video had the highest engagement, driving 7,021 of the 12,779 total clicks at a 0.28% click-through rate. This resulted in 1,374,248 additional video completions.

The May mobilization campaign budget of \$96,000, including traditional media, digital media, and creative bulletins and videos, was allocated to this campaign.

Hispanic Seat Belt Campaign, Ponte El Cinturon - "Be There"

To increase awareness of the importance of seat belts among the Hispanic population, the UHSO placed a paid media campaign on May 2-15, 2022. The Ponte El Cinturon seat belt project has been operating for more than five years in Salt Lake, Utah, and Weber Counties, where a high percentage of Hispanic families reside. Ponte El Cinturon and the paid media campaign aimed to increase seat belt use among the Hispanic population and decrease traffic fatalities on Utah roads. The target audience was Hispanic males and Spanish-speaking influencers. The key message was to "Buckle up every ride, every time, every seat. "Be There" videos were created and placed on Youtube, TikTok, Facebook, and Instagram as well on the clickit.utah.gov website and Ponte el Cinturon page: <https://clickit.utah.gov/ponte/>. The media budget was \$35,665,00, reporting 2.9 million impressions and 10,038 Clicks. Ponte's website was viewed 4,171 times during the campaign. "Be There" brought the most users to the website. TikTok was a great addition to reaching the "influencers," with women ages 25-34 being the largest demographic.

September Click It or Ticket Rural County Seat Belt Mobilization

Click It or Ticket Seat belt enforcement took place over Labor Day weekend, September 2-5, 2022. Increased seat belt enforcement happened in the nine rural counties as part of the Together for Life rural seat belt project. Law

enforcement agencies, local health department partners, and community partners are encouraged to utilize Together for Life creative on their social media platforms to raise awareness in rural communities.

Child Passenger Safety Month

The program supported Utah's involvement in National Child Passenger Safety (CPS) Week and National Seat Check Saturday. CPS Week 2022 took place on September 18-24, 2022, but activities were conducted throughout the month. Paid media platforms included Facebook, Instagram, Pandora, and radio, and the total campaign earned 1.9 million impressions and 12,458 clicks. Broadcast radio included 40 added-value bonus spots. Pandora reached 135,826 people and received 416,662 impressions.

The "Dangerous Dad" video earned the highest CTR of any other creative and one of the most engaging ads on social media. Web traffic to the Children's Car Seat page increased by 9,657% from the previous month. Facebook was the top source of web traffic. "Booster- Don't Skip" brought the most users to the website, with "Dangerous Dad" in a close second. Many parents commented about keeping their pre-teen/teen safe by remaining in a booster or the back seat.

The 2022 CPS Week assets included: new resources in English and Spanish language featuring a Next Steps Checkpoint Flyer. This dual language resource was created to be used as a guide when addressing the final items on the car seat checklist. The CPS week tool kit included various CPS fliers- Next Steps, Booster for Safety, Car Seat, and Seat Belt Fit Guide all in English and Spanish. Booster Seat Social Assets in Spanish included post copy for both Instagram and Facebook to inform the public about the importance of booster seats. These assets were also included in a toolkit and given to partners. A listing of all CPS events was posted on Clickit.utah.gov and also provided to local health departments and media partners.

Utilizing partnerships and distributing materials statewide allowed Utah's Child Passenger Safety Week effort to spread the same message successfully. The updated Clickit.Utah.gov website continues to be a valuable resource for many, especially with the mobile-responsive design. The assets created this year added to the incredible toolkit utilized by CPS advocates around the state. Overall paid media was \$45,000. For more information on CPS week activities, refer to this report's Utah Child Passenger Safety Program section.

While the primary function of this project is to support campaigns and outreach activities overseen by the Utah Highway Safety Office, it also supports activities promoted through partnering organizations. During the year, resources promoting seat belt use were distributed during Teen Driving Safety Week, Drive to Work Safely Week, and Zero Fatalities program activities.

By targeting populations known to have a low seat belt and booster seat usage rate, the project contributed to the goal of increasing the number of motorists who buckle through effective messaging and media campaigns. Messaging and program materials are provided in English and Spanish.

Through the activities and initiatives described above, this project contributed to Utah Highway Safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2, U-3, U-4, U-5, and U-9.

2HVE220401 Click It or Ticket STEP Support

The Click It or Ticket seat belt enforcement and education campaign has been operating for the past 22 years in Utah. Partnerships with law enforcement agencies have been fostered and continue to grow as multi-agencies collaborate and join forces to enforce Utah's primary seat belt law.

Thanksgiving Click It or Ticket Enforcement Mobilization took place November 24-28, 2021. Holiday travelers were reminded that officers would be ticketing unrestrained motorists with "Seat Belt Law Enforced" displayed on variable message signs along the interstate, Buckle Face messages on digital bulletin boards, Pandora, Youtube, and social media. During the five-day enforcement effort, officers worked 997 hours focusing on occupant restraints. Enforcement efforts resulted in 589 seat belt citations, 445 warnings, 24 child restraint violations, and 20 warnings averaging 2.13 contacts per hour. Officers also stopped 40 individuals with \$75,088.00 in warrants and made 2 DUI arrests.

Border to Border Effort

The Utah Highway Patrol joined law enforcement agencies in six neighboring states for a Border to Border (B2B) event to kick off the annual Click It or Ticket seat belt campaign. Law Enforcement sent a zero-tolerance message to the public that driving or riding unbuckled will result in a ticket, no matter what state. Utah partnered with law enforcement agencies in Colorado, Idaho, Nevada, Wyoming, New Mexico, and Arizona.



March 2022 Nighttime Seat Belt Enforcement Mobilization took place March 25-27, 2022. Agencies were selected based on high nighttime crash rates and roadways that provided adequate lighting at intersections for nighttime seat belt enforcement. Twelve agencies participated, working 199 overtime hours focusing on occupant restraints. During these shifts, officers issued 73 seat belt citations, 104 seat belt warnings, one child restraint citation, and four child restraint warnings. Officers also made one DUI arrest, and 123 other citations were also given.

May 2022 Click It or Ticket Enforcement Mobilization took place May 23- June 5, 2022. The Click It or Ticket Enforcement message, coupled with Resist Death, made a prominent statement reminding motorists to buckle up. Thirty-eight agencies participated by working seat belt overtime shifts, and another eleven agencies pledged their support during regular patrols. Officers issued 1096 seat belt citations, 610 seat belt warnings, 26 child restraint citations, and 17 child restraint warnings. Officers also stopped 36 individuals with a total of \$14,650.00 in warrants, made 3 DUI arrests, and issued 658 other citations.

September Click It Or Ticket Rural County Seat Belt Enforcement Mobilization took place September 2-5, 2022, over Labor Day weekend in select rural counties. A total of 7 agencies participated and issued 79 seat belt citations, 23 seat belt warnings, six child restraint citations, and one warning. Officers stopped three individuals with a total of \$1800.00 in warrants and issued 40 other citations. This special enforcement effort was focused on the nine rural counties participating in the Together for Life rural seat belt project.

Enforcement of Utah's seat belt law is known to increase the usage of this life-saving device among motorists. By combining education programs, awareness campaigns, and enforcement mobilizations, Utah's seat belt usage steadily increases each year, contributing to more lives being saved.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1,

C-2, C-3, C-4, C-9, B-1, U-1, U-2, U-3, U-4, U-5, and U-9.

OP220404 Rural Seat Belt Use Program

The Rural Seat Belt Program completed its ninth year of creating positive behavioral change to increase seat belt use in rural communities. A total of nine counties, including Box Elder, San Juan, Sanpete, Cache, Carbon, Sevier, Tooele, Iron, and Uintah, participate in the project using the Positive Culture Framework model. This comprehensive approach incorporates three critical areas: leadership, communication campaigns, and strategic allocation of resources to cultivate the transformation of traffic safety culture, specifically seat belts. It is positivity-oriented and engages various stakeholders, including public health, traffic safety, local government, education, private business, and law enforcement.

According to the Centers for Disease Control and Prevention, motor vehicle crashes are a leading cause of death in the United States, and many people who were killed in crashes might have survived if they had been wearing seat belts. In many states, seat belt use is lower in rural areas than in urban areas. Until the last five years, rural counties in Utah had significantly lower seat belt use rates. During this program, seat belt observations show that rural county seat belt usage has dramatically increased, with several rural counties reporting higher usage rates than urban counties.

During FY2022, law enforcement, community, and school tool kits were completed for Iron and Uintah County. In addition, tool kits were redistributed to new employees overseeing projects and to new coalition and community members amongst the nine participating counties. New creative was completed during FY2021-22 and placed in the nine target counties throughout the year. Media included online pre-roll, YouTube, TrueView, Connected TV, Pandora, and digital displays. Existing creative was placed in local newspapers, movie theaters, and bowling alleys. Online engagement increased on the togetherforlifeutah.org website, where partners can access campaign creative, tool kits, radio spots, print-ready posters, and handouts. In addition, Iron and Uintah Counties received print materials, including posters, cards, and banners. County coordinators participated in multiple webinars and monthly conference calls with the UHSO program manager and Montana State University project guide. County Coordinators, law enforcement liaisons, UHSO staff, and MSU staff attended a 1.5-day training on Sept 28-29, 2022. This training was held to celebrate program successes, recognize challenges and find solutions, motivational interviewing, and coalition building. County coordinators also conducted local task force meetings in-person and virtually. Community outreach activities took place in the form of community celebrations, parades, and rodeos with Together for Life (TFL) PSAs and TFL banners displayed at county fairground locations. Other innovative activities included partnering with local businesses and distributing "Wear It For Me" and "Ask" seat belt cards to the public. The "Ask" card is in both Spanish and English languages.

The project will continue for another three years. Working with these counties has strengthened partnerships between law enforcement and key community leaders and helped to foster additional collaborative efforts to increase seat belt enforcement and compliance. Since the beginning of the pilot project in 2013, seat belt use has increased an average of 20 percent within these counties contributing to the overall statewide increase in seat belt use.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2, U-3, U-4, U-5, and U-9.

2PE220408 Seat Belt Observational Survey/Occupant Protection Program Evaluation

The annual Utah Safety Belt Observational Survey took place from June 6-18, 2022. Utah seat belt use for 2022 is 91.8% reporting a 3.6% increase from 2021. The survey was conducted in 18 counties, including Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Wasatch, Washington, and Weber. New site reselection was required for 2022, and an additional county (Wasatch) was added. NHTSA approved the survey design as conforming to the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340. A contractor and four surveyors assisted the HSO in completing this project. A total of 22,017 vehicle occupants were observed, including 18,037 drivers and 3,980 outboard passengers. Of the 22,017 observed vehicles, 29% were cars, 38% were sport utility vehicles, 25% were trucks, and 8% were vans. When examining usage by vehicle type, the study found that 92 percent of front-seat car occupants were belted, 95

percent for SUVs, 94 percent for vans, and 84 percent of truck occupants were using seat belts. Truck occupants, once again, had the lowest rate for any of the vehicle categories. Differences in seat belt use rates were found when comparing urban and rural counties and gender. Motorists in urban areas buckled up 93 percent of the time, whereas only 87 percent of rural motorists used seat belts. The rural county of Tooele had the highest seat belt use rate at 95.9%, followed by Summit County at 95.7%. Carbon County had the lowest usage rate at 80%. The survey shows females had a higher seat belt usage rate than males in all counties except Tooele. The greatest increase in male seat belt usage was in Sanpete County. Uintah County observed the largest increase in female seat belt usage. The largest decrease for both genders was in Millard County. The counties with the largest gender gaps were Sevier, Utah, and Wasatch.

Seat Belt Use*	Urban	Rural
All Occupants	93%	87.2%
Females	95.6%	91.7%
Males	91.0%	83.7%
Cars	93.9%	85.1%
SUVs	95.7%	92.7%
Trucks	85.6%	81.2%
Vans	94.8%	92.4%
Overall Seat Belt Use Rate = 91.8%		

**Utah Safety Belt Observational Survey, (18 Counties), June 2022*

Through activities and initiatives described above, this project contributed to Utah’s Highway Safety target B-1.

2CPS220403 Utah Child Passenger Safety Program

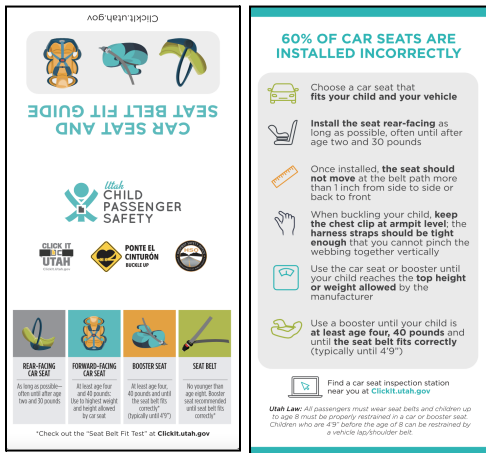
This project supports Utah’s comprehensive child passenger safety program. Activities include training, education, and outreach programs conducted throughout the State.

We had seven certification courses in Utah, which included two classes on tribal lands and a class with bilingual students in West Jordan. A Renewal Testing Course was held in March, where ten experienced technicians were recertified after COVID-19 took them away from the field. A total of 93 technicians were certified in the fiscal year 2022. One of the more difficult classes we have ever done was the class in November, and most of the 14 students that attended this class were bilingual, with Spanish as their primary language. We found that hands-on activities were the most useful in teaching the students. It took longer to get through the curriculum because of the language barrier, but the instructor candidate spoke Spanish, and we had extra instructors for support. Two courses supported the tribal population in Southeastern Utah and Northeastern Utah in Montezuma Creek and Fort Duchesne outside Vernal. Another instructor candidate native to the area taught at the Montezuma Creek course. We are happy to report that our instructor team is becoming more diverse and able to support all communities in Utah. The team met in February for an annual meeting and inventoried our seats. After adding one more instructor in the Salt Lake area, we now have 16 active instructors.

Utah maintains approximately 100 car seat inspection stations, including our targeted stations. A map feature on our website allows the public to access these stations at <https://clickit.utah.gov/car-seat-inspection-stations/>.

We started the year with the CPS Conference on October 5th, bringing 172 technicians to Salt Lake City for a day full of education with seven car seat manufacturers present. Six CEU credits were offered for recertification, including a checkpoint where technicians could pass off seats and serve the public.

The law enforcement pocket cards continue to be a resource and a guide as our car seat law is general, and more information is necessary to enforce the law. It identifies common car seat and seat belt errors they may see in the field and educates and encourages the caregiver to visit a car seat inspection station. These cards are distributed at monthly multi-agency task force meetings.



Safe Seats Save Lives is a pediatric education program that educates those in the medical field working directly with parents at well-child checks. Primary Children’s Hospital presented this program at system-wide pediatric service line meetings to providers throughout the Intermountain system. Shriners Children’s has reached out to pediatricians to teach the importance of using car seats for their patients and inform them of the specialized needs children with special healthcare needs may encounter. Shriners Hospital can assist families in meeting these needs. Shriners has participated in 83 events specific to car seats year to date, and Primary Children’s Hospital has participated in 119 events. Both hospitals are distributing measuring sticks and posters to pediatrician offices.

The HSO is encouraged by our progress in working with local hospitals. Magnets were distributed to all Intermountain Healthcare birthing hospitals. They were created to show the different stages of child passenger safety. We also use these at pediatrician offices to remind parents to get their car seats checked.

The project funding continues to provide child safety seats to targeted populations that serve low-income, homeless, head start programs, or refugee families. The Utah Highway Safety Office provided 195 car seats to 10 organizations that employ certified CPS technicians and serve low-income clients. We work directly with two refugee organizations that have CPS technicians on staff. We provide car seats to the refugee population who learn the law and the importance of keeping their children safe.

The project supported car seat inspection stations, mostly at the state’s 13 health departments. Health Departments and hospitals continue to do most of the car seat checks in Utah.

The project supported 16 grants with local health departments, two hospitals, and other partners representing 98% of the state’s geographic area. The state has additional inspection stations at hospitals, police and fire departments, insurance companies, and other various locations. Each local grantee can send the public to the clickit.utah.gov website to be educated about car seat safety and see videos about car seat installation.

The updated Click-it Club program is popular in the state’s elementary programs. With materials in both English and Spanish, the program is designed so that more schools can easily assess the materials, and health departments can be involved in making those resources available. Supplies are available for new programs when implementing a program, and the toolkit has many ideas for implementation. Because these resources are publicly available online, UHSO is unaware of how many organizations and schools are accessing our resources.

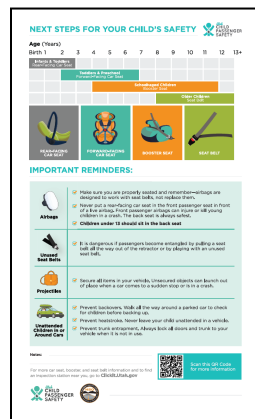
Partnerships with other community agencies are an effective way to meet community needs. UHSO grantee inspection stations collaborated with members of their local communities by participating on many boards and coalitions, including the Safe Kids Utah Executive Board, Safe Kids Utah Coalition, Local Safe Kids County Coalitions, and Injury Prevention Coalitions. Grantees also participated in the Utah Occupant Protection Advisory Board and the Zero Fatalities Planning Committee. Many local health departments serve on multi-agency task force coalitions to partner with other community organizations.

By promoting proper and consistent use of appropriate safety restraints beginning with an infant’s first ride home from the hospital, the groundwork is laid for caregivers to develop the habit of buckling up in child restraints and boosters on every ride. As infants grow into adulthood, feeding this habit through continual education is essential to reducing traffic-related deaths and injuries among all motorists.

Through the activities and initiatives described above, this project contributed to Utah Highway Safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2, U-3, U-4, U-5, and U-9.

Child Passenger Safety Week

In September, the UHSO celebrated National Child Passenger Safety Week with various media and educational efforts. For the first time, we provided installation videos and tips to a local social media influencer. An installation reel was posted on TikTok that received a lot of attention from the public. It received 427 views, 931 comments, and 34,000 likes.



The new resource we created for CPS Week was the “Next Steps Checkpoint Card.” This valuable resource was designed to be used as a guide when addressing the final items at the end of a car seat check. The card was shared with caregivers at CPS Week car seat checkpoints and inspection stations. Technicians were encouraged to discuss the next steps with the caregiver. One side is in English, and the other side is in Spanish. It includes a graph outlining best car seat selection practices according to age. Technicians were to write or draw on the image to visually show and discuss the “next steps” and best practices for the caregiver’s child. The last items listed on the check form are important information for caregivers to remind them about airbags, the dangers of unused seat belts, projectiles, and unattended children in or around cars. This card and a supply of CPS brochures were delivered to health

departments, hospitals, and major partners to use in their communities. Utilizing partnerships and distributing new resources statewide allowed Utah’s Child Passenger Safety Week efforts to be very successful in spreading this important message.

A press release, statistics, and links/websites were sent to media outlets and given to partners. In-studio interviews on ABC4’s Good Things Utah and FOX13’s The PLACE focused on transitioning kids from car seats to boosters and boosters to seat belts. KSL and Channel 2 reported on child passenger safety information, highlighting checkpoints and tips for caregivers.



Our partners received a comprehensive CPS social media tool kit one month in advance. They included the Booster Seat Social Assets translated into Spanish for both Instagram and Facebook to inform the Hispanic community. The media campaign included Facebook, Instagram, Pandora, and Radio, earning 1.9 million impressions and 12,458 clicks. On the clickit.utah.org website, web traffic to the Children Car Seat page increased by 9,657% from the previous month.

As a result of more activity on social media, answers to CPS questions were sent to community members on various subjects such as the purpose of rear-facing for longer, the reasoning behind retiring an expired car seat, and why loose straps are dangerous, as well as safety concerns on buses and RV’s.

OP220409 Hispanic Occupant Protection Program

This project has addressed traffic safety issues in three counties with a high Latino population - Salt Lake, Utah, and Weber. The Hispanic Occupant Protection Program focuses on seat belt use and proper child passenger safety. While each county is unique in its outreach efforts, all three counties educate adults, offer proper car seat education in Spanish, distribute occupant protection education materials, build partnerships and use Program evaluation.

UHSO contracted with a marketing firm to create a campaign poster and brochure designed specifically for the Hispanic community. This will be used to promote family seat belt use. These resources will be used in all three county programs and distributed next fiscal year. In addition, they will be available on the Pointe website.



Some highlights from this year include a social media campaign in May and a CPS Week campaign in September. The social media ads used for CPS were translated into Spanish this year. The May media buy was the Bring Us Together Campaign, and the September buy was for Child Passenger Safety Week social media and videos. In September, Spanish streaming audio on Pandora reached 64,942 people and received 204,164 impressions. The "Be There" video earned the highest CTR of any other creative. People connect with the family-focused story. Web traffic to the Ponte page increased by 2,868% from the previous month. Facebook was the top source of web traffic. "Be There" brought the most users to the website. Social received 458 post reactions, 42 shares, and six comments. The comments were primarily from users tagging the profiles of other people sharing the campaign message.

Each participating county was given a tent with Spanish "Pointe El Cinturon" messaging for use at local health fairs. The design was tailored to each Safe Kids Coalition and health department.

The Salt Lake County Health Department (SLCHD) helped sponsor the bilingual CPS class held in October and three inspection stations opened as a result of those efforts. Salt Lake County works with the Horizonte Education Center which is a progressive ESL instruction center and the Midvale Family Support Center which runs the LifeStart Village Transition Center where most families are without car seats as they transition into the housing program. Granite School Districts 28 Family Encounter Centers partner with the health department to provide Ponte classes and car

seat distributions. During this year, 279 car seat checks took place, 364 adults were educated, 346 children were educated and 354 car seats were distributed to low-income Latino children. 26 locations in Salt Lake County are currently conducting car seat classes and distributing car seats and boosters. 23 locations had 97% population speaking Spanish and three locations had families who spoke languages other than Spanish. The health department will continue to distribute print material and attend health and safety events.

The Utah County Health Department's local coalition continued to meet and collaborate. At a community Father's Day event with Centro Hispano, Utah County conducted a radio interview of what information was being provided at the booth. There were a lot of child passenger safety questions from those conducting the interview with enthusiasm and interest to provide such important safety information to those listening. CPS Week was promoted with Spanish posts on social media. 112 people were reached with messages about the placement of the retainer clip, no more than an inch movement of the car seat after installation; pick the car seat that fits the child and vehicle the best. There were 79 car seat checks, and 43 seats were distributed. There were 21 Spanish educational presentations/classes, and a total of 1,303 people were reached with this life-saving message.

The Weber-Morgan Health Department (WMHD) promoted the Ponte el Cinturón project through their local coalition, social media campaigns, including the health department's Facebook page, and with Click-it Club and Parent Night for their Hispanic students. Weber-Morgan has more schools with the majority of kids speaking Spanish that have Click it Club programs than any other counties in this project. Their county has a strong coalition that includes local school districts, UHP, local Law enforcement agencies, fire and police departments, Utah Safety Council, health clinics and hospitals, OWCAP-Head Start, a City Council Member, Weber-Human Services, Hispanic Community Health Workers, and Pediatric Clinic and others.

During the Jurassic Safe Kids Safety Fair, the Ponte Campaign was included. We conducted seat belt observations at the 7 High Schools in April/May, and the results show this in the high schools. Fremont:

Efforts to educate the Hispanic community are ongoing and include all HSO media campaigns and materials. All campaign materials are printed in Spanish as well as English. Media releases and social media posts are regularly utilized, both by HSO and by the health departments.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2, U-3, U-4, U-5, and U-9.

Impaired Driving Program

See the progress for the following performance measures starting on page 48.

C-1, C-2, C-3, C-5, U-6a, U-6b, U-12

6OT220301 DUI Enforcement, Checkpoints, and Support

In FY2022, this project funded 559 DUI overtime enforcement shifts worked by 64 different law enforcement agencies across the state. Additionally, UHSO continues to utilize State DUI funds (DUF) to support Highway Patrol and local law enforcement agencies' DUI overtime enforcement efforts. The number of overtime shifts worked with state funds increased compared to last year. Unfortunately, law enforcement staffing challenges continued in FY2022, including difficulties filling vacant positions and requiring officers to work mandatory overtime to cover regular duty shifts. This has substantially impacted the number of DUI overtime enforcement shifts being utilized. Law enforcement worked DUI overtime enforcement shifts during nine holiday high-visibility enforcement campaigns, three DUI checkpoints, six saturation patrols or special events, and four weekend saturation patrols in the month of June. Statistics for the year show that fewer overtime shifts were worked compared to last year and DUI arrests were also down with 140 arrests compared to 236 last year. Of those 140 arrests – 85 were alcohol, 46 drugs, and nine metabolites. There were 25 designated drivers; 4,919 vehicles stopped; 110 warrants served, totaling \$163,756.00; and 176 SFSTs performed. Officers averaged 1.67 stops per hour and 8.80 stops per shift and found 0.250 DUIs per shift. Most of the overtime shifts were worked along the Wasatch Front where data shows the most alcohol and drug-related crashes and fatalities occur. Additionally, more shifts were worked this year in rural areas of the state as the new regional law enforcement liaisons helped coordinate outreach efforts.

Multi-agency task force (MATF) meetings were used throughout the year to continue building and strengthening partnerships with law enforcement and encouraging ongoing support of our programs. The program manager regularly attended MAFT meetings to stay informed and encourage officers to support DUI high-visibility enforcement events. The program manager also attended several USAAV + DUI committee meetings to stay involved and aware of current and upcoming impaired driving issues and legislation. This project supported the program manager in attending the Lifesavers conference held in May of 2022 and other impaired driving-related training opportunities. The program manager also attended the Sheriff's conference this year to help promote the Impaired Driving program to police agencies throughout the state.

Utah's .05 BAC law went into effect on December 30, 2018. Utah is the first state in the nation to pass a .05 BAC law which has garnered a lot of attention throughout the nation. With several states starting to look at changing their BAC level to .05, many have contacted requesting information, including lessons learned and safety outcomes. As a resource, the Highway Safety Office has created a Report on Utah's 0.05 BAC law, updated quarterly with the most current information and data. NHTSA contracted with Dunlap and Associates to evaluate Utah's new BAC law, and the final report was completed in February 2022. Overall, the results from the study indicate that passage of the .05 per se law positively impacted highway safety in Utah. One of the biggest concerns was the possible impact of the law change on the state's economy. The study supported that none of the potential negative effects or concerns ever came to fruition. Alcohol sales and per capita consumption appeared to continue their increasing trends under the new law, as did tourism and tax revenues. Similarly, DUI arrests involving alcohol remained fairly consistent over the last several years and did not climb sharply after the law went into effect, as some had feared. Four years into the .05 BAC law, officers continue to do their job as they always have, arresting based on impairment. Statewide crash data shows that; alcohol-related fatalities declined in 2019 but increased in 2020 - 2021. Preliminary 2022 traffic fatality data shows an increase in all areas, including alcohol-impaired driving. Risky driving behavior, including driving impaired, continues to be a problem on Utah's roadways.

Drug-impaired driving is on the rise in Utah. In the future, efforts towards education and media campaigns focusing on drug-impaired driving will continue. UHSO entered its third year contracting with the Utah Public Health Laboratory's Toxicology Lab. The Highway Safety Office supported the lab by funding a toxicologist position focusing on DUI law enforcement casework. With the additional toxicologist on staff, the Laboratory can improve processes and increase efficiencies in regard to alcohol and drug testing, working to meet national standards and

recommendations. Quarterly reports were submitted, giving updates on the number of tests performed, results, and improvements made. The Highway Safety Office is consistently compiling and tracking the DUI toxicology data to find current and emerging trends. Kratom has been found to be a new drug trend in Utah. Kratom is a legal substance that can be found readily available in smoke shops or convenience stores. Tox results have shown Kratom could be a contributing factor in some DUI arrest cases, and the Utah Public Health Laboratory began tracking and reporting on Kratom this year. The agreement between the Highway Safety Office and the Public Health Laboratory is set to expire in February 2023. The program manager is in the process of updating and extending the contract for another three years to ensure we continue to gather and track important DUI drug and alcohol toxicology data.

Two years ago, NHTSA and the American Bar Association (ABA) launched a new initiative to fund State Judicial Outreach Liaison (SJOL) positions. The UHSO entered the second year of this two-year paid position which is being funded by the American Bar Association in partnership with NHTSA. The SJOL program was established to educate judges on the front line through peer-to-peer interactions. Responsibilities include educator, writer, consultant, and liaison with the judicial branch in Utah to share the latest research on impaired driving. Our second SJOL was hired in April of 2021. He reached out to stakeholders and counterparts to discuss Legislative enactments and priorities regarding impaired driving issues, the 24/7 sobriety program, DUI courts, and best practices for impaired driving cases. He attended USAAV + DUI committee meetings and met with the program manager monthly to discuss current impaired driving issues, talk about where he could be most helpful, and give updates on his progress in the position. He also met with the regional JOL to coordinate and share information on impaired driving issues around the region. Unfortunately, the current JOL unexpectedly resigned effective May 1, 2022, but stated he is still supportive of the JOL program and is willing to help facilitate a relationship between NHTSA, the Highway Safety Office, and the Utah Judiciary. He also said he will continue to be a resource to safety advocates as needed or requested.

60T220304 Impaired Driving Media Campaign

The FY2022 impaired driving media campaign utilized a combination of messages and media platforms throughout the year to bring awareness and deterrence to Utah's most risky drivers about the dangers and consequences of driving impaired. The UHSO campaign aimed to educate citizens about the lasting harms and risks of drunk and buzzed driving. It provided drivers with the tools and information needed to prevent it while supporting high-visibility enforcement efforts. The "Drive Sober or Get Pulled Over" is a nationwide, state-syndicated campaign successfully implemented over the last twelve months in Utah.

Halloween creative focused on the 'Last Chance' concept that featured a spooky character encouraging people to plan for a sober ride and not let this be their "Last Chance." For the Winter Holiday Impaired National enforcement mobilization and enforcement period, the 'Every Sip' campaign was reinvented with a holiday twist, launched during the Thanksgiving holiday, and continued through the end of the year. It showed two major consequences, one getting pulled over and ending up in jail and another more serious with losing your life. To remind Utahns to drink responsibly and choose a sober ride on Super Bowl Sunday, NHTSA creative was shared on social media platforms and encouraged our audience that "Super Bowl fans don't let fans drive drunk" and always to designate a sober driver or plan for a ride before you drink. In support of the St. Patrick's Day holiday HVE enforcement efforts, the "Don't Get Pinched" campaign was utilized, reminding Utahns that getting a safe ride home isn't luck; it's smart. In support of NHTSA's drug-impaired driving "420" campaign the message "Only our rocks should be Stoned" was shared on April 20th and reminded Utahns that if you feel different, you drive different.

The new "Resist Death" campaign launched Memorial Day weekend and continued throughout the summer and into the Labor Day National enforcement period. The campaign reminded Utahns that if they choose to drink, they should always plan a sober ride. Two videos were created and placed on social media sites. The first one showed a drinker in a bar arranging a sober ride through a ride-share app, and the other showed a person who just took some impairing prescription drugs arguing with "Death" that he doesn't drive when he takes his medication. Messages included "Resist Death," plan a sober ride, and "If you feel different, you drive different," reminding Utahns that any substance could alter their driving abilities.

In order to reach the intended audience with the allocated advertising budget, most of the campaign's efforts this year focused on digital marketing, utilizing social and online displays. Ads and digital billboard messages were created to encourage those who choose to drink to also choose a sober ride home. New this year was the placement of "Resist Death" cooler clings in convenience stores across the Wasatch Front. To increase coordination and partnership with stakeholders, including Law Enforcement agencies statewide, we continued providing social media toolkits with organic content posts as well as the campaign creative assets.

The campaign had nearly two million completed video views and had an average of 44% completion rate with Facebook providing the most completed views. Video completion rates were the lowest during the Winter Holiday "Every Sip" campaign. Results showed we were losing viewers around the 20 second mark of the 30 second videos. It was decided going forward to keep the video length at 15 seconds which proved to increase the number of completed views substantially. The total number of impressions for the campaign was 134,441,825 including 3,885,582 Facebook/instagram; 1,336,610 Pandora; 120,113,319 billboards and 9,106,314 cooler cling impressions. This year's campaign press events were covered by broadcast TV, online news, radio, and print media in multiple news clips with broadcast TV having an approximate local viewership of 1,165,056 with an estimate of \$118,833 in earned media coverage.

Two impaired driving media press events were held in FY22, but due to winter weather conditions, the Winter Holiday press event was held virtually. To kick off the "Every Sip has a Consequence" campaign for impaired driving, a press event was held December 16, 2021. Speakers included Dr. Wing Province, medical director at Intermountain Park City Hospital, who shared his experiences as an emergency medicine doctor, describing the debilitating and devastating effects that happen when driving impaired. Colonel Rapich with the Utah Highway Patrol also spoke, highlighting startling statistics and what drivers can do to prevent impaired driving consequences. Both emphasized the importance of making the right choice when it comes to drinking and driving during the holiday season. The virtual event was highly attended and included reporters from KSL, FOX13, KUTV, ABC4, iheartmedia, Deseret Digital, Telemundo and Univision. The virtual press event received great coverage with an approximate total viewership of 612,823 with an estimated \$49,663.39 in earned media coverage.

Ahead of the fourth of July weekend, strategically planned to avoid getting lost in other traffic safety events happening earlier in the summer, the Highway Safety office, along with DPS and UHP, held a media availability event on Thursday, June 30, 2022 at 10:00 am at Bingham Creek Library in West Jordan. Media were invited to interview Mayor Dirk Burton of West Jordan City and representatives from the Utah Highway Patrol as they gave a mid-summer report on traffic safety, highlighted the ongoing "Resist Death" campaign and discussed the change that needs to happen when it comes to driving on Utah roads. Key messages focused on how impaired driving crashes and fatalities are affecting communities around the state. West Jordan had unfortunately seen two impaired fatalities already that year. This event was a call to rally together and eliminate impaired driving. Visuals included a nine-foot cardboard cutout of the grim reaper, call to action poster, crash photos and law enforcement officers from the Utah Highway Patrol and other Salt Lake Valley area agencies. The press event was well attended and received great coverage with an approximate total viewership of 552,233 with an estimated \$69,169.32 in earned media coverage. .

As part of the campaign an Ad Effectiveness Survey was completed prior to the campaign kick-off and completed again after the campaign had ended. The survey targeted our identified audience and participants were asked questions about driving impaired and if they had previously seen ads about impaired driving and their effectiveness. The post campaign survey data showed lower recall/effectiveness than the pre-campaign survey. With the survey, they did not ask specifically whether those being polled drank alcohol, used recreational drugs or prescription drugs as a qualifier. The survey results may not be an accurate representation of reaching our target audience as 66% of those surveyed did not drink alcohol or use prescription medication. In the next grant year, instead of using Ad Effectiveness surveys, focus groups will be utilized for future research, where we can better engage those who more accurately fit within our target audience.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, and U-6.

6OT220309/ F24X220310 24/7 Sobriety Program

Utah's 24/7 Sobriety program started as a pilot program in Weber County on July 1, 2018. In the 2021 General Legislative session, additional modifications were made to the 24/7 Sobriety Program under HB26. The bill passed, making the program available statewide. The law went into effect on May 1, 2021.

The 24/7 program coordinator has worked hard to implement the program statewide and made substantial progress over the last year. There are now nine counties accepting individuals into the program. The participating counties are Cache, Weber, Davis, Summit, Utah, Sevier, Grand, San Juan, and Washington. Two counties accept individuals from other counties that are not set up yet. Wasatch, Tooele, and Kane counties are in the process of starting their programs, and several more counties have expressed interest.

This grant year, the contract with SCRAM for data collection and testing equipment was finalized, and the program purchased 88 CAM (Continuous Alcohol Monitoring) bracelets to help expand the program statewide. There are approximately 140 individuals enrolled across the state with a 99.5% compliance rate in daily testing. Approximately 80 individuals use the CAM bracelet, which measures alcohol consumption transdermally at remote locations.

As part of the 24/7 bill, the IDA (Impaired Driving Assessment Tool) was implemented to determine offenders' level of risk. Four IDA trainings were offered during the grant year certifying 23 new providers, totaling 57 IDA providers throughout the state.

Numerous training sessions were held over the last year. Presentations were given at the Defense Attorney's Conference, Prosecutor's Conference, and the Regional Judge's conference. Many smaller training events have been held with the participating counties. The 24/7 program coordinator had a booth at the Sheriff's Conference in St. George in September and connected with several Sheriff's offices throughout the state, which will be followed up on in the coming months. Additionally, the 24/7 program coordinator worked with the Highway Safety Office to create a webpage providing general information about the program and a list of participating counties.

Overall, the 24/7 Sobriety Program has received excellent feedback from everyone involved, with many individual success stories from those who have remained sober after the program was completed. The program continues to garner attention from prosecutors, Judges, and Defense Attorneys as the desired sentencing option for DUI offenders.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, and U-6.

6OT220306 SIP/TRACE/Youth Alcohol Suppression

The State Bureau of Investigation Alcohol Enforcement Team (AET) worked to reduce the incidence of underage drinking and over-service to patrons and to conduct source investigations for alcohol-related crashes. The AET conducted fifteen (15) TRACE investigations throughout the state during the grant period, substantially more than the previous year. One establishment was referred to DABS (Department of Alcoholic Beverage Services) for multiple violations of their alcohol license resulting from the investigation. Officers conducted ten (10) youth alcohol suppression operations at special events, such as outdoor concerts, raves, and sand dunes. This almost doubled what was done the previous year and resulted in 111 citations. The AET also visited 1494 establishments with Covert Underage Buyers (CUBS), which resulted in 174 sales of alcohol to minors and 174 DABS referrals for violations of alcohol licenses. This doubled last year's CUB operation efforts. In addition, the AET conducted 4 Serving Intoxicated Person operations, 57 Overt Alcohol Inspections, and 7 Covert Alcohol Inspections. The alcohol sale rate rose to 11.6%, a slight increase from 11% the previous year.

As a result of Covid-19 restrictions loosening up, more establishments and special events were open and operating at pre-pandemic capacity this grant year, allowing the AET to increase their efforts across the board.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, and C-5.

6OT220305 Traffic Safety Resource Prosecutor

The Traffic Safety Resource Prosecutor (TSRP) plays a vital role in supporting prosecutors, law enforcement, and other traffic safety and impaired driving partners in the enforcement and prosecution of impaired driving cases. In addition, the TSRP develops and maintains expertise in traffic safety-related matters throughout the year, provides training on impaired driving issues and other related traffic safety topics, and provides technical and other types of assistance.

In the FY 2022 grant period, the TSRP had a very successful year overall. Unlike the last couple of years, the TSRP was able to attend numerous national training conferences or webinars throughout the year. He attended two National Association of Prosecutor Coordinator Conferences, both having a specific Traffic Safety Resource Prosecutor (TSRP) breakout session. He also attended the national TSRP conference and the Lifesavers national conference this year. These are important conferences as this is a collection of the best trainers and national experts in the field and are very helpful for networking and gaining ideas of things to bring back to Utah to help officers, prosecutors, and policymakers keep our roads safer. The TSRP also co-chaired the planning committee for the national TSRP conference again this year, and the reviews were very good as to the quality of the conference. Additionally, the TSRP attended multiple national webinars on all topics relating to impaired driving and traffic safety issues this year.

The TSRP conducted more training sessions this year than the previous year. He conducted 57 training sessions this year as compared to 47 last year. However, the total number of people training dropped to 1570 from 1581 the previous year. Over the course of the year, a difference of 11 total attendees seems insignificant, but it shows he was teaching smaller groups on average this year compared to last year. Participants included prosecutors (530 total), law enforcement (917 total), and other traffic safety or court professionals (123 total).

The TSRP again presented the legislative update at the UPC Spring Conference this year. This session is always highly rated and much appreciated by Utah prosecutors and police officers.

The number of requests for assistance (and technical assistance) has remained very high, with an increase this year. The TSRP responded to 864 requests for technical assistance during the year. Last year the number was 804. Those requests are sometimes as simple as an email with a short response or sometimes take days or weeks of discussion, research, and follow-up. The TSRP blog was maintained and updated throughout the year with current information and a brief synopsis of relevant cases that impact traffic safety. The use of the UPC prosecutor forum also remained high. This is a great resource and service to Utah prosecutors, and it continues to receive excellent reports from prosecutors around the state.

The TSRP reported having to take a more proactive approach to get training sessions scheduled which was not the case prior to the Covid-19 pandemic. There could be multiple reasons for this, including people forgetting the available resources after being cut off from training for a year or more due to the pandemic, or continued staffing shortages in law enforcement agencies across the state. This is something the TRSP is aware of and continues to work closely with law enforcement partners in an effort to share resources, even if it's with smaller groups than attended in the past. Overall, it was a successful year with a lot of good things happening and more to build upon for the future.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, and U-6.

6OT220303 DRE/ARIDE/SFST/Phlebotomy

This project provided training to Utah peace officers to enhance their abilities to detect, arrest, and assist with prosecuting drug and alcohol-impaired drivers and with serving as experts within their agencies. Drug-impaired driving continues to rise in Utah and around the country. Law enforcement officers must have the resources and training available to improve their skills to identify and arrest these drivers. "Advanced Roadside Impaired Driving Enforcement" (ARIDE) training is one of those resources and was very successful this year. The total number of ARIDE classes taught for the year was nine, with a total of 178 students attending and completing the course. The

course aims to train officers to recognize impaired drivers under the influence of drugs or a combination of drugs and alcohol. The training is offered statewide, in as many locations as possible, to encourage officers in rural locations to attend and receive the training to benefit their agencies and communities. The goal was met and exceeded this year, and the ARIDE course remains popular with law enforcement agencies statewide due to the information and training offered.

One DRE school was held in April 2022. There was a total number of 18 students who attended and completed the course. In April, field certifications were held in Mesa, AZ, with fifteen of the classroom students attending and completing their hands-on DRE evaluations and passing the final knowledge exam. This project funded the DRE school, but the costs for the out-of-state field certifications were paid for with funds from a supplemental NHTSA grant awarded to the DRE program through the Governors Highway Safety Association. Two more DRE students completed their DRE evaluations through enforcement arrests or DRE certification nights. A total of six DRE cert nights were held utilizing AP&P offices over the course of the year. This is good news since last year, there were no DRE certification nights held in Utah due to the Covid-19 pandemic. Seventeen of the eighteen DRE students that completed the course became certified.

A total of three phlebotomy classes were held during the year, with a total of 25 officers becoming certified phlebotomists. This was under the year's goal of thirty, but each newly certified phlebotomist officer is an extremely valuable resource to their agencies and communities. Utilizing an officer phlebotomist saves valuable time in a DUI investigation and money saved by their agency and community. The investment is well worth the time invested in training the officer as a phlebotomist.

DRE callout overtime continues to be available, with nine DRE reimbursements paid out to law enforcement agencies for officers who conducted DRE overtime callouts. The need for DRE overtime remains low. Reasons for this may include many law enforcement agencies already have policies that pay their officers overtime, or they have a DRE already working and don't need to utilize the overtime available.

This project supported the project director in attending the Western States DRE coordinator and National DRE coordinator meetings. The project director also attended the IDTS annual conference in San Antonio, TX. In addition, the project sponsored the top student from the DRE school to attend the IDTS conference.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, U-6, and U-12.

Community Traffic Safety

See the progress for the following performance measures starting on page 48.

C-1, C-2, C-3, C-4, C-6, C-7, C-8, C-9, C-10, C-11, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U-4b, U-5a, U-5b, U-6a, U-6b, U-8, U-9, U-10, U-14, U-15, and U-16.

CP220207 Utah Safety Council Traffic Safety Program

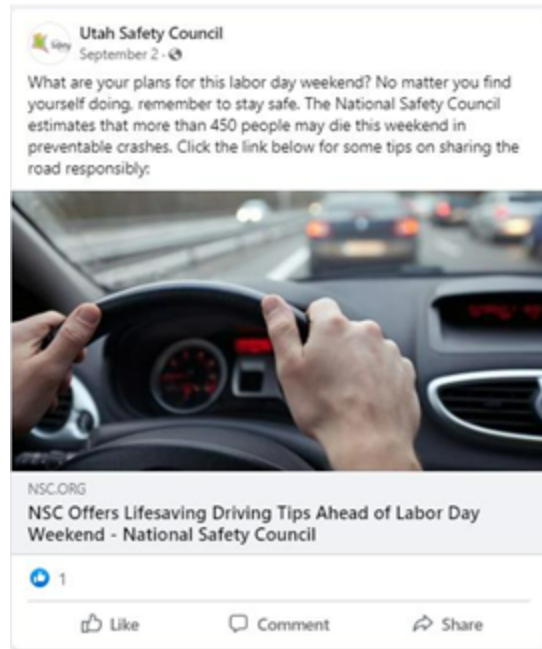
The Utah Network of Employers for Traffic Safety (NETS) continued to help reduce employee traffic-related injuries and deaths while saving companies time and money. During FFY2022, Utah NETS assisted more than 700 businesses in implementing safety-related traffic policies, programs, and activities in the workplace. Resources included fact sheets, safety talks, presentations, seminars, newsletters, and more. These diverse resources allowed each employer to design their traffic safety program suited to their employees' needs. The NETS newsletter continued to be published throughout the year, addressing seasonal driving tips and offering tips during traffic safety observations. They are also creating a new guidebook for employers to develop and enhance traffic safety programs within their workplace. Notable safety events attended include the CareFair in Salt Lake City, Autoliv Safety Day, Nelson Labs Safety Fair, and the Industrial Hygiene Conference. Each month, "Start with Safety" webinars were hosted, which promoted their defensive driving classes and Alive at 25 classes. Safety tips about various topics are also addressed, such as the 100 deadliest days, teenage driver safety, winter driving techniques, distracted driving, etc.

The Annual Awards meeting was highlighted with a continued focus on seat belt use. Companies with fleets are training on the importance of seat belts at work and home. The Metro Transportation Category award winner this year was Polo Lagaia with Ace Intermountain Recycling Center. Polo was able to drive a safe 2,000,000 miles on the road, setting himself apart from everyone around him by demonstrating leadership skills, being an educator and finally holding himself to a high standard of safety to ensure everyone around him is safe on the roads. The Long-Haul Category winner was Dan Sorensen with Barney Trucking. Known as "happy Dan," he is enthusiastic about safety and teaches everyone around him how to stay safe on the roads one way by participating in the Truck Smart program. The Achievement in Safety by an Organization award was given to the Utah Department of Transportation Incident Management Team Division, which keep traffic flowing and people safe in the event of an accident, car troubles, running out of gas, or any manner of road issues.

Through the "Alive at 25" program, also administered by the Utah Safety Council, traffic safety partners throughout the State worked to reduce the incidence of teen driver crashes and fatalities. The "Alive at 25" course was specifically developed to help reduce teen driver collisions, injuries, and fatalities caused by motor vehicle crashes.

Because seat belts are the single most effective traffic safety device for preventing death and injury, the seat belt course continued to be offered at the Utah Safety Council. This 30-minute (court-referred) course is used to help educate drivers and passengers on the importance of seat belt safety. This seat belt course is designed to educate community members. After taking the course, they can adjust the fine they pay for receiving a ticket. The Utah Safety Council is the online course administrator, developed with HSO's assistance.

The Utah Safety Council regularly hands out traffic safety booklets at events. This year, 3,500 child passenger safety booklets were given to local hospitals. The project director also became a certified Child Passenger Safety technician and can now provide that education to partners and families at events.



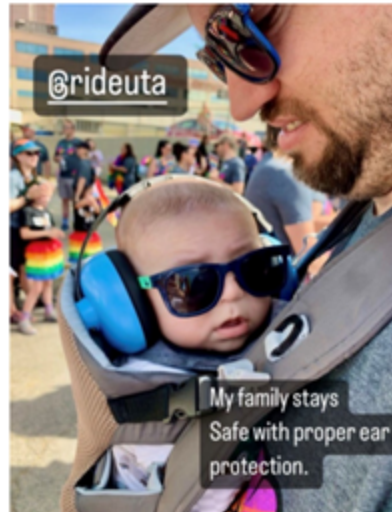
Through the activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3, C-4, C-5, C-9, U-4, and U-9.

CP220203 Operation Lifesaver Utah

Throughout FFY2022, the project provided public education programs to prevent collisions, injuries, and fatalities at highway-rail grade crossings. Utah Operation Lifesaver volunteers gave 858 presentations to 12,124 people from October 1, 2021, through September 30, 2022, a total of 858 volunteer hours.

Utah Operation Lifesaver partnered with UDOT, Zero Fatalities, and the Utah Board of Education to bring a one-hour virtual rail safety presentation online. Anyone can take this course, but the target is new drivers in Utah, Nevada, and Idaho. This is a resource for high schools that choose not to have in-person presentations or high schools that are located in areas of the state where volunteers can’t attend. The online presentation was completed 10,647 times during FFY2022.

Utah Operation Lifesaver volunteers also participated in 19 community events reaching 17,800 people during the year. Utah Rail Safety Week, September 12-18, 2022, was very successful. This year Utah Operation Lifesaver teamed up with the Utah Transit Authority (UTA), the Utah Department of Transportation (UDOT), and the Utah Department of Public Safety, which includes the Utah Highway Patrol (UHP) and the Utah Highway Safety Office (UHSO). Utah Rail Safety Week hosted a full week of educational, enforcement and outreach activities. The goal of Utah Rail Safety Week was to raise awareness for pedestrians, bicyclists, and motorists on keeping themselves safe around railroad tracks and at railroad crossings. This year’s slogan was “Use Brains Near Trains,” which included the following seven messages to stay safe. CROSS at designated crossings. KEEP off tracks. Even if you drop something. LISTEN for trains before crossing. REMEMBER, trains can’t stop quickly. STOP for flashing lights & gates. Don’t go around. WALK bikes, scooters & skateboards through crossings & stations. WATCH for a second train in both directions.



On photo contest weekend, prizes and gift cards were awarded to people taking pictures of safe behavior at railroad crossings and stations.

Utah Operation Lifesaver continued their sport-related collaborations through the year. They purchased advertising with the Utah Grizzlies housed at the Maverik Center in West Valley City (by TRAX light rail) and sponsored the Salt Lake Bees Safety Train. The train runs during all home games and was featured on the scoreboard video and public announcement over the PA system.

In 2021 (January-December), there were 14 grade crossing incidents resulting in 2 fatalities and 6 injuries, 5 trespassing incidents resulting in 1 fatality and 4 injuries, and 4 suicide incidents resulting in 4 fatalities and 0 injuries in Utah.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, and C-3.

CP220211 Zero Fatalities Safety Summit

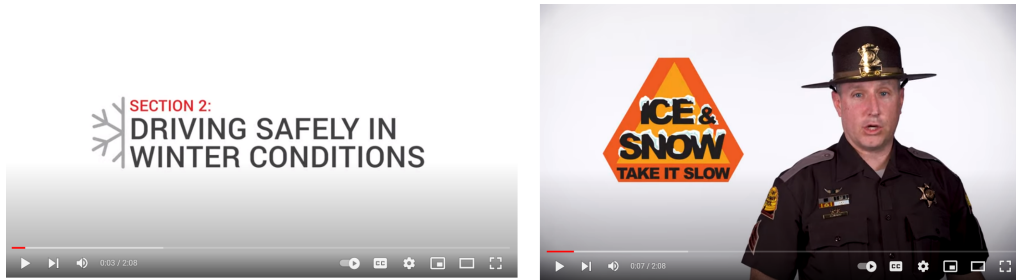
The Zero Fatalities Safety Summit is scheduled for April 24-27, 2023 at the Davis Conference Center in Layton, Utah. Planning for the Summit has been ongoing during FY2022. The Summit is designed to foster discussion and interaction between presenters and participants on a variety of topics, including the state's strategic highway safety plan, crash data usage, safety education programs, impaired driving, teen driving, engineering, safety restraint systems, pedestrian, bicycle and motorcycle safety, and enforcement opportunities, among others.

CP200210 Teen Driving Education and Outreach

This year, the Highway Safety Office produced a video for use in middle school health classes. The video, *Speeding is not a Game*, is part of the Pre-Driver Program video series. In addition to the video, a Pre-Driver Presentation was created and piloted in three different middle schools in May in partnership with Granite School District. A booklet and homework assignment was created for the students. The pilot was a success, and the Zero Fatalities Outreach team has decided to continue these presentations next school year.

It was determined that a winter driving resource was needed to teach students how speed can be a danger in winter conditions. In partnership with the Utah Highway Patrol, the Winter Driving Modules were designed to be used in Drivers Education classes. The five modules with slow down messaging consist of: 1) Prepare before you go,

- 2) Drive safely for winter conditions, 3) Take actions to correct a slide, 4) Follow the proper steps after a crash, and
- 5) Remember the Move Over law. The videos can be viewed on YouTube.



Through partnerships with Zero Fatalities, Highway Safety, Highway Patrol, and the Utah State Board of Education, the project has reached a greater number of pre-teens and teens. The goal was to educate pre-drivers, and teens that are learning to drive or have just been newly licensed that speeding is dangerous, reckless and sometimes fatal. The video meets the core curriculum requirements for the Utah State Board of Education health classes. We highlighted a local story of a teen who died in a crash caused by speeding. The teen grew up racing cars and was comfortable with speed. His parents were willing to tell their story so other teens can learn from their experience. <https://zerofatalities.com/pre-driver-ages-12-14/>

It was originally planned to hold 4-5 sessions of the Teen Driving Challenge (TDC). The Utah Highway Patrol was not able to run the TDC classes in the Spring and the Fall because of supply issues. There were not any extra police cars to spare. UHP is hopeful that they can resume these classes in 2023. Because of this, substitute activities were conducted such as Winter Driving Modules for new drivers. HSO also supported the Teen Memoriam Program and the creation of a video explaining the state's Teen Mobile Tracker, where parents can keep track of their teen's 40 driving hours. <https://www.youtube.com/watch?v=ZYjA4aFQ5xo>

Social media campaign we ran the last week of February, which was directed to parents of teen and teen drivers. This campaign was created for National Teen Driver Safety Week in October. At that time, information sharing was done through our partners. In February, HSO purchased social media to get the message out to the public. The campaign included Instagram and Facebook ads and three short videos.

The state's Teen Driving Task Force has continued to be a supportive group that shares the same objectives for teen drivers in Utah and supports efforts made in the individual organizations that make up the group. Utah Department of Transportation, Utah Department of Public Safety, the Zero Fatalities Team, Utah Highway Patrol, Primary Children's Hospital, Utah's Driver License Division, Safe Kids Utah, Utah Department of Education, Utah Safety Council, and many other partners work together and collaborate efforts to support teen driving.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-9, and U-9.

Vulnerable Roadway Users

Vulnerable Roadway Users continue to be an area of emphasis for the Utah Highway Safety Office. This area includes motorcycles, pedestrians, bicycles, senior drivers, and e-scooters. See the individual sections on the pages that follow.

Pedestrians and bicyclists are the most exposed in crashes on Utah roads. Between 2017-2021 vulnerable roadway users (pedestrians, bicyclists, and motorcyclists) were in 3.96% of all crashes yet accounted for 32.2% of fatal crashes. Attesting to this is the fact that pedestrians continue to be over-represented in fatal crashes in comparison to total crashes. 2017-2021 data shows that pedestrians only accounted for 1.3% of the total crashes but represented 15.09% of total fatalities. The increasing use of bicycles for transportation and recreation requires ongoing proactive efforts to continue to reduce crashes involving bicyclists. Bicycle enforcement was completed by the Salt Lake City Police Department on several roads with heavy bicycle commuter use. The outcomes of each time period and effort are listed below.

Motorcycle Safety Program

See the progress for the following performance measures starting on page 48.

C-1, C-2, C-3, C-7, C-8, U-7, and U-8.

MC220901/9MA220903/11X220903 Motorcycle Safety Media Campaign and PI&E

During fiscal year 2022, this project provided funding for several forms of media as part of its efforts to reduce motorcycle crashes and fatalities. Penna Powers continued to manage and update the "Ride to Live" motorcycle safety website, which focuses on what motorcyclists can do to keep themselves safe - focusing on strategy, skills, and gear.

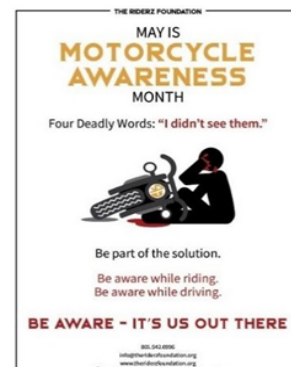
The 2021 lane filtering phone survey showed that just 36% of participants were aware of the term "lane filtering," and 69% recognized the concept once it was explained. Six percent of those respondents reported riding a motorcycle regularly, with the remaining being vehicle drivers. One-third of respondents have a negative impression of lane filtering, saying it is dangerous. In focus groups, participants said lane filtering could be "jarring" or "startling" when a motorcycle pulls alongside them, and they think there is insufficient space between the cars. As the Lane Filtering law continues to be a target of this project, much of the effort was focused on increasing awareness that lane filtering is legal and that motorists should watch for motorcyclists on the road. The media campaign ran May 23 - July 31, 2022, and reached 10.5 million impressions across all platforms. Lane-filtering videos created in the previous year were placed on the "Ride to Live" website, and media contractors hosted the Lane filtering social campaign. The campaign includes transit, radio, and digital audio ads.

Arizona now has a lane filtering law that went into effect this year, so partners from Utah and Arizona met to discuss issues and outreach efforts. Much of the creative from the Utah campaign was shared with Arizona.

The Rider Skills campaign ran from April 4th to August 21st with the 25% discount for rider skills courses continuing this year through Salt Lake Community College, Utah Riders Association, Harley-Davidson, and Dixie State (now Utah Tech University). The discount program is very successful, and redemptions are growing year after year. The Rider Skills page views increased 42% from last year, and over 12,000 users visited the site from Facebook ads. There was a peak in campaign performance in June from the Ride to Work Day campaign (06/20/22). The "Utah Rider Education Class" button was the top-performing conversion of the campaign, tagging others' in the comments as one of the top campaign engagements. On all three platforms, men 25-34 showed the highest response.

The project funded local efforts to promote motorcycle safety, rider skills, and rider knowledge. It supported the advocacy group The Riderz Foundation, which organized six events to promote motorcycle safety, lane filtering, and motorcycle awareness on Utah's roads. The Riderz Foundation hosted 8 Bike and Breakfast events, and 10 long-distance rides. It hosted weekly meet-and-greet group rides in 4 communities along the Wasatch Front, which are instruction events for motorcyclists who want to sharpen their riding skills. Along with this, they also updated their social media with motorcycle safety awareness links. Throughout the year they promoted the Ride to Live website and basic rider education courses during events and through social media.

Through activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-7, C-8, U-7, and U-8.



Senior Driving Safety

See the progress for the following performance measures starting on page 48.
C-1, C-2, C-3, and U-16.

CP220205 Senior Driving Safety

The University of Utah (U of U) Trauma program continued its outreach focus on keeping older adults safe in their vehicles. During the fiscal year 2022, the program grew into a statewide resource for injury prevention professionals. Yellow Dot has connected with Health Choice Utah and Health Choice Generations to provide supplies and materials during outreach activities. Central Davis County and Davis County Hospital continue to be partners in promoting the program, as well as Tooele County Health Department, Mountain West Hospital, Tooele PD, Orem City PD, and Cedar City Police and EMS. The University of Utah attended many events including in Hunter and West Valley, at the Area Agency on Aging in Southern Utah, and with the Professionals for Seniors in Northern Utah. Through word of mouth, three senior centers in Murray, Salt Lake, and Weber counties have hosted Yellow Dot presentations.

The University of Utah Adult Driving Safety website went live on Dec 1, 2021. Since then, there have been 4937 views of the page with 4718 users. Resources, yellow dot program, and safety checklist have been the top 3 views. Business cards and a roll-up banner were made with a QR code that connects to the website. A flyer in English and Spanish was created as well as a Spanish version of the Older Adult Driving book.



Older adult driver fatalities have been on the decline. At the end of 2021, older adult driver fatalities were 66 or 22.53% of crash fatalities. To date, in 2022, the totals are 33 deaths or 13.92% of fatalities.

Through the activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3, and U-16.

Pedestrian & Bicycle Safety Program

See the progress for the following performance measures starting on page 48.

C-1, C-2, C-3, C-10, C-11, U-10, and U-11.

PS210701/FHX210201 Pedestrian Safety PI&E

Pedestrian safety was promoted through partnerships with community organizations, advocacy groups, schools, police departments, local health departments, and Pedestrian Safety Task Force partners. Activities and outreach efforts were focused on reducing pedestrian injury and fatality rates. The Pedestrian Safety Task Force continues efforts to implement the Utah Pedestrian Safety Action Plan with specific tasks outlined under each of the seven emphasis areas- Data, Driver Education and Licensing, Engineering, Law Enforcement, Communication, Education, and Outreach, Legislation and Policy.

The program manager served on the pedestrian task force, which included Zero Fatalities, UDOT, the Health Department, public transit, and more. This task force helped plan the pedestrian safety summit. This summit was held in mid-September. This pedestrian summit also included a shoe memorial, a visual representation of the fatalities this past year.

The Driver Myths campaign was created to partner with the previous Pedestrian Myths campaign. This campaign targets drivers' behaviors near pedestrians or pedestrian zones. There are seven driving myths that individuals may get confused about, and the campaign explains the correct behavior and its reasons. Each myth has a mythical creature along with it to appeal to the younger target audience. The campaign directed people to the landing page. This site was linked with the pedestrian myths page, which tells people about common misconceptions about pedestrian safety: "pedestrians always have the right-of-way," "if a driver sees me, the car can stop in time," "if I step into a crosswalk, I don't need to pay attention to traffic," "light-colored clothing helps you be seen," and "pushing the pedestrian crossing button isn't necessary." Throughout the year, web hosting was continued for our pedestrian myths page. The driver myths page talks about the common misconceptions drivers have. Some facts include: "if you see someone you can't always stop in time," "you shouldn't pass a car that is stopped at a green light," "crosswalks are located at intersections even if it isn't marked," "blindspots don't only exist on the interstate," "pedestrians are just as likely to be out when it's dark," "just because the light is green, doesn't mean you should turn," "It's safe to check your phone at a stop light," and "it's never safe to be distracted, even at a stoplight."

This campaign ran ads all through October and September. Zero Fatalities is partnering with UHSO on this campaign.



Project funds supported targeted crosswalk enforcement efforts statewide. Twenty Five agencies participated in at least one of the statewide crosswalk enforcement campaigns to help enforce the school zone crosswalk law. Crosswalk enforcement shifts proved to be effective in educating motor vehicle drivers and pedestrians on traffic laws.

Through the activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3, C-10, and U-10.

PS210702 Bicycle Safety PI&E

This project supported outreach activities focused on reducing bicycle injury and fatality rates. Bicycle safety was promoted through partnerships with community organizations, advocacy groups, schools, and police departments. Bicycle safety skills were promoted; how to ride safely on the road, bike handling, proper hand signals, education about roadway signs, and rules of the road. The Highway Safety Bicycle Rodeo Program was used ten times this year and had over 1,250 kids participate. The Highway Safety Office hosted three bike rodeo events.

The project utilized the Road Respect program to educate cyclists and raise awareness among motorists about the best safety practices for sharing the road. Road Respect placed “Ambassadors” in two popular cycling events in key counties across the State to educate riders and lead by example. Cycling law cards were distributed to participants in the bags they were provided. The project also funded local efforts for law enforcement and health departments to promote bike safety within their communities. Three health departments and one police department received mini-grants to host a bike rodeo event and helmet fittings. Helmet fitting events distributed helmets to children that did not have one. During this project period, there were over 200 helmets distributed.

Through the activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3, C-11, and U-11.

PS210705 Youth Bicycle Education and Safety Training

The project supported the advocacy group Bike Utah’s Youth Bicycle Education and Safety Training (BEST) Program, which taught advanced bike safety concepts using a 4-day curriculum to 4th-7th graders. A combination of regular programming before the pandemic and temporary programming for 3,585 students at 48 sites. Alternatively to in-person instruction and a way to boost digital student engagement, the Youth BEST team created a TikTok filled with advice and challenges for riding. BEST also participated in 14 outreach opportunities all over the state. Bike Summit, volunteered at Free Bikes 4 Kids, held multiple bicycle repair days, hosted community mountain bike rides for underserved communities, taught Bike Utah’s first Adult Learn-to-Ride class, and built on a partnership with Wasatch Adaptive Sports to ensure adaptive bicycle availability whenever needed. In addition, the entire team became Licensed Cycling Instructors, which opened up the opportunity to teach Smart Cycling classes, a curriculum developed by the League of American Bicyclists that teaches bicycle safety classes geared towards older youth and adults.

Through the activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3, C-11, and U-11.

PS210704 Salt Lake City Police Department Pedestrian/Bicycle Safety Project

Salt Lake City Police Department (SLCPD) conducted a Pedestrian and Bicycle Safety Project that used enforcement, education, and outreach to reduce pedestrian/cyclist crashes within the city. The Police Department was able to conduct four bicycle rodeos as planned. The Department intends to continue rodeos in future years, utilize the bicycles for skills courses, and teach kids the importance of safety equipment. The SLCPD made eight social media posts about pedestrian and bike safety in the reporting period. Officers conducted 27 cyclist/motorist enforcement shifts in high cycling areas to educate the public on cycling laws. These shifts included violations that included jaywalking, not stopping at stop signs or lights, cyclist/scooter/motorist education, and crosswalk enforcement.

Through the activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3, C-10, C11, U-10, and U-11.

Police Traffic Services

See the progress for the following performance measures starting on page 48.

C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U-4b, U-5a, U-5b, U-6a, U-6b, U-9, U-14, and U-15

PT220101 Police Traffic Services and Equipment

The Police Traffic Services and Equipment Grant provided High Visibility Enforcement shifts and equipment to law enforcement agencies in Utah to increase traffic safety efforts. 21 Officers representing Weber County Sheriff's Office, Box Elder County Sheriff's Office, Sandy City Police Department, and Utah Highway Patrol participated in the Advanced Analysis Reconstruction course during this grant year. This course benefits crash investigations by providing investigators with skills to comprehensively analyze and reconstruct almost any motor vehicle crash.

Equipment applications submitted by agencies provided data-driven problem identification in their jurisdiction. 16 Police Departments received traffic safety tools/equipment. This year we funded 25 Radars, 5 Lidars, 5 Speed Trailers, an Event Data Recorder, and 2 Speed Signs.

Speed has been a continued concern, and in conjunction with the equipment issues, speed enforcement shifts were issued to 15 agencies, in which officers worked 228 shifts and made 2,642 contacts. During these shifts, 1,604 speeding citations and 790 warnings were issued to speeding drivers. These numbers were gathered from agencies participating in quarterly High Visibility Enforcement shifts throughout the 2022 fiscal year, and NHTSA's "Speed Wrecks Lives" campaign and High Visibility Enforcement from July 20 – August 14, 2022.

Through activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, U-1, U-2, U-3, U-4, U-5, U-6, U-9, U-14, and U-15.

DD220807 Richfield Police Department Distracted Driving Campaign

The Richfield Police Department used enforcement shifts to educate and conduct traffic enforcement in educating, citing, and warning offenders of various traffic violations, including Distracted Driving. Efforts were impacted due to Richfield seeing another year of high turnover within the department, making it challenging to cover High Visibility Enforcement shifts. Richfield worked 17 High Visibility Enforcement shifts, stopping 123 vehicles and issuing 130 citations and warnings.

Richfield PD continued to make it an objective to educate all drivers on the dangers of driving distracted when conducting traffic stops and used some of the enforcement shifts or part of the shifts to educate the public and school-age students about driving distracted. This included allowing them to use go-carts in a controlled environment with first-hand experience in trying to drive while being distracted.



Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-9, U-6, U-9, U-14, and U-15.

DD220806 Salt Lake City Police Department Distracted Driving Campaign

The Salt Lake City Police Department (SLCPD) continued targeted enforcement and community education to decrease distracted driving accidents and deaths. SLCPD completed 27 overtime enforcement shifts throughout the 2022 fiscal year, making 342 contacts with the community and issuing 355 citations and warnings.

The police department utilized its social media accounts to post messages on social media every quarter regarding the dangers of distracted driving. SLCPD produced an educational video regarding the dangers of distracted driving.

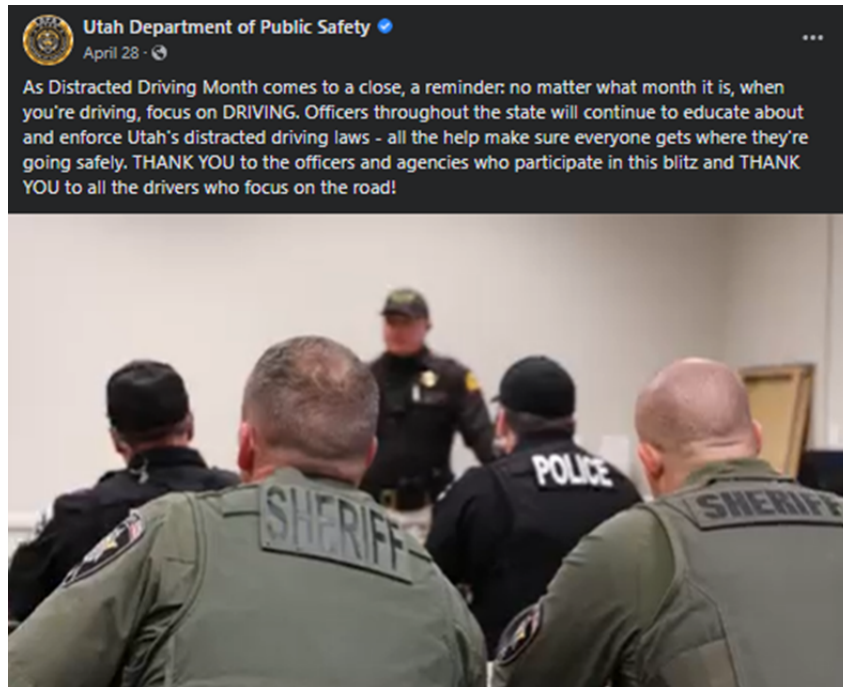


Through the activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3, C-9, U-6, U-9, U-14, and U-15.

DD220808 Distracted Driving Enforcement

The Utah Highway Safety Office's Distracted Driving grant focuses on High Visibility Enforcement (HVE) efforts during NHTSA's National Distracted Driving Awareness Month and quarterly throughout the grant year. In April, 18 agencies participated in 83 High Visibility Enforcement shifts to educate the public on the dangers of driving distracted, while media efforts informed the public that officers would be out looking for distracted drivers. A total of 20 agencies participated throughout the year, not including the Utah Highway Patrol, making 1,659 contacts with the motoring public and issuing 1,846 citations and warnings.

Distracted Driving info-graphic cards were updated and distributed to participating police agencies to continue to educate the public on the laws, causes, and results of distracted driving.



Through the activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3, C-9, U-6, U-9, U-14, and U-15.

CP220204 UHP Public Information & Education (PI&E) / Adopt a High School

The “UHP PI&E/Adopt A High School” program is responsible for educating and promoting traffic safety to students at participating Utah high schools. The program still struggled to get participation from many schools. However, things began to improve as many pandemic restrictions were lifted and students returned to in-person classrooms. Three schools partially participated in the program. Additionally, Troopers presented in many driver education classes throughout the school year. Troopers continue to have the goal of getting into every high school in the state.

Throughout 2022 Sergeant Bishop, the PI&E program manager, participated in more than 150 different events, presentations, and classes throughout the year, with a vast majority between June and September. The events included driving cars in city parades, bringing the seat belt convincer to city summer events, and many “Nights Out Against Crime” events. These events ranged from Kanab to Vernal, St George to Logan, and all across the Wasatch Front.

Sergeant Bishop also participated in several annual media events, including an anti-impaired driving event and a winter driving social media campaign. Additionally, working alongside the Public Affairs office has given further visibility to the program and branching out to other divisions within DPS and other agencies statewide.

Sergeant Bishop spoke at several traffic safety conferences this year, including the Utah Public Safety Summit, Utah Driver’s Education Teacher’s Conference, and the 2022 Uniformed Safety Education Officers Workshop. He attended with State Troopers from across the country, learning and presenting the challenges motorists experience throughout the US.

PI&E also teamed up with UHP Recruiting and attended several recruitment events throughout the year. These events’ purpose was twofold: first, to get the UHP brand out to the public to increase visibility and potential recruits and help spread traffic safety messages in various venues and areas throughout the state.

Sergeant Bishop also worked with several field sections on special enforcement projects. For example, Bishop took part in a distracted driving blitz that yielded an incredible amount of traffic stops that allowed troopers and officers from several agencies to provide educational opportunities to motorists violating the state's distracted driving laws.

PI&E also partnered with the Highway Safety Office, UHP, and Zero Fatalities in developing new tools for Drivers Education Classes throughout the state. In addition, a winter driving presentation that will help young and inexperienced drivers be prepared for the constantly changing road conditions during the winter months was developed in partnership with the HSO and Zero Fatalities.

While some difficulties remain from the lack of school participation, the UHP PI&E program is excited about the future goals and initiatives to reduce fatalities on Utah roadways and make the roads safer for all users.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, U-1, U-2, U-3, U-4, U-5, U-6, U-9, U-14 and U-15.

CP220212 Crash Reduction Task Force

The Crash Reduction Task Force aims to educate the public through enforcement and education on the importance of safe driving and to change the current driving behaviors that are causing an increase in serious injury and fatal crashes. The campaign tagline this year was "Drive Safe, Utah. It's for all of us."

The official kickoff of the CRTF was in the summer of 2022. The kickoff consisted of three videos depicting safe driving behaviors in an urban and rural environment, and one video was done in Spanish. These videos and audio messaging were put out on social media platforms, including Twitter, Facebook, TikTok, and YouTube, and connected TV and music streaming services, such as Pandora and Spotify.

Billboard space was purchased with traffic safety messaging and placed on roadways leading into Utah and throughout the state. Airport messaging was purchased to be displayed on the digital monitors in the baggage claim areas in the Salt Lake and St. George Airports, and a hanging banner was placed in the baggage claim area of the Cedar City Airport. These safety messages are intended to remind everyone who sees them before leaving the airport to follow the traffic laws and to drive safely while visiting Utah.

The CRTF provides overtime money to law enforcement agencies for traffic enforcement based on data provided by agencies that show a problem area in their jurisdictions in any of the 5 HSO program areas. The CRTF also provides overtime funds to law enforcement and community partners for educational programs and community events emphasizing traffic safety education.

The CRTF teamed up with the HSO DUI and Occupant Restraint Program Managers and promoted the media campaign utilizing the "Grim Reaper" with the "Defy Death" and "Resist Death" messaging. The CRTF purchased four 8-foot Grim Reaper displays and two 4-foot Grim Reaper displays. The displays had the Defy Death and Resist Death message on them and were shared with local Police agencies and the DLD to be placed in their lobbies to promote sober driving and seat belt use. In addition to the lobby displays, the CRTF purchased drink coasters and napkins with the campaign messaging. These items were given to numerous bars and restaurants to be distributed to patrons when alcohol was purchased, with the ultimate goal of encouraging drinkers to arrange a sober driver/ride share to get home safely.

The CRTF partnered with the Ogden Raptors Professional Baseball Club. The Partnership provided traffic safety messaging to attending fans and fans listening to the game broadcasts. Items included an 8' x 16' outfield wall sign with a traffic safety message. A full-color logo and safety message are displayed on the video board at Lindquist Field. A full-page color ad in all game programs. Nightly public address announcements throughout the game, reminding fans to drive safe. HSO and DPS Logo identification on all printed tickets. HSO and DPS logos on all pocket and magnet schedules. HSO and NHTSA Logo identification on all game programs. Full commercial ads during every home broadcast on streaming radio and video production of all 48 home games. HSO was branded on all player poster giveaways as the presenting sponsor. The HSO received social media posts throughout the season and links to the HSO and DPS social media outlets. The HSO was given access to select home games to set up a table/booth on the concourse to distribute traffic safety information. The HSO and DPS were offered two home

games to sponsor a buyout game and provided 2,500 game tickets to be distributed to DPS employees, law enforcement, and community partners.

Through activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, U-1, U-2, U-3, U-4, U-5, U-6, U-9, U-14, and U-15.

PT220102 Multi-Agency Task Force (MATF)

The multi-agency task force meetings continued to support the HSO's traffic safety enforcement campaigns and education programs among law enforcement agencies and partners along the entire Wasatch Front. The task forces met eight times during the 2022 fiscal year and received training and education regarding enforcement and education efforts to be passed to their agencies to further the work. Overtime shifts were handed out through the task forces for DUI, seat belt, and pedestrian shifts. DUI saturation patrols and checkpoints were also conducted. This has enabled the Highway Safety Office (HSO) to get its message out to entire police agencies, from the chief down to the line officer.

The Utah Driver License Division gave notable training in FY22 with information on the new Utah driver's license. FMSCA gave a presentation on commercial motor vehicle inspections and enforcement for the general patrol and traffic officer. Todd Soutor from State Mental Health provided information and recourses on dealing with mental health, both for individuals in police contact and also for police officers. Lee Perry with the Parsons Group presented on Traffic Incident Management (TIM). This information is crucial for all types of incidents that involve traffic and all types of responders on the scenes to keep them safe. Sgt. Mark Thompson with UHP gave a presentation on Distracted Driving and provided tactics for officers to use to identify and stop a distracted driver. Matthew Slawson, PH.D., Chief Forensic Toxicologist, discussed the procedures and capabilities of the State Crime Lab and what they can do for law enforcement agencies. Tyson Skeen, the TSRP, discussed the recently passed legislation and updates on traffic and DUI-related bills.

The multi-agency task force meetings continued to be a significant asset in promoting communication and partnerships in traffic safety campaigns, training, and efforts among law enforcement agencies and partners throughout the Wasatch Front.

Through activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, U-1, U-2, U-3, U-4, U-5, U-6, U-9, U-14, and U-15.

PT220103 Law Enforcement Liaison Expansion

The Law Enforcement Liaison Program has continued to foster communication and partnerships with rural agencies across the state. Law Enforcement Liaison (LEL) members continued to disseminate program information regarding traffic safety campaigns, training, and efforts throughout the state's rural regions. LELs are vital in building new partnerships in these rural areas and maintaining strong connections. The LEL grant has been essential in connecting rural agencies to program resources to make our roadways safe, including providing four radars to four police agencies and many overtime enforcement shifts worked supporting various program goals.

On September 1, 2021, the HSO LEL set up in-person meetings with 4 of the 5 Regional LELs, and traveled to and met with the Regional LELs. Being new to the position, the HSO LEL provided them with information on what the HSO had to offer and gathered information on what they needed to do their job successfully.

The Regional LELs are sent the National LEL Traffic Stop email weekly, containing training opportunities and informational articles. The Regional LELs are invited to the MATF monthly traffic meetings/training and may attend in-person or virtually.

Through activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, U-1, U-2, U-3, U-4, U-5, U-6, U-9, U-14, and U-15.

Traffic Records Program

See the progress for the following performance measures starting on page 48.

C-1, C-2, C-3, C-4, U-12, U-13

3DA220501 Crash Information Management System

This project has continued to improve the accuracy, completeness, and accessibility of the crash file database using a multi-tiered approach. The Traffic Records Program Manager continued with technical outreach and education to law enforcement throughout the state. The HSO continued its partnership with the Utah Department of Transportation and the University of Utah to continue the growth of the (UTAPS) program.

UTAPS is developing a new UTAPS System - the team has been developing a new system to replace the current one, including the back-end, middleware, and front-end interfaces. This new system has been heavily supported by the Systems Administrator and the Database Administrator, who have developed the infrastructure and the components using package versions with long support timeframes, intending to replace the current system built on versions reaching the end of technical support. In addition, the new servers will be contained within a newer, more secure network within the University of Utah's UIT umbrella, as the current network will be phased out as part of standard modernization activities. The server setups have been completed, including firewall rules, ports, and connectivity. In addition, all components, from the database to the Django applications and the corresponding web pages, are currently under testing. The team has verified that the automated daily loading from DTS's SFTP works appropriately, the web front tables are updated based on the new daily records, and the outcomes of the QC process in the new system match the outcomes from the current production system, indicating that all components (both internal and external) are adequate. The team will open access to the new system to our core group, including UDOT and DPS, at the beginning of the year for further testing. The current and new systems will operate in parallel until a permanent switch is deemed appropriate.

The traffic records team and their partners have greatly improved integrating data into (UTAPS) our data warehouse system at the University of Utah. The team received positive news on the agreement to receive citation data from all enforcement agencies statewide. From each citation, the team receives the following fields: PS case number, citation number, occurred date, submitted date, violation code, severity code, citation coordinates, submitting agency, reporting agency, and arresting agency. The citation data will be used to provide agencies with an interface where they could query their crash and citation records. In part, this interface will provide similar capabilities as the application developed in previous years for UHP, but will allow for further querying, will identify quantitative metrics to guide enforcement performance, and will use a more modern set of web pages and tools part of the new UTAPS system being developed. UTAPS has also continued to work on updating the usRAP project. They are currently working on finishing the state route coding updates for the WFRC region to produce a final set of pedestrian and bicycle exposure and risk assessments. This work is intended to be available before agencies open a contractor selection phase for approved SS4A projects, so the data can be used as part of the resources provided to quantify potential countermeasure benefits. To date, all segments from WFRC have been assigned a corresponding folder and image frame from Mandli, and the coding revision has started. The completion of WFRC segments is expected within the next 4-6 weeks, so the team can rerun the pedestrian and bicycle risk analysis and provide final estimations to UDOT, and ultimately to WFRC.

UTAPS continues to provide several services to the HSO and partners, including a database table with a running set of crash records dating back to 2010. The database has a 24-hour timeline for new crashes received from DTS. The University of Utah team has five hourly undergraduate and two graduate students performing quality control and assurance protocols on all crash reports.

The Highway Safety Office continued its partnership with Numetric to provide an online interactive crash summary dashboard. The data used in this system is from UTAPS and is always current. There are 17 workbooks for the crash summary system available on the Highway Safety website. The workbooks cover the Utah crash summary, fatalities, drug & alcohol, teen drivers, pedestrians, etc.

The Traffic Records Team provided crash report training through virtual meetings and face-to-face meetings to all Law enforcement agencies at their request. The crash training PowerPoint and the updated DI-9 training manual were provided to several agencies throughout the year. The Traffic Records Team has also begun sending out a biweekly crash report reminder email to all law enforcement agencies. This email helps give the reporting officers helpful tips and reminders of issues on the crash report.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, U-12, and U-13.

TR220105 Traffic Records Coordinating Committee

The Utah Traffic Records Coordinating Committee (UTRCC) Coordinator maintained, monitored, and coordinated the Traffic Safety Information Systems Strategic Plan, as well as the operation of the UTRCC. The Traffic Records Program Manager held breakout sessions with all current UTRCC members to review their performance measures and assist in creating new measures for the Traffic Records Strategic Plan for FY2023.

The traffic records team created a Crash Report Update Committee. The committee has held two meetings to start and continue the process of updating the existing crash report. These meetings were held on June 21st and September 27th. During these meetings, the team reviewed the MMUCC values and a list of values provided by committee members to see what we currently do not have and discussed what should be added to the report. The next meeting will be held in January 2023.

Timeliness is still important, and the Highway Safety Office continues working with the agencies to submit all crash reports within the two-week window; our current permanence measure for crash report timeliness is six days, improving by 33 % from 2021.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, U-12, and U-13.

3DA220502 EMS Pre-Hospital Data Reporting

The prehospital data reporting project has been active since 2006. Since then, the Bureau of Emergency Medical Services and Preparedness (BEMSP) (Utah Department of Health) has made great strides in improving its data systems. In 2006, the reports were handwritten and entered into a DOS-based program. Now, the data system is electronic submissions capable of data analysis and managing trends. The project's purpose in FY22 was to improve timely data entry into the State Trauma Database, increase the accuracy of the prehospital data, integrate internal and external data systems, and increase accuracy and compliance with NEMSIS through utilizing Image Trend Data Systems.

Timely data entry into the State Trauma database has improved with changes to the data submission rule, from 6 months to 3 months, with only 3% of individual records being created longer than 30 days. There has been an increase in the accuracy of ePCR data by providing training to EMS personnel on the ePCR system and linked licensure database. ImageTrend continues to provide monthly training for system administrators and end users on updates for both licensing and prehospital. UDOH monitors data submissions and identifies agencies with high rates of data rejection. UDOH provides training to those agencies to ensure their data is accurate and meets national/state standards. A user FAQ/Help Guide has been created and posted on the trauma system website and is sent to each new user.

Training has increased the accuracy of reported prehospital data from providers and is provided by BEMSP staff on the ePCR and linked licensure database for direct entry users and 3rd party vendor agencies. Training has been provided statewide to EMS agencies, as needed, on timeliness, import issues, accurate data entry, and completeness of reporting, with in-person visits made to those agencies that need additional hands-on help. Data is monitored daily for accuracy, and reports are sent to agencies weekly on data entry errors, record counts, and missing information. As issues with reporting are identified, agencies are contacted within three days of identifying the issue to set up meetings to determine reporting issues and to train providers correctly. New agencies are contacted immediately to begin reporting correctly, and timely, to the ePCR system.

Utah continues to increase the number of systems integrated with prehospital data (i.e., trauma registry, emergency department data, outpatient, cardiac, stroke, STEMI, pediatric, and crash repository). CARES (Cardiac care) data is moving smoothly from the prehospital site to their system and has been since 2017/2018. Work continues within UDOH to create a master patient-linked database (DOHMPI) with Trauma, ED, Inpatient, Vital Records, and EMS records but is hindered by how data can be shared even among UDOH systems. BEMSP is working with the legal department to get changes made to rules and laws that would permit data sharing. BEMSP and OHCS (Office of Healthcare Statistics) have been successfully sharing, sending, and linking Utah Health Information Network medical records data to EMS data to link to patients' existing medical records. The success of this linkage will hopefully assist the future CRASH/BEMSP linkage. BEMSP is looking into linking COVID-related medical procedures back to the disease-tracking system.

Bureau staff have trained and transitioned 100% of Utah agencies to ImageTrend Elite (v3) and any new ones that become licensed. During this grant period, staff continued working with one software vendor that struggled to comply with the NEMSIS v 3 data standard. Bureau staff continue to work with feedback from all agencies and vendors to update the state's system. Corrections have been provided to Utah BEMSP program staff to ensure our records are accurately captured and provide quality data. Work has been completed within UDOH to move legacy v2 data over to an in-house database, and the data is available in Cognos for reports. As new EMS agencies are established or agencies switch vendors, the Bureau continues to work with them to ensure they have a v3 standard system and are properly setting up and entering data.

The UTAPS-CRASH data integration project began in November 2016. Progress has been slow on this project for various reasons, such as staffing, schedules, and miscommunication. Fourth-quarter 2020, progress picked up as communication increased between ImageTrend and UTAPS. Following a directive from the UDOH privacy officer, an IRB was created and submitted to permit the University of Utah to access the data for UTAPS. Once it was completed and reviewed by the IRB committee, it was deemed not necessary. A data-sharing agreement was then drafted and submitted for signatures to get the data exchange moving forward. While getting the data-sharing agreement approved, it was brought to our attention that the UDOH could not sign or provide UTAPS with any data due to the state's data-sharing law. Due to this, we have decided to put this project on hold until we can update the state's data-sharing law.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, U-12, and U-13.

202222 Fatality Analysis Reporting System (FARS)

Fatal crash information was researched, collected, interpreted, and analyzed. Information was entered into the FARS database for state and national statistical analysis. Information was provided to fulfill requests from the news media, governmental agencies, and other requestors regarding Utah traffic fatalities and statistics. The FARS analyst worked with stakeholders to ensure all fatal crashes met the standard criteria. The FARS Analyst analyzed all fatal crashes, coding and documenting information into the FARS database.

The FARS analyst and the FARS supervisor attended all required training virtually or in person. The traffic records program staff attended Multi-Agency Task Force Meetings (MATF) to train law enforcement on crash reporting. They have also provided several law enforcement agencies with their updated DI-9 training manual and the updated crash report training PowerPoint. They have also continued working with Regional Law Enforcement Liaisons (RLEL) to open the lines of communication between urban and rural agencies.

Through the activities and initiatives described above, this project contributed to Utah Highway Safety targets C-1, C-2, C-3, C-4, U-12, and U-13.

Evidence-Based Enforcement

Evidence-Based Enforcement Plan (E-BE)

Enforcement is an essential component of comprehensive traffic safety initiatives to reduce traffic crashes, injuries, and fatalities. Each UHSO Program collaborates closely to align projects, reduce redundancy, allocate resources wisely, and strengthen programs overall. E-BE Plan strategies use the “National Highway Traffic Safety Administration’s Countermeasures That Work” recommendations to ensure evidence-based strategies for the focus area.

Occupant Protection

In the last five years, over 30% of vehicle occupants killed in Utah crashes were unrestrained, showing that occupant protection with seat belt enforcement is key to reducing the tragic loss of life. The goal is to use enforcement and other evidence-based strategies, such as advocacy, innovative messaging, and outreach, to target hard-core non-users to reduce unrestrained fatalities.

Since the primary seat belt law was passed in May 2015, the observed seat belt usage rates increased from 83.4% before the PSB law to 91.8% in 2022. That leaves 8.2% of Utahans, more than 277,000 people, who still choose not to wear their seat belts. Education and enforcement are vital to show the utility of the law and will continue to be major components of the UHSO for the next fiscal year. Modifications have been made to the E-BE Plan by including focused patrols to high-risk areas such as rural counties and areas with high crash rates.

To reach the goal of zero fatalities and increase overall traffic safety, diligent efforts for seat belt enforcement and other countermeasures are needed. State and federal funds are carefully distributed to the occupant protection program to address unrestrained occupants and increase seat belt usage rates.

The outcomes of each enforcement effort are listed below.

November 2021

Thanksgiving Holiday Travel Click It or Ticket seat belt enforcement was performed by the state’s law enforcement partners. Through the outreach and networking of the UHSO Law Enforcement Liaisons, all law enforcement agencies in Utah were contacted to discuss the mobilization efforts, assign overtime seat belt enforcement patrols, and ask for their pledge of support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.

Outcomes:

Reporting Period	November 24-28, 2021
Agencies	41
Hours	997
Seat Belt Violations	1,034
Citations	589
Warnings	445
Child Restraint Violations	44
Citations	24
Warnings	20
DUI Arrests	2
All Other Violations	1,498

March 2022

Nighttime seat belt enforcement took place March 25-27, 2022 during the nighttime hours of 6 p.m. - 6 a.m. in selected areas based on crash data and roadway environments conducive to nighttime seat belt enforcement. Media messaging focused on buckling up day and night.

Outcomes:

Reporting Period	March 25-27, 2022
Agencies	12
Hours	199
Seat Belt Violations	177
Citations	73
Warnings	104
Child Restraint Violations	5
Citations	1
Warnings	4
DUI Arrests	1
All Other Violations	359

May 2022

May Click It Or Ticket Enforcement took place in conjunction with the National Seat Belt Mobilization. Law enforcement agencies statewide pledged their support to enforce the state's primary seat belt law during regular patrols and during high visibility seat belt enforcement shifts.

Outcomes:

Reporting Period	May 23- June 5, 2022
Agencies	38
Hours	1,321
Seat Belt Violations	1,706
Citations	1096
Warnings	610
Child Restraint Violations	43
Citations	26
Warnings	17
DUI Arrests	3
All Other Violations	1,628

September 2022

Rural County Seat Belt Enforcement Effort

Rural-specific messaging focusing on seat belts was placed in the nine rural counties (Box Elder, Cache, Carbon, Iron, Sanpete, San Juan Sevier, Tooele, Uintah) with local law enforcement agencies enforcing the primary seat belt law during regular patrols as well as during key holiday travel times over the Labor Day Holiday weekend.

Outcomes:

Reporting Period	September 2-5, 2022
Agencies	7
Hours	82
Seat Belt Violations	102
Citations	79
Warnings	23
Child Restraint Violations	7
Citations	6
Warnings	1
Warrants	3
DUI Arrests	0
All Other Violations	88

Law Enforcement Liaisons encourage seat belt enforcement at all times, and in all High-Visibility Enforcement (HVE) events statewide, regardless of the event’s enforcement focus; seat belt enforcement is straightforward and easily incorporated into other enforcement activities.

Impaired Driving Enforcement

Impaired Driving continues to be a challenge in Utah. Although Utah is below the national average regarding alcohol and drug-related fatalities, it continues to be a problem. Crash data from 2017-2021 shows that alcohol-related driver crashes are 6.4 times more likely to be fatal than other crashes. While only 1.4% of Utah’s traffic crashes in 2017-2021 involved an alcohol-related driver, they accounted for almost 16% of fatal motor vehicle crashes during that same period.

Impaired Countermeasures Timeline and Details:

October 2021

Halloween creative focused on the “Last Chance” concept that featured a spooky character encouraging people to plan for a sober ride and don’t let this be their “Last Halloween”, combined with the Drive Sober or Get Pulled Over message, the UHSO and its law enforcement partners targeted Halloween celebrations with enforcement coordinated through the LELs and the Multi-Agency Task Forces.

Outcomes:

Reporting Period	10/29/2021 – 10/31/2021
Agencies	14
Hours	250
DUI Arrests	17
Alcohol	14
Drug	3
Metabolite	0
Designated Driver	1
All Other Citations	217

November and December 2021

Holiday Crackdown/Drive Sober or Get Pulled Over National Mobilization enforcement efforts were implemented statewide. To encourage drivers to make the right choice, the “Every Sip Has a Consequence” holiday campaign gave drinking drivers a reality check and showed the life-altering and legal consequences of their choice to drive while intoxicated. The “Every Sip” campaign ran during the increased enforcement periods throughout the holidays from November 15, 2021 – January 1, 2022, and coincided with the high visibility holiday enforcement periods: November 25-28, 2021, and December 15, 2021 – January 1, 2022. Wasatch Front targeted enforcement was coordinated with partners in Salt Lake, Utah, Davis, and Weber Counties. The LELs and Multi-Agency Task Forces completed additional outreach to law enforcement agencies statewide for focused patrols, with particular attention to rural agencies needing mobilization support.

Outcomes:

Reporting Period	11/25/2021 – 11/28/2021
Agencies	8
Hours	134.3
DUI Arrests	8
Alcohol	4
Drug	4
Metabolite	0
Designated Driver	1
All Other Citations	100

Reporting Period	12/15/2021 – 01/01/2022
Agencies	21

Hours	451.8
DUI Arrests	28
Alcohol	15
Drug	13
Metabolite	0
Designated Driver	5
All Other Citations	238

February 2022

The Drive Sober or Get Pulled Over initiative targeted Super Bowl activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis, and Weber Counties through coordinated efforts of the Multi-Agency Task Forces. NHTSA Super Bowl creative focused on the “Super Bowl fans don’t let fans drive drunk,” encouraging our audience to designate a sober driver or plan for a ride before they drink.

Outcomes:

Reporting Period	02/13/2022
Agencies	17
Hours	178
DUI Arrests	7
Alcohol	5
Drug	2
Metabolite	0
Designated Driver	4
All Other Citations	101

March 2022

The Drive Sober or Get Pulled Over initiative used the message "Don't Get Pinched" to target St. Patrick’s Day activities. Law enforcement partners implemented enforcement efforts in Salt Lake, Utah, Davis, and Weber Counties through coordinated efforts of the Multi-Agency Task Forces.

Outcomes:

Reporting Period	03/17/2022 – 03/20/2022
Agencies	13
Hours	225.8
DUI Arrests	12
Alcohol	8
Drug	3
Metabolite	0
Designated Driver	1
All Other Citations	118

May 2022

Memorial Day Weekend kicked off the “Drive Sober or Get Pulled Over” and “Resist Death” campaigns which encouraged Utahns to plan for a sober ride before drinking or using an impairing substance. These initiatives supplemented the 100 Deadliest Days messaging and enforcement through the Utah Highway Patrol and Wasatch Front-targeted enforcement in cooperation with law enforcement partners in Salt Lake, Utah, Davis, and Weber Counties.

Outcomes:

Reporting Period	05/27/2022 – 05/30/2022
Agencies	16
Hours	268
DUI Arrests	7
Alcohol	5

Drug	2
Metabolite	0
Designated Driver	3
All Other Citations	173

July 2022

Drive Sober or Get Pulled Over and “Resist Death” campaign initiatives targeted the 4th of July and 24th of July celebrations, with law enforcement agencies performing statewide DUI enforcement patrols.

Outcomes:

Reporting Period	07/01/2022 – 07/04/2022
Agencies	14
Hours	213
DUI Arrests	11
Alcohol	9
Drug	2
Metabolite	0
Designated Driver	1
All Other Citations	94

Reporting Period	07/22/2022 – 07/25/2022
Agencies	14
Hours	177.5
DUI Arrests	5
Alcohol	4
Drug	1
Metabolite	0
Designated Driver	0
All Other Citations	134

August and September 2022

Drive Sober or Get Pulled Over and “Resist Death” campaign initiatives supported NHTSA’s national impaired driving enforcement mobilization. The campaign focused on Labor Day celebrations with local city, county and state law enforcement agencies performing high-visibility DUI enforcement statewide.

Outcomes:

Reporting Period	08/19/2022 – 09/06/2022
Agencies	15
Hours	418.3
DUI Arrests	29
Alcohol	12
Drug	11
Metabolite	6
Designated Driver	3
All Other Citations	190

DUI Checkpoints/Saturation Patrols

DUI Checkpoint operations were conducted with law enforcement partners at identified high-risk times and locations. The UHSO provided funding for high visibility enforcement overtime, supplies, and equipment for the checkpoints, such as a centralized trailer for visibility, signs, and safety equipment. The law enforcement partner agency conducting the checkpoint is charged with meeting the statutory requirement of public notification of the checkpoint's date, time, and location.

Multiple DUI Saturation Patrols/ Blitzes were conducted throughout the year, including every weekend in June, to kick off the anticipated high number of travelers during the summer months. The June high visibility saturation

patrols were conducted statewide combined with a media campaign where DPS promoted four existing NHTSA videos on Facebook during the weekends of extra enforcement. The videos included “Drive Sober or Get Pulled Over”, “Ride Sober” and Drug-Impaired driving messages.

DUI Checkpoints

Outcomes:

Reporting Period	FY 2022
Checkpoints Held	3
Agencies	10
Hours	188.5
DUI Arrests	3
Alcohol	0
Drug	2
Metabolite	1
Designated Driver	1
All Other Citations	34

DUI Saturation Patrols/ Blitzes/ Special Events

Outcomes:

Reporting Period	FY 2022
Saturation Patrols /Blitzes	6
Agencies	14
Hours	192.8
DUI Arrests	6
Alcohol	4
Drug	1
Metabolite	1
Designated Driver	4
All Other Citations	102

June weekend DUI Saturation Patrols/ Blitzes

Outcomes:

Reporting Period	FY 2022
Saturation Patrols /Blitzes	4
Agencies	20
Hours	214
DUI Arrests	7
Alcohol	5
Drug	2
Metabolite	0
Designated Driver	1
All Other Citations	113

Vulnerable Roadway Users Enforcement

To support pedestrian safety enforcement, shifts were offered as both multi-agency statewide and targeted efforts to reduce pedestrian-involved crashes. One enforcement period targeted crosswalks and areas with high pedestrian traffic in the four key counties along the Wasatch Front, while the other was conducted statewide at school crosswalks to educate on the law. Two major pedestrian enforcement campaigns run, one in March and the other in August for back to school. Each participating agency prepared an enforcement plan. The plans justified conducting enforcement at specific intersections and details about operations involving decoys, which was optional. Enforcement included both pedestrians and motorists alike.

October 2021 – September 2022

Agencies 33
Shifts 439

Vehicles Stopped 3,157
Citations 612
Warnings 983

Salt Lake City Police Department (January 2022 – September 2022)

Shifts 27
Vehicles Stopped 9
Citations 3
Warnings 6

Core Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 251.7. The most current FARS data through September 30, 2022, shows that Utah is not on track to meet the goal with 277.0 (using a five-year rolling average). Along with national averages, Utah has seen a significant increase in traffic fatalities and an increase in overall aggressive driving behaviors. Utah is reviewing data at a deeper level to identify challenge areas and will implement the best countermeasure strategies in the coming year to address these increases.

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1363.2. The most current UTAPS data through September 30, 2022, shows that Utah is on track to meet the goal with 1361.8 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .78. The most current FARS data through September 30, 2022, shows that Utah is not going to meet this measure with 0.879 (using a five-year rolling average). Like in 2021, risky driving behaviors have continued to climb. More people are back on the roads, however, stressors due to the current environment and positive driver behaviors have declined. Utah is reviewing data at a deeper level in order to identify challenge areas and will implement the best countermeasure strategies in the coming year to address these increases.

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 66.0. The most current FARS data through September 30, 2022, shows that Utah is on track to meet the goal with 56.6 (using a five-year rolling average).

Utah's performance target for C-5 Number of Fatalities in Crashes Involving a Driver or a Motorcycle Operator with a BAC of .08 and above was 35.3. The most current FARS data through September 30, 2022, shows that Utah is not on track to meet the goal of 36.0 (using a five-year rolling average). Along with national averages, Utah has seen a significant increase in risky driving behaviors. Utah plans to increase messaging, education, and enforcement about the dangers of impaired driving and will continue researching countermeasure strategies involving motorcycle components.

Utah's performance target for C-6 Number of Speeding-Related Fatalities was 67.3. The most current FARS data through September 30, 2022, shows that Utah is not on track to meet the goal with 70.6 (using a five-year rolling average). There has been a significant increase in speeding and extreme speeding in Utah. The HSO is researching where the need for increased education and enforcement is needed. We will work with both the Highway Patrol and local agencies in these areas to increase education and enforcement on speeding.

Utah's performance target for C-7 Number of Motorcycle Fatalities was 38.1. The most current FARS data through September 30, 2022, shows that Utah is on track to meet this measure with 40.8 (using a five-year rolling average).

Utah's performance target for C-8 Number of Unhelmeted Motorcycle Fatalities was 18.9. The most current FARS data through September 30, 2022, shows that Utah did not meet this measure with 19.0 (using a five-year rolling average). Unhelmeted motorcycle fatalities continue to increase in Utah. Utah's motorcycle safety program plans to increase social media and education to focus on the benefits of wearing a helmet. This will be done in conjunction with the overall outreach messages to the motorcycling community. Utah will also use the motorcycle rider education program to share the message of the importance of wearing a helmet.

Utah's performance target for C-9 Number of Drivers Age 20 or Younger involved in fatal crashes was 42.7. The most current FARS data through September 30, 2022, shows that Utah did not meet the goal with 43.4 (using a five-year rolling average). Utah is increasing education and outreach through additional school-related countermeasures. The pre-driver program and parent night programs are being expanded to more schools in the coming year.

Utah's performance target for C-10 Number of Pedestrian Fatalities was 39.2. The most current FARS data through September 30, 2022, shows that Utah did not meet the goal with 43.4 (using a five-year rolling average). Utah will increase efforts focused on pedestrian safety through enforcement, outreach and education.

Utah's performance target for C-11 Number of Bicycle Fatalities was 4.4. The most current FARS data through September 30, 2022, shows that Utah did not meet this goal with 7.4 (using a five-year rolling average). This target continues to increase. Utah's bicycle safety program will increase its outreach and education efforts utilizing the Heads Up and Road Respect programs.

Utah's performance target for B-1 Observed Seat Belt use was 90.2%. Using the most current Seat Belt Survey in 2022 shows that Utah will meet its goal with the current rate of 91.8%, according to the 2022 Seat Belt Survey.

Utah's performance for A-1 Number of Seat Belt Citations During Grant-Funded Enforcement Activities was 2261.

Utah's performance for A-2 Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities was 1506.

Utah's performance for A-3 Number of Speeding Citations Issued During Grant-Funded Enforcement Activities was 16670.

Utah Performance Measures

Utah's performance target for U-1 Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes was 69%. The most current FARS/UTAPS data through September 30, 2022, shows that Utah is on track to meet its goal with 81.5% (using a three-year rolling average).

Utah's performance target for U-2a Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes was 94.5%. The most current FARS/UTAPS data through September 30, 2022, shows that Utah did not meet its goal with 91.2% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2b Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes was 86.5%. The most current FARS/UTAPS data through September 30, 2022, shows that Utah will meet its goal with 91.6% (using a five-year rolling average).

Utah's performance target for U-2c Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes was 43.5%. The most current FARS/UTAPS data through September 30, 2022, shows that Utah will meet its goal with 59.3% (using a three-year rolling average).

Utah's performance target for U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained was 48.3%. The most current FARS/UTAPS data through September 30, 2022, shows that Utah did not meet the goal with 40.8% (using a three-year rolling average). Utah will continue focusing on outreach for this age group.

Utah's performance target for U-4a Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.) was 58%. The most current FARS/UTAPS data through September 30, 2022, shows that Utah is not on track to meet the goal with 53.4% (using a three-year rolling average). Utah will step up its efforts with education and outreach to the public.

Utah's performance target for U-4b Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.) was 31.1%. The most current FARS/UTAPS data through September 30, 2022, shows that Utah will meet the goal with 35.2% (using a three-year rolling average).

Utah's performance target for U-5a Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural was 27.5. The most current FARS/UTAPS data through September 30, 2022, shows that Utah is on track to meet its goal with 25.9% (using a three-year rolling average).

Utah's performance target for U-5b Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban was 19.9. The most current FARS/UTAPS data through September 30, 2022, shows that Utah is on track to meet its goal with 15.6% (using a three-year rolling average).

Utah's performance target for U-6a Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers was 107.1. The most current FARS/UTAPS data through September 30, 2022, shows that Utah is on track to meet its goal with 104.7 (using a three-year rolling average).

Utah's performance target for U-6b Utah Fatalities Involving an Impaired Driver - Evidence-Based Drug-Impaired Driving was 64.1. The most current FARS/UTAPS data through September 30, 2022, shows that Utah is on track to meet its goal with 62.8 (using a three-year rolling average).

Utah's performance target for U-7 Utah Helmeted Motorcycle Fatalities was 38.8%. The most current FARS/UTAPS data through September 30, 2022, shows that Utah will meet its goal with 57.3% (using a three-year rolling average).

Utah's performance target for U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles was 14%. The most current FARS/UTAPS data through September 30, 2022, shows that Utah will meet its goal with 26.7% (using a three-year rolling average).

Utah's performance target for U-9 Teen Driver Crash Rate per 1,000 Licensed Driver was 76. The most current FARS/UTAPS data through September 30, 2022, shows that Utah did not meet the goal with 141.5 (using a three-year rolling average). Utah will continue to focus on teen driver outreach and education.

Utah's performance target for U-10 Pedestrians in Utah Crashes per 10,000 Population was 2.7. The most current FARS/UTAPS data through September 30, 2022, shows that Utah will not meet its goal with 4.5 (using a three-year rolling average). Utah will continue to focus on pedestrian safety, outreach, and education.

Utah's performance target for U-11 Bicyclists in Utah Crashes per 10,000 Population was 1.59. The most current FARS/UTAPS data through September 30, 2022, shows that Utah will not meet its goal with 2.66 (using a three-year rolling average). Utah will continue to focus on bicyclists' safety, outreach, and education.

Utah's performance target for U-12 Drivers in Utah Fatal Crashes with Known BAC Results was 50.1%. The most current FARS/UTAPS data through September 30, 2022, shows that Utah did meet this goal with 53.4% (using a three-year rolling average). Utah will continue to focus on increasing our efforts to educate drivers on the importance of not driving impaired.

Utah's performance target for U-13 Average number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes was 5.9. The most current FARS/UTAPS data through September 30, 2022, shows that Utah did not meet its goal with 7.5 (using a three-year rolling average). Utah's crash timeliness reporting is getting small enough that a small fluctuation in the system will affect the data.

Utah's performance target for U-14 Utah Drowsy driving-related Fatalities was 8.17. The most current FARS/UTAPS data through September 30, 2022, shows that Utah is on track to meet its goal with 8.0 (using a three-year rolling average).

Utah's performance target for U-15 Utah Traffic Fatalities Involving a Distracted Driver was 15.07. The most current FARS/UTAPS data through September 30, 2022, shows that Utah is on track to meet its goal with 13.0 (using a three-year rolling average).

Utah's performance target for U-16 Drivers Age 65 or Older in Utah Fatal Crashes was 43. The most current FARS/UTAPS data through September 30, 2022, shows that Utah is not on track to meet the goal with 63.0 (using a three-year rolling average). Utah will step-up efforts for older driver outreach and education.

Table of Performance Measures
NHTSA/NHTSA Recommended/Optional Core Performance Measure Target Chart – FY2022

UTAH

Assessment of Results in Achieving Performance Targets for FY22 and FY21

	FY 2022					FY 2021			
Performance Measure	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source*/FY22 Progress Results	On Track to Meet FY22 Target Y/N ** (in-progress) ** based on 2022 data as of 9/30/2022	Target Value FY21 HSP	Target Year(s)	Data Source/FY21 Final Result	Met FY21 Target Y/N
C-1) Total Traffic Fatalities	5 year	2018-2022	263.6	2017-2021 FARS 277.0	N	251.7	2017-2021	2016-2020 FARS 267.6	N
C-2) Serious Injuries in Traffic Crashes	5 year	2018-2022	1455.2	2017-2021 STATE 1394.02	Y	1363.2	2017-2021	2016-2020 STATE 1404.6	Y
C-3) Fatalities/VMT	5 year	2018-2022	.879	2017-2021 FARS 0.860	N	.780	2017-2021	2016-2020 FARS .848	N
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY21 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2018-2022	58.5	2017-2021 FARS 60.8	N	66.0	2017-2021	2016-2020 FARS 59.4	Y
C-5) Alcohol-Impaired Driving Fatalities	5 year	2018-2022	35.3	2017-2021 FARS 37.2	Y	35.3	2017-2021	2016-2020 FARS 37.4	N
C-6) Speeding-Related Fatalities	5 year	2018-2022	67.3	2017-2021 FARS 72.4	N	67.3	2017-2021	2016-2020 FARS 68.6	N
C-7) Motorcyclist Fatalities (FARS)	5 year	2018-2022	38.1	2017-2021 FARS 40.8	Y	38.1	2017-2021	2016-2020 FARS 41.0	Y
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2018-2022	18.9	2017-2021 FARS 19.8	N	18.9	2017-2021	2016-2020 FARS 21.4	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2022	42.7	2017-2021 FARS 43.4	N	42.7	2017-2021	2016-2020 FARS 44	Y

C-10) Pedestrian Fatalities	5 year	2018–2022	39.0	2017–2021 FARS 41.0	Y	39.2	2017–2021	2016-2020 FARS 39.6	Y
C-11) Bicyclist Fatalities	5 year	2018–2022	4.4	2017–2021 FARS 5.8	N	4.4	2017–2021	2016-2020 FARS 5.6	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2021	91.1	State survey / 91.8	Y	91.1	2021	State survey/90.2	N
(U-1) Percent of children ages 0-8 in crashes who were restrained in a child safety seat	3 year	2020–2022	69.6	2019–2021 FARS 75.1	Y	69	2019–2021	2018–2020 FARS 68.6	Y
(U-2a) Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes	3 year	2020–2022	94.5	2019–2021 FARS 90.2	N	94.5	2019–2021	2018–2020 FARS 90.2	N
(U-2b) Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes	3 year	2020–2022	86.5	2019–2021 FARS 87.7	N	86.5	2019-2021	2018–2020 FARS 83.7	N
(U-2c) Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes	3 year	2020–2022	44.4	2019–2021 FARS 43.7	N	43.5	2019-2021	2018–2020 FARS 43.7	N
(U-3) Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained	3 year	2020–2022	42.3	2019–2021 FARS 46.1	Y	48.3	2019–2021	2018–2020 FARS 42.9	Y
(U-4a) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 pm to 5:59 a.m.)	3 year	2020–2022	55.3	2019–2021 FARS 56.5	Y	58	2019–2021	2018–2020 FARS 56.1	Y
(U-4b) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 pm)	3 year	2020–2022	29.4	2019–2021 FARS 31.9	Y	31.1	2019–2021	2018–2020 FARS 29.8	Y

(U-5a) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural	3 year	2020–2022	24	2019–2021 FARS 26	N	27.5	2019–2021	2018–2020 FARS 24.3	Y
(U-5b) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban	3 year	2020–2022	15.5	2019–2021 FARS 13.7	Y	19.9	2019–2021	2018–2020 FARS 15.7	Y
(U-6a) Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers	3 year	2020–2022	96.5	2019–2021 FARS 95.7	N	107.1	2019–2021	2018–2020 FARS 98	Y
(U-6b) Utah Fatalities Involving an Impaired Driver - Evidence Based Drug Impaired Driver	3 year	2020–2022	58	2019–2021 FARS 57.1	Y	64.1	2019–2021	2018–2020 FARS 58.8	Y
(U-7) Utah Helmeted Motorcycle Fatalities	3 year	2020–2022	48.5	2019–2021 FARS 54.3	N	38.8	2019–2021	2018–2020 FARS 49.2	N
(U-8) Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists	3 year	2020–2022	14	2019–2021 FARS 15.4	N	14	2019–2021	2018–2020 FARS 14.5	N
(U-9) Teen Driver Crash Rate per 1,000 Licensed Driver	3 year	2020–2022	74.2	2019–2021 FARS 85.5	N	76	2019–2021	2018–2020 FARS 75.3	N
(U-10) Pedestrian in Utah Crashes per 10,000 Licensed Driver	3 year	2020–2022	2.7	2019–2021 FARS 2.9	N	2.7	2019–2021	2018–2020 FARS 2.8	Y
(U-11) Bicyclists in Utah Crashes per 10,000 population	3 year	2020–2022	1.57	2019–2021 FARS 1.62	N	1.59	2019–2021	2018–2020 FARS 1.59	Y
(U-12) Drivers in Utah Fatal Crashes with Known BAC results	3 year	2020–2022	50.1	2019–2021 FARS 52.5	Y	50.1	2019–2021	2018–2020 FARS 54.1	Y
(U-13) Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes	3 year	2020–2022	5.9	2019–2021 FARS 7.7	N	5.9	2019–2021	2018–2020 FARS 6.7	N
(U-14) Utah Drowsy Driving-related Fatalities	3 year	2020–2022	8.17	2019–2021 FARS 8.7	Y	8.17	2018–2020	2018–2020 FARS 9.3	N

(U-15) Utah Traffic Fatalities Involving a Distracted Driver	3 year	2020–2022	15.07	2019–2021 FARS 12.7	Y	15.1	2018–2020	2018–2020 FARS 15.3	N
(U-16) Driver Age 65 or Older in Utah Fatal Crashes	3 year	2020–2022	51.2	2019-2021 FARS 64.7	N	43	2018–2020	2018-2020 FARS 52	N

Core Performance Measures- Data source 5-year rolling average in National performance measures ***Use the most up-to-date data.

Utah Performance Measures- Data source 3-year rolling average in Utah performance measures ***Use the most current date data.

Data Source/FY22 Progress Results are based on 2017-2021 to get a full 5-year rolling average.

**Although we used FARS 2017 - 2021 or 2019 - 2021 data for FY22 results, we answered the questions for FY22 using a rolling average based on available data as of September 30, 2022.

Program Area Expenditures

Occupant Protection

OP220401	CIOT Step Support	\$71,200.00
OP220402	Occupant Protection Media, Materials & Support	\$252,900.00
OP220404	Rural Seat Belt Program	\$63,700.00
OP220405	Occupant Protection Program Evaluation	\$40,000.00
OP220409	Hispanic Traffic Safety Program	\$50,000.00
OP220411	402 Utah CPS Program	\$8,100.00
2PE220402	Occupant Protection Media, Materials & Support	\$45,000.00
2CPS220403	Utah CPS Program	\$252,800.00
	Total	\$783,700.00

Impaired Driving

6OT220201	Personnel	\$80,600.00
6OT220301	DUI Enforcement & Checkpoint Support	\$237,000.00
6OT220303	DRE/ARIDE/SFST/Phlebotomy	\$29,500.00
6OT220304	Impaired Driving Media Campaign	\$485,000.00
6OT220305	Traffic Safety Resource Prosecutor	\$156,200.00
6OT220306	SIP/TRACE, Youth Alcohol Suppression	\$53,400.00
6OT220309	24/7 Sobriety Program	\$48,800.00
F24X220310	405d 24/7 Sobriety Funds	\$31,500.00
	Total	\$1,122,000.00

Community Traffic Safety

CP220202	Administrative Support	\$383,300.00
CP220203	Operation Lifesaver	\$20,000.00
CP220204	UHP PI&E / Adopt-a-High School	\$1,500.00
CP220205	Senior Driver Safety	\$22,700.00
CP220207	Utah Safety Council Traffic Safety Program	\$23,100.00
CP220210	Teen Driving Education & Outreach	\$28,000.00
CP220211	Zero Fatalities Safety Summit	\$25,000.00
CP220212	DPS Crash Reduction Task Force	\$126,000.00
	Total	\$629,600.00

Motorcycle Safety Program

11X220903	Motorcycle Safety Media Campaign	\$27,000.00
MC220901	Motorcycle Safety Media PI&E	\$268,200.00
9MA220903	Motorcycle Safety Media PI&E	\$17,700.00
	Total	\$312,900.00

Police Traffic Services

PT220101	PT Services & Equipment	\$223,400.00
PT220102	Weber/Salt Lake / Davis/Utah Co - MATF Groups	\$9,900.00
PT220103	Law Enforcement Liaison Expansion	\$26,500.00
	Total	\$256,800.00

Pedestrian and Bicycle Safety

PS220701	Pedestrian & Bicycle PI&E	\$66,600.00
PS220702	Bicycle Safety PI&E	\$9,800.00
PS220704	SLC Bicycle & Pedestrian Safety Project	\$9,700.00
PS220705	Youth Bicycle Education Safety Training	\$30,000.00
	Total	\$116,100.00

Distracted Driving Programs

DD220806	SLC Police Distracted Driving Program	\$9,400.00
DD220807	Richfield Police Distracted Driving Program	\$3,400.00
DD220808	Distracted Driving Media & Enforcement	\$46,000.00
	Total	\$58,700.00

Data Program

3DA220201	Personnel	\$75,400.00
3DA220501	Crash Information Systems Management	\$45,000.00
3DA220502	EMS Pre-Hospital Data Reporting	\$86,300.00
TR220201	405d Traffic Records Program	\$133,600.00
TR220105	405d Traffic Records Coordinating Committee	\$6,600.00
	Total	\$346,900.00

Non-Motorized Safety Programs

FHX220201	405h - Pedestrian Safety PI&E	\$149,300.00
FHX220202	405h - Pedestrian Safety PI&E	\$76,900.00
	Total	\$226,200.00

Planning and Administration

CP220201	Personnel	\$904,300.00
PA221001	402 - Administration (Federal)	\$168,500.00
	Total	\$1,072,800.00

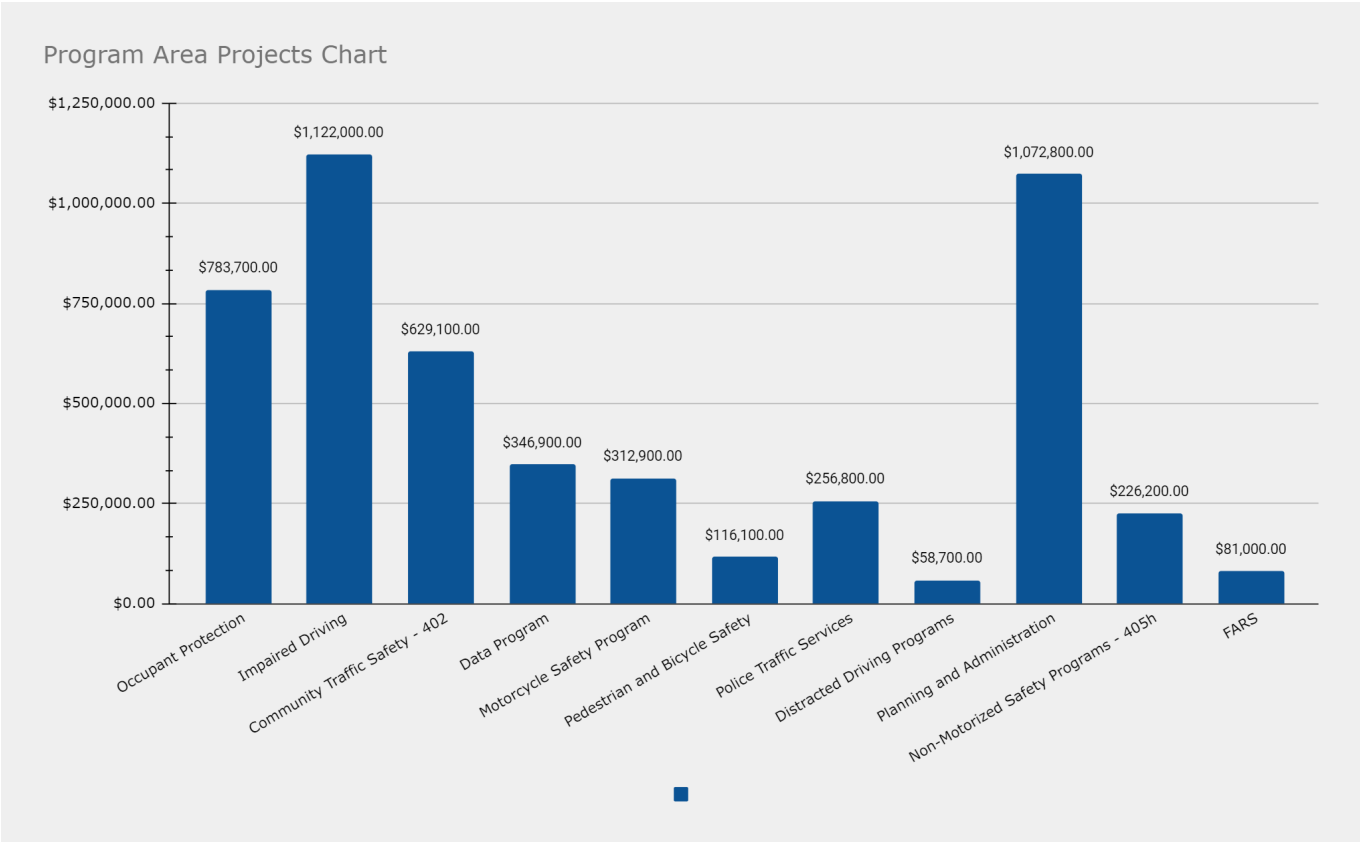
FARS05

202222	FARS, Year 5 Award	\$81,000.00
	Total	\$81,000.00

FFY2022	Program Area Expenditures	Total	\$5,006,700.00
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**Total expenditures are rounded to the nearest hundred dollars*

Program Area Projects Chart



Occupant Protection	\$783,700.00
Impaired Driving	\$1,122,000.00
Community Traffic Safety - 402	\$629,100.00
Data Program	\$346,900.00
Motorcycle Safety Program	\$312,900.00
Pedestrian and Bicycle Safety	\$116,100.00
Police Traffic Services	\$256,800.00
Distracted Driving Programs	\$58,700.00
Planning and Administration	\$1,072,800.00
Non-Motorized Safety Programs - 405h	\$226,200.00
FARS	\$81,000.00

(End Of Report)