

Utah Highway Safety Plan 2023

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AN INTRODUCTION FROM THE DIRECTOR

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Utah's traffic safety culture has changed over the past few years. Unfortunately, many of the changes are not for the good. Increased risky and aggressive driving behaviors echo the inward-focused attitudes of many road-users and is showing up in the growing numbers of fatalities and serious injuries crashes. The 2023 Highway Safety Plan (HSP) was written to reflect the needs to combat this disturbing change in our culture, prepare the Utah Highway Safety Office (UHSO) for future changes with the Bipartisan Infrastructure Law and also give focus to the safe system approach.

The theory of the Safe System Approach is not new to the UHSO or its behavioral change strategies. Some of the naming conventions may have changed but the ideas remain constant. The six principals: 1) Death/serious Injury is unacceptable; 2) Humans make mistakes; 3) Humans are vulnerable; 4) Responsibility is shared; 5) Safety is proactive; and 6) Redundancy is crucial, align with projects Utah has implemented or plan to deploy in FY23. Programs and projects within this plan reflect Utah's efforts to be proactive and work with both traditional and non-traditional partners, understand that humans are vulnerable and that they do make mistakes.

In order to be effective and proactive in changing behavior on Utah's roadways, it is important for the team to understand their roles in that process. In 2020, a Highway Safety Strategic Planning retreat was held and the team developed a new mission, vision and core values. As a follow up, in June 2022, the team met again to focus on individual roles and functions and how they impact the Division's mission, vision and core values. From this, their assignment is to develop strategies within their own sphere to support the Division's mission.

Exercises such as strategic planning, along with continued in-house program management training, strengthens the team. It grows their ability to oversee their respective programs or roles, look for innovative solutions, and increase partnerships, thus being proactive and sharing the responsibility of traffic safety with other advocates. The team agrees that it takes more than the UHSO to change the traffic safety culture for good.

Strategic planning discussions about innovation, partnerships and the need to address Utah's increased risky roadway behavior gave way to a new project that encompasses all driving behaviors. This project brings in non-traditional partners and will provide outreach and messaging at a grassroots level. The Crash Reduction Task Force is made up of representatives from the Highway Safety Office and other partners to address challenges on the roadways. This project plans to utilize existing program strategies and find new innovative ones in order to create a movement, a motivation, a change in priority and behavior for all Utah to take ownership in driving safer. Our message is that it's ALL of our responsibility to make this happen. Assets will be created to share with law enforcement and community partners. Additionally, this project plans to utilize non-traditional partners such as the airports statewide, real estate relocation companies, car rental agencies, rest stops and the Utah Division of multicultural Affairs. With these partners, it is hoped to reach those traveling in Utah, moving to Utah and those in diverse cultures. The UHSO has also partnered with the Ogden Raptors, a minor league baseball team. This partnership will provide traffic safety messaging, outreach opportunities, social media, and some radio.

Utah has seen a marked increase in wrong-way driving over the past year. A working group has been formed with members from the Highway Safety Office, Highway Patrol, Public Affairs and several Divisions within UDOT to find solutions to combat this growing problem. Currently the team is analyzing the crash data and best practices from across the country. Impaired driving is a contributing factor in most of the fatal wrong way crashes. In the next year, options will be discussed and implemented, such as an increased DUI

enforcement on the highways and prior to the highways in key areas, more TRACE investigations, utilizing technology to stop the vehicle, or to notify the driver and/or emergency responders of the wrong way.

The UHSO is data driven in its decision-making approach. Challenges arise when partnering agencies are limited in the data they are willing or allowed to share. In recent years, the HSO has made vast improvements in gathering and analyzing data, with the implementation of the Utah Transportation and Public Safety Crash Data Initiative (UTAPS), the deployment of the online crash data summary and the project with the toxicology lab which has provided valuable drug-impaired data. The UHSO has had a project with the EMS to improve the Pre-hospital data reporting for many years. The project reached a point where integration was the next step. Last year this process hit a roadblock as the Utah Department of Health (UDOH) cited a statute that did not allow them to share their data with outside agencies. In the most recent legislative session, a bill was passed that allows them to share the pre-hospital data with DPS. There were some limitations in the bill, but it is a step in the right direction. There will not be an EMS project in this year's HSP. Partly due to the inability to share the data, but mostly because of the need to utilize the limited traffic records funding in other areas that are ready and available for data integration. The process to integrate the citation data (not adjudicated) into the crash data is being analyzed. It is planned to begin this process during fiscal year 2023. As the EMS data sharing project is analyzed and solutions are sought, the project could be back in future plans.

Increased incidents of extreme speeding was also discussed during the 2022 Legislative session. A bill was passed to increase the penalty for those cited for speeding over 105 mph to reckless driving which carries a class B misdemeanor. Law enforcement hope this action will decrease the number of these incidents on the roadway, including those involved in serious and fatal crashes. The FY23 HSP includes a project aimed at providing funds for speed management operations by providing overtime enforcement statewide.

Although Utah is seeing a declining change in the traffic safety culture, there is hope for improvement. As new programs are developed, new laws are implemented, and improvement continues with data sharing opportunities, the UHSO, as always, stands ready to provide support, funding, outreach and technical assistance to local communities and statewide initiatives. Our message, "It Takes ALL of us, Utah" will be statewide by the end of FY23, sharing it with local communities, partners and stakeholders.

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SECTION I – CURRENT CONDITION

Like the rest of the country, Utah has seen an increase in risky and dangerous driving behavior over the last couple of years which, unfortunately, has resulted in higher fatalities and injury crashes. There seem to be multiple factors driving these negative driver behaviors. The pandemic fueled much civil and political unrest. Less traffic on the roads during the pandemic opened the door to more speeding and aggressive driving behaviors. With more people driving again, there appears to be less tolerance or courtesy towards other drivers. Utah has also seen a growing population over the past few years which adds to more crowded roads.

Stress-related factors have taken a toll and it looks like they have shown up widely in poor driving behavior on Utah roadways. The Utah Highway Safety Office is working diligently with traffic safety advocates both locally and nationally to address this crisis by applying learned and innovative strategies to mitigate these preventable crashes.

Entering into the Memorial Day Weekend for 2022, Utah traffic fatalities were higher than they had been in more than two decades. Looking at crash data over the past three years, on the same day - May 26th - for 2020, we had lost 86 people; last year, we lost 108; for this year, 116 people lost their lives on Utah roads.

Utah crash data shows there were 328 fatalities in 2021 compared to 276 in 2020. That is 52 more fatalities. There were 61,486 crashes in 2021 compared to 51,630 in 2020. Although there were more crashes in 2019 (64,568) there were fewer fatalities at 248. This shows how much more dangerous and deadly the crashes over the past two years have been.

The risky driving behaviors Utah is seeing are speeding and aggressive driving, impaired and distracted driving, and not buckling seat belts.

Crash data between 2017-2021 shows that speed was the contributing factor for 25% of all fatalities and accounted for 14% of all crashes; 30% of the deaths were due to unrestrained occupants; while only 1.4% of Utah traffic crashes involved an alcohol related driver, they accounted for almost 16% of fatal motor vehicle crashes; crash data for the same time period shows that 84 people lost their lives due to distracted driving. That number is most likely low as distracted driving is underreported.

Another disturbing and devastating problem Utah is seeing on its roadways is pedestrian-related crashes. As of May 4, 2022, crash data shows that 235 people had been injured; 82 of these were children; 28 of those pedestrians lost their lives. This is completely unacceptable. More must be done.

For FY2023, the Utah Highway Safety Office will continue to utilize the Safe Systems Approach and seek innovative strategies to prioritize efforts in the areas where increases are occurring while continuing the work to reduce all fatalities, crashes and injuries on Utah roadways.

SECTION II – HIGHWAY SAFETY PLANNING PROCESS

Utah’s planning process has four distinct steps to complete this Highway Safety Plan, including:

- Data-driven problem identification, including established quantifiable performance measures and performance targets;
- Evidence-based countermeasure selection and funding strategy;
- Selecting or soliciting projects which will implement the selected countermeasures and assist the State in meeting its performance targets;
- Conducting a risk assessment of potential grant recipients;
- Data Analysis, Problem Identification and Setting Targets.

Data Analysis

The Utah Highway Safety Office (UHSO) collected data from a variety of sources as a prelude to the planning for the FY2023 Highway Safety Plan, including:

- Fatality Analysis Reporting System (FARS)
- Utah Transportation and Public Safety Crash Data Initiative (UTAPS)
- Utah Department of Health
- Utah GEARS (electronic grant management tracking system)
- Seat belt and other observational studies
- Public Attitudinal and Awareness Surveys
- NHTSA
- Other information and data from governmental and private sector safety organizations
- University of Utah Research on Problem ID

Raw crash and injury data is collected, analyzed and compiled by the UHSO to support the performance measures used in the development and implementation of Utah’s Highway Safety Plan and related programs. This includes 11 Core Performance Measures that the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA) agreed upon (C-1 through C-11), as well as three Activity Measures (A-1 through A-3), one Behavioral Measure (B-1), and seventeen performance measures specific to Utah programs (U-1 through U-17).

Establish Performance Measures

To demonstrate progress and determine the effectiveness of the state’s program, Utah has established performance measures, which are tracked on an annual basis. Included are 11 Core Performance Measures, three Activity Measures, and one Behavioral Measure that the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA) agreed upon. Also included are seventeen performance measures specific to Utah’s programs.

Activity and Behavior Performance Measures

- A-1) Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities
- A-2) Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities
- A-3) Number of Speeding Citations Issued During Grant-funded Enforcement Activities
- B-1) Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles

Core Performance Measures

- C-1) Number of traffic fatalities (FARS)
- C-2) Number of serious injuries in traffic crashes (State crash data files)
- C-3) Fatalities/VMT (FARS, FHWA)
- C-4) Number of unrestrained passenger vehicle occupant fatalities, all seating positions (FARS)
- C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)
- C-6) Number of speeding-related fatalities (FARS)
- C-7) Number of motorcyclist fatalities (FARS)
- C-8) Number of unhelmeted motorcyclist fatalities (FARS)
- C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)
- C-10) Number of pedestrian fatalities (FARS)
- C-11) Number of bicyclist fatalities (FARS)

State-Specific Performance Measures

- U-1) Utah child safety seat use for children ages 0-8 years in traffic crashes
- U-2) Percent of children in Utah crashes in child safety seats
- U-3) Percent of Utah motor vehicle (MV) crash occupant fatalities ages 10-19 that were unrestrained
- U-4) Percent of Utah MV crash occupant fatalities occurring at night (10 p.m. to 5:59 a.m.) that were unrestrained
- U-5) Percent of restraint use among seriously injured and killed occupants in crashes, rural vs urban
- U-6) Number of fatalities Involving a drug-positive driver
- U-7) Percent of Utah helmeted motorcycle fatalities
- U-8) Overall rate of motorcyclists in Utah crashes per 1,000 registered motorcycles
- U-9) Overall teen driver Utah crash rate per 1,000 licensed driver
- U-10) Rate of pedestrians in Utah crashes per 10,000 population
- U-11) Rate of bicyclists in Utah crashes per 10,000 population
- U-12) Percent of drivers in Utah fatal crashes with known BAC results
- U-13) Average number of days between submission and occurrence for Utah MV crashes
- U-14) Number of Utah drowsy driving-related fatalities
- U-15) Number of Utah traffic fatalities involving a distracted driver
- U-16) Number of drivers age 65 or older in Utah fatal crashes
- U-17) Number of fatalities in crashes involving a driver with a BAC of .05 and above (FARS)

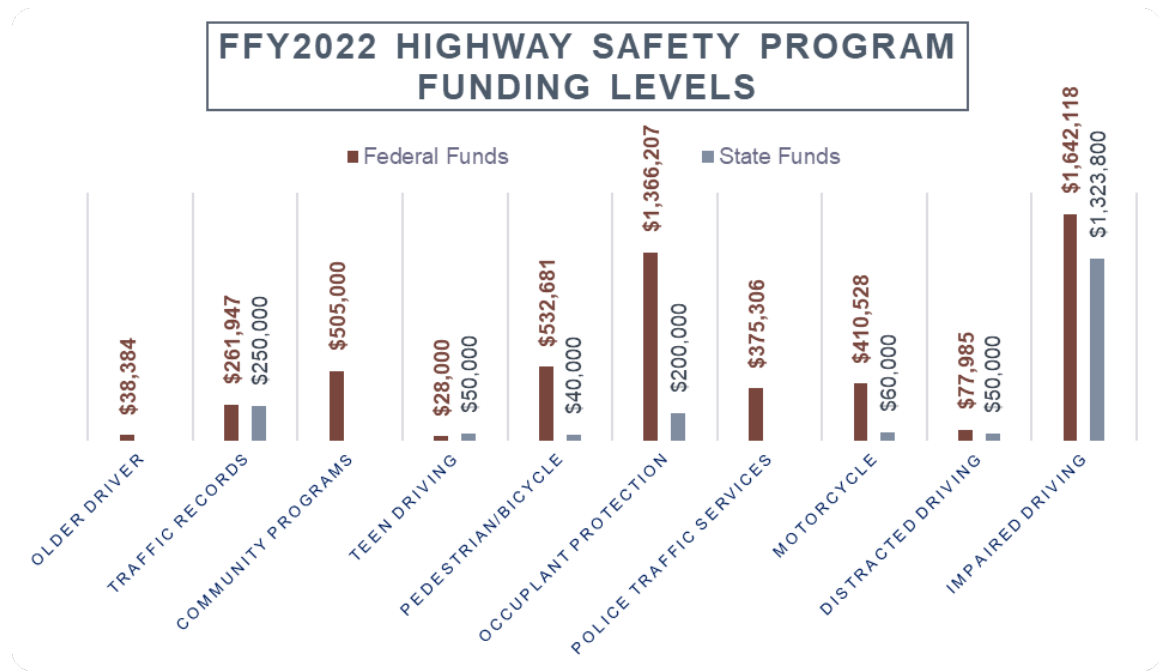
Each National Performance Measure identifies a 5-year rolling average; each Utah Performance Measure identifies a 3-year average. The five-year rolling average period for this HSP is 2017-2021; the three-year period is 2019-2021. Trends are evaluated in each of the performance measures. To further scrutinize and analyze the data, an environmental scan was conducted to determine other influencing factors such as urban and rural geography, the number of young and older licensed drivers, changes in population, and non-behavioral factors such as weather, time of day and road construction, all intended to more accurately identify Utah's behavioral traffic crash problems.

Funding Strategy

The state's highway safety program is supported with both federal and state funds with the majority (73 percent) of the funding consisting of awards from the National Highway Traffic Safety Administration (NHTSA). Of the federal NHTSA dollars received, both 402 and 405 grant funds are used to support the state's Highway Safety Plan. Whereas 405 funding is dedicated to specific programs (i.e. occupant protection, impaired driving, traffic records, distracted driving, non-motorized roadway users), 402 funds must be distributed to the various program areas. Utah's strategy for allocating these 402 funds to the programs is

based on using a process to identify statewide fatal crash characteristics, especially as they relate to driver behavior performance areas. The seven programs that were identified and include common fatal crash characteristics were speed, unrestrained occupants, older drivers, impaired drivers, pedestrians/bicyclists, motorcycles and distracted drivers. Other programs considered when establishing funding levels include, traffic records, teen driving, and community programs.

To determine the level of funding provided to each of the program areas, the UHSO took into account its role in the individual programs. This was assessed using a five tier rating system ranging from minimal to primary. For example, the UHSO’s role in speed enforcement was rated as low since law enforcement statewide are performing this task during normal, daily patrols. While the UHSO’s role in pedestrian and bicycle safety is high with the state’s Vulnerable Roadway Program Manager housed within the division and there is minimal support from other agencies in overseeing these program areas. Using this information, each characteristic was weighted and a percentage target of available funding was established. Based on the analysis process, areas that receive enough dedicated 405 and/or state monies to manage the program goals, are given no additional Section 402 funding. After removing such programs, a final available funding split is established. The breakdown of the funding levels by program area is provided in the chart below and includes both 402 and 405 allocations. The funding levels include new monies awarded in FY2022 plus some carry-forward from the previous years.

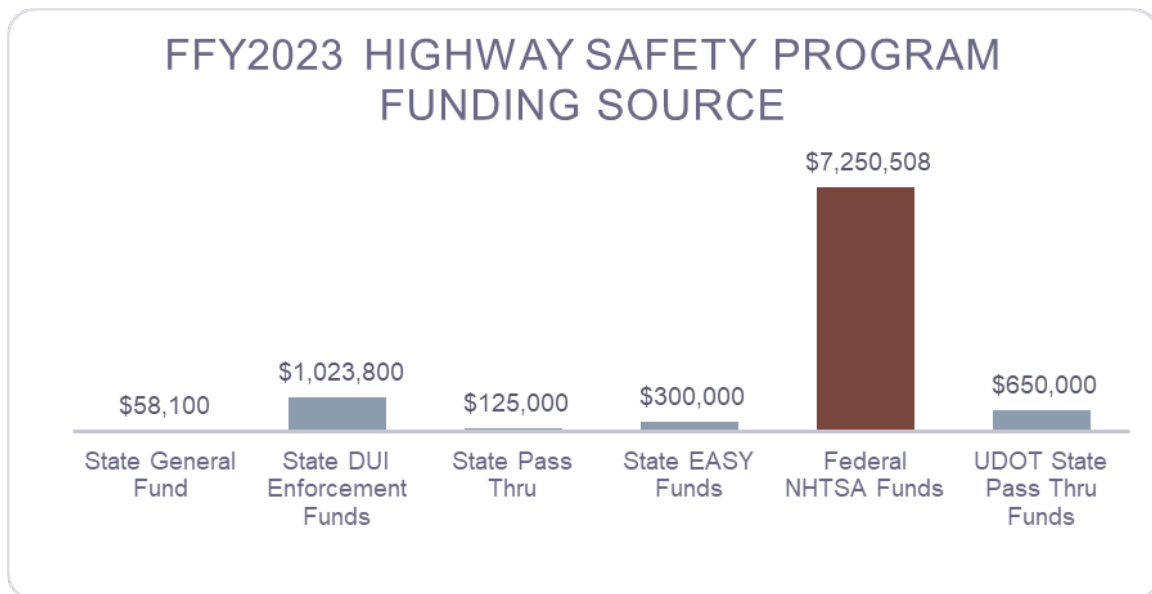


Other Funding Sources

A review of only the federal funding portion of Utah’s Highway Safety Program would not give a full picture of the monetary resources available to address traffic safety issues in the state. Other funding sources include:

- Statewide DUI Enforcement and Equipment (State)
- Eliminate Alcohol Sales to Youth (State)
- Motorcycle Rider Education Program (State)
- Utah Department of Transportation (State)

A description of how each of these funding sources is used to support the state’s Highway Safety Program is included in Section V. Funds managed outside of the Highway Safety Office are described within the partnership program descriptions and do not include the level of funding, whereas, funds managed by the Highway Safety Office are further described within each of the project descriptions. A breakdown of the funding sources managed by the Highway Safety Office is provided below.



Countermeasures and Project Selection

Project selection begins with a request to various agencies and organizations to submit proposals for projects which address the UHSO’s established problem identification, performance measures and targets, or a subset of them. Once project proposals are submitted and the submission window closed, the grant applications are reviewed by the program management group and assigned a score. The score is based on the following criterion:

- Responds to the UHSO’s identified problem areas
- Use of evidence-based countermeasures (such as those in Countermeasures That Work)
- Supports UHSO Performance Measures

- Realistic goals, objectives and activities
- Achievable timelines
- Effective evaluation methods
- Adequate budget detail
- Seat Belt Policy Included in application

Applications must achieve a minimum allowable score to be considered. Proposals above the minimum score are further reviewed by the program manager assigned to the application. Additional consideration for approval is based on the following factors:

- How many years has this grant been funded? Has the project been successful and should it continue?
- How many grants in total, from Highway Safety, has this agency applied for and received?
- What size of population will be affected by this proposal?
- What are the long term effects of the population by implementing this proposal?
- How does this grant fit in the budget? What are the cost benefits?
- Does the proposed application require any amendments prior to approval?

After review and budget approval, project proposals are linked to their specific core performance measures and detailed within the appropriate focus area in the Highway Safety Plan.

Participants in the Planning Process

Utah's Highway Safety planning process is a collaborative effort with the Utah Department of Transportation (UDOT) and the Utah Highway Patrol (UHP). Both NHTSA and FHWA require that the Utah Highway Safety Office and UDOT agree on the first three core performance measures (Number of Fatalities, Number of Injuries, Rate of Fatalities based on VMT and Non-motorized Fatalities/Injuries) in both planning documents. In turn, representatives from both agencies meet during the planning process to ensure cohesive reporting.

In addition to collaborating on trend data and performance measures, the UHSO has worked diligently to create an open and productive relationship with UDOT and the Utah Highway Patrol to enable frank conversations in regards to planning budgets. Through this collaborative effort, duplication of efforts has been eliminated and underfunded programs have been identified.

On a larger scale, the annual Highway Safety Plan also supports the State's Strategic Highway Safety Plan (SHSP) which sets broad direction for participating agencies and organizations, and also serves as the measure of collaboration in the State. The Utah Highway Safety Office is one of the main contributors in the process to develop and implement the strategic plan and ensures both plans complement and support each other. Other participants of the planning process include:

- Utah Department of Public Safety
- Utah Department of Transportation (UDOT)
- Utah Department of Health (UDOH)
- National Highway Traffic Safety Administration (NHTSA)
- Federal Highway Administration (FHWA)
- Federal Motor Carrier Safety Administration (FMCSA)
- Utah Transit Authority
- Salt Lake City Transportation Department
- Mountainland Association of Governments

- Wasatch Front Regional Council
- Utah Local Technical Assistance Program Center (LTAP)
- Dixie Metropolitan Planning Organization
- Cache Metropolitan Planning Organization
- Operation Lifesaver
- Primary Children's Hospital
- Shriners Children, Salt Lake City
- Safe Kids Utah
- Utah Trucking Association

SECTION III – COORDINATION OF EFFORTS

The Utah Highway Safety Office is the agency in the state with the sole purpose of reducing traffic-related deaths and injuries on our roadways. Nonetheless, the success of the state’s highway safety program is dependent upon the partnerships and coordination of efforts with numerous organizations and agencies.

Collaboration is part of Utah’s culture. The traffic safety community is an excellent example of what can be accomplished through partnering with State, local and other organizations to achieve a common goal. The Utah Safety Leadership Executive Committee (USLEC) has been working together since 2003. The group was formalized to develop and implement the state Strategic Highway Safety Plan (SHSP). The plan is required to be revised and submitted to FHWA every 5 years. The latest draft of the SHSP was developed as an interactive online document and was approved in 2021. The 2021 SHSP emphasis areas are aggressive, impaired, distracted driving, motorcycle safety, pedestrian safety, roadway departures, intersection safety, speed management, teen driving, occupant protection, and senior safety. The 2021 SHSP is online at: <http://www.udot.utah.gov/shsp/index.html>.

The UHSO’s Highway Safety Plan supports the SHSP. Utah Highway Safety program managers and administration participate and/or oversee committees or task force groups that are directly involved in most of the focus areas of the SHSP. This participation helps set the direction for our future collective safety effort, leverage the limited resources, and obtain maximum impact.

In addition to the USLEC, UHSO representatives also serve on many other task forces and committees that work to coordinate efforts and share resources. These groups include:

- Utah Driver and Traffic Safety Association (UDTSEA)
- Utah Teen Driving Task Force
- State USAAV DUI Committee
- Alcohol and Drug Fee (ADF) Committee
- Safe Kids Utah Executive and Advisory Committees
- Utah Operation Lifesaver Board
- Utah Traffic Records Committee (UTRC)
- Traffic Safety Resource Prosecutor Advisory Board
- Utah Emergency Medical Services for Children Advisory Committee
- Occupant Protection Advisory Committee
- Impaired Driving Task Force
- Pedestrian Safety Task Force
- Workforce Traffic Safety Task Force

Committees formed to improve collaboration between the various state agencies including the UHSO, Utah Highway Patrol, Utah Department of Transportation, and Utah Department of Health continue to work on issues that affect traffic safety. These efforts include:

- Hot Spots Group: meets monthly to discuss “hot spots” related to speed, distracted driving, impaired driving, and occupant protection. Once locations are identified, enforcement activity is directed to address specific traffic safety issues in those areas.
- 24/7 Sobriety Program Task Force
- Zero Fatalities Executive Committee: Meets quarterly to review, update and discuss interagency traffic safety messaging opportunities. This provides an opportunity for open communication

- between the UHSO, Utah Highway Patrol, Utah Department of Transportation, Zero Fatalities Team, and the Utah Department of Health.
- Utah Transportation and Public Safety Crash Data Initiative (UTAPS) Advisory Committee: Meets quarterly to review, update and discuss the direction of the project.
 - Crash Reduction Task Force
 - Wrong Way Driving Working Group

Because of the strong collaboration between UHSO and UDOT, a partnership funding agreement was created to shift monies from UDOT to the Highway Safety Office. These funds are used to enhance this plan and direct additional resources towards unfunded or under-funded programs. The programs receiving additional funding include occupant protection, motorcycle, bicycle and pedestrian safety, distracted driving awareness, teen driving, and traffic records. These areas have seen increases in fatalities and/or have been identified as areas where current funding levels are not adequate to effectively address their program goals. Throughout this plan, the reader will be able to identify highway safety projects funded through these coordinated efforts. The appropriate project descriptions note that UDOT pass-through funds are being utilized as part of the funding sources.

As part of the Highway Safety Planning process, the Highway Safety Office addresses the issue of unsecured loads. In Utah, there are several sections of the Utah Code that address vehicles and unsecured loads (41-6a-1712, 41-6a-1713 and 72-7-409 are included in the appendix). Vehicles are required to secure and cover their loads to prevent it from falling onto the roadway. Rocks, debris and other loose dunnage are to be cleared from the vehicle prior to operation of the vehicle to prevent falling from the vehicle onto the roadway. Monitoring and enforcing these sections are the responsibility of the Utah Departments of Transportation and Public Safety, as well as local law enforcement agencies. The Department of Transportation's Motor Carrier Division has authority over the Ports of Entry, where commercial vehicles that are not in compliance are cited. In that same fashion, the Utah Highway Patrol and other law enforcement agencies have the authority to enforce the State Code on any State, County or local road. Penalties include citations with fines and service hours cleaning litter along the roadway.

SECTION IV – PERFORMANCE MEASURES

Utah changed its Performance Measure Report to reflect the requirements of the FAST Act. The National Performance Measures have been calculated using the required 5-year rolling averages. The Utah Performance Measures have been calculated with a 3-year average.

The tables below provide a review of the progress made and also the targets for FY2023 for each National and Utah performance measure.

When possible, the latest year of Fatality data available was used for data analysis. As required, the UHSO collaborates with the Utah Department of Transportation on National Performance Measures C-1 through C-3. Because of this collaboration and the requirements in place by FHWA, the latest 5-year rolling average used to analyze the target for FY2023 includes FY2019-FY2023.

Performance Report

PM#	Performance measure name	Progress
C-1	Number of traffic fatalities (FARS)	In Progress
Utah set a target, using the 5-year rolling average, for 2018-2022 of 263.6 fatalities. As of April 2022 the average would be 239.6. Utah will need to continue its efforts to meet the 2022 goal.		
C-2	Number of serious injuries in traffic crashes (State crash data files)	In Progress
Utah set a target, using the 5-year rolling average, for 2018-2022 of 1455.2 serious injuries. As of April 2022 the average would be 1157.8. Utah will need to continue its efforts to meet the 2022 goal.		
C-3	Fatalities/VMT (FARS, FHWA)	Will Not Meet
Utah set a target, using the 5-year rolling average, for 2018-2022 of .823 fatalities/VMT. As of April 2022 the average would be .835. Utah experienced a significant increase in fatalities. This increase follows the national trend. Utah continues to seek and implement new strategies to address this crisis.		
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
Utah set a target, using the 5-year rolling average, for 2018-2022 of 58.5 unrestrained occupant deaths. As of April 2022 the average would be 42. Utah will need to continue its efforts to meet the 2022 goal.		
C-5	Number of fatalities in crashes involving a driver or	In Progress

	motorcycle operator with a BAC of .08 and above (FARS)	
Utah's target goal (2018-2022) for fatalities involving a driver with a BAC of .08 or greater is 35.3. As of April 2022 the average would be 29.2. Utah will need to continue its efforts to meet the 2022 goal.		
C-6	Number of speeding-related fatalities (FARS)	In Progress
Utah set a target of 67.3 deaths for 2018-2022. As of April 2022 the average would be 58.6. Utah will need to continue its efforts to meet the 2022 goal.		
C-7	Number of motorcyclist fatalities (FARS)	In Progress
Utah set a target of 38.1 deaths for 2018-2022. As of April 2022 the average would be 34.8. Utah will need to continue its efforts to meet the 2022 goal.		
C-8	Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
Utah set a target of 18.9 deaths for 2018-2022. As of April 2022 the average would be 16.4. Utah will need to continue its efforts to meet the 2022 goal.		
C-9	Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
Utah set a target of 42.7 deaths in 2018-2022 at this point. As of April 2022 the average would be 36.6. Utah will need to continue its efforts to meet the 2022 goal.		
C-10	Number of pedestrian fatalities (FARS)	In Progress
Utah set a target of 39 pedestrian deaths for 2018-2022. As of April 2022 the average would be 36.4. Utah will need to continue its efforts to meet the 2022 goal.		
C-11	Number of bicyclists fatalities (FARS)	Will Not Meet
Utah set a target of 4.4 in 2018-2022. As of April 2022 the average would be 5.2. Utah experienced an increase in fatalities. This increase follows the national trend. Utah continues to seek and implement new strategies to address this crisis such as: Crash Reduction task force, grassroots outreach, and education using Road Respect.		
A-1	FY2021	3938
Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities FY2021		
A-2	FY2021	1672

Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities FY2021		
A-3	FY2021	16,204
Number of Speeding Citations Issued During Grant-funded Enforcement Activities FY2021		
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Will Not Meet
Utah set a target of 91.1% usage rate in 2018-2022. The 2021 usage rate was 88.2%, showing a decrease in usage. Utah experienced an increase in overall risky-driver behaviors. Utah will continue to educate the public and extra efforts will be made to reach the hard-core-non-user population.		
U-1	Child Safety Seat Use for Children Ages 0-8 years in Traffic Crashes	In Progress
Utah set a target of 69.6% in 2020-2022. As of April 2022 the average would be 65.6%. Utah will need to continue its efforts to meet the 2022 goal.		
U-2a	Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes	In Progress
Utah set a target of 94.5% in 2020-2022. As of April 2022 the average would be 88.2%. Utah will need to continue its efforts to meet the 2022 goal.		
U-2b	Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes	In Progress
Utah set a target of 86.5% in 2020-2022. As of April 2022 the average would be 80.4%. Utah will need to continue its efforts to meet the 2022 goal.		
U-2c	Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes	In Progress
Utah set a target of 44.4% in 2020-2022. As of April 2022 the average would be 40.9%. Utah will need to continue its efforts to meet the 2022 goal.		
U-3	Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained	In Progress
Utah set a target of 42.3% in 2020-2022. As of April 2022 the average would be 39.1%. Utah will need to continue its efforts to meet the 2022 goal.		
U-4a	Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night	Will Not Meet

	Time (10 pm to 5:59 a.m.)	
Utah set a target of 55.3% in 2020-2022. As of April 2022 the average would be 60%. Utah experienced a decrease in overall seat belt use. Utah will continue to seek and utilize new strategies to address this in FY2023.		
U-4b	Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 pm)	Will Not Meet
Utah set a target of 29.4% in 2020-2022. As of April 2022 the average would be 35.5%. Utah experienced a decrease in overall seat belt use. Utah will continue to seek and utilize new strategies to address this in FY2023.		
U-5a	Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural	In Progress
Utah set a target of 24% in 2020-2022. As of April 2022 the average would be 22.5%. Utah will need to continue its efforts to reduce this number to meet the 2022 goal.		
U-5b	Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban	In Progress
Utah set a target of 15.5% in 2020-2022. As of April 2022 the average would be 12.3%. Utah will need to continue its efforts to meet the 2022 goal.		
U-6a	Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers	In Progress
Utah set a target of 96.5 in 2020-2022. As of April 2022 the average would be 68. Utah will need to continue its efforts to meet the 2022 goal.		
U-6b	Utah Fatalities Involving an Impaired Driver - Evidence Based Drug Impaired Driver	In Progress
Utah set a target of 58% in 2020-2022. As of April 2022 the average would be 40%. Utah has decided to remove this measure for FY23 and will consider a more effective measure for drug impairment.		
U-7	Utah Helmeted Motorcycle Fatalities	In Progress
Utah set a target of 48.5% in 2020-2022. As of April 2022 the average would be 44.6%. Utah will need to continue its efforts to meet the 2022 goal.		
U-8	Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists	In Progress

Utah set a target of 14 in 2020-2022. As of April 2022 the average would be 12.9. Utah will need to continue its efforts to meet the 2022 goal.		
U-9	Teen Driver Crash Rate per 1,000 Licensed Driver	Will Not Meet
Utah set a target of 74.2 in 2020-2022. As of April 2022 the average would be 84.4. Utah experienced an increase in fatalities. This increase follows the national trend. Utah continues to seek and implement new strategies to address this crisis such as: Crash Reduction task force; grassroots outreach; pre-driver program in middle schools; an improved parent night program for high schools; and increased teen driving challenge opportunities.		
U-10	Pedestrian in Utah Crashes per 10,000 Licensed Driver	In Progress
Utah set a target of 2.7 in 2020-2022. As of April 2022 the average would be 2.0. Utah will need to continue its efforts to meet the 2022 goal.		
U-11	Bicyclists in Utah Crashes per 10,000 population	In Progress
Utah set a target of 1.57 in 2020-2022. As of April 2022 the average would be 1.15. Utah will need to continue its efforts to meet the 2022 goal.		
U-12	Drivers in Utah Fatal Crashes with Known BAC results	In Progress
Utah set a target of 50.1% in 2020-2022. As of April 2022 the average would be 37.6%. Utah will need to continue its efforts to meet the 2022 goal.		
U-13	Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes	Will Not Meet
Utah has not met this goal at this time. Utah has set a goal of 5.9% in 2020-2022. The current rate as of April 2022 is indicating 7.9%. Utah will continue monitoring this and working with vendors as needed to address technical issues.		
U-14	Utah Drowsy Driving-related Fatalities	In Progress
Utah set a target of 8.17 in 2020-2022. As of April 2022 the average would be 5.7. Utah will need to continue its efforts to meet the 2022 goal.		
U-15	Utah Traffic Fatalities Involving a Distracted Driver	In Progress
Utah set a target of 15.07 in 2020-2022. As of April 2022 the average would be 9.3. Utah will need to continue its efforts to meet the 2022 goal.		
U-16	Driver Age 65 or Older in Utah Fatal Crashes	In Progress

Utah set a target of 51.2 in 2020-2022. As of April 2022 the average would be 48.3. Utah will need to continue its efforts to meet the 2022 goal.

Performance Plan

PM#	Performance measure name / Performance Target Justification	Target Period	Target Start Year	Target End Year	Target Value
C-1	Number of traffic fatalities (FARS)	5 Year	2019	2023	296.8
Target goals for reduction of fatalities are coordinated with the Utah Department of Transportation. Fatalities and Serious Injuries are reduced by 2.5% per year to reflect goals set in Utah's Highway Strategic Plan document approved in 2021.					
C-2	Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	2023	1610.2
Target goals for reduction of serious injuries are coordinated with the Utah Department of Transportation. Fatalities and Serious Injuries are reduced by 2.5% per year to reflect goals set in Utah's Highway Strategic Plan document approved in 2021.					
C-3	Fatalities/VMT (FARS, FHWA)	5 Year	2019	2023	0.895
Target goals for reduction of fatalities per VMT are coordinated with the Utah Department of Transportation.					
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	2023	56.5
Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 57.4% (2017- 2021).					
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	2023	35.5
Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 36 (2017 - 2021). Using this method, the target will be 35.5, an increase from the FY2022 target. Although it is difficult to increase the goal, it makes sense to do so with the increasing trendline.					
C-6	Number of speeding-related fatalities (FARS)	5 Year	2019	2023	71.7
Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 72.8 (2017 - 2021). Using this method, the target will be					

71.7, an increase from the FY2022 target. Although it is difficult to increase the goal, it makes sense to do so with the increasing trendline.

C-7	Number of motorcyclist fatalities (FARS)	5 Year	2019	2023	40.4
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Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 41 (2017 - 2021). Using this method, the target would be 40.4, an increase from the FY2022 target. Although it is difficult to increase the goal, it makes sense to do so with the increasing trendline.

C-8	Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	2023	19.5
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Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 19.8 (2017 - 2021). Using this method, the target will increase from the FY2022 target. Although it is difficult to increase the goal, it makes sense to do so with the increasing trendline.

C-9	Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	2023	43.1
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Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 43.8 (2017 - 2021). Using this method, the target will increase from the FY2022 target. Although it is difficult to increase the goal, it makes sense to do so with the increasing trendline.

C-10	Number of pedestrian fatalities (FARS)	5 Year	2019	2023	40.4
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Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 41 (2017 - 2021). Using this method, the target will increase from the FY2022 target. Although it is difficult to increase the goal, it makes sense to do so with the increasing trendline.

C-11	Number of bicyclists fatalities (FARS)	5 Year	2019	2023	5.7
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Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 5.8 (2017 - 2021). Using this method, the target will increase from the FY2022 target. Although it is difficult to increase the goal, it makes sense to do so with the increasing trendline.

B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	2023	89.1%
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Utah's seat belt usage in 2021 was 88.2%. Utah has opted to set a goal to increase usage by 1% for FY2023.

U-1	Child Safety Seat Use for Children Ages 0-8 years in Traffic Crashes	3 Year	2021	2023	66.5%
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Target goals for this performance measure have been set with a 1.5% increase of the three year moving average total of 65.6% (2020- 2022). Using this method, the target decreases from the FY2022 target. Although it is difficult to lower the goal, it makes sense to do so in the current climate.

U-2a	Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes	3 Year	2021	2023	89.5%
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Target goals for this performance measure have been set with a 1.5% increase of the three year moving average total of 88.2% (2020-2022). Using this method, the target decreases from the FY2022 target. Although it is difficult to lower the goal, it makes sense to do so in the current climate.

U-2b	Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes	3 Year	2021	2023	81.6%
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Target goals for this performance measure have been set with a 1.5% increase of the three year moving average total of 80.4% (2020-2022). Using this method, the target decreases from the FY2022 target. Although it is difficult to lower the goal, it makes sense to do so in the current climate.

U-2c	Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes	3 Year	2021	2023	41.5%
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Target goals for this performance measure have been set with a 1.5% increase of the three year moving average total of 40.9% (2020-2022). Using this method, the target decreases from the FY2022 target. Although it is difficult to lower the goal, it makes sense to do so in the current climate.

U-3	Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained	3 Year	2021	2023	38.5%
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Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 39.1% (2020-2022).

U-4a	Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 pm to 5:59 a.m.)	3 Year	2021	2023	59.1%
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Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 60% (2020-2022). Using this method, the target will increase from the FY2022 target. Although it is difficult to increase the goal, it makes sense to do so with the increasing trendline.

U-4b	Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 pm)	3 Year	2021	2023	35%
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Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 35.5% (2020-2022). Using this method, the target will increase from the FY2022 target. Although it is difficult to increase the goal, it makes sense to do so with the increasing trendline.

U-5a	Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural	3 Year	2021	2023	22.2%
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Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 22.5% (2020 - 2022).

U-5b	Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban	3 Year	2021	2023	12.1%
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Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 12.3% (2020 - 2022).

U-6a	Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers	3 Year	2021	2023	67
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Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 68 (2020 - 2022).

U-6b	Utah Fatalities Involving an Impaired Driver - Evidenced Based Drug Impaired Driver				**
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**Beginning in FY23, this performance measure will no longer be used. Utah will evaluate and come up with a more effective measure for evidence based drug impaired drivers.

U-7	Utah Helmeted Motorcycle Fatalities	3 Year	2021	2023	43.9
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Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 44.6% (2020 - 2022).

U-8	Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists	3 Year	2021	2023	12.7
Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 12.9 (2020 - 2022).					
U-9	Teen Driver Crash Rate per 1,000 Licensed Driver	3 Year	2021	2023	83.1
Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 84.4 (2020 - 2022). Using this method, the target will increase from the FY2022 target. Although it is difficult to increase the goal, it makes sense to do so with the increasing trendline.					
U-10	Pedestrian in Utah Crashes per 10,000 Licensed Driver	3 Year	2021	2023	1.9
Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 2.0 (2020 - 2022).					
U-11	Bicyclists in Utah Crashes per 10,000 population	3 Year	2021	2023	1.13
Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 1.15 (2020 - 2022).					
U-12	Drivers in Utah Fatal Crashes with Known BAC results	3 Year	2021	2023	38.2%
Target goals for the increase of this performance measure have been set with a 1.5% increase of the three year moving average total of 37.6% (2020 - 2022). Using this method, the target will decrease from the FY2022 target. Although it is difficult to decrease the goal, it is more realistic until the data challenges with the toxicology lab and driver license division are resolved.					
U-13	Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes	3 Year	2021	2023	7.8
Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 7.9 (2020- 2022). Using this method, the target will increase from the FY2022 target. Although it is difficult to increase the goal, it is more realistic in the current climate.					
U-14	Utah Drowsy Driving-related Fatalities	3 Year	2021	2023	5.6
Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 5.7 (2020 - 2022).					

U-15	Utah Traffic Fatalities Involving a Distracted Driver	3 Year	2021	2023	9.2
Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 9.3 (2020 - 2022).					
U-16	Driver age 65 or older in Utah fatal crashes	3 Year	2021	2023	47.6
Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 48.3 (2020 - 2022).					
U-17	Number of fatalities in crashes involving a driver with a BAC of .05 and above (FARS)	3 Year	2021	2023	35.2
This is a new target that will enable Utah to track the difference between fatalities at a .08 and above versus .05 and above. Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 35.7 (2020 - 2022).					



SECTION V – COUNTERMEASURES AND PROJECTS

The Utah Highway Safety Office has divided its countermeasures, performance measures and projects between the eight program management areas determined by funding and data-driven priorities.

Program Administration and Support

- Personnel, Planning and Administration

Community Traffic Safety Programs

- Operation Lifesaver
- Utah Safety Council's Traffic Safety Programs
- Utah Highway Patrol's Public Information and Education Program
- Zero Fatalities Safety Summit
- Crash Reduction Task Force

Occupant Protection

- Outreach, Education, Enforcement and Media
- Child Passenger Safety Program
- Rural and Hispanic Seat Belt Projects
- Occupant Protection Evaluation

Teen Drivers

- Outreach and Education

Impaired Driving

- DUI Enforcement, Media and Community Projects, Toxicology Lab
- 24/7 Sobriety Program
- Youth Alcohol Projects
- Drowsy Driving Outreach and Education

Vulnerable Roadway Users

- Bicycle Safety Education and Outreach Projects
- Pedestrian Safety Education, Enforcement, and Outreach Projects
- Motorcycle Safety Education and Outreach Projects
- Older Driver Outreach

Police Traffic Services

- Enforcement and Equipment Projects
- Aggressive, Speeding, and Distracted Driving Outreach and Education

Traffic Records

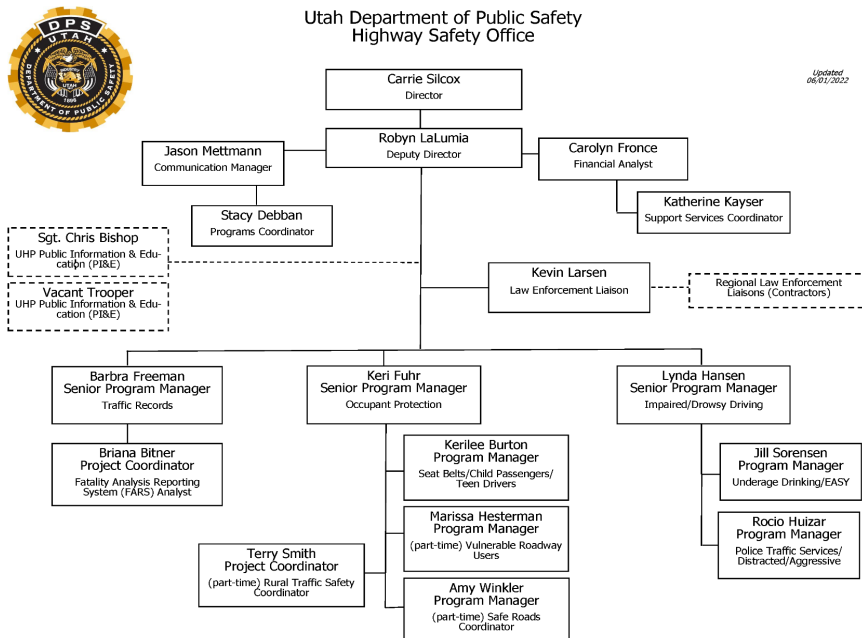
- Data Improvement Projects

PROGRAM ADMINISTRATION AND SUPPORT

Problem Identification

The Utah Highway Safety Office (UHSO) continually analyzes state and national data to identify trends and emerging problem areas. Problem identification lays the foundation for planning and administering federal and state funds. Determining the best use of resources leads to programs that effectively and efficiently use monies to accomplish the overall goal of reducing fatal crashes. Resources used in planning and administration are related to the overall management of the State’s highway safety programs.

The UHSO is one of the smallest divisions within the Utah Department of Public Safety with 17 on staff. The office is self-contained and self-sufficient with each staff member having a specific program area or responsibility to ensure that the state’s Highway Safety Plan is developed and implemented in an efficient and effective manner. The team consists of five senior program managers who oversee the largest of the traffic safety program areas including Occupant Protection, Impaired Driving, Traffic Records, Law Enforcement Programs (LEL), and Communications. In addition, there are seven program coordinators who oversee other program areas including, police traffic services (TSEP, equipment grants, speed, aggressive driving), distracted driving, vulnerable roadway users (pedestrian, bicycle and motorcycle safety), youth alcohol, older drivers, child passenger safety, business outreach, rural outreach, and teen driving. The UHSO supports the Fatality Analysis Reporting System (FARS), a fiscal analyst, and a support services coordinator. The office also houses the Utah Highway Patrol’s Public Information and Education Program that includes two full-time troopers.



Utah Performance Target in 2023

- Utah’s performance target for C-1 is 296.8
- Utah’s performance target for C-2 is 1610.2

Planned Countermeasures:

- NHTSA Highway Safety Program Guideline 1: Periodic Motor Vehicle Inspection
- NHTSA Highway Safety Program Guideline 2: Motor Vehicle Registration
- NHTSA Highway Safety Program Guideline 3: Motorcycle Safety
- NHTSA Highway Safety Program Guideline 4: Driver Education
- NHTSA Highway Safety Program Guideline 5: Non-Commercial Driver Licensing
- NHTSA Highway Safety Program Guideline 6: Codes and Laws
- NHTSA Highway Safety Program Guideline 8: Impaired Driving
- NHTSA Highway Safety Program Guideline 10: Traffic Records
- NHTSA Highway Safety Program Guideline 11: Emergency Medical Services
- NHTSA Highway Safety Program Guideline 12: Prosecutor Training
- NHTSA Highway Safety Program Guideline 13: Older Driver Safety
- NHTSA Highway Safety Program Guideline 14: Pedestrian and Bicycle Safety
- NHTSA Highway Safety Program Guideline 15: Traffic Enforcement Service
- NHTSA Highway Safety Program Guideline 17: Pupil Transportation Safety
- NHTSA Highway Safety Program Guideline 18: Crash Investigation and Incident Reporting
- NHTSA Highway Safety Program Guideline 19: Speed Management
- NHTSA Highway Safety Program Guideline 20: Occupant Protection
- NHTSA Highway Safety Program Guideline 21: Roadway Safety

Project Descriptions

PA231001
Project Year
Manager

PLANNING AND ADMINISTRATION
Ongoing - Multi-year Project
Carrie Silcox

This project serves the administrative functions of the Utah Highway Safety Office. The daily operation of the UHSO, and the support it provides to a wide spectrum of state and local programs and partners, is an important part of the program’s continued success in Utah. As part of this support, several members of the staff are partially funded through this project. Staff includes the director, deputy director, and support services coordinator. Funding supports office space and staff vehicles directly related to the activities of the Highway Safety Office staff. Additionally, funds are used for membership fees, participation in creating the State’s Strategic Highway Safety Plan (SHSP) and Department administrative costs. Daily operational costs are either partially or fully funded. These include technology services, phones, mail, office supplies and related office equipment.

This project was set up as a multi-year project for FY2022, 2023, and 2024. Entering into year two of this multi-year project, the goals remain the same but budgets and applications have been renewed.

This project will be supported by 402 funds.

CP230201
Project Year
Manager

PERSONNEL
Ongoing – Multi-year Project
Robyn LaLumia

This project serves as the core funding source for the UHSO personnel who oversee, coordinate and assist the community-based programs, special highway safety projects and provide management and support services to all programs and projects. Staff fully or partially funded may include the director, deputy director, fiscal analyst, nine program managers, one law enforcement liaison, two program coordinators, a communications manager and a support services coordinator. The chart below shows a breakdown of each staff member along with the percentage of salary disbursed among P&A and Program Management/Personnel.

This project was set up as a multi-year project for FY2022, 2023, and 2024. Entering into year two of this multi-year project, the goals remain the same but budgets and applications have been renewed.

This project will be supported by 402 funds.

Funding Distribution							
	State P&A	402 FED	402 PER	405d	405c	EASY	FARS
Carrie	10	40	40			10	
Robyn		10	80			10	
Carol						100	
Jill						100	
Kerilee			100				
Keri			100				
Stacy			100				
Marissa			100				
Terry			100				
Lynda				80		20	
Jason	5		95				
Rocio			100				
Kevin			100				
Barbra					85		15
Briana					5		95
Katherine		20	80				
Amy			100				

CP230202
Project Year
Manager

ADMINISTRATIVE SUPPORT
Ongoing – Multi-year Project
Robyn LaLumia

The Utah Highway Safety Office continually studies and analyzes annual and historical state and national crash data to identify trends, emerging problem areas, and to measure the success of previous efforts. State and federal funding resources are also analyzed to determine how best to use available monies to effectively address the identified problems. This information is incorporated as part of the Highway Safety Planning

and Annual Reporting process for Utah. Other tasks performed include providing support for project development such as technical assistance, resource allocation, monitoring and reporting. This project covers costs associated with communications, evaluation, training, workshops, travel, contractual services, and developing and distributing educational materials. Other fully or partially funded expenses include the ongoing support and maintenance of the electronic grant management system (GEARS), technology services, phones, office equipment, and costs associated with the standard support of office staff. An upgraded version of the grant management system (IGX) is currently being developed and will be ready for applications in January 2023 for FY24.

This project was set up as a multi-year project for FY2022, 2023, and 2024. Entering into year two of this multi-year project, the goals remain the same but budgets and applications have been renewed.

This project will be supported by 402 funds.

**CP230206, 2PE230409,
6OT230308, 9MA230902,
HX230704, 3DA230504,
FESX230202
Project Year
Manager**

**Traffic Safety Initiatives Support
Ongoing – Multi-year Project
Robyn LaLumia**

There are six initiative support functions in this planned activity. Each serves the purpose of holding the carry forward (unprogrammed) monies for the respective program areas. The UHSO will continue to solicit and review applications for projects during the federal fiscal year that support each initiative that are effective in decreasing the incidence of crashes and resulting fatalities and injuries. These projects will support the appropriate countermeasures that have been approved for implementation during the year. The following are the initiative support functions:

1. Traffic and Safety Initiative Support - holds the NHTSA 402 carry forward funds
2. Occupant Protection Initiative Support - holds the NHTSA 405b carry forward funds
3. Impaired Driving Initiative Support - holds the NHTSA 405d carry forward funds
4. Motorcycle Safety Initiative Support - holds the NHTSA 405f carry forward funds
5. Non-Motorized Safety Initiatives Support- holds the NHTSA 405h carry forward funds
6. Traffic Records Safety Initiative Support - holds the NHTSA 405c carry forward funds

The funding source for each initiative will be based on the appropriate program. A matching amount is shown and appropriate matching funds will be documented if funding is expended during the year. In addition, if funds are expended, share to local will be documented and the state will ensure the 40% requirement is met.

This project was set up as a multi-year project for FY2022, 2023, and 2024. Entering into year two of this multi-year project, the goals remain the same but budgets and applications have been renewed.

COMMUNITY TRAFFIC SAFETY PROGRAMS

Problem Identification

Community traffic safety programs serve as the cornerstone of local interaction and education, allowing for additional outreach opportunities to areas or populations in Utah that the Highway Safety Office finds difficult to reach. With such a small staff, it is important for the Highway Safety Office to utilize partners, law enforcement agencies, businesses, hospitals, and other stakeholders to provide public information and education through community outreach efforts. State and National data is analyzed to identify problem areas and trends. In partnership with the community programs, projects are implemented to address the identified challenges.

Utah's terrain is unique, as published by the U.S Department of Health and Human Services, Utah consists of 29 counties with 5 being urban, 12 rural, and 12 frontier. There are 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State.

According to the US Census Bureau, Utah's population grew by 2 percent in 2021, showing an increase of 66,359 people. Early indicators show that from 2021-2022 the population continues to increase. With a growing population, Utah will seek new and creative ways to educate these new citizens about Utah traffic safety laws and other pertinent information regarding keeping Utah roads safe for all users.

Between the years of 2017-2021, Utah saw:

- 302,606 motor vehicle crashes. On average, 252 fatalities occur out of 60,521 crashes that occur per year;
- 1,385 people died in a crash; 53% were drivers, 20% were passengers, 11% were motorcyclists, 14% were pedestrians, 2% were bicyclists;
- Speed was the contributing factor for 25% of all fatalities and accounted for 14% of all crashes;
- 30% of the deaths were due to unrestrained occupants;
- Teenage drivers account for 21% of all crashes and 21.4% of all injuries;
- And over 14,360 crashes occurred on Utah's rural roadways.

According to the Federal Railroad Administration's most current data, during the 5 year period 2016-2020, there have been 74 crashes in which 15 people have died and 30 people have been injured at highway-rail grade crossings in Utah.

Utah Performance Target in 2023

- Utah's performance target for C-1 is 296.8
- Utah's performance target for C-2 is 1610.2
- Utah's performance target for C-3 is 0.895

Planned Countermeasures

- NHTSA Highway Safety Program Guideline 3: Motorcycle Safety
- NHTSA Highway Safety Program Guideline 4: Driver Education
- NHTSA Highway Safety Program Guideline 5: Non-Commercial Driver Licensing
- NHTSA Highway Safety Program Guideline 6: Codes and Laws

- NHTSA Highway Safety Program Guideline 8: Impaired Driving
- NHTSA Highway Safety Program Guideline 10: Traffic Records
- NHTSA Highway Safety Program Guideline 11: Emergency Medical Services
- NHTSA Highway Safety Program Guideline 13: Older Driver Safety
- NHTSA Highway Safety Program Guideline 14: Pedestrian and Bicycle Safety
- NHTSA Highway Safety Program Guideline 15: Traffic Enforcement Service
- NHTSA Highway Safety Program Guideline 19: Speed Management
- NHTSA Highway Safety Program Guideline 20: Occupant Protection
- NHTSA Highway Safety Program Guideline 21: Roadway Safety
- Employer Programs (Countermeasure That Work, NHTSA, 2020)

Project Descriptions

CP230203 **OPERATION LIFESAVER**
Project Year **Ongoing**
Manager **Amy Winkler**

According to the Federal Railroad Administration’s most current data, during the years of 2016-2020, there have been 74 crashes in which 15 people have died and 30 people have been injured at highway-rail grade crossings in Utah. Of the 74 highway-rail grade crossings incidents from 2016-2020, 54 were vehicles, 2 were bicyclists, and 18 were pedestrians. The average age of the driver involved in a highway-rail grade crossing incident was 45.1 (all modes), 47.6 (vehicles only), 38.5 (AT only), 40.5 (pedestrians only), 20.5 (bicyclists only, 2 data points).

Utah Operation Lifesaver desires to continue to perform public outreach and education by providing presentations and educational material to the following three primary target audiences - driver’s education students (new drivers), school bus drivers, and professional truck drivers. They also continue to include outreach to school-aged students, bicyclists and pedestrians, commercial and transit bus drivers, law enforcement, emergency medical technicians and paramedics/firefighters, general adults, and anyone that needs to learn about safety at highway-rail grade crossings.

Rail traffic in Utah has increased dramatically with the creation of Utah Transit Authority’s (UTA) TRAX light rail trains in 1999 (with four additional lines completed), UTA's FrontRunner commuter rail trains in 2009 and 2012, UTA's Sugar House streetcar line in 2014. There are approximately 580 more trains per day operating in Utah than 22 years ago!

CP230204 **UHP PUBLIC INFORMATION & EDUCATION / ADOPT-A-HIGH SCHOOL**
Project Year **Ongoing**
Manager **Rocio Huizar**

The Utah Highway Patrol (UHP) is the lead law enforcement agency that patrols roughly 3,658 miles of state highways in Utah consisting of 327 different roads. Each year, the UHP handles nearly one-third of all the traffic crashes that stretch across Utah's 29 counties. Due to the Highway Patrol’s experience and dedication to traffic safety, the main areas of educational emphasis are: distracted and aggressive driving, alcohol and drug-impaired driving, occupant protection, speed, bicycle and pedestrian safety, drowsy driving, and motorcycle safety.

From 2017-2021 Utah lost 179 lives in teen-related crashes on its roads. In 2021, Utah drivers aged 13-20

years had the highest crash rates per licensed driver. Data showed that teens had 46 teenage driver involved fatalities. Utah teens represented approximately 6.75% of licensed drivers in the state, yet they represented 21% of all drivers involved in motor vehicle crashes. It is also worth pointing out that teen crash involvement remained near 21% and 22.7% of all injuries. Though there may be a variety of factors for this, it seems most likely that our outreach and education efforts have played a large part in why we are maintaining these numbers and haven't seen an increase or decrease.

By establishing positive and safe driving practices with teen and young adult drivers, these behaviors will be carried forward. New drivers and teens must be educated about the importance of safe driving behaviors such as buckling up, avoiding distractions, and never driving impaired or over the speed limit. Examining 2021, Utah saw teen crash rates maintain its numbers; this is where we need to carry the momentum forward. Data for 2021 showed a continuing trend that speed was not the leading cause of collisions, however data shows that speeding is the leading cause of teen driver fatalities. Alcohol-related driver crashes saw a dramatic increase from 2019 through 2021.

Over the last several years, the Adopt-a-High School program has seen mixed results. Schools and communities still value the partnership and education offered by his program. Despite the recent decline in participation, this program has great potential. Certainly restrictions from COVID in the past couple of years did not help participation rates. However, in the coming year, as outreach opportunities begin to open back up, this is a good time to re-evaluate current demographics and changing needs. For 2023 the plan to utilize Adopt-a-High School again will have a greater focus on hybridizing outreach efforts. Feedback from troopers statewide, the desire is to keep the program but adapt it to each section as needed. The direction of the Adopt-a-High School program may need to be reevaluated if participation does not increase. There are great demands placed on Troopers throughout the state and some areas are not putting an emphasis on outreach. There is value in outreach and education to teen drivers as Utah teen fatalities continue to show a downward trend when involvement is high.

Involvement with local businesses and older age groups continues to increase. The awareness and concern for greater outreach within the adult community is heard regularly around the State. Focused efforts to effect change in these demographics will be accomplished by reaching out to colleges, universities, businesses, churches, and community groups. To help open the door to foster these relationships, the PI&E program will piggyback on other UHP programs and recruiting efforts. In doing so, the PI&E program will develop messaging and methods to help promote safe driving and awareness among adults.

The Utah Highway Safety Office campaigns and initiatives will be focused on providing traffic safety education to communities, businesses, and schools around Utah. The UHP will continue to utilize a variety of traffic safety programs including but not limited to: seatbelt convincers, driver education presentations, the teen driving task force, reducing impaired driving, the Safe Kids coalition, car shows, business outreach, car seat checkpoints, and health and safety fairs. It will also facilitate outreach to target at-risk demographics using data-driven approaches.

402 Funds will be used to provide educational materials, banners, and recognition awards, supplies required for a mock crash scene, equipment maintenance and repair, travel, and the Adopt-a-High School program.

CP230212	DPS CRASH REDUCTION TASK FORCE
Project Year	Ongoing
Manager	Kevin Larsen

With this project the Crash ReductionTask Force (CRTF) plans to use existing proven strategies and also seek to find new innovative ones in order to create a movement, a motivation, a change in priority and behavior for all Utahns to take an active role in making driving behavior safer. The CRTF plans to implore

the public to take ownership of helping make driving in Utah safer. The CRTF wants to educate people that it's ALL of our responsibility to make this happen.

The CRTF plans to create strategies to focus on multiple behaviors and gather the data necessary for all the different problem areas the CRTF plans to address: impaired driving, unrestrained occupants, vulnerable roadway users (pedestrians, bicyclists, and motorcyclists), speed, aggressive and risky driving behaviors.

Crashes and fatalities are at an all-time high. Reviewing data over the past five years (2017-2021), there has been a slight decrease in total crashes of 2.2% using a percentage increase calculation, but with the decrease in total crashes, there has been a significant increase of 18.6% increase in fatal crashes which is showing an upward trend in 2022.

While only 1.4% of Utah's traffic crashes in 2017-2021 involved an alcohol-related driver, they accounted for 8.5% of fatal motor vehicle crashes during that same period.

Seat belts reduce the risk of injury and death by about 70% when used correctly, according to the NHTSA. In fact, Utah crash data reports that over the last five years, (2017-2021) unrestrained occupants account for only 7.3% of all persons involved in crashes, but result in 30% of all fatalities. The same crash data shows that two-thirds (69%) of the unrestrained occupant fatalities were male; and over half of Hispanic occupants and 50% of children ages 0-9 who died in crashes were unrestrained. Within the 5-year period from (2017-2021) Utah reported 414 unrestrained fatalities and 6,689 injuries. Additionally, 2021 showed the highest crash rate of unrestrained crashes in five years, with a total of 1,824 unrestrained crashes with 113 fatalities.

Utah's vulnerable roadway users are also at risk of injury and death. This can be attributed to not only the motor vehicle driver's behavior, but the behavior and actions of the motorcycle, pedestrian, and/or bicyclist. Utah Crash data from 2017-2021 shows that motorcyclists accounted for less than 1% of persons involved in crashes and 11% of total fatalities. Pedestrians represent about 0.6% of persons in crashes and 14% of fatalities. Bicyclists are at a major risk of serious injury or death on roadways. It is important for all roadway users to take responsibility and look out for others on the road or near roadways and for vulnerable roadway users to be visible and ride/walk predictably.

For more than two decades, speeding has been involved in approximately one-third of all motor vehicle fatalities across the US. In Utah, speed-related fatalities increased by 17%, from 62 in 2019 to 75 in 2020. The Utah Highway Patrol has seen a significant increase in drivers traveling in excess of 100 mph. In 2017, there were 3,514 drivers cited/arrested and in 2021 there were 4729 drivers cited/arrested for an increase of 34.58%.

Across the US, the number of fatalities in distraction-affected crashes, i.e., a crash involving at least one driver who was distracted, was 3,142 or 8.1 percent of all fatalities in 2020. This represents a 0.7 percent increase from 3,119 in 2019. In Utah, of the 280 fatalities in 2020, 14 were distracted driving-related. Distracted related crashes increased in Utah by 15.9%, for a total of 4,328 in 2020 from the previous 4 year average of 3,637.

During the past couple of years with the effects of the COVID-19 pandemic on society, public and political unrest, more pressure on law enforcement and fewer officers to do the jobs, normal outreach efforts such as mass messaging, high-visibility enforcement, and community outreach were all limited and affected. It was difficult to put the normal pressure and focus on driving behavior. Without that focus and continual education and information being shared, anecdotal evidence has shown that driver behavior is more aggressive than ever before. Driver skills seem to have decreased and the ability for people to show concern and empathy for others on the roadways seem to be at an all-time low as well.

With much of the public working from home or remotely, they are not driving as frequently as normal and they are spending more time on their computers rather than working with others in person. There seems to be a desensitization to realizing that there are real people in the cars and trucks around them - not just computer images.

Funding will be used to support a sponsorship with the Ogden Raptors Professional Baseball Club. The goal of this partnership is to provide traffic safety information to educate the public about safe driving behaviors that include: driving sober, driving buckled, driving alert, driving focused, and driving calm. Also, safety reminders for vulnerable roadway users: motorcycles, pedestrians and bicyclists. This effort will include partnerships from various agencies within the Department of Public Safety including the Utah Highway Patrol, Driver License Division, and the Department of Public Safety Public Affairs Office. Both print and electronic paid media messaging will be placed during the 2023 Raptors Baseball Season in addition to safety displays, interactive educational booths, and DPS Safety Night to further promote safe driving behaviors.

This project will be supported by 402 funds.

CP230207
Project Year
Manager

UTAH SAFETY COUNCIL TRAFFIC SAFETY
Ongoing
Amy Winkler

The goal of the Utah Network of Employers for Traffic Safety Program is to engage employers in improving the safety and health of employees and their families by preventing traffic crashes that occur both on and off the job through education and training.

In 2021, there were 61,463 crashes, which resulted in a record high 327 deaths. There has been an increase in fatalities over 2020 where Utah had 276 fatalities. The rise in fatalities is very concerning and the Utah Safety Council plans to take a multi-faceted approach to help reduce the number of crashes and fatalities on Utah roadways. The Utah Safety Council is a chapter of the National Safety Council, which is a leader in the industry for safety training and traffic education. The National Safety Council provides safe driving resources, especially during Distracted Driving Awareness Month in April and in June for National Safety Month. Through toolkits and resources provided from the National Safety Council and other partnering agencies, the Utah Safety Council uses leading-edge products and data to provide educational facts to help companies drive safety essentials home to their employees and to the public.

Motor vehicle crashes make a significant impact in the workplace. Motor vehicle crashes are the leading cause of injuries and fatalities on the job, with an estimated 2-billion-dollar statewide economic loss. Employers bear the cost for injuries that occur both on and off the job. The increasing traffic congestion on our roads wastes significant time and money, reduces productivity and promotes risky driving behavior. Employees may feel pressured to engage in potentially distracting in-vehicle activities to meet their job responsibilities.

Of workplace fatalities in Utah, over 40% result from transportation incidents. A workplace motor vehicle crash costs an employer more than \$24,000. If the employee is injured, the cost increases to more than \$125,000. Off-the-job crashes are especially costly, accounting for 80 percent of employer crash-related health fringe benefit costs and 92 percent of employer crash-related health care costs. Crashes in Utah are highest between 3:00 pm and 7:00 pm, during the commute home from work. The crashes that occur while commuting to and from work affect not only the employees' workplace but their family as well.

With motor vehicle crashes on the rise, providing training to employers in time management, drowsy driving,

occupant protection, distracted and aggressive drivers is becoming more and more of a priority.

The NETS Program, Buckle Up for Love and other Utah Safety Council programs and educational initiatives aim to raise awareness and save lives through education. The Utah Safety Council has a unique customer base, allowing us to share traffic safety messaging with all types of employers across the state. The Utah Safety Council provides a grass-roots type approach to saving lives on the road and we have the customer base to share that message on a larger scale. This approach will help reduce motor vehicle crashes in the community and within the workplace.

The Utah Safety Council serves as the lead organization in developing a Workplace Traffic Safety Task Force. The purpose of the committee is to assist employers in Utah to create and enforce seat belt policies and coordinate traffic safety educational programs and resources. Additional activities include newsletters for NETS members, a traffic safety booklet for employers, which includes policies and procedures, maintenance and inspections, and Utah state laws and steps to minimize crash risks. USC will solicit participation in the Occupational Seat Belt Award and hold an annual conference where traffic sessions provide relevant traffic safety information and resources for employers. USC educates using various avenues including radio, print, digital media and attending local health and safety fairs. Through the use of the Driving Simulator, NETS members can educate their employees on all aspects of traffic safety.

In addition, Utah Safety Council supports child passenger safety by educating the public about proper use and installation and to send educational information to community members who do not follow the child passenger safety law in Utah through the Buckle Up for Love program. When a driver is reported by the public for not restraining minors in their vehicle, we will mail them educational material to help with resources and help them understand the importance of buckling up their children. We also will offer free car seat checks and give them one on one instruction on how to install car seats. In addition, Utah Safety Council will continue to educate about proper car seat installation at health fairs and on social media.

This program will be supported by 402 funds.

CP230211	ZERO FATALITIES SAFETY SUMMIT
Funding Source Federal	
Project Year	Ongoing
Manager	Keri Fuhr

The Zero Fatalities Safety Summit brings traffic safety advocates together to exchange new ideas about how to improve safety in our communities. The biennial conference is an opportunity for law enforcement, government officials, educators, engineers, planners, CPS technicians, emergency responders, community advocates, judicial members, health and medical professionals among others to collaborate and work towards the goal of Zero Fatalities. The Safety Summit is scheduled to take place April 26-27, 2023.

402 Funds will be used to pay for a portion of the conference expenses incurred in FY2022.

Partner Programs

Informational	ZERO FATALITIES PROGRAM
Funding Source State	
Program Year	Ongoing
Manager	Kristen Hoschouer

The Zero Fatalities program is a united effort from State agencies and public and private businesses that

focuses on the top five contributing factors to fatalities on Utah roads: drowsy driving; distracted driving; aggressive driving; impaired driving; and unrestrained occupants. These fatal crashes are preventable—not inevitable. This extensive public education program is designed to convince adults, teens, children, community, business and political leaders of the need to change unsafe driving behaviors and encourage safe driving behaviors that include: driving alert, driving focused, driving calm, drive sober, and driving buckled. Zero Fatalities' goal is to eliminate fatalities on our roadways. Some people may think zero is an impossible goal, but when it comes to your life or the lives of your friends and family, it is the only acceptable goal.

OCCUPANT PROTECTION PROGRAM

Problem Identification

In 2021, 328 people lost their lives on Utah roads which is the highest number of fatalities in one year since 2002. Of those 328 people, 277 were motor vehicle occupants. While total vehicle miles traveled decreased, crashes increased 19% from 2020 and fatal crashes increased 14%. Utah crash data from 2017-2021 shows that although unrestrained occupants account for only 7.3% of all persons involved in crashes, they account for 30% of all fatalities.

Seat belts are the single most effective traffic safety device for preventing death and injury in motor vehicle crashes. Yet, seat belt use in Utah is at an all-time low since 2016. Each year, a statewide survey is conducted observing the driver and front seat passenger seat belt use. The 2021 seat belt observational study reported 88.2% use, a 2% decrease from the 2019 survey. Males continue to buckle up less often than females with seat belt use lower in rural counties compared to urban counties. Pick-up truck occupants had the lowest seat belt usage rate at 82% (77.4% in rural counties) while vans had the highest rate at 92%.

Utah Crash data from 2017-2021 shows that males of all ages are less likely than females to wear their seat belt. Of all motor vehicle occupants killed or injured in crashes, a high percentage of males were not buckled up. In fact, 73.7% of unrestrained drivers were male and over two-thirds of unrestrained occupant fatalities were male. The majority of unrestrained drivers and passengers were less than 48 years old; reporting 75% of drivers younger than 48 years and passengers less than 31 years of age.

Young drivers are especially at risk; 35% of motor vehicle occupants killed or severely injured were ages 15-29. Tragically, only 63% of them were buckled up. Child passengers are also at risk with 36% of fatalities among ages 0-8 years being reported as unrestrained.

Seat belt use is lower during the late night hours. Data shows that restraint use in crashes is lowest between midnight and 3:59 a.m. with 60% of occupants being unbuckled. This supports the need for nighttime seat belt enforcement and is part of the HVE plan.

When examining diverse populations, Hispanic and Latinos were found to have the highest unrestrained fatality rates among all minority groups. This is mainly due to the fact that they are the largest ethnic minority group making up 15.1% of the state's population. Over a five year period from 2017-2021, 36% of Hispanic occupant fatalities were unrestrained. Similar to state and national trends, young males continue to be at higher risk for being killed in a traffic crash. Hispanic motorists ages 16-28 had the highest number of deaths and more than half were male.

Of Utah's 29 counties, six are considered urban, contributing to 85% of the state's population and 23 are rural. When examining the differences between urban and rural counties using crash data from 2017- 2021, it was determined that more than half (58%) of unbuckled fatalities occur in rural counties. Urban counties, which include Cache, Davis, Salt Lake, Utah, Washington and Weber contribute to 42% of unrestrained occupant fatalities.

The crash data and observational survey provide evidence that focus should be placed on males, pick-up trucks, and rural counties. Seat belt enforcement and outreach efforts should focus on these groups. Additionally, when a driver was restrained, restraint use for passengers was 97.4%. When a driver was unrestrained, passenger restraint use was only 43.5%. This supports the importance of leading by example and influencing others traffic safety behavior by buckling up every time.

Utah's Performance Targets 2023:

- Utah's performance target for C-4 (Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions) is 56.5
- Utah's performance target for U-1 (Percent of Children in Utah Crashes in Child Safety Seats) is 66.5%
- Utah's performance target for U-2 (Percent of Children in Utah Crashes in Child Safety Seats, Ages 0-1, Ages 2-4, Ages 5-8) are 89.5%, 81.6% and 41.5% respectively
- Utah's performance target for U-3 (Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 that were Unrestrained) is 38.5%
- Utah's performance target for U-4 (Percent of Utah Motor Vehicle Crash Passenger Vehicle Occupant Fatalities that were Restrained Night vs Day) are 59.1% and 35%
- Utah's performance target for U-5 (Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes Rural vs Urban) are 22.2% and 12.1%

Planned Countermeasures

- Short-Term, High-Visibility Belt Law Enforcement (Countermeasures That Work, NHTSA, 2020)
- Combined Enforcement, Nighttime (Countermeasures That Work, NHTSA, 2020)
- Sustained Enforcement (Countermeasures That Work, NHTSA, 2020)
- Communications and Outreach Supporting Enforcement (Countermeasures That Work, NHTSA, 2020)
- Communications and Outreach Strategies for Low-Belt-Use Groups (Countermeasures That Work, NHTSA, 2020)
- Child Restraint/Booster Seat Law Enforcement (Countermeasures That Work, NHTSA, 2020)
- Short-Term, High-Visibility Child Restraint/Booster Law Enforcement (Countermeasures That Work, NHTSA, 2020)
- Communications and Outreach Strategies for Older Children (Countermeasures That Work, NHTSA, 2020)
- Communications and Outreach Strategies for Booster Seat Use (Countermeasures That Work, NHTSA, 2020)
- School Programs (Countermeasures That Work, NHTSA, 2020)
- Child Restraint Distribution Programs (Countermeasures That Work, NHTSA, 2020)
- Inspection Stations (Countermeasures That Work, NHTSA, 2020)

Project Descriptions

2HVE230401
Project Year
Manager

CLICK IT OR TICKET STEP SUPPORT
Ongoing
Keri Fuhr

Motor vehicle crashes are a leading cause of death for people in Utah and across the United States. Seat belts reduce the risk of injury and death by about 70% when used correctly, according to the NHTSA. In fact, Utah crash data reports that over the last five years, (2017-2021) unrestrained occupants account for only 7.3% of all persons involved in crashes, but result in over 30% of all fatalities. Still, only 88.2% of Utahns use seat belts. High-visibility enforcement has proven to be an effective countermeasure in changing behavior and

increasing seat belt usage among non-users. The goal of this project is to continue combining enforcement and media into the high-visibility enforcement model, and conduct sustained enforcement in support of year-round campaigns that aim to increase the number of motorists who buckle up.

Planned countermeasures include short-term, high-visibility seat belt law enforcement campaigns, combined enforcement initiatives, nighttime enforcement activities, and sustained enforcement efforts. In turn, the project will fund four seat belt enforcement mobilizations that focus on identified high risk populations. Two high-visibility enforcement mobilizations will be held in conjunction with the National Click It or Ticket Campaign occurring in November of 2022 and May 2023 and will focus on young males and pickup truck motorists. One high-visibility enforcement campaign is scheduled for March 2023 and will focus on nighttime motorists in communities with high unbuckled fatality rates during nighttime hours. To target rural motorists, one mobilization will take place in the nine target rural counties and will be held August-September 2023 in conjunction with Labor Day weekend when increased holiday travel takes place.

Enforcement efforts will target seat belt and child safety seat non-use and misuse. To encourage sustained enforcement, the UHSO's law enforcement liaisons will work with the State's law enforcement agencies to reinforce the established CIOT seat belt enforcement guidelines in addition to encouraging consistent enforcement of the State's seat belt law on a regular basis.

Seat belt enforcement mobilizations will be funded with 402 funds.

OP230402
Program Year
Manager

OCCUPANT PROTECTION MEDIA, MATERIALS & SUPPORT
Ongoing - Multi-year Project
Keri Fuhr

Wearing a seat belt is one of the best ways to decrease injuries and deaths in motor vehicle crashes. In addition, unlike many other traffic behaviors, the decision to use a seat belt is made by nearly every motorist each time they ride in a motor vehicle. Occupant protection affects every age group, geographic area, race, ethnicity, gender, and income level. Yet, only 88.2% of Utahns buckle up with males buckling up less often than females. According to crash data, 73.7% of unrestrained drivers were male and over two-thirds of unrestrained occupant fatalities were male.

This multi-year project is entering year two and will work to increase the seat belt use rate in Utah and decrease traffic-related death and injury by supporting a comprehensive media and public information plan over the next two years. Planned countermeasures include communications and outreach that supports enforcement, strategies for low-belt-use groups, and strategies for older children and booster seat use. In turn, funds will be used each year to conduct two high-visibility Click It or Ticket enforcement campaigns, at least two additional enforcement-based educational efforts, and three campaigns that target high risk groups. In addition, this project will promote and support national, state, and local traffic safety campaigns, programs and activities statewide by providing educational materials to requestors and key stakeholders in the traffic safety community. Campaigns, educational materials, and media efforts will focus on identified high risk populations and areas such as counties with low seat belt use rates, cities with high night-time unrestrained fatality rates, pickup truck drivers and passengers, male hard-core non-users, diverse groups, and children riding in booster seats. In addition, the project will support the Rural Seat Belt Program's communications plan for the nine target counties, Box Elder, Cache, Carbon, Iron, Sanpete, Sevier, San Juan, Tooele and Uintah. The project will also support the Occupant Protection Advisory Committee. The committee will meet quarterly to discuss identified goals with focus on the emerging traffic safety culture that is showing an increase in risky driving behaviors and a decline in seat belt use. Efforts on cultural diversity and equity in messaging and outreach are also a focus for FY2023.

A contract will be secured with one or more advertising agencies to assist with the campaigns, media and public information efforts. Funds may also be used to support public relations activities, campaign development and production costs, and media placement. In addition, funds will be used to purchase and/or develop appropriate educational materials and promotional items that will be used to inform and educate the public about the importance of proper restraint use. The campaigns will partner with the Zero Fatalities program and messaging and media efforts will be shared and coordinated with the NHTSA, as appropriate.

This project will be funded using 405b and 402 and pass-thru funds. Any promotional items will be paid for with UDOT pass-thru funds.

2CPS230403	STATEWIDE CHILD PASSENGER SAFETY PROGRAM
Project Year	Ongoing - Multi-year Project
Manager	Kerilee Burton

Child passenger safety has dramatically evolved over the past decade and Utah's CPS program has been strong and influential since the 1980's; however, motor vehicle crashes continue to be the leading cause of death for children four years and older. This multi-year project is entering year two and will continue work to increase the proper and consistent use of car safety seats and booster seats by supporting a comprehensive and statewide child passenger safety (CPS) program. The focus of the second year will be on supporting the various programs with educational resources, car seats, and continuing the partnership with health departments, hospitals and non-profit partners. By year three, the goal is to have established CPS programs and inspection stations, specifically in hospitals and other influential organizations. Over the three-year period of time, UHSO will add new partners who will teach proper CPS principles and add additional inspection stations and educational programs. These programs, which include hospitals, will support caregivers in traveling safely to ensure that families consistently arrive home safe and healthy.

Child passengers have been identified as a high-risk population. Despite Utah having a law that requires child passengers to ride in appropriate safety restraints to age 8, as children grow, they are less likely to be properly restrained in a child safety seat or booster seat and are more likely to be unrestrained in the vehicle. During 2017-2022, there were 113 unrestrained children under the age of two involved in crashes. Whereas, there were 564 unrestrained children between the ages of 5 and 8 involved in crashes. This means that children are 5 times more likely to be unrestrained in the older category than when they are under 2 years old.

Surprisingly, 6 out of 10 of these life-saving devices are used incorrectly. Certified child passenger safety technicians throughout the state of Utah are working to ensure our youngest passengers are properly protected.

Utah's CPS program will teach parents to optimize safety in passenger vehicles by using rear-facing car safety seats as long as possible and forward-facing car safety seats from the time they outgrow rear-facing seats for most children through at least 4 years of age. These educational messages are aimed at increasing the proper and consistent use of child restraint devices are essential to the safety of Utah's most vulnerable passengers. It is recommended that belt-positioning booster seats should be used from the time children outgrow forward-facing seats for most children through at least 8 years of age and longer.

More work must be done to ensure our youngest passengers are properly protected. We fatally lost 14 children, ages 0-8 years old, who were unrestrained during 2017-2021 in Utah. In addition, during this same time period, the financial impact was significant. The average annual emergency department and hospital charges for children ages 0-8 years old was \$179,872 per year.

To increase the number of children who ride in the proper safety restraints and prevent injury in crashes, Utah will increase child passenger safety education to caregivers by making car seat inspections available no matter

where families live in Utah. In addition, the Utah Highway Safety Office will continue to develop social media educational messages and effectively partner with and provide resources for health departments, hospitals, law enforcement agencies and non-profit organizations. As a support to law enforcement, the UHSO created a CPS Law Enforcement Pocket Card with basic ages and stages information for child restraints on one side and common misuse scenarios of child restraints on the other side. The card is a tri-fold card that is the size of a business card. It directs law enforcement and the public to the clickit.utah.gov website where they can search for a car seat inspection station. These cards are used by law enforcement at traffic stops and are being distributed at monthly Multi-Agency Task Force Meetings.

The child passenger safety program will continue to prioritize helping low-income populations with car seats. Funds will also be used to support the purchase of car seats for inspection clinics. Per federal regulations, less than 5 percent of the total 405b award will be used for this purpose and low-income status will be required in order to receive a child restraint device. A portion of the UDOT Pass-Thru Funding will also be used to support the state's 96 car seat inspection stations by providing educational tools and child restraints for under-served populations. Out of the 95 inspection stations, 37 serve targeted populations such as homeless shelters, head start and child care centers, military bases, hospitals, health centers on reservations, and refugee centers.

Educational materials will be created and support will be provided to develop educational brochures, posters and social media materials. Teaching tools and inspection resources (LATCH manual, training seats, etc.) will also be provided to the state's car seat inspection stations and active technicians. Less than 3 percent of the total project funds awarded will be used for this purpose.

The Click It Club Elementary School-Based Program continues to reach more and more elementary schools. This program teaches the importance of traffic safety and as a result, participants are more likely to use appropriate car seats, boosters, and seat belts. Students, faculty and their family members are involved in this popular, fun educational experience. Funding will be used for educational materials and resources that are provided to the schools. The UDOT Pass-Thru funds will also support this objective to expand the Click It Club elementary school-based program. UDOT funds will also be used to support the state's 96 car seat inspection stations by providing educational tools and child restraints for under-served populations.

One of the goals of the CPS program is to support current technicians and CPS Inspection Stations by being an educational resource for technicians and offering re-certification opportunities. Through the celebration of CPS Week, social media resources will be created and distributed to all our CPS partners.

This project will be funded using 402, 405b and pass-thru funds. Any promotional items will be paid for with UDOT pass-thru funds.

OP230423	SAFE KIDS UTAH
Project Year	Ongoing
Manager	Kerilee Burton

Safe Kids Utah, working in partnership with Safe Kids Worldwide, will administer and facilitate at least four CPS Standardized Certification Trainings where approximately 60 new technicians will be certified across the state. The grant will support travel for instructors to assist with training, checkpoints, and re-certification courses. The Instructor team consists of 15 child passenger safety specialists and CPS educators. The team will teach all the certification courses and will meet annually to coordinate the program.

In addition, Safe Kids Utah will administer child passenger safety grants to support local car seat inspection stations at the 13 local health districts. These CPS inspection stations have educational programs and inspection stations in many communities throughout the state. These funds will support local activities aimed at providing education and instruction to parents, caregivers and children regarding the importance of proper

use of child restraints and seat belts. As a result, the public will be able to get car seats checked and receive proper car seat education. Each local area will have the responsibility to attend the CPS Pre-Conference in association with the Zero Fatalities Safety Summit where Continuing Education Unit (CEU) opportunities will be available for CPS Technicians.

The Hispanic traffic safety education efforts will be part of the Safe Kids Utah grant. The program will fund Hispanic traffic safety education through the health departments in Salt Lake, Utah, and Weber Counties where the overwhelming majority of the state's Hispanic community live. For example, West Valley City, located in Salt Lake County, has the highest Hispanic population of any other city in Utah at 38% in 2020. In addition, 56% of the traffic fatalities involving this population occur in these urban areas. Since approximately 75% of the state's Hispanic population lives in three of the state's 29 counties, Safe Kids will concentrate on these areas to educate about the importance of child passenger safety and occupant protection. The message will teach safe driving behaviors with a focus on increasing seat belt and child restraint use among the Hispanic population. The efforts among the three counties will include media, community-based and school-based education, and outreach campaigns using new and existing community partners. The Click it Club program, which provides all materials and resources in Spanish, will educate elementary age children, which will, in turn, inform their families about the importance of traffic safety.

This project will be supported by 402 and 405b funds.

OP230422	SHRINERS HOSPITAL
Project Year	Ongoing
Manager	Kerilee Burton

Shriners Children's, SLC will continue to be a resource for safe travel for children with special health care needs. They will conduct at least 20 car seat clinics for patients that are new to Shriners Children's as well as existing patients. They will help children with special needs obtain a car seat that are often not available in the commercial market. Specifically, Shriners Children's will help those with orthopedic and global delays often have increased support needs and are in need of an adaptive child restraint or conventional car seat to meet their needs. Each identified need will be met with child restraints that meet federal standards.

Children with special healthcare needs misuse of child restraints is higher than their typically developing peers. The data collected since the inception of Shriners Special Needs Car Seat Clinic in fall of 2016 has indicated that the populations served currently have a misuse percentage of 84.24%. We have also identified that medical car seats are poorly covered by Utah's private insurance companies or poorly reimbursed by Utah Medicaid. The lower reimbursement rate by Medicaid makes it difficult for local vendors to sell special needs car seats to patients that require them. This causes a dynamic that is "defacto denial". In 2021 alone of the 58 special needs car seat identified and needed by the patients we saw through Shriners Children's Special Needs Car Seat clinic private insurance covered only three special needs car seats and Medicaid covered six. The remaining special needs car seats were donated by Shriners Children's, SLC.

Another observed challenge has been the poor availability of resources for children with special healthcare needs that escape from their car seats. These car seats are not covered by insurance due to the fact that there is not a positional need, but a behavior need. There are many products that address children that are able to escape from their car seats, however they are not always crash tested to the standard of true safety. Shriners Children's will use car seats that meet federal standards and address the needs of our targeted populations.

This project will be supported by 402 funds.

OP230421	PRIMARY CHILDREN'S HOSPITAL
Project Year	Ongoing

Manager

Kerilee Burton

Primary Children's Hospital will continue to educate the public and ensure children are properly restrained. This will be accomplished through educational programs and events, individual car seat checks, and special needs car seat consultations. There is a whole demographic of underserved special needs families in need of resources and education on how to transport their children safely and properly. The barrier is that special needs children don't know where to go and need car seat help. Primary Children's will continue to address this need and provide one on one personal consultations with these families. In 2021, more than 100 families were helped with their unique special needs seating requirements.

Many in the community are going to their pediatricians for expert car seat advice, and most providers are not experts on car seats. Primary Children's will administer the pediatric education program, Safe Seats, Save Lives to train the providers with up-to-date information on how to properly restrain children while traveling in vehicles and where they can go to find the proper resources for installing car seats. In addition, child passenger safety education magnets will be distributed to birthing hospitals within the Intermountain Healthcare system.

Primary Children's will maintain an inspection station which is open 5 days a week with a dedicated CPS technician to provide families in the hospital and community with low cost/free car seats. The child passenger safety hotline will field car seat questions, serving the entire state of Utah. Up-to-date safety information will be given through car seat appointments, community events and media interviews.

This project will be supported by 402 and State pass-thru funds.

OP230404

RURAL SEAT BELT PROGRAM

Project Year

Ongoing

Manager

Keri Fuhr

Of Utah's 29 counties, 23 are considered rural and contribute only 15% of the state's population. Yet, more than half (58%) of unbuckled fatalities occur in rural counties and 47% of all occupant deaths in rural areas were unrestrained. According to the 2021 Utah Safety Belt Observational Survey, the seat belt usage declined from the 2019 survey, reporting 89% use in urban counties and 85% in rural counties. Furthermore, male motorists in rural counties had the lowest usage rate (81.9%) of all motorists.

In an effort to increase seat belt use in Utah's rural communities, the Together For Life project has successfully been implemented in nine counties to determine the most effective combination of countermeasures to use. This comprehensive project includes all elements of program planning, implementation, and evaluation using the Positive Community Norming model for communications and messaging. Since the beginning of the project in 2015, participating rural counties have seen a 22% average increase in seat belt use with exception to the statewide overall decrease in 2021.

Funds will be used to support this project over the next two years for the following efforts: The communications plan that includes earned and paid media; toolkit updates and distribution; ongoing evaluation including the continuation of conducting community, law enforcement, key leaders and school-based surveys; activities to engage local law enforcement; communication and outreach strategies supporting enforcement of the state's Primary Seat Belt Law; sustained enforcement efforts; school and employer programs; and conducting appropriate educational outreach efforts in all nine participating counties. Funding will also support a contract with Montana State University's Transportation Safety Institute, the communications and media plan, and the development and production of outreach materials.

The project will be supported by 402 and State pass-thru funding.

OP230413 **RURAL SEAT BELT GRANT - BOX ELDER COUNTY**
Project Year **Ongoing**
Manager **Keri Fuhr**

The goal of this project is to continue efforts to support the Together for Life rural seat belt campaign designed to increase seat belt and child restraint use in Box Elder County using the positive community norms approach. The project scope will include working to change values and perceptions about seat belts, utilize comprehensive toolkits, coalition building, earned media, and community outreach. Activities will be conducted across the social ecology to increase awareness of the importance of seat belt use and child restraints and work to support a positive traffic safety culture. Activities include: support of four occupant protection campaigns being promoted by the UHSO, quarterly media placement, quarterly coalition meetings, participation in available training and guide calls, quarterly activities in focus areas, distribution of tools and resources provided by UHSO. The project will work with law enforcement, community, schools, worksites and key leaders to implement activities, outreach and messaging.

The project will be supported by 402 funds.

OP230412 **RURAL SEAT BELT GRANT - CACHE COUNTY**
Project Year **Ongoing**
Manager **Keri Fuhr**

The goal of this project is to continue efforts to support the Together for Life rural seat belt campaign designed to increase seat belt and child restraint use in Cache County using the positive community norms approach. The project scope will include working to change values and perceptions about seat belts, utilize comprehensive toolkits, coalition building, earned media, and community outreach. Activities will be conducted across the social ecology to increase awareness of the importance of seat belt use and child restraints and work to support a positive traffic safety culture. Activities include: support of four occupant protection campaigns being promoted by the UHSO, quarterly media placement, quarterly coalition meetings, participation in available training and guide calls, quarterly activities in focus areas, distribution of tools and resources provided by UHSO. The project will work with law enforcement, community, schools, worksites and key leaders to implement activities, outreach and messaging.

The project will be supported by 402 funds.

OP230417 **RURAL SEAT BELT GRANT - SANPETE COUNTY**
Project Year **Ongoing**
Manager **Keri Fuhr**

The goal of this project is to continue efforts to support the Together for Life rural seat belt campaign designed to increase seat belt and child restraint use in Sanpete County using the positive community norms approach. The project scope will include working to change values and perceptions about seat belts, utilize comprehensive toolkits, coalition building, earned media, and community outreach. Activities will be conducted across the social ecology to increase awareness of the importance of seat belt use and child restraints and work to support a positive traffic safety culture. Activities include: support of four occupant protection campaigns being promoted by the UHSO, quarterly media placement, quarterly coalition meetings, participation in available training and guide calls, quarterly activities in focus areas, distribution of tools and resources provided by UHSO. The project will work with law enforcement, community, schools, worksites and key leaders to implement activities, outreach and messaging.

The project will be supported by 402 funds.

OP230418 **RURAL SEAT BELT GRANT - SEVIER COUNTY**
Project Year **Ongoing**
Manager **Keri Fuhr**

The goal of this project is to continue efforts to support the Together for Life rural seat belt campaign designed to increase seat belt and child restraint use in Sevier County using the positive community norms approach. The project scope will include working to change values and perceptions about seat belts, utilize comprehensive toolkits, coalition building, earned media, and community outreach. Activities will be conducted across the social ecology to increase awareness of the importance of seat belt use and child restraints and work to support a positive traffic safety culture. Activities include: support of four occupant protection campaigns being promoted by the UHSO, quarterly media placement, quarterly coalition meetings, participation in available training and guide calls, quarterly activities in focus areas, distribution of tools and resources provided by UHSO. The project will work with law enforcement, community, schools, worksites and key leaders to implement activities, outreach and messaging.

The project will be supported by 402 funds.

OP230420 **RURAL SEAT BELT GRANT - SAN JUAN COUNTY**
Project Year **Ongoing**
Manager **Keri Fuhr**

The goal of this project is to continue efforts to support the Together for Life rural seat belt campaign designed to increase seat belt and child restraint use in San Juan County using the positive community norms approach. The project scope will include working to change values and perceptions about seat belts, utilize comprehensive toolkits, coalition building, earned media, and community outreach. Activities will be conducted across the social ecology to increase awareness of the importance of seat belt use and child restraints and work to support a positive traffic safety culture. Activities include: support of four occupant protection campaigns being promoted by the UHSO, quarterly media placement, quarterly coalition meetings, participation in available training and guide calls, quarterly activities in focus areas, distribution of tools and resources provided by UHSO. The project will work with law enforcement, community, schools, worksites and key leaders to implement activities, outreach and messaging.

The project will be supported by 402 funds.

OP230414 **RURAL SEAT BELT GRANT - CARBON COUNTY**
Project Year **Ongoing**
Manager **Keri Fuhr**

The goal of this project is to continue efforts to support the Together for Life rural seat belt campaign designed to increase seat belt and child restraint use in Carbon County using the positive community norms approach. The project scope will include working to change values and perceptions about seat belts, utilize comprehensive toolkits, coalition building, earned media, and community outreach. Activities will be conducted across the social ecology to increase awareness of the importance of seat belt use and child restraints and work to support a positive traffic safety culture. Activities include: support of four occupant protection campaigns being promoted by the UHSO, quarterly media placement, quarterly coalition meetings, participation in available training and guide calls, quarterly activities in focus areas, distribution of tools and resources provided by UHSO. The project will work with law enforcement, community, schools, worksites and key leaders to implement activities, outreach and messaging.

The project will be supported by 402 funds.

OP230416 **RURAL SEAT BELT GRANT - TOOELE COUNTY**
Project Year **Ongoing**
Manager **Keri Fuhr**

The goal of this project is to continue efforts to support the Together for Life rural seat belt campaign designed to increase seat belt and child restraint use in Tooele County using the positive community norms approach. The project scope will include working to change values and perceptions about seat belts, utilize comprehensive toolkits, coalition building, earned media, and community outreach. Activities will be conducted across the social ecology to increase awareness of the importance of seat belt use and child restraints and work to support a positive traffic safety culture. Activities include: support of four occupant

protection campaigns being promoted by the UHSO, quarterly media placement, quarterly coalition meetings, participation in available training and guide calls, quarterly activities in focus areas, distribution of tools and resources provided by UHSO. The project will work with law enforcement, community, schools, worksites and key leaders to implement activities, outreach and messaging.

The project will be supported by 402 funds.

OP230415 **RURAL SEAT BELT GRANT - IRON COUNTY**
Project Year **Ongoing**
Manager **Keri Fuhr**

The goal of this project is to continue efforts to support the Together for Life rural seat belt campaign designed to increase seat belt and child restraint use in Iron County using the positive community norms approach. The project scope will include working to change values and perceptions about seat belts, utilize comprehensive toolkits, coalition building, earned media, and community outreach. Activities will be conducted across the social ecology to increase awareness of the importance of seat belt use and child restraints and work to support a positive traffic safety culture. Activities include: support of four occupant protection campaigns being promoted by the UHSO, quarterly media placement, quarterly coalition meetings, participation in available training and guide calls, quarterly activities in focus areas, distribution of tools and resources provided by UHSO. The project will work with law enforcement, community, schools, worksites and key leaders to implement activities, outreach and messaging.

The project will be supported by 402 funds.

OP230419 **RURAL SEAT BELT GRANT - UINTAH COUNTY**
Project Year **Ongoing**
Manager **Keri Fuhr**

The goal of this project is to continue efforts to support the Together for Life rural seat belt campaign designed to increase seat belt and child restraint use in Uintah County using the positive community norms approach. The project scope will include working to change values and perceptions about seat belts, utilize comprehensive toolkits, coalition building, earned media, and community outreach. Activities will be conducted across the social ecology to increase awareness of the importance of seat belt use and child restraints and work to support a positive traffic safety culture. Activities include: support of four occupant protection campaigns being promoted by the UHSO, quarterly media placement, quarterly coalition meetings, participation in available training and guide calls, quarterly activities in focus areas, distribution of tools and resources provided by UHSO. The project will work with law enforcement, community, schools, worksites and key leaders to implement activities, outreach and messaging.

The project will be supported by 402 funds.

OP230407 **HISPANIC TRAFFIC SAFETY PROGRAM**
Program Year **Ongoing - Multi-year Project**
Manager **Kerilee Burton**

Utah has a fairly homogeneous population with 77.8% being Caucasian. However, over the last decade, Utah has seen an increasing trend in its diverse population as it is home to hundreds of thousands of Hispanic/Latino people which make up the largest ethnic minority group at 14.4% of the state's population. The Census Bureau reports that Utah's Hispanic population grew by 25.6% between 2010 and 2018. That's more than twice as fast as the 10.8% growth in Utah's non-Hispanic white population.

Similar to overall state and national trends, young males continue to be at higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and more than half were male. For males in these age categories, racial/ethnic disparity patterns were evident. In each of these

age groups, the highest death rates were among American Indian/Alaskan Native males, followed by Black males, and Hispanic males.

Traffic crashes are one of the leading causes of death among Hispanics in the United States and in Utah. More Hispanic motorists are being killed in crashes than in the past. In June 2021, the Governors Highway Safety Association (GHSA) released an analysis of traffic fatalities by race and ethnicity. The data showed that, on a national basis, Hispanic and Caucasian fatalities had somewhat similar per capita rates of total traffic fatalities, so Utah does not want to neglect traffic messages designed for the Hispanic population. In conclusion, it is clear from the review of previous research and from the FARS data that black, indigenous and people of color are disproportionately represented in fatal traffic crashes.

The goal of the Hispanic Traffic Safety project is to decrease motor vehicle crashes involving Hispanic drivers by promoting grassroots outreach efforts to reach as many individuals from this group as possible. This multi-year project is entering year two and the focus of 2023 will be to branch out to local community centers, schools, and non-profit cultural centers, using media and print material to promote our safety message. By year three, this project will have established a foundation of media, education and information that is ongoing and sustainable and involves many partnerships with community organizations at a local level. The program will support interventions with sound injury prevention and control principles designed to increase seat belt and child safety seat use among this population and reduce crashes, injuries, and fatalities.

The project will be supported by 402 and State pass-thru funding.

OP230408
Program Year
Manager

OCCUPANT PROTECTION PROGRAM EVALUATION
Ongoing
Keri Fuhr

Since 1986, the Utah Safety Belt Observational Survey has been conducted annually and studies seat belt use among drivers and front seat passengers. The study is designed to accommodate the probability requirements of the National Highway Traffic Safety Administration (NHTSA) as written in the Federal Register, as well as the specific needs of the State. The survey is a top priority for the UHSO as the results are reported to NHTSA and also used to define areas of opportunity for the UHSO. The survey is also a required element of each state's Highway Safety Plan and may impact federal funding awarded to the State. New site selections were made for FY2023 and will be used for the next five years. Wasatch County was added to the observational survey making 18 counties in all. The results will be provided to NHTSA as well as the public and the State's traffic safety partners. Funds will be used to contract with a survey coordinator, hire four surveyors to gather the usage data in 18 counties, support travel needs for the surveyors and conduct training.

Project funds will be used to conduct a Child Passenger Safety Survey which will be conducted during FY2023. This will be a convenience sample survey that will include urban and rural counties. Plans are underway for survey design and methodology. UHSO will recruit certified child passenger safety technicians to conduct the surveys. Survey results will be shared and evaluated to determine child restraint use for children ages 0-12.

To help determine the direction of the occupant protection program and to track progress, funding will be used to conduct a public awareness survey. The survey will gather information on driver awareness of seat belt-related campaigns, as well as attitude and knowledge of the seat belt law, perceptions of enforcement, and self-reported behavior. The results of the survey will be used to evaluate the program effectiveness and messaging.

This project is supported by 402 funds.

Partner Programs

Informational **SUSTAINED SEAT BELT ENFORCEMENT**
Funding Source State
Program Year **Ongoing**
Manager **Mike Rapich (UHP)**

The Superintendent of the Utah Highway Patrol (UHP) continues to focus on sustained, high-visibility seat belt and child passenger safety seat enforcement across Utah. Using a data-driven approach, monthly saturation patrols will be used across the State and will incorporate a focus on crash hotspots. High-visibility seat belt enforcement will also take place during major holiday periods.

Informational **ZERO FATALITIES PROGRAM – SEAT BELT CAMPAIGN**
Funding Source State
Program Year **Ongoing**
Manager **Kristen Hoschouer (UDOT)**

The Zero Fatalities program is a united effort from State agencies and public and private businesses that focuses on the top five contributing factors to fatalities on Utah roads: drowsy driving; distracted driving; aggressive driving; impaired driving; and unrestrained occupants. These fatal crashes are preventable—not inevitable. This extensive public education program is designed to convince adults, teens, children, community, business and political leaders of the need to change unsafe driving behaviors and encourage safe driving behaviors that include: driving alert, driving focused, driving calm, drive sober, and driving buckled. Zero Fatalities' goal is to eliminate fatalities on our roadways. Some people may think zero is an impossible goal, but when it comes to your life or the lives of your friends and family, it is the only acceptable goal.

Informational **ZERO FATALITIES PRE-DRIVER EDUCATION PROGRAM**
Funding Source State
Program Year **Ongoing**
Manager **Kristen Hoschouer (UDOT)**

This program supports the continued development of the Zero Fatalities Pre-Driver program which is aimed at increasing seat belt use among pre-teens and preparing middle school/junior high age students for the Drivers Education program. This education is available to parents, community leaders and health teachers and meets the health core curriculum for the Utah State Board of Education.

TEEN DRIVING PROGRAM

Problem Identification

Utah crash data for 2017-2021 shows that teenage drivers accounted for 21% of all crashes and 22.7% of all injuries. During that same time period, 1,385 people lost their lives on Utah roads. Of that number, 179 people lost their lives as the result of a teenage driver involved crash; 103 of those people were teenagers. In addition, 28% of all hospitalizations were teen-driver involved crashes. Between the years of 2017-2021, the total amount of money spent on emergency department and hospital charges because of teenage driver related crashes was almost \$21,500,000.

Research has shown that during the first 18 months of teenage licensure, overall teenage crash and near-crash (CNC) rates declined over time, but were 4 times higher among teenagers than adults. Contributing factors to teenage CNC rates included secondary task engagement, such as distraction, kinematic risky driving, low stress responsivity, and risky social norms. The data supports the contention that the high novice teenage CNC risk is due both to inexperience and risky driving behavior, particularly kinematic risky driving and secondary task engagement. In Utah, teenage drivers represent an extremely high-risk factor on the roads because of their high crash rates and lack of driving experience. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. Over 90% of teen crashes happen in the first few months of receiving a driver license. In addition, fatal crashes increase by nearly 45% when a 16- or 17-year old driver has one teenage passenger; it doubles with two teen passengers and quadruples with three or more (AAA Foundation for Traffic Safety). The data for the last 5 years shows that the mean age for passengers in teenage driven vehicles is 17.5, with a median of 18.0. Because 75% of all passengers in teenage driven vehicles are under the age of 18, this adds to the risky situation. Per mile driven, drivers ages 16 to 19 are nearly three times more likely to be in a fatal crash than drivers ages 20 and older (Centers for Disease Control and Prevention). During 2017-2021, teenage drivers in Utah were responsible for over 64,124 crashes.

In an article from the Governor's Highway Safety Association (GHSA), it is reported that most crashes occur because the novice behind the wheel doesn't have the skills or experience needed to recognize a hazard and take corrective action. Teen drivers (ages 15-19 years) are a special concern in Utah, as they are over-represented in crashes. Teens are more likely than older drivers to underestimate or not be able to recognize dangerous situations. Teens are also more likely than adults to make critical-decision errors that lead to serious crashes (Centers for Disease Control and Prevention). There were 31 teen fatalities on Utah's roads in 2021 and over half of them were in the driver's seat.

The number of teenage crashes compared to other ages is significantly disproportionate, thus it is a priority of the Highway Safety Office and the Teen Driving Education and Outreach Program to educate about seat belt use, teach skills to teen drivers and increase parental involvement. Teens who say their parents monitor their activities in a helpful, supportive way are half as likely to speed, two times more likely to wear seat belts.

Utah's Performance Targets 2023

- Utah's performance target for C-9 (Number of Drivers in Fatal Crashes Age 20 or Younger) is 43.1
- Utah's performance target for U-3 (Percentage of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years that were Restrained) is 38.5%
- Utah's performance target for U-9 (Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers) is 83.1

Planned Countermeasures

All the below activities can be found in Countermeasures That Work, NHTSA, 2020

- Graduated Driver Licensing
- Intermediate License Passenger Restrictions GDL Cell Phone Restrictions
- GDL Belt Use Requirements
- Pre-Licensure Driver Education
- Parental Role in Teaching and Managing Young Drivers

Project Description

CP230210 **TEEN DRIVING OUTREACH**
Project Year **Ongoing - Multi-year Project**
Manager **Kerilee Burton**

The project supports the Utah Highway Patrol’s Teen Driving Challenge, the Zero Fatalities Pre-Driver Program and the Teen Driving Task Force. These programs provide outreach and awareness to both the younger teen and the older teen age groups.

The Utah Highway Patrol’s Teen Driving Challenge provides course work and road experience to increase teen driver skills. This includes hazard recognition, vehicle handling, space management and awareness of distracted and impaired driving. To increase parental knowledge, this project utilizes earned media opportunities and social media channels.

The Zero Fatalities Pre-Driver Program is aimed at increasing seat belt use among pre-teens and targets pre-drivers. Middle school-aged children have the opportunity to benefit from a traffic safety curriculum that will prepare students for the driver’s education program. Funds will be used to create and implement new ideas for the middle schools. The UHSO will work with older students in local high schools, PTA groups and the Office of Education to implement this program.

The Teen Driving Task Force is an influential group of teen and traffic advocates that meet to coordinate statewide and local activities and events and share ideas. The group encourages support from traffic safety partners from public and private entities. Funds cover operational expenses for the task force.

The Teen Driving Education and Outreach Program will work to decrease motor vehicle crashes involving teen drivers by promoting increased parental involvement in and awareness of their child’s education and experience as each new group of young drivers hit the roadways. In addition, the program will educate pre-drivers and prepare them for the state’s driver education program. This multi-year grant is entering year two and will continue to increase the number of TDC classes and use the newest video for the Pre-Driver program to support middle school aged pre-teens in learning the importance of traffic safety. By year three, we will further partner with Zero Fatalities, reaching more middle school aged students with educational videos to support safe driving habits.

In 2023, the Utah Highway Safety Office expects to develop teen driver educational resources for use in classrooms, social media, and influence the communication with parents and students to support safe driving habits.

These teen driving programs are supported by both 402 funds and UDOT State pass through funds.

Partner Programs

Informational **DRIVER EDUCATION PROGRAM FOR HIGH SCHOOL STUDENTS**
Funding Source State
Program Year **Ongoing**
Manager **Audra Urie**

According to AAA National, teens lack the experience, skills, and maturity of a seasoned driver, which contribute to an increase in the chance that there will be a deadly outcome, not just for the teen driver, but also for any passenger as well as others on the road. Teen drivers' crash risks multiply when they have teen passengers, and speeding is a leading factor in crashes for teens. Teen passengers are the biggest distraction to teen drivers, but cell phones come in second. Teens have the highest risk of drowsy driving because they have a hard time getting enough sleep. The Utah State Board of Education, in partnership with the Utah Driver License Division, oversees the driver education program in Utah's public schools. Successful completion of this course is required for licensure of new drivers in Utah.

Informational **TEEN DRIVER SAFETY**
Funding Source State
Program Year **Ongoing**
Manager **Kristen Hoschouer (UDOT)**

Utah's teen driving safety program, Zero Fatalities Parent Night, is a component of the state's Zero Fatalities program and is aimed at young drivers. The main focus of this program is the involvement of parents in the student's experience in learning to drive. Through this program, parents and teens are taught about the top behaviors that lead to fatalities and serious injuries on our roadways, as well as information on the graduated driver license laws. During the 2021-2022 school year, over 20,000 students benefited from attending the Zero Fatalities Parent Night. It is anticipated that that number will increase in 2023.

Informational **DEFENSIVE DRIVING COURSE**
Funding Source Private
Program Year **Ongoing**
Manager **Utah Safety Council**

The National Safety Council's Defensive Driving Course (DDC) offers practical strategies to reduce collision-related injuries and fatalities. It addresses the importance of attitude in preventing crashes, and reinforces good driving skills. Most importantly, DDC shows students the consequences of the choices they make behind the wheel, and puts defensive driving in a personal context. No other driver training program has a higher rate of success in reducing the severity and frequency of collisions for its participants than the National Safety Council's DDC. Study after study has shown that drivers who participate in the DDC average fewer collisions and fewer driving arrests than drivers who do not take the course. Offered locally through the Utah Safety Council, this course has set the standard in the industry for over 40 years, and continues to improve driver behaviors. Utah Safety Council trains over 15,000 drivers per year teaching this class as well as Alive at 25 and the Seat Belt Course.

Informational **TRUCK SMART**
Funding Source FMSCA
Program Year **Ongoing**
Manager **Kristen Hoschouer (UDOT)**

Nearly 25 percent of all vehicles on Utah's roads are large trucks and that number is increasing. The Motor Carrier Division of UDOT recognizes that driver education that includes information about how to drive safely around trucks is vital to the success and safety of student drivers. One of the best methods to help teenage drivers understand how to drive "Truck Smart" is to bring a truck to school or wherever they are taking their Driver's Education course. The Truck Smart program educates new drivers on the importance of driving around semi-trucks, emphasizing the No-Zone areas. Every school year, more and more students are receiving this education than did in the past. During the 2021-2022 school year, over 15,000 students took the Truck Smart class at presentations at various high schools throughout Utah.

IMPAIRED DRIVING PROGRAM

Drowsy Driving Problem ID

Drowsy driving is the act of driving or operating a motor vehicle while tired and feeling fatigued or sleepy. Many factors can contribute to driver fatigue such as stress, medication, sleep disorders, shift work and an interrupted night's sleep. Driving while tired decreases awareness, slows reaction time and impairs judgment, putting the driver and others around them in danger. Between 2017-2021 fatal drowsy driver-related crashes account for 3.24% of all Utah fatal crashes. Although this percentage is low, it may not show the true size of the problem. Identifying drowsiness or fatigue, and determining its role in the crash, can be challenging for law enforcement. According to the CDC when you are awake for more than 18 hours, the effect on your body is the same as if you had a BAC of 0.05 percent. After 24 hours awake, it's like having a BAC of 0.10 percent, which is double the legal limit in Utah. It has also been shown that those who sleep six hours or less are three times more likely to crash.

In looking at crash data between 2017-2021 total fatalities in Utah were on the decline between the years of 2017-2019. In 2017 there were 273 deaths; 2018 had 260 and 2019 had 248. Unfortunately, fatalities have increased significantly in 2020-2021 with 276 deaths in 2020 and 328 deaths in 2021. Drowsy driving fatalities between 2017-2021 were on the decline until 2018 when Utah saw a high of 16 drowsy driving fatalities. That number has since decreased to 7 fatalities in 2019 and 4 in 2020. Unfortunately, drowsy driving fatalities increased in 2021 with a reported 10 fatalities.

Utah crash data for a five-year period (2017-2021) for drowsy driver-related crashes and fatal crashes showed that:

- Fatal crashes were highest among drivers aged 13-20 years (26% of drowsy drivers)
- Fatal crashes were more common among males (80% of drowsy drivers)
- Wednesday, Saturday and Sunday had the highest number of total drowsy driving crashes.
- September through December were highest for total crashes, while September and December had the most deaths involving a drowsy driver.
- Fatal crashes were highest during the hours of 8:00 am and 3pm, while 5:00-8:59 a.m. and 2:00-5:59 p.m. had the highest number of total crashes.
- Fatal crashes were highest in Salt Lake, Utah, Sevier and Tooele Counties while total crashes were highest in Salt Lake, Utah, Davis and Weber Counties.
- Over 56% of drowsy driver crashes were a result of the driver failing to keep in their proper lane.

Alcohol/Drug Problem ID

Although Utah stays below the national average in regards to alcohol and drug-related fatalities, impaired driving continues to be a problem. Utah has been proactive in fighting impaired driving and was the first state in the nation to pass a .05 BAC law. The law went into effect on December 30, 2018 with hopes that citizens will be more aware of their behavior and make better choices. The primary goal of the BAC change is to separate the activity of drinking from the activity of driving a vehicle, thus saving lives on Utah's roadways.

*It should be noted that when referring to data in this section, **alcohol-related fatal crashes and fatalities** include only those incidents where at least one of the drivers tested positive for alcohol and had a BAC of > .05; **alcohol-related crashes** include incidents where a positive alcohol test has been confirmed; **drug-related***

crashes and fatalities include the number of crashes resulting from one or more drivers who had a positive drug test. Drug presence does not necessarily imply impairment. For many drug types, drug presence can be detected long after any impairment that might affect driving has passed. In the past, when reporting alcohol and drug-related crashes and fatalities, the Highway Safety Office included alcohol and drug-suspected data combined with positive data. Going forward, in order to show a more accurate picture of alcohol and drug impaired driving, only alcohol and drug positive data will be counted.

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. Utah crash data from 2017-2021, shows that alcohol-related driver crashes are 6.4 times more likely to be fatal than other crashes. The fatal crash summary for 2021 shows that in 293 fatal crashes there were 328 total fatalities. Of those 293 fatal crashes, 131 of those crashes involved either an alcohol-related or drug-related driver.

In looking at data for 2017-2021 an average of 44 people die each year in Utah from alcohol-related crashes, there were 868 possible injury crashes, 743 injury crashes and 2,766 property damage only crashes. Data from the same time-period shows that in alcohol-related deaths; 62.3% of deaths were the driver; 21% were passengers; 16.75% were non-motorists.

Drug-impaired driving continues to be a growing problem, not just in Utah, but across the country. On average, 107 people die each year in Utah in crashes where the driver tested positive for drugs. A drug-positive driver was involved in 39% of the traffic deaths in 2017-2021 and drug-related crashes account for .04% of all crashes in Utah. Part of the challenge is that there are over 430 specific drug types or metabolites and no equivalent number like the .05 BAC for alcohol to determine impairment levels with drugs. Other challenges include the number of unknown BAC results, additional drug and alcohol testing not being done, lack of training in drug recognition, and legalization of medical marijuana now in Utah and other levels of legalization in surrounding states. In 2021 the most common drug types found in drug-positive driver fatalities were marijuana/THC; stimulants (e.g. methamphetamine); depressants (e.g., sedatives); and opioids (e.g. oxycodone).

Crash data from 2017-2021 shows the demographics of the alcohol-impaired driver compared to the drug-impaired driver is very similar. The age range of the impaired driver in Utah is similar to the national average of 21-39-year-old males. In looking at crash data from 2017-2021 the highest age group for alcohol-related crashes is 25-29 years old with the 21-24 age group at a close second; with 66 percent of drivers being male. The average age of a drug-related driver is 25-29 years old with the 30-34 age group coming in second.

Alcohol-related driver crashes continue to be a year-round problem with the highest number occurring June-December. They most likely occur Friday through Sunday, and are highest between the hours of 6p.m. – 12:00 a.m.; drug-impaired crashes are highest July through September, and occur most frequently between 12:00 p.m. – 6:00 p.m., Thursday thru Sunday.

Impaired driving crashes are a statewide problem, but they most frequently occur along the Wasatch Front, from Ogden to Provo, where the majority of the state's population lives. Crash data from 2017-2021 shows that Salt Lake, Utah and Weber Counties are highest for both drunk driver and drug-positive fatal crashes and are highest for drug-related and alcohol-related crashes.

In examining DUI arrest records for the past five years (2017-2021), the number of arrests made each year had been declining since 2017 until we saw our first increase in 2020. The Utah Commission on Criminal and Juvenile Justice 19th Annual DUI Report to the Utah Legislature shows there were 10,619 DUI arrests in 2021, which is a slight increase from the previous year with 10,532 arrests in 2020. Despite the slight increase in DUI arrests in the past couple years, arrests have stayed fairly consistent, even as the state's

population continues to increase each year. In 2021 almost forty nine percent (49%) of DUI arrests did not have a BAC reported (arrestees may have submitted to a blood test, but the Driver License Division never received the results, or the arrest was DUI/Drug-related), and 12% of arrestees refused testing. Of those with a BAC reported, 43% exceeded .15. Additionally, 9% fell between .05-.07, which is a slight decrease from the previous year. The average blood alcohol content (BAC) for arrestees was .15 and the highest was .45, nine times the legal limit. The same report shows 74% of arrestees were male, while 24% were female and 2% were gender unspecified. In looking at the same data for 2021, 70% of arrestees were first-time offenders, with 19% having one prior arrest and another 11% having two or more prior arrests for DUI. The majority of arrests and crashes occur along the Wasatch Front with Weber, Davis, Salt Lake, and Utah Counties accounting for 70 percent of the total.

Even with continued messaging, such as “Drive Sober or Get Pulled Over” and “If You Feel Different, You Drive Different”, people continue to drive after drinking or using impairing drugs. Some of the most common reasons people drive while impaired by alcohol or drugs are because they are overly confident in their sobriety and ability to function behind the wheel, their destinations are short, they can’t determine their BAC level, or if their medication is impairing their ability to drive. Another reason is, they believe they will not be caught. MADD estimates that an average drunk driver has driven drunk more than 80 times before their first arrest.

While research shows that very few people set out to drive while impaired, most are aware of the consequences of being stopped by law enforcement. Impaired driving is most often the result of a long chain of decisions made by the person, both before and after consuming alcohol or taking drugs. Utah will continue its efforts to educate the public on the dangers of impaired driving, the resulting consequences and the importance that drivers make that critical decision not to drive long before they start drinking and plan for a sober ride.

Utah’s Performance Target 2022

- Utah’s performance target for U-14 (Number of Utah Drowsy Driving-related Fatalities) is 5.6
- Utah’s performance target for C-5 (Number of Fatalities Involving a Driver with a BAC of .08 and above) is 38.6
- Utah’s performance target for U-6 (Number of Utah Fatalities Involving a Drug Positive Driver) is 67
- Utah’s performance target for U-17 (Number of Fatalities in Crashes Involving a Driver with a BAC of .05 and above) is 35.2

Planned Countermeasures

- Administrative License Revocation or Suspension (Countermeasures That Work, NHTSA, 2020)
- High-BAC Sanctions (Countermeasures That Work, NHTSA, 2020)
- BAC Test Refusal Penalties (Countermeasures That Work, NHTSA, 2020)
- Alcohol-Impaired Driving Law Review (Countermeasures That Work, NHTSA, 2020)
- Publicized Sobriety Checkpoints (Countermeasures That Work, NHTSA, 2020)
- High-Visibility Saturation Patrols (Countermeasures That Work, NHTSA, 2020)
- Breath Test Devices (Countermeasures That Work, NHTSA, 2020)
- Passive Alcohol Sensors (Countermeasures That Work, NHTSA, 2020)
- Integrated Enforcement (Countermeasures That Work, NHTSA, 2020)
- Alcohol Ignition Interlocks (Countermeasures That Work, NHTSA, 2020)

- Vehicle and License Plate Sanctions (Countermeasures That Work, NHTSA, 2020)
- Lower BAC Limits for Repeat Offenders (Countermeasures That Work, NHTSA, 2020)
- Mass Media Campaigns (Countermeasures That Work, NHTSA, 2020)
- Responsible Beverage Service (Countermeasures That Work, NHTSA, 2020)
- Alternative Transportation (Countermeasures That Work, NHTSA, 2020)
- Designated Drivers (Countermeasures That Work, NHTSA, 2020)
- Underage Drinking and Alcohol-Related Driving (Countermeasures That Work, NHTSA, 2020)
- Minimum Drinking Age 21 Laws (Countermeasures That Work, NHTSA, 2020)
- Zero-Tolerance Law Enforcement (Countermeasures That Work, NHTSA, 2020)
- Alcohol Vendor Compliance Checks (Countermeasures That Work, NHTSA, 2020)
- Other Minimum Drinking Age 21 Law Enforcement (Countermeasures That Work, NHTSA, 2020)
- Youth Programs (Countermeasures That Work, NHTSA, 2020)
- Enforcement of Drug Impaired Driving (Countermeasures That Work, NHTSA, 2020)
- Education Regarding Medications (Countermeasures That Work, NHTSA, 2020)
- Expedited Blood Draws and Simplified Evidence Trail (The Role of the Law Enforcement Phlebotomist, The Police Chief, September 2005)
- Graduated Driver Licensing Requirements for Beginning Drivers (Countermeasure That Work, NHTSA, 2020)
- General Driver Drowsiness and Distraction Laws (Countermeasure That Work, NHTSA, 2020)
- Communications and Outreach on Drowsy Driving (Countermeasure That Work, NHTSA, 2020)
- Employer Programs (Countermeasure That Work, NHTSA, 2020)
- Education Regarding Medical Conditions and Medications (Countermeasure That Work, NHTSA, 2020)

Project Descriptions

6OT230301
Project Year
Manager

DUI ENFORCEMENT, PARTNERSHIPS AND SUPPORT
Ongoing - Multi-year Project
Lynda Hansen

Motor vehicle crashes involving impaired drivers continue to occur in Utah, often resulting in fatalities and injuries to the impaired driver, their passengers, other motor vehicle occupants, and pedestrians. The fatal crash summary for 2021 shows that in 293 fatal crashes, there were 328 total fatalities. Of those 293 fatal crashes, 131 drivers were determined to be impaired with either alcohol or drugs. In 2022, Utah has seen an increase in alcohol or drug-related wrong-way driver crashes as well as an increase in alcohol or drug-related pedestrian crashes and fatalities.

This multi-year project is entering year two and will continue to work toward decreasing alcohol and drug-related arrests, crashes and fatalities. The goal of the project will be to promote zero-tolerance of impaired driving in Utah. This will be accomplished by providing resources to law enforcement for DUI overtime to conduct high-visibility enforcement, publicized DUI saturation patrols, blitzes, and sobriety checkpoints focusing on both alcohol and drug impairment. The majority of efforts will be along the Wasatch Front, where crash and citation data indicate higher impaired driving activities, but the same resources will also be available in rural areas around the state. An integrated enforcement approach will be promoted among participating agencies to support all laws regarding traffic safety behaviors. The project will provide materials and supplies for education, prevention, intervention, communications, and outreach promoting alternative transportation, designated driver, and responsible beverage service. Funds will also be used for sponsorships,

training, support, and supplies for officers to enhance their skills and enable them to identify and remove impaired drivers from Utah's roadways. Additional goals of the project will include an increased emphasis on the growing problem of drug-impaired driving, reducing recidivism, improving toxicology data, and promoting stronger partnerships between all agencies working to reduce impaired driving in Utah.

With the increased emphasis on the growing problem of drug-impaired driving arrests, the Highway Safety office will continue to support the Utah Public Health Laboratory by providing funding, through an MOA, for an additional toxicologist. Impaired driving data collection can be challenging and doesn't always show the entire scope of the problem. To improve DUI testing/results, this toxicologist position will specifically focus on DUI arrest cases, and will continue testing for the presence of drugs, even after a positive alcohol test has been confirmed. With this new information, Utah will be able to more accurately track BAC results, drug-impairment, and the presence of poly-use in DUI arrest cases. During the FY23 grant year, the UHSO will work with the Utah Public Health Laboratory to extend this agreement for another 3-5 years. This project will be evaluated each year, and goals will be modified in the coming years as necessary.

The UHSO will enter into a new partnership in FY23 that will include the continuation of the State Judicial Outreach Liaison program. NHTSA and the American Bar Association (ABA) have supported this part time position for the last two years, with funding provided by the ABA. Utah has the opportunity to continue this program and will work with the AOC in efforts to collaborate and support the SJOL position with funding through the impaired driving program. While remaining independent and impartial, the SJOL serves as a statewide resource for the judiciary and other members of the highway safety community. They deal with highway-safety related court cases, particularly cases involving impaired driving. Some key responsibilities of the SJOL include education, training, court case interpretations, guidance, and providing liaison between the judiciary and the highway safety community. To fulfill these responsibilities, it will be crucial for the SJOL to keep up to date on current and emerging impaired driving issues.

The Utah Highway Safety Office will continue to work with a State Judicial Outreach Liaison and look forward to their involvement and input in the USAAV + DUI Committee, the 24/7 Sobriety Program Task Force and any other committees related to impaired driving. This position will play an important role in bridging gaps between stakeholders and will assist with implementing new and existing impaired driving programs throughout the state.

Funding source for this project will be 405d and state DUI funds.

6OT230303	STATEWIDE DRE, ARIDE AND PHLEBOTOMY PROGRAM
Project Year	Ongoing
Manager	Lynda Hansen

Utah continues to have one of the highest rates of prescription and illicit drug abuse in the nation. These drug abuse problems inevitably carry over to our roadways and cause traffic safety issues for everyone on the road. Over the last five years (2017-2021), there were 1,009 crashes involving a drug-related driver. Out of the 1,009 drug-related crashes, 271 resulted in a possible injury or a suspected serious injury to 759 people. During the same time period, 433 drug-related fatal crashes resulted in 491 fatalities.

The fatal crash summary for 2021 shows that in 293 fatal crashes, there were 328 total fatalities. Of those 293 fatal crashes, 131 of those crashes were determined to have one or more drivers impaired with either alcohol or drugs, for a total of 45%.

An important aspect of the drugged driver is that testing positive for a substance does not necessarily imply impairment, only drug presence; the relationship between drug impairment and driving ability, especially for

marijuana, continues to be studied, and no conclusions can be made yet. Officers face monumental challenges in detecting and apprehending drivers impaired by substances other than alcohol. Defense attorneys take advantage of this to weaken the officer's court testimony and reduce convictions. With this, it is vital to support law enforcement officers with the appropriate equipment, specific training, and certifications to help them more accurately detect drug impairment as it relates to identifying and arresting impaired drivers on Utah's roadways. By understanding the demographics of alcohol and drug-related driver crashes and fatalities, officers can better detect, apprehend, and provide court testimony to assure a violator is held accountable for his/her crime.

This project's goal is to provide a core group of officers in law enforcement agencies statewide with advanced training in the areas of impaired driver detection, arrest, and prosecution, standardized field sobriety testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), phlebotomy, and certification as a Drug Recognition Expert (DRE). By increasing the number of certified DRE's, ARIDE-trained officers, and officer-phlebotomists, we increase the standard of evidence and resources available to law enforcement on impaired driving arrests and incidents. Increasing the number of highly trained officers also visibly improves efforts to deter and enforce impaired driving. Therefore, decreasing the incidents involving the drug-impaired driver. In addition, the program will offer education regarding medications and driving and promote zero tolerance enforcement of impaired driving laws.

The Advanced Roadside Impaired Driving Enforcement (ARIDE) program was developed to bridge the gap between the basic standardized field sobriety testing (SFST) curriculum and the DRE (Drug Recognition Expert) program. The ARIDE course helps officers to recognize and arrest drivers impaired on drugs other than alcohol and to then request a DRE to perform a more detailed examination in DUI drug cases.

The Drug Evaluation and Classification Program (DECP) is a training program to provide skills in detecting and identifying persons under the influence of drugs, and in identifying the category or categories of drugs causing impairment. Officers who complete the training and successfully pass the tests receive certification as a Drug Recognition Expert or DRE and capitalize on their skills to assist in suspected impaired driving arrests.

Funding for this project will be used to support instructor fees for officer training in SFST's, ARIDE, phlebotomy and DRE programs. This project will fund training fees for the Utah School of Phlebotomy and provide overtime funding for DRE call-outs on drug-impaired driving cases where agencies may not have a DRE available. Additionally, funds will be used for travel expenses to local and national annual DRE conferences, travel expenses for DRE/ARIDE/Phlebotomy related training and certification opportunities, sponsorships, supplies and operating expenses. By continuing this program, officers are able to maintain their certification as "expert witnesses" when it comes to court testimony and criminal proceedings.

Funding source for this project will be 405d.

6OT230304
Project Year
Manager

IMPAIRED DRIVING EDUCATION AND MEDIA CAMPAIGN
Ongoing - Multi-year Project
Lynda Hansen

In order to reach drivers in Utah who continue to get behind the wheel after drinking alcohol or using any type of drug that causes impairment, the Utah Highway Safety Office (UHSO) will contract with a local media provider to conduct a statewide mass media campaign that supports planned saturation patrols, combining efforts into the successful high visibility enforcement model. Funds will be used to support research, develop new materials, cover production costs, and purchase media placement.

This multi-year project is entering year two and will continue to work to decrease alcohol and drug-related arrests, crashes and fatalities. The media contractors will work with the Highway Safety Office to create a high-visibility communications plan with an emphasis on the young, difficult-to-reach target audience of males between the ages of 21-39. Messaging will be straightforward, point out the dangers, and focus on the moral consequences of impaired driving. According to the results of the 2019 focus groups, this type of messaging is more likely to deter people from driving after drinking.

The primary goal of this media campaign is to help reduce the incidence of impaired driving in Utah by raising awareness of the dangers of driving under the influence and to promote the fact that law enforcement officers are out in full force. For the campaign to accomplish the safety objective, current perceptions of the social acceptability of driving under the influence and immunity from the potential consequences must change.

With bars, restaurants, concert venues, and other outdoor activities opening back up after COVID-19 closures, it is anticipated that more impaired drivers will be on Utah's roadways. In 2022, Utah has seen an increase in alcohol or drug-related wrong-way driver crashes as well as an increase in alcohol or drug-related pedestrian crashes and fatalities. Because of this, the focus will be to increase our efforts in spreading our impaired driving messages throughout Utah communities. The Highway Safety Office and our media partners will provide social media toolkits, with impaired driving messages, in the form of organic content posts as well as creative campaign assets, to law enforcement agencies statewide. With an increase in available toxicology studies and data showing the continuing upward trend of drug-impaired driving, efforts will be made to incorporate more drug-impaired messaging into the media campaign.

The campaign will continue to strengthen the "Drive Sober or Get Pulled Over" campaign message as well as the "If You Feel Different, You Drive Different" message, combined with high-visibility enforcement, to show Utah's communities (not just the target audience) why this national effort is so important. Part of the focus is to mobilize the community by bringing together law enforcement, media, local businesses, and community officials to share the prevention message and help stop alcohol and drug-impaired driving.

Funding source for this project will be 405d.

6OT230305
Project Year
Manager

TRAFFIC SAFETY RESOURCE PROSECUTOR
Ongoing
Lynda Hansen

Utah's Traffic Safety Resource Prosecutor (TSRP) specializes in the prosecution of traffic crimes, with an emphasis on impaired driving cases. The overall goal of this project is to reduce serious injury and fatal impaired driving related traffic crashes and increase impaired driving conviction rates around the state, resulting in fewer cases being dismissed or resulting in not guilty verdicts, and eventually reducing the number of impaired drivers on Utah's roadways. To help reach this goal, the TSRP provides training, education, and technical support to other prosecutors, law enforcement agencies, and other traffic safety stakeholders within the State.

Laws and court decisions are constantly changing the impaired driving landscape in Utah and across the country. Utah has continued to expand its medical marijuana program, reducing penalties and making the drug more broadly available. This could potentially create more issues for officers trying to detect drug-impaired drivers. Defense attorneys are continually working to develop new arguments and tactics to successfully combat impaired driving prosecutions. New drugs appear regularly that bring novel issues to the table. The turnover in personnel in both prosecution offices and police departments means that new prosecutors and police officers are regularly handling these important cases, necessitating a regular cycle of

training all around the state. The TSRP must remain current on issues both locally and nationally in order to be a consistent resource amidst the constantly changing field of impaired driving.

The TSRP will attend relevant local, regional and national training courses, actively participate in the national TSRP and NAPC forms, serve on state and regional committees and coalitions and meet regularly with other traffic safety partners to facilitate the spread of information and cooperation regarding traffic safety matters.

On request, the TSRP will provide training to prosecutors, law enforcement agencies, and other traffic safety partners on impaired driving issues. The TSRP will develop a multi-disciplinary training on emerging trends and take the curriculum to agencies around the state. Training may include combating common DUI defenses, SFST training, case law and legislative updates, report writing, and courtroom testimony, and will assist law enforcement training such as ARIDE, DRE School, etc. The TSRP will also participate in establishing/revising guidelines for sobriety checkpoints, saturation patrols, and other enforcement techniques. In addition to prosecutors and law enforcement officers, other partners play a pivotal role in reducing impaired driving, even when they are not directly involved with the investigation and prosecution of each offense. These include the Toxicology Lab, Driver License Division, community coalitions, and other agencies and entities involved in educating, collecting data, and working to reduce impaired driving in Utah. The TSRP will provide support to these agencies as needed.

The TSRP will provide technical assistance, as appropriate, and serve as a consultant to Utah prosecutors, law enforcement agencies, and other traffic safety stakeholders. This position will help summarize new traffic-related laws and regional legislative updates for an audience of police and prosecutors. The TSRP will produce and maintain quality, up-to-date legal materials to assist the prosecution of impaired driving, including case law updates, and publish a traffic safety blog with real-time updates for prosecutors and law enforcement throughout the state. The funding will cover personnel, travel expenses, expert witness/transcripts, data processing support, training materials, supplies, and equipment.

Funding source for this project will be 405d.

6OT230306
Project Year
Manager

SIP/TRACE AND YOUTH ALCOHOL SUPPRESSION
Ongoing
Lynda Hansen

While only 1.4% of Utah’s traffic crashes in 2017-2021 involved an alcohol-related driver, they accounted for almost 16% of the fatal crashes during that same period. When looking at alcohol-related fatal crashes from 2017-2021, the highest age group is 25-29 with the 21-24 age group at a close second; with 66% being male. Drivers aged 21-24 account for 17.9%, and drivers under the age of 21 account for just over 6%.

To reduce the number of fatalities related to impaired driving and provide a safer and more secure environment, the Utah Department of Public Safety’s Alcohol Enforcement Team (AET) adopted the Serving Intoxicated Persons (SIP) and Targeting Responsibility for Alcohol Connected Emergencies (TRACE) Programs. SIP conducts on-premise alcohol consumption compliance checks to verify businesses are not over-serving patrons or providing alcohol to minors. TRACE investigations aim to hold the provider of the alcohol accountable if any state laws or state liquor license agreements were violated.

The AET offers to supplement local law enforcement’s investigations statewide as AET agents can cross jurisdictional lines in the investigation and prosecution of alcohol over-service and work with local law enforcement agencies that don't have the technical skills or training necessary to conduct these types of

investigations. The AET trains and educates outside law enforcement agencies in the detection and enforcement of youth alcohol consumption, trends, and suppression.

These investigations can affect the liquor license status of establishments through administrative action by the Utah Department of Alcoholic Beverage Service (DABS). By holding individuals and establishments accountable, we can reduce the number of these incidents.

The Department of Public Safety’s Alcohol Enforcement Section is committed to enhancing the quality of life and safety of the people of Utah by eliminating the incentives and opportunities to commit liquor offenses through a comprehensive law enforcement effort of education, deterrence, apprehension, and prosecution. In turn, they work to implement the SIP/TRACE program in Utah’s restaurants and bars, which are the most visible locations that serve alcohol for on-site consumption. They also target special events like concerts and raves that are held at venues where all age groups are welcome and alcohol is served. When these factors are combined, it creates opportunities for over-service to patrons and service to minors. This can lead to drinking and driving and an increase in alcohol-related crashes and fatalities.

There is still a need to help curb youth alcohol and sales to minors. The most recent data from 2021 shows that 10.26% of our alcohol-related crashes involve a person under the age of 21. This is a significant increase from the 8.6% reported in 2020. Alcohol sales to minors are also on the rise. The sales to minors percentage rate in 2019 was at 4%, 2020 was not represented accurately due to Covid-19 restrictions and closures. In 2021 the rate ended at 11%, and just a few months into 2022 it has already reached 13%. The State Alcohol Enforcement Team (AET) will assist other agencies by conducting Serving Intoxicated Persons/Youth Alcohol Suppression operations. Through undercover operations, with the use of CUBS (Covert Underage Buyer), the AET works to eliminate drunk driving and underage drinking where it starts.

This federally funded program supports officer’s overtime with the goal to reduce impaired driving traffic crashes and fatalities.

Funding source for this project will be 405d.

6OT230309	24/7 SOBRIETY PROGRAM
Project Year	Ongoing
Manager	Lynda Hansen

Driving under the influence of alcohol or drugs is a frequently committed, dangerous, and often deadly crime. Despite well-planned and implemented countermeasures, DUI recidivism has persisted. 24/7 Sobriety Programs have been effective in other states in helping to reduce recidivism with those who have ongoing alcohol and addiction problems. This program allows each defendant, who enters the program, to be tested for alcohol and/or drugs twice per day in order to maintain 24 hours per day and 7 days per week sobriety and to reduce recidivism. According to the National Highway Traffic Safety Administration (NHTSA), six factors are critical to reducing recidivism. Two of these factors are that offender sobriety must be monitored, with any necessary sanctions (and treatment), and that prompt action must be taken at any defiance (Fisher et al., 2013).

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. This law went into effect on May 1, 2021. The overall goals of this community-based supervision program will be to reduce the number of DUI’s and related

costs, reduce recidivism for DUI offenses, and provide an alternative to incarcerations and revocation of driving privileges.

In May of 2021, a program coordinator was hired and the 24/7 Sobriety Program Task Force was formed to organize and help facilitate statewide implementation of the 24/7 Sobriety Program. The focus of the program will be on implementing it into new counties, both urban and rural, each year. To help facilitate this process, the program coordinator will hold training sessions regarding the 24/7 program rules and guidelines, SCRAM software and equipment, and the process for determining offender’s eligibility to be in the program through the driver license division. The coordinator will continue to address any questions or concerns regarding the program and will provide additional training to program staff, prosecutors, defense attorneys, and judges as needed or requested. Continued steps to get the program rolled out include implementing the Impaired Driving Assessment (IDA) tool to determine the high/low risk of the offender, keep contracts current with the vendor for testing equipment, provide equipment for testing sites, and decide on a centralized area for data collection. Funding for this project will be used to support sponsorships and travel expenses necessary for program support, education and training statewide. Additional funds will be used for testing equipment, costs of the data management system, supplies, print, and media expenses.

Funding source for this project will be 405d.

Partner Programs

Informational	STATEWIDE SUSTAINED DUI ENFORCEMENT
Funding Source	State
Project Year	Ongoing
Manager	ADF Committee

Utah continues to be a low alcohol-related fatality rate state. This is due to aggressive DUI enforcement and a proactive approach to combating underage drinking issues. In 2021, over 10,500 DUI arrests were made, and most arrests resulted in the impoundment of the violator’s motor vehicle. When the owners retrieve their vehicles, various impound fees are collected, and the person arrested must pay specific reinstatement fees to regain a valid driver license, when eligible. The Utah Legislature has earmarked a portion of those fees to assist in removing impaired drivers from Utah’s roadways. The monies are used to fund sustained, statewide DUI overtime shifts for local law enforcement agencies, with a special emphasis on saturation patrols during major holidays and high-visibility enforcement efforts during national safety campaign periods. The funds also provide local law enforcement agencies with equipment such as updated Intoxilyzers for accuracy in testing, PBT’s, new digital in-car video systems, and body cameras to enhance officer safety and capture evidentiary information during DUI stops.

Informational	DROWSY DRIVING PREVENTION
Funding Source	State
Project Year	Ongoing
Manager	Kristen Hoschouer

In looking at crash data from 2017-2021, fatal drowsy driver-related crashes accounted for 3.24% of all Utah fatal crashes. Although this percentage is low, it may not show the true size of the problem. Identifying drowsiness or fatigue, and determining its role in the crash, can be challenging for law enforcement.

Nationally each year, drowsy driving accounts for about 100,000 crashes, 71,000 injuries, and 1,550 fatalities, according to the National Safety Council (NSC). According to AAA, drowsy driving contributes to an estimated 9.5% of all crashes.

In a 24/7 society, with an emphasis on work, longer commutes, and the exponential advancement in technology, many people do not get the sleep they need. Effectively dealing with the drowsy-driving problem requires fundamental changes to societal norms and especially attitudes about drowsy driving.

The UHSO will continue to support Zero Fatalities efforts to reduce drowsy driving crashes and fatalities in Utah. This will be accomplished by continuing to work together to promote drowsy driving awareness and education to various high schools, colleges and universities; encourage businesses to educate their employees about the dangers of drowsy driving; continue to support an annual Drowsy Driving Prevention Week; and hold media events that depict drowsy driving dangers. Zero Fatalities will also continue to include drowsy driving awareness in their outreach presentations.

VULNERABLE ROADWAY USERS PROGRAMS

Problem Identification

The Vulnerable Roadway Users Program was created to house all programs associated with those using our public roadways that are the most exposed in terms of crash scenarios. These programs include bicyclists, pedestrians, motorcycles and older drivers.

Bicycle

The rising popularity of using bicycles for recreation, exercise and as an alternate or active means of commuting to work has increased the number of bicycles on Utah roadways. The number of fatalities resulting from a bicycle-motor vehicle crash has remained relatively low.

Analysis of the bicycle related crash data over a five-year period (2017-2021) has shown that:

- There were 2,504 bicyclists in a reportable motor vehicle crash. Of these 93% (2,329) were injured, and 29 were killed
- Half of all bicyclists involved in crashes were below the age of 30, 25% of which were below the age of 17
- 77% of the bicyclists involved in crashes were male
- 50% of the motor vehicle drivers were under the age of 38 years
- 55% of the motor vehicle drivers were male
- Crashes occurred more frequently May through October, likely due to weather conditions
- Crashes are more frequent during the weekdays (Monday through Friday)
- Crashes peak between noon and 6:00 pm
- 94% of crashes occur in the six most populated counties (Salt Lake, Utah, Weber, Davis, Cache, and Washington)
- 93% of crashes occur on roads with speed limits between 20-45 mph
- 32% of all bicycle-motor vehicle crashes occurred in a marked crosswalk

The average hospital charges for bicyclists involved crashes is \$7,200 compared to \$2,000 for all other crashes. Nearly 28% of bicyclists involved crashes resulted in a hospital visit compared to 10% for all other crashes.

The cyclist contributed to the crash in 52% of crashes involving bicyclists. Among drivers involved in crashes with bicyclists the most common action intended by the driver was traveling straight ahead (36%) turning right (35%), and turning left (17%).

The driver age group most likely to be involved in crashes with bicyclists are drivers 85 and older.

Pedestrian

Every day, Utahns choose whether they want to drive a motor vehicle, be a motor vehicle occupant, ride a motorcycle, or a bicycle, yet almost all of us are a pedestrian at one point in our day. While Utah's pedestrians represent about 1.3% of persons in crashes but 16% of deaths.

Analysis of five years of pedestrian-related crash data (2017- 2021) has shown that:

- 3,853 pedestrians were hit by motor vehicles with 201 pedestrians killed
- 97% of pedestrians involved in crashes are injured or killed
- 30% of the pedestrians in crashes are between the ages of 13-25
- 48% of the pedestrians in crashes are younger than 25
- 50% of the pedestrians in crashes are between 16-47
- The majority of pedestrians hit were male while the majority of drivers involved in pedestrian crashes were male
- 50% of the drivers involved in pedestrian-related crashes are between the ages of 25-55
- Crashes occur more frequently in September, October, November and December
- 31% of pedestrian involved crashes occur in September, October, November
- Crashes peak between 2:00 pm and 7:00 pm
- Majority of the crashes occur in the urban counties (Salt Lake, Utah, Davis and Weber)
- 18% of pedestrians killed had a BAC of 0.08 or over (2017-2021)

Both drivers and pedestrians share a responsibility in preventing pedestrian fatalities. The leading contributing factors for pedestrians in fatalities are failing to yield and improper crossing. The leading contributing factors for drivers in pedestrian fatalities are failing to yield and speed. Data shows that 46% of pedestrians involved in crashes were contributed to the pedestrian. The most common action for pedestrians was entering or crossing the road (68%). Drivers were at fault in more than half of the crashes with 49% of vehicles driving straight ahead, with 19% turning left, and 18% turning right.

Motorcycle

Motorcyclists are much more vulnerable than other motorists and consequences of crashes are frequently more severe for motorcyclists. The number of registered motorcycles in Utah has almost doubled from 43,271 in 2005 to 84,822 in 2021. Less than 3% of Utah's registered vehicles are motorcycles. Motorcyclists accounted for 1.8% of persons in crashes and 15% of deaths. Motorcycle crashes were 13 times more likely to result in a death than other crashes. Motorcyclist fatalities reached an all-time high of 47 in 2018. There were 40 motorcycle fatalities in 2021.

Utah's law requires anyone under the age of 18 to wear a helmet. Wearing helmets that meet the Department of Transportation (DOT) standard is the single most effective means of reducing the number of people who get injured or die from motorcycle crashes, according to NHTSA.

When examining helmet use in motorcycle-related crashes, several data resources showed that:

- 57% of motorcyclists involved in a traffic crash were wearing a helmet, according to all crash data over a five-year period (2017-2021)
- Motorcyclists who did not wear a helmet were 1.6 times as likely to have fatal injuries when involved in a crash compared to those who did wear a helmet.
- The average annual emergency department and hospital charges for motorcycle crashes where there was no helmet is \$9,530,636.55
- 65.9% of motorcyclists use helmets in 17 counties, as reflected in the 2018 Utah Observation Helmet Use Survey

Analysis of 2017-2021 crash data for motorcycle-related crashes has shown that:

- 5,345 motorcyclists were in crash and 201 motorcyclists were killed

- 93% of motorcyclists involved in crashes were male
- 50% of motorcyclists in crashes were younger than 35 years
- 86.5% of motorcycle passengers were female
- 42.6% of motorcycle crashes involved the motorcycle only. Of these crashes, 79% of motorcycle drivers had a contributing factor in the crash
- 56% of motorcycle crashes involve another motor vehicle.
- 86% of motorcycle crashes happened during warmer weather conditions - April - October
- The leading contributing factor for motorcycle drivers in a crash was following too close, failed to keep in proper lane, too fast for conditions and speeding
- The leading contributing factor for other drivers in motorcycle crashes were failed to yield, followed to closely, and improper turn
- 62% of motorcycle operators and 57% of motorcycle passengers involved in a motorcycle crash wore a helmet

Older Drivers

According to the National Highway Traffic Safety Administration, 7,214 people ages 65 and older died in motor vehicle crashes in 2019. The Highway Safety Office reports between the years 2017-2021 there have been 42,087 older drivers involved in a crash. Of these crashes, 32% had injuries and 277 were fatal. Just under 62% of older drivers involved in these crashes are male. The top 3 counties where older driver crashes occurred were Salt Lake, Utah, and Davis. Over half of the crashes involved occurred between 12:00pm - 6:00pm. According to the IIHS, per mile traveled, data remains current that fatal crash rates increase noticeably starting at age 70-74 and are highest among drivers 85 and older. The increased fatal crash risk among older drivers is largely due to their increased susceptibility to injury, particularly chest injuries, and medical complications, rather than an increased tendency to get into crashes. All of these reasons for deaths and injuries can lead back to addressing and explaining the five deadly behaviors of driving with Utah's active aging community.

The Trauma Program at University of Utah Health has treated 261 (197 were driving) drivers who were 65 and older for injuries sustained in a motor vehicle collision over the past five years. Of those there have been 28 fatalities treated at their facility. On average, those drivers had an ISS score of 13.88, which indicates severe injuries. Of those that had arrival times pulled into the database, 27% of those treated had their crashes occur during peak times (3PM to 7PM), and only 9.3% of those treated had an isolated injury. Head, neck, spine, and chest injuries continue to be high and are usually associated with higher mortality. Of note, the number of older adults treated at University of Utah hospital is increasing every year.

According to the 2020 Census data, 11.4% of Utahns are 65 and Older. Based on data reported by states to the Federal Highway Administration, there were approximately 30 million licensed drivers 70 and older in 2019. Older adult drivers are commuting at all times to doctor appointments, senior centers, and family visits. The majority of deaths and injuries in 2021 of Utah's older adult drivers occurred on clear weather days, and at varying times of the day. The majority of those injuries occurred at 8AM and between the hours of 12PM and 5PM (Peak commute times for all drivers). Older adult drivers are on Utah's roadways and this program aims to keep them there in a safe and comfortable manner.

With the community aging, expanding a senior driving safety program will be beneficial for years to come. Last year, a total of 328 lives were lost on Utah roads, and of those fatalities 26.4% were drivers who were 64 and older. According to the 2021 fatal crash data, Salt Lake County was Utah's most deadly county with 19 deaths, followed by Utah with 9, then Washington, Box Elder and 5 other counties with the same numbers. This demonstrates that a statewide program is needed, not just in Salt Lake County.

Utah's Performance Target 2023

- Utah's performance target for C-7 (Number of Motorcyclist Fatalities) is 40.4
- Utah's performance target for C-8 (Number of Unhelmeted Motorcyclist Fatalities) is 19.5
- Utah's performance target for C-10 (Number Pedestrian Fatalities) is 40.4
- Utah's performance target for C-11 (Number of Bicycle Fatalities) is 5.7
- Utah's Performance target for U-7 (Percent of Utah Helmeted Motorcycle Fatalities) is 43.9%
- Utah's Performance target for U-8 (Overall Rate of Motorcyclists in Crashes per 1,000 Registered Motorcycles) is 12.7
- Utah's performance target for U-16 (Number of Drivers in Fatal Crashes Age 65 or Older) is 47.6

Planned Countermeasures

The listing of countermeasures can all be found in the document published by NHTSA, Countermeasures That Work, 2020.

- Bicycle Education for Children
- Cycling Skills Clinics, Bike Fairs, and Bike Rodeos
- Bicycle Safety Education for Bike Commuters
- Lighting and Rider Conspicuity
- Promote Bicycle Helmet Use with Education
- Enforcement Strategies
- Bicyclist Passing Laws
- Elementary-Age Child Pedestrian Training
- Safe Routes to School
- "Sweeper" Patrols of Impaired Pedestrians
- Pedestrian Safety Zones pi&E
- Reduce and Enforce Speed Limits
- Conspicuity Enhancement
- Targeted Enforcement
- Driver Training
- Pedestrian Gap Acceptance Training
- Motorcycle Helmet Use Promotion Programs
- Alcohol-Impaired Motorcyclists: Detection, Enforcement and Sanctions
- Alcohol-Impaired Motorcyclists: Communications and Outreach
- Motorcycle Rider Licensing
- Motorcycle Rider Training
- Communications and Outreach: Conspicuity and Protective Clothing
- Communications and Outreach: Other Driver Awareness of Motorcyclists
- Communications and Outreach
- Formal Courses for Older Drivers
- General Communications and Education
- License Screening and Testing
- Referring Older Drivers to Licensing Agencies
- License Restrictions
- Medical Advisory Boards
- License Renewal Policies: In-Person Renewal, Vision Test
- Traffic Law Enforcement

Project Descriptions

PS230701 **PEDESTRIAN SAFETY PI&E**
Project Year **Ongoing - Multi-year Project**
Manager **Marissa Hesterman**

The majority of us are pedestrians at one point or another during the course of a day. While Utah's overall traffic fatalities are below the national upward trend; pedestrians represent about 1.3% of persons in crashes but 16% of deaths. Everyone is part of this traffic safety problem, with young males contributing the most to auto/pedestrian crashes. Half of the pedestrians in crashes are between 16-47 years old. Interestingly, drivers ages 25-55 account for 50% of crashes involving a pedestrian.

This project is set up as a multi-year project for FY 2022, 2023, and 2024. The goal of the project for the second year will be the same but budgets and applications will be renewed each year as part of the highway safety planning and approval process. A focus for this project during the second year will be giving law enforcement the opportunity to have the proper training for pedestrian high-visibility enforcement as well as allocating more funding to crosswalk overtime enforcement.

The second year of this project will work on reducing pedestrian-related serious injury and fatality rates by implementing one or more of the identified evidence-based countermeasures. Priority will be placed on the highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis and Weber where a major portion of the pedestrian fatalities occur. Efforts will continue to advance the Pedestrian Task Force Committee and collaborate with the Utah Department of Transportation in combining pedestrian safety efforts including implementation of the Utah Pedestrian Safety Action Plan. These efforts will support increasing, both driver and pedestrian, awareness on safety issues, particularly that of pedestrians being visible to drivers. Educational materials and supplies will be offered to local health departments, law enforcement agencies and other partners involved with community-based pedestrian programs. A portion of project funds will be used for crosswalk enforcement and media outreach in communities with high-risk intersections where the majority of pedestrian/motor vehicle crashes occur.

This project is supported by 402, 405h, and State pass-thru funds.

PS230702 **BICYCLE SAFETY PI&E**
Project Year **Ongoing - Multi-year Project**
Manager **Marissa Hesterman**

Bicyclists under age 30 are involved in half of all bicycle-motor vehicle crashes in Utah, and 77% are male. Over 25% of the drivers involved in the crashes were under age 17, and equally mixed male-female. Bicycle-motor vehicle crashes occur more frequently June through September, likely due to the riding season. The highest frequency of the crashes is Monday through Friday, peaking between noon and 6 pm. The majority of crashes occur (94%) in the six most populated counties: Salt Lake, Utah, Weber, Davis, Cache, and Washington, with about 93% taking place on roads with speed limits between 20-45 mph. Interestingly, the largest number (32%) of all bicycle-motor vehicle crashes occurred in a marked crosswalk. The most common contributing factor is failure to yield the right of way by the motor vehicle driver (41%), and 3.5% of the crashes were hit and run.

This project is set up as a multi-year project for FY 2022, 2023, and 2024. The goal of the project for the second year will be the same but budgets and applications will be renewed each year as part of the highway safety planning and approval process. A focus for the second year will be on improving the bike rodeo program. The core program will stay the same but a training will be created, implemented, and evaluated for

every person who plans to use the program. Bike Rodeo improvements not completed in this fiscal year will be carried forward to the next. This will increase the effectiveness of the bike rodeo program.

This project will focus on at least two or more of the evidence-based countermeasures. Priority will be given to the most populated counties, Salt Lake, Utah, Davis, and Weber, where the majority of bicycle-motor vehicle crashes occur. Focus will be given to bicycle education for children, recreational riders, and commuters with emphasis on cycling skills clinics and bike rodeos where rules of the road are reinforced. Educational materials and supplies will be offered to local health departments, law enforcement agencies and other partners involved with bicycle safety, and must include a minimum of two countermeasures referenced below.

- Bicycle Education for Children
- Cycling Skills Clinics, Bike Fairs, and Bike Rodeos
- Bicycle Safety Education for Bike Commuters
- Lighting and Rider Conspicuity
- Promote Bicycle Helmet Use with Education
- Enforcement Strategies
- Bicyclist Passing Laws
- Elementary-Age Child Pedestrian Training
- Safe Routes to School

This project is supported by 402, 405h and State pass-thru funds.

PS230706
Project Year
Manager

CEDAR CITY ACTIVE TRANSPORTATION SAFETY PROGRAM
First
Marissa Hesterman

In 2021, Cedar City had 4 crashes that involved bicyclists. Cedar City also had 9 crashes involving pedestrians, and 11 pedestrians were hurt in those crashes, with one crash involving a scooter/skater. Even though Cedar City had no fatalities in 2021, these numbers are alarming. Between the years 2017-2021 there were 47 pedestrian involved crashes and 2 fatalities. There were also 35 bicycle involved crashes.

Cedar City has a number of issues that relate to accessibility and a growing population. Working to address the needs of a rapidly growing city focusing on traffic safety for its residents is a priority. The Active Transportation Council has identified several areas of the inner city where safe walking and bicycling need to be addressed. Several locations where traffic congestion and unsafe active transportation will be a focus. UDOT, the Department of Public Safety, and other regional partners will review existing data to help solve some problem areas.

Cedar City will continue to work to increase buy-in from elected officials and those who help make planning and policy decisions on the importance of active transportation. In addition, the City will expand and secure “Neighborhood Slow Rolls” (fun and family-oriented biking activity) that encourages a walkable and pedestrian-friendly community and promotes bike and walk-to-school activities. This project will promote engagement with community partners to implement an active transportation plan that is logical and visionary in its planning, design, and maintenance to meet the needs of all of our citizens. The funds for this program will cover professional workshops and training for active transportation committee members, road signage with safety tips on them, helmets, and educational materials.

This project is supported by 402 funds.

PS230709
Project Year
Manager

WASHINGTON CITY ACTIVE TRANSPORTATION SAFETY PROGRAM
First
Marissa Hesterman

Washington City is a vibrant, growing, active outdoor community. There is a great demand for shared transportation infrastructure between cyclists, pedestrians, and motorists. As the number of cyclists on the roadway increases, the potential for vehicle-bicycle crashes increases. With rising gas prices, walking and cycling are expected to increase.

Washington City needs to further educate the public on sharing the road, educate city officials on safe infrastructure design, and educate the rising generation on safe bicycling and walking practices. Washington City experienced 17 crashes between 2017-2021 involving individuals walking or riding a bike; 60% of those accidents occurred at intersections, with 25% percent occurring at one particular intersection. Recently, two cyclists were killed by an impaired driver in Washington City while properly using the bicycle lane. The need to further educate the public on safely using the road for drivers, cyclists, and pedestrians exists.

Community surveys conducted in 2021 discovered that cyclists employing a bell were more recognizable and preferred over other notification methods, including calling out verbally. However, most cyclists surveyed did not have a bell on their bicycle.

The goal of the Washington City Active Transportation Committee is to educate the public on safe cycling and walking for individuals of all ages and abilities. This will be accomplished through various activities that promote the development, participation, and education in pedestrian and bicycle safety. The funds for this project will cover bike and pedestrian safety conferences, helmets, safety gear, safety signage, and a bike fixing station.

This project is supported by 402 funds.

PS230708
Project Year
Manager

SALT LAKE COUNTY HEALTH DEPARTMENT PEDESTRIAN EDUCATION
First
Marissa Hesterman

Salt Lake County Health Department will work with elementary schools in Salt Lake County and the community surrounding the school crossing zones to improve three safety education measures, including educating parents, teachers, and community members. They will be educated on the importance of obeying speed limits and signs surrounding school crossing zones.

Salt Lake County Health Department will also educate students on how to be aware and alert when crossing at a school crossing zone, as well as host Green Ribbon Month events at the schools to further emphasize the importance of bike and pedestrian safety in school zones. A needs assessment will be completed with the community surrounding the schools, including teachers, community members and parents to better understand their concerns around this school zone area. By educating parents, teachers, community members and students alike, behaviors will change for each involved to make the school zone a safer place. The funding will pay for educational materials, green ribbon supplies, helmets, and other safety items.

In Salt Lake County, 28% of all fatal crashes involve a pedestrian. In 2021, 182 pedestrian-involved crashes in Salt Lake County occurred in an intersection with a marked crosswalk, and most happened during weekdays. The average peak time of crashes is 3:00 PM. On weekdays from 7:00-9:00 AM and 2:00-4:00 PM during the peak hour of pedestrian-involved crashes is when children are walking home from school. School-aged children, ages 5-18, are involved in 28.9% of traffic safety issues across Salt Lake County.

From 2017-2021, pedestrians from 0-20 years of age had the highest rates of pedestrian-involved crashes, with a total of 713 pedestrians in this age range being impacted. School-aged children, ages 5-18, are involved in traffic safety issues across Salt Lake County. From 2017-2021, there were a total of 1,871 pedestrian-involved crashes in the five Salt Lake County School Districts: Granite, Canyons, Salt Lake City, Jordan, and Murray. This safety problem is happening due to inattentive drivers failing to yield at the right-of-way for pedestrians. Too many injuries are happening to this age group at school-marked crosswalks.

This project is supported by 402 funds.

PS230710	WEBER-MORGAN HEALTH DEPARTMENT BIKE & PEDESTRIAN SAFETY
Project Year	Ongoing
Manager	Marissa Hesterman

Weber-Morgan Health Department (WMHD) has strong community partnerships that include several people who sit on the Safe Kids Weber-Morgan coalition that would assist in completion of several of their objectives. The strong community partnership increases the reach in the community and allows programs to be implemented in several cities and to a variety of populations. WMHD has also been actively implementing bike and pedestrian programs in the community for several years. Programs implemented have included low cost bike helmets, Green Ribbon Month, Pedestrian safety task force, and many others that the community relies on. We feel that the reason incidents have increased this past year is due to decreased education and resources caused by COVID proving that the education we provide is essential. The funds for this grant will cover personnel, safety conferences, helmets, and educational materials.

In Weber-Morgan between 2017-2021, 31 residents were killed in bike and pedestrian-involved crashes, for an age-adjusted rate of 11.0 per 100,000 population (the state rate in 2020 was 9.5 per 100,000 population) and 581 crashes according to the Utah Department of Health, Indicator-Based Information System for Public Health.

This project is supported by 402 funds.

PS230707	OGDEN CITY POLICE DEPARTMENT BIKE & PEDESTRIAN SAFETY
Project Year	Ongoing
Manager	Marissa Hesterman

Ogden City Police Department plans to increase pedestrian and bicycle safety in the community through programs and activities designed to increase safe pedestrian and bicycle practices which will ultimately decrease traffic-related deaths and injuries on our roadways.

During 2017-2021 there were a total of 4,075 crashes involving pedestrians with 3,965 injuries and 206 fatalities occurring statewide. In Weber County, there were 379 crashes with 234 of those crashes occurring in Ogden City contributing to a total of 5.74% of the total crashes statewide. Ogden City is the third highest city in the state for pedestrian involved crashes with 14 fatalities in Ogden.

The same five year period reports a total of 2,503 crashes involving bicyclists with 2,364 injuries and 29 fatalities occurring statewide. A total of 192 crashes occurred in Weber County with 124 bicyclist involved crashes occurring in Ogden City contributing to a total of 4.95% of total crashes statewide. Ogden City is the third highest city in the state for bicyclist involved crashes with 4 bicyclists' fatalities in Ogden City.

According to a report in October 2020 from Helmets.org only 15% of children that ride bicycles wear a bike helmet nationally. We have noticed that many of the children that are wearing helmets are using helmets that do not fit properly, are worn incorrectly, are damaged and should be discarded with a 17.2% poverty level

(world population review) as reported by. Many of the children don't have the resources to purchase bike helmets.

With our growing population that includes a 41.7% Child Dependency Ratio (world population review) there is a critical need to provide the children of the community training and the opportunity to practice bicycle and pedestrian safety. The funds will be paying for bike helmets, safety materials, and supplies for the bike rodeo.

This project is supported by 402 funds.

MC230901	MOTORCYCLE SAFETY MEDIA AND PI&E
Project Year	Ongoing - Multi-year Project
Manager	Amy Winkler

Motorcycles are over-represented in traffic fatalities, as they accounted for less than 1.8% of persons in crashes and 15% of deaths. Males represent almost 94% of motorcyclists in crashes and the average age of those killed is 38. Motorcycles are more vulnerable in traffic crashes than occupants of motor vehicles. DOT approved helmets have been shown to reduce the likelihood of death in a motorcycle crash by 37%, only 66% of riders in Utah wear helmets since the state lacks a universal motorcycle helmet law. The attitudes of motorcyclists toward safety vary greatly. This is reflected in the gear they choose to wear and whether or not they complete a motorcycle rider education course.

To address this growing traffic safety issue in Utah, the UHSO will employ the following countermeasure strategies: motorcycle-helmet-use promotion programs; alcohol-impaired motorcyclists – detection, enforcement and sanctions and communications and outreach; motorcycle rider licensing; motorcycle rider training; and communications and outreach – conspicuity and protective clothing and other driver awareness of motorcyclists. Through a media and education campaign, the UHSO will work to increase motorists' awareness of motorcyclists and their safety, use communication and outreach to promote rider training courses, protective gear, conspicuity and helmet use. Media efforts will include promoting Motorcycle Safety Awareness Month and Utah's Rider Education Program for new and experienced riders. Educational materials and supplies will be offered to local law enforcement agencies and other partners involved with community-based motorcycle programs. A portion of project funds will be used for media outreach in communities with high-risk intersections where the majority of motorcycle/motor vehicle crashes occur and evaluate.

This project is set up as a multi-year project for FY 2022, 2023, and 2024. The goal of the project for the second year will be the same but budgets and applications will be renewed each year as part of the highway safety planning and approval process. A focus for the second year will be creating a coalition of motorcycle safety advocates. There has been some collaboration in the past but the plan is to create this group and meet at least twice a year. This will in turn have a larger reach to the community.

This project is supported by 402, 405f, and State pass-thru funds.

MC230902	THE RIDERZ FOUNDATION MOTORCYCLE SAFETY PROGRAM
Project Year	First
Manager	Marissa Hesterman

The Riderz foundation is a non-profit 501(c)3 organization. Their mission is to connect motorcyclists, provide valuable resources to the community, and assist injured motorcyclists. Their goal is to continue supporting Motorcycle Safety activities designed to increase safe motorcyclist practices which will ultimately decrease traffic-related deaths and injuries on our roadways. This will be accomplished through several

activities by educating the motorcycle community about wearing proper motorcycle gear, group riding classes, peer support group meetings for injured motorcyclists, providing educational courses from safety instructors such as MSF classes: crash courses, police style classes that cover slow speed maneuvers, crash avoidance and braking challenges.

The Riderz Foundation covers Salt Lake, Weber, Davis, and Utah counties. There is a great demand for participating in these four counties. These counties are visited by many riders when they attend local riding events in their community. As the number of motorcyclists on the roadway increases, the potential for motorcycle-vehicle crashes also increases. There has been an influx of riders that are starting to use motorcycles as their mode of transportation due to gas price increase and inflation. There are also riders that have moved to Utah from other states who want to learn the traffic laws such as lane filtering. The Riderz Foundation provides group riding classes for new riders who want to learn how to ride in large groups and want to practice their riding skills on the roadways. Statistics have shown when motorcyclists are in large groups they are seen more by motorists. It also shows when motorcyclists ride alone they are more at risk by not being seen by motorists. Riding together and learning from others improves riding confidence, abilities and lifesaving riding skills. Motorcyclists are more vulnerable than other motorists and consequences of crashes are frequently more severe for motorcyclists.

This project is supported by 402 funds.

CP230205	SENIOR DRIVING SAFETY
Project Year	Ongoing
Manager	Amy Winkler

According to the Highway Safety Office, there were 64 older adult driver fatalities in 2021 accounting for 26.4% of deaths from motor vehicle crashes. The UDPS reports between 2017-2021 there have been 42,087 older drivers involved in a crash. Of these crashes, 32% had injuries and 277 were fatal. Just under 62% of older drivers involved in these crashes are male. According to the IIHS, per mile traveled, data remains current that fatal crash rates increase noticeably starting at age 70-74 and are highest among drivers 85 and older. The increased fatal crash risk among older drivers is largely due to their increased susceptibility to injury, particularly chest injuries, and medical complications, rather than an increased tendency to get into crashes. All of these reasons for deaths and injuries can lead back to addressing and explaining the five deadly behaviors of driving with Utah's active aging community.

University of Utah health's program aims specifically at keeping older adult drivers safe behind the wheel of their vehicle. They collaborate with numerous organizations, including the Utah Highway Safety Office and Zero Fatalities, on keeping all drivers safe in Utah. The program is focused on Salt Lake County, and the progression of our program has reached Tooele, Davis, Cache, Utah, and Washington County.

The driver rehabilitation program will be a large part of distribution for the resources created. Already, drivers are coming into the clinics for older driver assessment, funds utilized from this grant would be used to enhance the safety resources that aging drivers take with them out of the clinic, transportation to the older driver classes given, and for maintenance of the older driver resource website. The University of Utah Healthcare is utilizing the yellow dot program.

With the community aging, expanding a senior driving safety program will be beneficial for years to come. 328 lives were lost on Utah roads according to Zero Fatalities of Utah, and of those fatalities 26.4% were drivers who were 64 and older. According to the 2021 fatal crash data, Salt Lake County was Utah's most deadly county with 19 deaths, followed by Utah with 9, then Washington, Box Elder and 5 other counties with the same numbers. This demonstrates that a statewide program is needed, not just in Salt Lake County.

This project is supported by 402 funds.

PS230705	BIKE UTAH
Project Year	Ongoing
Manager	Marissa Hesterman

The Youth Bicycle Education and Safety Training Program is working to increase bicycle ridership and bicycle safety among children and their families. Between 2017-2021, there have been 676 bicycle-involved crashes and 5 fatalities in children 12 and under across the state of Utah. This program will educate and encourage children to safely and confidently get around their communities by bicycle for both transportation and recreation. Through the children, the program also does outreach to their families to encourage parents and siblings to get out riding safely. The long-term goal for this program is that every student in Utah will receive the Youth BEST Program at some point during their elementary school education. This will lay the foundation for more people interested in safe bicycling as well as more conscientious drivers who better understand the safety needs of bicyclists.

Federal 402 funds will be used to cover personnel for training and outreach costs. The Department of Transportation will also be funding this program.

Partner Programs

Informational	SAVE A LIFE HELMET SAFETY CAMPAIGN
Project Year	N/A
Manager	Debry & Associates

While 15-year-old Tony Hyde of Salt Lake City was riding his bike toward home from an afternoon of shooting hoops, he collided with a jogger and fell from his bicycle. Tony died five days later from the traumatic brain injuries he sustained in the fall, injuries that a bike helmet could have prevented. This incident prompted the Robert J. Debry Law Firm to develop an ongoing children's bicycle helmet safety program designed to prevent needless deaths. The Save a Life Helmet Safety Campaign provides useful safety tips for parents and children, as well as the opportunity to purchase high-quality, certified children's helmets at a reduced cost.

Informational	BIKE UTAH
Project Year	N/A
Manager	Ashley Carlson

Bike Utah is a non-profit organization made up of recreational and commuter cyclists, bicycle manufacturers, retail shops, and transit advocates working to improve bicycling conditions throughout the State of Utah. Bike Utah advocates for increased bicycle use by promoting the bicycle as an everyday means of transportation and recreation. Cycling is a great way to enjoy the outdoors, maintain good health, and travel around town. A major goal of the organization is to be the bicyclist's voice in state government, and Bike Utah continues to work directly with elected officials, as well as State and local agencies, to improve conditions for Utah bicyclists and encourage implementation of the "Complete Streets" programs to ensure that road construction accommodates all roadway users including motorists, bicyclists, and pedestrians. They are largely funded by Safe Route to School by UDOT.

Informational **HEADS UP PEDESTRIAN SAFETY CAMPAIGN**
Funding Source State
Project Year **Ongoing**
Manager **Kristen Hoschouer (UDOT)**

Pedestrian fatalities continue to account for about 16% of all traffic-related collisions in Utah, and these crashes can be prevented through education and awareness directed at both pedestrians and drivers. The Heads Up pedestrian safety campaign is a collaborative effort between UDOT and the Highway Safety Office, and focuses on educating pedestrians and drivers by creating awareness and identifying the traffic responsibilities of each group.

Informational **SAFE ROUTES TO SCHOOL**
Funding Source FHWA
Project Year **N/A**
Manager **Kristen Hoschouer (UDOT)**

The safety of children walking and bicycling to and from school is a major concern for parents, school administrators, and public officials due to the volume and speed of vehicular traffic around schools. Students who choose to walk or bike have limited safe routes to choose from. To assist schools with addressing this public safety and health issue, UDOT participates in the federally-funded Safe Routes to School (SRTS) program. SRTS funding is used to create programs that educate children about how to safely walk or bike and that encourages children to use these healthy modes of transportation to get to school. Schools can also apply for SRTS grants to construct infrastructure improvements such as sidewalks that would increase the safety of children walking and bicycling to school.

Informational **SAFE SIDEWALKS PROGRAM**
Funding Source State
Project Year **N/A**
Manager **Travis Evans (UDOT)**

The Utah Legislature has recognized the need for adequate sidewalk and pedestrian safety devices and declares that “pedestrian safety” considerations shall be included in all state highway engineering and planning for all projects where pedestrian traffic would be a significant factor. The Safe Sidewalks Program provides a funding source for construction of new sidewalks adjacent to state routes where sidewalks do not currently exist and where major construction or reconstruction of the route at that location is not planned for ten or more years.

Informational **LIVABLE COMMUNITIES (AARP)**
Project Year **N/A**

The Livable Communities program strives to improve towns one walk at a time. Using multiple approaches, such as Great Places to Walk, tips for being a safe pedestrian, and also identifying intersections to avoid, the program encourages residents and leaders of communities to do something that is too rare these days: walk. And not just to walk for fun, but to help people see their streets through a new lens, one that focuses on how street design either supports or discourages active living and active transportation.

Informational **MOTORCYCLE RIDER EDUCATION PROGRAM**
Funding Source State
Program Year **Ongoing**

Over half of the motorcyclist fatalities were unhelmeted over the last five years, and the State's Motorcycle Rider Education Program recognizes the importance of rider training and appropriate safety gear. The Motorcycle Rider Education Program provides oversight for rider training courses for beginner and experienced riders, focusing on reducing motor vehicle crashes involving a motorcycle, which often result in injuries and fatalities. Focusing on expanding the skills of any level of rider and promoting the use of helmets and protective conspicuity clothing, the courses are available in the counties where more than 80% of the State's motorcycles are registered, and also educate riders on the effects of alcohol and drugs on their riding skills. Participants are required to wear a helmet and appropriate clothing during any riding portions of the training. The training course standards meet or exceed those set by the Motorcycle Safety Foundation (MSF), and all instructors in the program are MSF-certified. Riders who successfully complete the course are credited with completing the Driver License Division's skills test for a motorcycle endorsement to their driver license.

This program is funded with fees collected from motorcycle vehicle registrations and also motorcycle endorsements issued as part of the driver licensing process. The Motorcycle Rider Education Program has been in effect since 1994, with a program-specific coordinator appointed by Utah's Commissioner of Public Safety.

Informational	NEW MOTORIST AWARENESS PROGRAM
Program Year	N/A
Manager	ABATE

Motorcycles continue to be a popular choice of transportation in Utah. The motorcycle enthusiast organization ABATE (American Bikers Aimed Toward Education) of Utah reminds drivers of the importance of sharing the road. Volunteer instructors teach "Share the Road" courses to thousands of new drivers throughout the Wasatch Front, focusing on high school driver education classrooms yearly since 1995. The volunteers are led by the principle that motorcyclist safety is best improved by educating both riders and the motoring public, and that sharing America's roadways safely requires understanding and cooperation. The Motorcycle Safety Foundation-based curriculum and guidelines are used, and followed-up with a quiz and feedback forms.

Informational	SALT LAKE COMMUNITY COLLEGE MOTORCYCLE TRAINING
Project Year	N/A
Manager	Daniel Terry

This course covers the fundamentals of becoming a safe and responsible motorcycle rider, helping riders learn the physical and mental skills required for operating a motorcycle in everyday riding situations. It also provides a wealth of practical advice on basic motorcycle safety checks, the types and benefits of motorcycle-specific helmets and riding apparel, and time-proven techniques for becoming a safe and more confident rider.

Informational	ADVANCED RIDER TRAINING
Project Year	Ongoing

A core mission of the Utah Sport Bike Association (SBA) is the Advanced Rider Training (ART) program, non-competitive, track-based classes that teach motorcycle control, proficiency and smoothness by providing hands-on track time and individual instruction. The Utah SBA is a not-for-profit organization that subsidizes the prices of this entire program through volunteer efforts from their membership, schools and racing program. The classes are a non-intimidating introduction to spirited riding in the safest possible environment, and an appropriate place to take riding skills to a higher level.

Informational	LICENSING OLDER DRIVERS
Funding Source State	

Project Year **Ongoing**
Manager **Chris Caras**

Before issuing a new or renewed license, the Utah Driver License Division tests drivers to assess their ability to operate a motor vehicle. For drivers age 65 or older this includes mandatory eye testing at each renewal cycle. This renewal process also encourages a self-assessment process where older drivers review their driving capabilities and limitations, seek improvements in their driving skills, become aware of changes in the driving environment, and often voluntarily limit their driving to circumstances in which they can operate the vehicle safely. The Medical Standards Program is a formal process where drivers' physical or medical conditions which may affect their driving are reviewed or even more frequently, and the program has published driver restrictions established by a Medical Review Board. In cases where family, caregivers or concerned citizens observe declining driving skills, the Unsafe Driver Review program allows the person to send a request to the Division to review a person's driving skills and medical condition.

Informational **SENIOR DRIVER PROGRAM**
Project Year **Ongoing**
Manager **AAA of Utah**

The American Automobile Association is an affiliation of about 50 clubs offering members driving and automobile-related services, and senior drivers are an important part of their service. One service they offer is a Driver Improvement Program, an online or in-classroom course to help senior drivers have the most up-to-date driving techniques and understand the latest vehicle technologies, and how to adjust for slower reflexes, weaker vision and other changes. CarFit was developed by the American Society on Aging in collaboration with AAA, AARP and the American Occupational Therapy Association, is a community-based program that provides a quick, yet comprehensive 12-point check of how well the older driver and their car work together. It assists them in finding the proper fit in their vehicle, an essential element for their safety and the safety of others on the road. The Roadwise Review, an interactive self-evaluation program featuring a series of computer-based exercises that can help a person identify steps to reduce driving risks in eight key areas. The Smart Features service helps older drivers to know what to look for in a vehicle and to find the one right for their physical needs which optimizes their comfort and safety.

Informational **DRIVER SAFETY PROGRAM**
Project Year **Ongoing**
Manager **AARP**

The American Association of Retired Persons has many services they offer the older driver. The AARP Smart Driver™ Course focuses on areas where older drivers could benefit from additional training, including roundabouts, pavement markings, stop-sign compliance, red-light running, and safety issues such as speeding, and seatbelt and turn-signal use. Their Driving Resource Center is another program which offers resources and activities designed specifically for drivers looking to continue improving their driving knowledge and skills. CarFit was developed by the American Society on Aging in collaboration with AAA, AARP and the American Occupational Therapy Association, is a community-based program that provides a quick, yet comprehensive 12-point check of how well the older driver and their car work together. It assists them in finding the proper fit in their vehicle, an essential element for their safety and the safety of others on the road. The We Need to Talk program helps relatives and caregivers to broach the subject when it is time to give up the keys and discontinue driving.

Informational **UTAH DEPARTMENT OF TRANSPORTATION RESEARCH DIVISION**
Project Year **Ongoing**
Manager **Travis Evans (UDOT)**

The Research Division within UDOT works to focus on issues relevant to the transportation industry. The division is currently supporting various research projects related to vulnerable roadway users, which includes:

- Risk Assessment of Non-Motorized Access to Rail Transit Stations
- Measuring Pedestrian and Cyclist Exposure and Risk in High-Risk Areas
- Examining the Characteristics of Fatal Pedestrian Crashes
- Index of Model Ordinances Promoting Pedestrian Safety
- Pedestrian Safety Toolbox for Elected Officials

The results of this research will support efforts to decrease the incidence of crashes and resulting deaths and injuries to our most vulnerable roadway users.

POLICE TRAFFIC SERVICES PROGRAM

Distracted Driving Problem Identification

Distracted Driving is any activity that diverts a driver's attention from driving and increases the risk of crashing. Driver distractions include eating, drinking, grooming, taking photos, videos or texting while using a wireless device, and any other action that takes a motorist's eyes or minds off the road.

The National Highway Traffic Safety Administration (NHTSA) reported 3,142 fatalities due to distraction-related crashes across the US in 2020. Additionally, another 400,000 people are injured annually in distracted-related crashes. Distracted driving crashes are believed to be a lot higher due to unreported crashes, inaccurate witness statements, drivers not admitting cell phone use, difficulty obtaining cell phone records, cell phone logs not aligning with the exact time of a crash, or an accident involving another obvious charge such as speeding or alcohol impairment.

Utah crash data between 2017-2021 shows that 37% of distracted driving crashes were caused mainly by cell phone use, followed by other inside distractions at 24%, and external distractions at 15%. Driver inattention is also noticeable in Utah's crash data which reflects that 65% of crashes were front to rear, 83% were straight ahead, and 39% of drivers were following too close.

In 2021, distracted driving crashes amounted to 5,485, claiming the lives of 12 people in Utah, with an additional 116 people seriously injured. Over the past five years, the number of fatalities in distracted driving crashes has shown decreases and increases, with an average of 17 people dying per year. There were 27,517 distracted driving crashes between 2017 and 2021, resulting in 10,022 injury crashes and 84 people dying in 75 distracted driver fatal crashes, including 12 pedestrian and 3 bicyclist fatalities.

Crash data identifies drivers ages 15-19 as being involved in 29% of distracted driving crashes, more than any other age group. Teens are at higher risk of being involved in a collision involving distracted driving than adults due to key areas of the brain still developing, making it difficult for teens to manage potential distractions. Strong Graduated Driver Licensing (GDL) laws are an effective countermeasure for beginner drivers. Data also reveals male drivers are 1.2 times more likely than females to be involved in distracted-related crashes.

It's important to identify most distracted driver crashes occurred on Fridays, and the highest percentage of fatal distracted driver crashes occurred on Saturdays, followed by Fridays and Tuesdays. Fatal crashes due to distracted driving are also most likely to happen in June and March, while August, September, and October show the highest number of crashes. Based on the latest crash data, 43% of all fatal crashes occur between 12:00 pm and 7:00 pm, with the most significant portion occurring between 3:00 pm and 6:00 pm. Most drivers are ending their workday around this time.

The areas of the state with the highest number of distracted driving crashes between 2017- 2021 were Salt Lake, Utah, Davis, Weber, Washington, and Cache counties. Salt Lake County had the most distracted driver crashes, accounting for 41.5% of the distracted driver crashes in Utah. Most distracted driver crashes occur where the posted speed limit is between 25 and 40 miles per hour and spike where the posted speed limit is 70 mph.

Law enforcement agencies experience challenges identifying distractions and their role in crashes they investigate; crash statistics may not fully capture the significance and extent of the problem. High Visibility Enforcement is one of the most effective deterrents for distracted driving enforcement but may require additional labor and other resources to achieve the best results. The need to address distracted driving has

become critical. The Highway Safety Office will continue to look at crash data, the potential for under-reporting, and behavioral surveys on driving behavior throughout the grant year.

Speeding Problem Identification

Speeding is one of the leading unsafe behaviors that contribute to deaths on Utah's roadways and nationally. Since the pandemic, we have seen an increase in speeding, including speeds over 100 mph, and other risky driving behaviors statewide. Speeding and aggressive driving crashes not only affect the speeder but can also affect other drivers, pedestrians, and bicyclists.

In 2020, the National Safety Council reported speeding was a factor in 29% of all traffic fatalities, killing 11,258 people nationally. In Utah, data indicates speed-related crashes increased 35%, from 6,544 in 2020 to 8,102 in 2021. Between 2017 and 2021, 28% of all fatal crashes were speed-related, meaning 403 lives were lost or an average of about 80 people died per year. In 2021 alone, there were 89 speed-related fatal crashes with 106 fatalities.

It's important to point out who is involved in most speed-related crashes. Over 81% of speed-related crashes involve male drivers. Also, younger drivers, ages 15-34, have the highest total number of speed-related crashes, and drivers under 20 years of age are involved in over 36% of speed-related crashes. As the driver's age increases the likelihood of being involved in a crash involving speed decreases.

Speed-related crashes were highest from December through January, generally due to drivers traveling too fast for conditions. While most fatal crashes occurred in May, followed by August, March, and November. Saturday holds the highest number of speed-related fatal crashes, at 18%.

Many areas of the state saw increased speeding, and urban regions exhibited higher numbers of speed-related fatal crashes than rural areas. Urban counties, including Salt Lake, Utah, Davis, Weber, and Box Elder, incurred the highest number of total speed-related crashes. The counties with the highest speed-related fatal crash rates were Salt Lake, Utah, Weber, Washington, and Davis Counties.

Since the Coronavirus pandemic, Utah has seen a dramatic increase in drivers traveling at over 100 mph. The Utah Highway Patrol cited an average of 3,532 drivers for speeding over 100 mph in data from 2017-2019. The two-year citation average for years 2021-2022 rose to 4,932, showing nearly a 40% increase.

The most effective countermeasures in reducing aggressive driving and speeding are speed limits when enforced and obeyed, automated enforcement which is not currently allowed in Utah, and communications and outreach supporting enforcement. High visibility enforcement and media will continue to be the most effective tool in reaching those most likely to speed in Utah.

Utah's Performance Target 2023

- Utah's performance target for C-6 (Number of Speeding-Related Fatalities) is 67.3
- Utah's performance target for U-15 (Number of Fatalities Involving a Distracted Driver) is 9.2

Planned Countermeasures

- Graduated Driver Licensing Requirements for Beginning Drivers (Countermeasure That Work, NHTSA, 2020)

- Cell Phone and Text Messaging Laws (Countermeasure That Work, NHTSA, 2020)
- High Visibility Cell Phone and Text Messaging Enforcement (Countermeasure That Work, NHTSA, 2020)
- General Driver Drowsiness and Distraction Laws (Countermeasure That Work, NHTSA, 2020)
- Communications and Outreach on Distracted Driving (Countermeasure That Work, NHTSA, 2020)
- High Visibility Enforcement (Countermeasures That Work, NHTSA, 2020)
- Other Enforcement Methods (Countermeasures That Work, NHTSA, 2020)
- Communications and Outreach Supporting Enforcement (Countermeasures That Work, NHTSA, 2020)

Project Descriptions

PT230101
Project Year
Manager

POLICE TRAFFIC SERVICES TRAINING AND EQUIPMENT
Ongoing - Multi-year Project
Rocio Huizar

The Utah Highway Safety Office (UHSO) supports traffic enforcement and police agencies. A data-driven approach is used to fund the purchase of equipment, overtime shifts for selective enforcement efforts, training, travel, law enforcement recognition programs, and related educational materials and resources.

This project is entering year two of its multi-year project for FY 2022, 2023, and 2024. The project's goal will be the same, but budgets and applications will be renewed each year as part of the highway safety planning and approval process. In 2023 the program will focus on increasing media and educational materials while working closely with law enforcement agencies exhibiting the most high-speed crashes. The third year, 2024, will focus on creating educational resources with information for the public to access either from our office or on our website.

Requests from law enforcement agencies for equipment are accepted throughout the year. Applications for these requests include problem identification of the traffic safety issue with supporting data, specific ways the requested equipment will improve the existing condition, how success will be measured, equipment usage or application plan, opportunities for cost-sharing, a training plan (as applicable) for officers using the equipment, and assurance that the equipment meets NHTSA guidelines. Typical equipment requests include radar and lidar units, speed monitoring trailers and signboards, and other equipment/resources as needed with sufficient problem identification. All applications are reviewed for essential elements to determine merit and need.

In addition to receiving requests for traffic safety equipment and training, the Highway Safety Office will use a data-driven approach to identify specific communities or agencies that show a need for equipment or training. This will be achieved by analyzing the past three (3) fiscal years of equipment awards and training lists, overlaying it with specific crash data, such as speed, alcohol-related, unrestrained occupants, and distracted. This tool will allow for a more detailed and comprehensive analysis of the deployment of resources and; areas of need. Based on this information, outreach to at least two of the identified communities and corresponding law enforcement agencies will be conducted. In-state travel may be used to meet with law enforcement agencies to discuss equipment needs.

As identified by NHTSA's Highway Safety countermeasure guide, one of the most effective safety and prevention strategies is to support the enforcement of traffic laws. High Visibility Enforcement is a crucial component of comprehensive safety and prevention campaigns. Overtime shifts will be awarded to law

enforcement agencies participating in High Visibility Speed Enforcement campaigns; locations and times will be identified using citation and crash data. Campaigns will also be supported and encouraged to include media and education activities. Law enforcement agencies may also request overtime shifts by submitting an enforcement plan to support their efforts.

UHSO also supports law enforcement agencies with crash reconstruction courses and other training. The need for continuous training on equipment acquired in the past years is crucial; the goal is to sustain these acquired skills for the use of the equipment and to identify what is causing crashes to occur. In-state travel and training may be utilized for Zero Fatalities Safety Summit, Chiefs and Sheriffs Conference, UCOPA, or meetings with local law enforcement agencies. Out-of-state training may include the Lifesavers Conference and NHTSA's Highway Safety Grants Management.

This project will be supported through NHTSA 402 funds.

PT230102	SUPPORT FOR MULTI-AGENCY TASK FORCES AND LAW ENFORCEMENT ORGANIZATIONS
Project Year	Ongoing - Multi-year Project
Manager	Kevin Larsen

To promote the UHSO's resources, coordinate enforcement efforts, and network with statewide law enforcement agencies, the UHSO has organized and continues to support the Multi-Agency Task Force meetings in four counties. The project also promotes working with UHSO program managers and other law enforcement organizations on networking opportunities. Task force meetings create partnerships that bring law enforcement representatives together regularly to plan and implement various traffic safety and enforcement activities aimed at reducing injury and fatal crashes. Members of the task forces receive traffic safety information and then share it within their respective agencies and other networks to distribute and promote UHSO efforts. This collaborative approach facilitates mutual respect and fosters lasting partnerships to accomplish shared goals for traffic safety and reductions in crashes, fatalities, and injuries.

This project was set up as a multi-year project for FY 2022, 2023, and 2024. The Highway Safety Office is in year two (2023) of this project. The goal of the project will be the same but budgets and applications will be renewed each year as part of the highway safety planning and approval process. The goal for each year will be to continue to increase law enforcement attendance and provide relevant training.

Enforcement of traffic safety laws is known to curb risky behaviors, creating safer roads for all users. The task force members are committed to sustained evidence-based enforcement efforts and the support of national traffic safety campaigns, as demonstrated by their active participation. Participating agencies support efforts to decrease motor vehicle traffic crash deaths, and in Utah have made yearly progress in decreasing fatalities. Fatal crashes were on a downward trend reaching a low of 225 in 2019 and then surged to 269 in 2020 and 293 in 2021. COVID-19 had a huge impact in 2020, increasing risky traffic safety behaviors on roadways across the nation. Enforcement campaigns will continue to be coordinated, such as Click It Or Ticket, Drive Sober or Get Pulled Over, distracted driving, speeding, and vulnerable road users to include pedestrian crosswalk enforcement and bicycle and motorcycle enforcement and education, with an emphasis on data-driven enforcement, which is vital to comprehensive prevention for specific traffic safety issues. Other traffic safety opportunities will also be discussed, such as DUI checkpoints and blitzes, pedestrian-motor vehicle focus, seat belts, etc. The Crash Reduction Task Force will also be able to assist MATF agencies with educational material, media campaign material, and overtime funds to conduct enforcement shifts and additionally to provide officers opportunities to attend community events and safety fairs.

Training is also an essential component of traffic safety and officer professional development. Training at task force meetings will bring opportunities to focus on traffic safety and the practical application of enforcement and resources. Topics such as DUI enforcement and field sobriety testing, traffic laws (with an emphasis on any legislative changes occurring throughout the year), occupant protection, distracted driving, commercial vehicle safety, crash investigation, and other topics as they arise will be presented.

Task force meetings with law enforcement agencies are supported by the UHSO and held in Davis, Salt Lake, Utah, and Weber counties throughout the year. Funds will be used to support agencies by providing training, educational and outreach materials for distribution by law enforcement partners; in-state travel to attend task force meetings (including working lunches) and law enforcement conferences; and support for rural task forces. Plans to expand these meetings and enhance collaborations and resource sharing among other law enforcement agencies will be examined throughout the year. Additional outreach will be conducted with law enforcement agencies throughout the state.

This planned activity will be supported through NHTSA 402 funds.

PT230103	LAW ENFORCEMENT LIAISON PROGRAM EXPANSION
Project Year	Ongoing - Multi-year Project
Manager	Kevin Larsen

The UHSO works with local and county law enforcement agencies throughout the State of Utah in an effort to solve traffic safety problems. The Law Enforcement Liaison (LEL) Program supports and facilitates communication and collaborative efforts with all law enforcement agencies.

The UHSO has divided the state into six regions and has identified law enforcement agencies and/or officers that are highly focused on traffic safety enforcement with the capacity and skills to champion efforts to fellow law enforcement agencies.

In 2023, the Highway Safety Office LEL will evaluate the Regional LEL's and determine if the Regional LEL's are still willing and or available to continue in their roles. If it is determined that a Regional LEL needs to be replaced, the UHSO LEL will work with the UHSO Administration and the local agencies within the respective region to pick and assign a new Regional LEL.

These Regions are:

- Region One – Box Elder, Cache, and Rich County
- Region Two – Davis, Salt Lake, Utah, Weber, Morgan, Wasatch, Tooele and Summit County
- Region Three – Grand, San Juan, and Emery County
- Region Four – Juab, Miller, Sanpete, Sevier, Piute, Wayne, and Garfield County
- Region Five - Daggett, Duchesne, Uintah, and Carbon County
- Region Six – Washington, Kane, Iron, and Beaver County

Expanding the LEL Program to partner with all local and county law enforcement agencies is the goal. Because Utah is a large state with expansive and sometimes challenging terrain, ensuring materials and resources get to rural areas is difficult. The LEL Program is a beneficial venue to pass on important information, mobilization efforts, messaging, and resource distributions, with a focus on rural agencies. LEL's from all regions will attend quarterly meetings and will have the opportunity to attend the National LEL Conference.

This program will support the following:

- Overtime worked by the regional LEL's
- In-state travel to attend trainings and meetings
- Out of state travel to attend the National LEL Conference and/or Lifesavers
- Supplies or materials necessary to conduct local training (including working lunches) or recruitment of agencies to participate in campaigns or program
- Equipment needs for the regional LEL's to perform traffic enforcement

This project was set up as a multi-year project for FY 2022, 2023, and 2024. The Highway Safety Office is in year two (2023) of this project. The goal of the project will be the same but budgets and applications will be renewed each year as part of the highway safety planning and approval process. The focus for the 2023 year will be to reach out to police agencies not participating in programs offered by the UHSO and offer resources and program information. With the statewide increase in crashes and fatalities, in 2023, a focus will be made to evaluate crash data in the rural regions of the state and reach out to those areas to help reduce crash numbers. The Crash Reduction Task Force will be able to assist the Regional LEL's with their respective agencies with educational material, media campaign material, and overtime funds to conduct enforcement shifts and additionally to provide officers opportunities to attend community events and safety fairs.

Additionally within the LEL Grant, the Highway Safety Office will recognize agencies by providing awards to rural and urban agencies who actively participate and perform at a high level.

The UHSO's continuous efforts in expanding this program and involving all police agencies from both urban and rural counties will remain a priority.

This planned activity will be supported through NHTSA 402 funds.

DD230808	DISTRACTED DRIVING MEDIA AND ENFORCEMENT
Project Year	Ongoing - Multi-year Project
Manager	Rocio Huizar

The UHSO works to reduce distracted driving crashes across Utah with increased High Visibility Enforcement (HVE) and media efforts during NHTSA's Distracted Driving Month, focusing on areas that experience higher incidences of distracted driving crashes.

In 2021, distracted driving crashes amounted to 5,485, claiming the lives of 12 people, and an additional 116 people were seriously injured. HVE enforcement efforts will focus on areas of the state with the highest number of distracted driving crashes. Salt Lake, Utah, Weber, Iron, Tooele, and Carbon counties represent the top urban and rural counties with the highest number of distracted driving crashes. Efforts will focus on these areas and may include other areas of the state when needed.

This multi-year project is entering year two for FY 2022, 2023, and 2024. The project's goal will be the same, but budgets and applications will be renewed each year as part of the highway safety planning and approval process. In 2023 the focus will be to increase media messaging and outreach activities to educate the public on the dangers of distracted driving and continue HVE efforts. In the third year, the focus will be to create educational resources with information for the public to access either from our office or on our website.

Funds will ultimately support HVE shifts, which will be provided to law enforcement agencies throughout the state showing the highest rates of distracted driving crashes. Enforcement efforts will be data-driven, focused between 12:00 pm and 7:00 pm, when most distracted driving crashes and fatalities occur, and at high-crash locations in various communities across the state. Educational tools such as distracted driving

informative cards will be given out during these shifts and updated yearly with current data.

This planned activity will be supported through NHTSA 402 funds.

DD230803	DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR SALT LAKE CITY POLICE DEPARTMENT
Project Year	Ongoing
Manager	Rocio Huizar

Salt Lake City, the capital city of Utah, has a resident population of 199,723 (2020 U.S. Census Bureau). Like other metropolitan areas, the city experiences a significant increase in daily population, with people commuting to the City to work or attend one of the many festivals, sporting events, outdoor markets, concerts, and other public events. While Salt Lake City is proud to be home to many great events, this can create traffic and other safety-related challenges for the Salt Lake City Police Department.

Distracted driving is one of the high-priority traffic safety issues facing jurisdictions across the country. Data from 2017-2021 showed Salt Lake City PD had 1097 distracted driving crashes, this is the highest number of distracted driving crashes in any Utah city. The data also concludes that over 36% of distracted driver collisions involved cell phone use. The police department's project will help fund education, and enforcement efforts aimed to increase the public's awareness of this critical safety issue and remind drivers of the dangerous behaviors that contribute to distracted driving crashes.

The goal of the Salt Lake City Police Department's distracted driving proposal is to reduce the occurrence of dangerous or illegal behaviors that contribute to distracted driving crashes (texting while driving, etc.) and to increase awareness of Utah's distracted driving laws. The department will seek to accomplish this through education during enforcement overtime shifts, outreach events both in person and through social media.

This planned activity will be supported through NHTSA 402 funds.

Partner Programs

Informational Funding Source	UTAH HIGHWAY PATROL MOTORS SQUAD
Project Year	State
Manager	Ongoing
	Mike Rapich

The Utah Highway Patrol uses motorcycle units to enforce speed limits and aggressive and distracted driving laws to reduce injury and fatal traffic crashes. Data from 2017-2019 showed the Utah Highway Patrol cited an average of 3,532 drivers for speeding over 100 mph. The two-year citation average for the years 2021-2022 rose to 4,932, showing nearly a 40% increase. Police motorcycles have proven to be very effective in enforcing traffic laws by providing officers with a higher vantage point, allowing effortless maneuverability through traffic congestion, and allowing officers to be less noticeable than police cars. The Motors Squad is made up of 25 certified officers and sergeants who work in six different sections. Those sections consist of Cache, Box Elder, Weber, Davis, Salt Lake, Washington, and Utah Counties. The motors officers work regular shifts on their assigned motorcycles to provide general and targeted traffic law enforcement. They work closely with the Utah Highway Safety Office to enforce and educate the public on the 5 top deadly driving behaviors and support neighboring agencies in their efforts, etc. The squad will often conduct enforcement blitzes while traveling to an event location to enhance their effectiveness when participating in special events throughout the state. The UHP Motors Squad also offers motors training to officers from other law enforcement agencies in the State.

Informational

**CRASH REDUCTION PARTNERSHIP IN IDENTIFIED SPEED
CORRIDORS**

Funding Source

State

Project Year

Ongoing

Manager

Ashley Carrubba

The Utah Highway Patrol (UHP) responds to over one-third of the traffic crashes in the state each year, and speed has been identified as a major contributor to all traffic crashes in Utah. Reducing injury and fatal crashes is a high priority for this agency and a focus for UHP standard patrols as well as special projects such as increased enforcement efforts over major holiday weekends and the “100 deadliest days” initiative. Typically an additional 100 shifts are worked during these prime travel weekends. UHP and the Utah Department of Transportation (UDOT) have joined together to implement data-driven high visibility enforcement efforts to leverage the available resources. UHP initiatives are to continually use data-driven enforcement, along with the institutional knowledge of each section, and deploy extra enforcement shifts each month. Enforcement focus areas are identified using a multi-tiered approach. First, speed survey data is used to analyze the average vehicle speeds at approximately ¼ mile intervals, listing data in relation to the posted speed limits and direction of travel. This information is overlaid on speed-related crash heat maps, which show where crashes are clustered. Maps and corresponding data have identified eight problematic traffic corridors where most speed-related crashes occur. Direct enforcement will concentrate around these areas located in the heavily populated Wasatch Front counties and major commuting roadways. The goal is to reduce traffic crashes in these specific corridors, significantly improving overall traffic safety and reducing traffic fatalities and serious injuries. Evaluation of enforcement activities will consist of speed surveys before, during, and after the directed enforcement shifts on the targeted corridors and roadways. The evaluation data will further inform the length of time the highly visible enforcement has on motorists' speed behaviors. The UHP will use its existing partnerships with local media venues to promote and highlight the speed enforcement efforts part of this project.

TRAFFIC RECORDS

Problem Identification

Traffic records are the backbone for problem identification in all of the various traffic safety areas. Data is what drives the ability to identify trends, recognize emerging problem areas, and measure the success of previous efforts. While Utah has made great strides in the timeliness, completeness, and accessibility of most traffic records, the performance attribute of accuracy could use improvement, along with the integration of other traffic safety data. Utah has seen an increasing need to integrate citation and roadway data into our crash data repository. The integration of citation and roadway data would provide more meaningful and accurate data in order to target specific harmful behaviors on Utah roadways.

The latest achievement in the Utah Transportation and Public Safety (UTAPS) project is the achievement of data quality efforts, QCing of the reports, and locating processes that need improvement. The query model now has the ability to access the current data, which allows access to data in only a few days. Our latest timeliness rate of the crash data is 9.04 days which has increased by 28.6% compared to 2020's timeliness rate of 7.03 days. Unfortunately, the increase in timeliness is due to a vendor not being aware of crash reports not submitting correctly to the state's database. The traffic records team worked with the vendor to locate the error, and the error has been fixed. Moving forward we should see a significant improvement in our timeliness.

The efforts of the Traffic Records Team and the efficiencies provided by UTAPS have made it possible to update Utah's DI-9 Training Manual along with the Crash Reporting Data Elements. This has allowed the investigating officers to be more accurate when entering data on the roadside. Updating the current data elements regarding Impairment, Distraction, Non-Motorist, etc. has made it vital for law enforcement to understand the Crash Data Elements more than before.

One of the goals within the traffic records team and UTAPS is to provide a system in which Utah can integrate other traffic safety data into our crash data repository. There is still improvement to be made in crash data, beginning with roadway and citation data. We have begun the initial steps to integrate data within UTAPS. The Department of Transportation is still working on the final stages of integrating roadway data into UTAPS. A data-sharing MOU for citation data has been created. Once all parties are in agreement with the data sharing MOU, UTAPS will start integrating citation data with crash data.

UTAPS will continue to work with Numetric to allow for nightly crash data uploads. This allows the Utah Highway Safety Office to show live crash data in many different workbooks on the Highway Safety website. The crash data allows the public and our partners to query the most up-to-date and accurate data.

Utah had a Traffic Records Assessment done in May 2019. The results of the assessment demonstrated the need to improve upon performance measures by gathering useful baselines and meaningful measures.

Performance measures for accuracy, completeness, and timeliness are either not in place or ineffective in some traffic systems. U-13 shows how effective the crash record transition has been as the average number of days between submission and occurrence for Utah motor vehicle crashes has reduced from 49.97 days in 2013 to 9.04 days in 2021.

These strategies are a part of a comprehensive, evidence-based effort to improve traffic safety with the ultimate goal of reducing the number of fatalities and injuries on our roadways.

Utah's Performance Target 2023

- Utah's performance target for U-12 (Drivers in Utah Fatal Crashes with Known BAC Results) is 38.2%
- Utah's performance target for U-13 (Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes) is 7.8

Planned Countermeasures

- Maintain the State's traffic records information in a form that is of high quality and readily accessible to users throughout the State. (NHTSA Highway Safety Program Guideline No. 10)
- Collect data electronically using field data collection software. (FHWA Crash Data Improvement Program Guide)
- Electronic transfer of data. (FHWA Crash Data Improvement Program Guide)
- Use traffic safety strategic planning processes to identify and support program needs and address the changing needs for information over time. (NHTSA Highway Safety Program Guideline No. 10)
- Accessibility through an efficient flow of data to support a broad range of traffic safety and other activities. (NHTSA Highway Safety Program Guideline No. 10)

Project Descriptions

3DA230501
Project Year
Manager

CRASH INFORMATION SYSTEM MANAGEMENT
Ongoing - Multi-year Project
Barbra Freeman

This grant is set up as a multi-year project for fiscal years 2022, 2023, and 2024. The goal of the Crash Information Management System (UTAPS) is to improve the performance attributes of accuracy, integration, accessibility, timeliness, and completeness of traffic records. Additionally, this will also decrease the average number of days between submission and occurrence for Utah motor vehicle crashes, and increase the percent of drivers in Utah fatal crashes with known BAC results.

In the first year, the traffic records team focused on the timeliness, accuracy, and completeness of all traffic records. Unfortunately, we did not see an improvement in timeliness due to an error with one of our vendor's software not submitting crash reports to the state. The vendor and the state have resolved this error and will continue to monitor the crash reports that have been submitted.

FY2023 will be the second year of this multi-year project. For the second and third year, the traffic records team will continue to work on the timeliness, accuracy, and completeness of all crash reports.

Analysis of Utah's current crash file database shows the need to continue to work on improvements in data compliance with the crash report. The Department of Public Safety (DPS) and the vendors involved with the crash report, plan to conduct a gap analysis of the crash repository system to identify the needs and challenges that need to be addressed. UHSO's law enforcement liaison (LEL) will provide technical outreach and education through Google meetings and/or face-to-face meetings with all the agencies. Using data from UTAPS and the crash repository operated by the Utah Division of Technology Services (DTS), gaps will be identified and provide a more effective set of validation rules, and the data entered on the roadside will improve greatly. Gathering the most current crash data is vital in keeping our UTAPS program up to date to assist law enforcement and other local agencies.

Funding will be provided to the University of Utah for the University of Utah Transportation and Public Safety – Crash Data Initiative (UTAPS-CDI) and DTS for programming the crash repository. Crash Information System Management will be funded with 405c and State pass-thru funds.

TR230205	TRAFFIC RECORDS COORDINATING COMMITTEE
Project Year	Ongoing - Multi-year Project
Manager	Barbra Freeman

This grant is set up as a multi-year project for fiscal years 2022, 2023, and 2024. Utah’s TRCC (UTRCC) is composed of representatives from each traffic record system, such as crash, citation, injury surveillance, driver, and vehicle. This group is charged with identifying needs and gaps in traffic record systems relating to six focus areas (timeliness, accuracy, completeness, uniformity, accessibility, and integration). The UTRCC meets quarterly to discuss the areas of challenges and success. The committee members provide a report on data quality, crash reporting training, the latest updates to data systems, etc.

In the first year, the Traffic Records Coordinating Committee focused on the timeliness, accuracy, and completeness of all traffic records. FY2023 will be the second year of this grant. For the second and third year, the Traffic Records Coordinating Committee will continue to work on the timeliness, accuracy, and completeness of all traffic records. The Committee will also focus on the continuation of data integration with roadway, citation, and EMS. The Committee hopes by the end of the third grant year to have taken the initial steps to integrate court, driver, and vehicle data. Integrating these different areas into the crash data repository will increase the accessibility and completeness of all traffic records.

With the Traffic Records Coordinating Committee integrating so many different areas into the crash data repository, the committee will continue to change and evolve. More members will be sought after and welcomed onto the committee. Committee members with expertise in the various datasets will be vital in order to have successful integration of data. We anticipate that the increase of committee members will bring about new discussions and ideas that will lead to not only better integration, but a better overall traffic records program.

Funds will be used to continue or start the integration process between UTAPS and the various entities listed above. Additionally, funding will be used for new initiatives, travel, supplies, and operating costs. Funding will also be used for law enforcement agencies and other local requests. The Traffic Records Coordinating Committee will be funded with 405c and State pass-thru funds.

Partner Programs

Informational	FATALITY ANALYSIS REPORTING SYSTEM (FARS)
Funding Source	FARS
Project Year	Ongoing
Manager	Barbra Christofferson

This project provides for the collection and research of information related to Utah traffic fatalities, and for interpreting and analyzing fatal crash data.

A contract between the Utah Highway Safety Office (UHSO), National Highway Traffic Safety Administration (NHTSA), and Division of Technology Services (DTS) was created and signed allowing all parties to receive nightly uploads of all fatal crash reports to NHTSA’s through electronic data transfer (EDT) protocol.

Fatal crash reports are uploaded from the EDT system into FARS allowing the state FARS analyst, and the

national statistical analysis CRRS to code the fatal crash reports in a timelier manner.

Fatal crash data is available upon request to fulfill reports from the news media, governmental agencies, and other requestors regarding Utah traffic fatalities and statistics.

Funds will be used for the personnel costs of a FARS analyst and FARS supervisor utilizing FARS funding.

Informational	SAFETY MANAGEMENT SYSTEM
Funding Source	FHWA
Project Year	Ongoing
Manager	Jeff Lewis

The Utah Department of Transportation Safety Management System (SMS) interfaces with the Department of Public Safety (DPS) to maintain a detailed database of crash data for all public roadways within Utah. It is used to aid in tracking, analyzing, and reporting traffic crashes, crash severity, number of people involved, and types of vehicles for fatal crashes. Fatal crash data is being QC'ed for quality assurance purposes.

Informational	BAC EXTRACTION FROM MEDICAL EXAMINER OFFICE
Funding Source	UDOH
Project Year	Ongoing

The Utah Highway Safety Office (UHSO) and the Department of Health, Office of Injury Prevention (UDOH) have partnered to obtain critical BAC and drug information from autopsy records housed within the Medical Examiner's Office. In order to gather this critical data, an agreement between a team housed within UDOH and UHSO was drafted that appointed the UDOH team in charge of extracting the BAC and drug data elements from the autopsy reports. The UDOH team continues to provide UHSO with toxicology reports containing BAC and drug data on a monthly basis.

Informational	DEATH CERTIFICATE RESEARCH
Funding Source	UDOH
Project Year	Ongoing
Manager	Cynthia Robison

The Utah Highway Safety Office (UHSO) and the Department of Health, Vital Records Division (UDOH) have partnered to obtain critical Death Certificate information housed within Vital Records. The cause of death is vital to the FARS file. This determines whether or not the subject is to be added to FARS, based on criteria set forth in the FARS Manual. Other information pertinent to the subject, such as date and location of death, are verified using the death certificate as well. In recent years, UDOH has tightened access criteria to its files. UHSO and UDOH have worked through a data agreement to supply UHSO with the data as needed.

Death certificate Research will be funded with FARS funds.

Informational	Department of Health, Office of Emergency Services (ImageTrend)
Funding Source	UDOH
Project Year	Ongoing
Manger	Patrice Nicholas

The Utah Highway Safety Office (UHSO) and the Department of Health, Office Emergency Services and Preparedness (UDOH) have partnered to obtain EMS information from (UDOH)-ImageTrend. This system houses the State's EMS records for each ambulance, air-med, and other emergency calls. The EMS records are vital to the FARS file. They contain the time, type, and location of transportation from a crash event.

(UDOH)- ImageTrend will be funded with FARS funds.

SECTION VI – BUDGET DISTRIBUTION

See attachment - *FY2023 Funding Distribution by Project for HS*

SECTION VII – COMPREHENSIVE EVIDENCE-BASED ENFORCEMENT PLAN

Overview

This Evidence-Based Traffic Enforcement Plan (E-BE) outlines traffic safety enforcement priorities for the Utah Highway Safety Office (UHSO) and its traffic safety partners.

This E-BE Plan serves as direction for the following:

- brief analysis of traffic enforcement needs;
- coordination of statewide traffic enforcement activities;
- establishment of enforcement priorities and resource allocation based on concerns identified by crash and citation data; and
- review and subsequent adjustment of activities and plans through data collection and analysis.

The UHSO will maintain and enhance its networking to obtain representation and participation from all Utah law enforcement agencies that conduct traffic enforcement, thus maximizing the E-BE Plan and benefiting the entire state. Coordinating statewide enforcement efforts makes each law enforcement partner's individual efforts stronger and reinforces the overall work of the enforcement community. The implementation plan and corresponding goals can be achieved by working together for traffic safety and crash prevention.

Partnerships with Utah Law Enforcement Agencies

One of the Utah Highway Safety Office's (UHSO) main collaborative venues is to work with local law enforcement agencies on traffic enforcement strategies and safety goals through the Law Enforcement Liaison (LEL) Program and the Multi-Agency Task Force Meetings. An MOA is initiated each year and signed by both the UHSO and each law enforcement agency that participates in our overtime efforts statewide. The MOA includes guidelines for each of the different program areas that offer overtime. The guidelines are evaluated annually, and updated if necessary.

Currently, the UHSO LEL position is non-sworn. The UHSO smoothly collaborates with law enforcement agencies through the LEL Program and communicates enforcement priorities and evidence-based countermeasures. The UHSO LEL regularly contacts law enforcement agencies through face-to-face or virtual meetings and informal phone conversations to maintain relationships and a strong working rapport. The LEL actively participates in traffic enforcement work with partner law enforcement agencies to demonstrate their commitment to traffic safety, foster relationships, and set expectations of enforcement work. For FY2023, the UHSO LEL Program will continue to contract with local and county law enforcement agencies for LEL activities. Past occupant protection assessments have noted challenges relating to local and county law enforcement partnerships. The LEL program focuses on including local, county, rural law enforcement, and non-overtime funded agencies in UHSO mobilizations, messaging, and resource distributions to address these concerns. Resources will continue to be easily distributed to agencies outside the Wasatch Front area because of these partnerships.

Because Utah is a large state with expansive and sometimes challenging terrain, ensuring resources get to rural areas can be difficult. The LEL program network is a beneficial venue to pass on information and support, given the large geographic area of Utah. Traveling to the rural and less populated areas is not feasible

for one full-time LEL when time constraints and resources are considered. The contracted Regional LELs are a great resource to connect rural agencies to the UHSO. The UHSO's full-time LEL will also continue to train and support the Regional LEL contracted agencies and build upon the robust law enforcement network the UHSO has.

The Multi-Agency Task Force (MATF) activities and meetings are coordinated by the UHSO LEL as well. These meetings regularly bring law enforcement representatives together for traffic safety training and updates and plan various traffic enforcement activities. Meetings with law enforcement agencies from Davis, Salt Lake, Utah, and Weber counties occur regularly throughout the year. These meetings and task force activities have been vital for networking and coordinating. The UHSO LEL will work with the Regional LELs throughout the state to help develop similar task forces in other areas. Enforcement mobilizations and HVE strategies are coordinated at these meetings with key law enforcement partners present to offer their perspectives, resources, and commitment to traffic safety projects.

The UHSO is working with the Utah Highway Patrol (UHP) and the Utah Department of Transportation (UDOT) by attending Hot Spot meetings which focus on speed enforcement. These meetings happen every other month. At these Hot Spot meetings, everyone present collaborates on ideas and resources to reduce speed-related crashes and fatalities. Other traffic safety topics are discussed at these meetings as well as enforcement which is a key source in reducing traffic-related crashes and fatalities.



Problem Identification and Risk Analysis

To create the E-BE Plan, the Police Traffic Services and Law Enforcement Liaison Programs coordinated with fellow UHSO program managers and law enforcement and safety partners, on the analysis of crashes, traffic fatalities, and injuries to align enforcement priorities. Each UHSO program area develops a program-specific plan and the collaborative enforcement components and High Visibility Enforcement (HVE) activities of those plans are included here as well.

As Utah's roadways become busier and busier due to a strong economy and a growing population, traffic safety will remain an essential piece to a healthy state. NHTSA confirms that fatality data shows traffic fatalities have increased since the pandemic. Utah's crash data showed improvements before the pandemic, but since 2020 the number of fatalities has increased dramatically. Crash numbers averaged 63,174 between

2017-2019, and in 2020-2021 decreased to an average of 56,547 due to the COVID-19 pandemic and more people staying home. Although crash numbers dropped, fatalities increased dramatically from a yearly average of 265 before the pandemic to 328 in 2021, showing a 23.7% increase in fatalities. The main contributing factors since 2017 for Utah fatalities are Failed To Keep In Proper Lane (28.6%), Failed to Yield the Right-of-Way (13%), Ran Off Road (12.8%), Speed (10%), and Too Fast for Conditions (8.8%).

Occupant protection:

- Utah crash data from 2017-2021 shows that although unrestrained occupants account for only 7.3% of all persons involved in crashes, they account for 30% of all fatalities.
- 73.7% of unrestrained drivers were male
- More than two-thirds of the unrestrained occupant fatalities were male.
- More than half (57%) of unrestrained fatalities occurred in rural areas.
- 60% of unrestrained fatalities happened at nighttime.
- Young drivers and passengers are more likely to not buckle up: 75% of unrestrained drivers were younger than 48 years old and unrestrained passengers were less than 31 years of age.

Impaired Driving:

- Utah crash data from 2017-2021 shows that alcohol-related driver crashes are 6.4 times more likely to be fatal than other crashes.
- Alcohol-related crashes accounted for 1.4% of Utah's traffic crashes and 16% of fatal crashes.
- Drugged driving is on the rise in Utah. Data from 2017-2021 showed drug-related crashes accounted for 0.4% of Utah's traffic crashes and 39% of traffic deaths.
- In 2021 the most common drug types found in drug-positive driver fatalities were marijuana/THC; stimulants (e.g. methamphetamine); depressants (e.g., sedatives); and opioids (e.g. oxycodone).

Vulnerable roadway users:

- Utah crash data from 2017-2021 shows while Utah's overall traffic fatalities are below the national upward trend, pedestrians represent about 0.6% of persons in crashes but 14% of deaths.
- 50% of the drivers involved in pedestrian-related crashes are between the ages of 25-55.
- Urban areas experience the most pedestrian crashes, with 91.5% of pedestrians hit in these areas.
- The majority of pedestrians hit were male, while the majority of drivers involved in pedestrian crashes were male
- 97% of pedestrians involved in crashes are injured or killed.

Distracted Driving:

- Utah crash data between 2017-2021 shows that 27,517 distracted driving crashes resulted in 10,022 injury crashes and 84 people dying in 75 distracted driver fatal crashes.
- Crash data identifies drivers ages 15-19 as being involved in 29% of distracted driving crashes, more than any other age group.
- The highest percentage of fatal distracted driver crashes occurred on Saturdays, followed by Fridays and Tuesdays.
- 43% of all fatal crashes occur between 12:00 pm and 7:00 pm, with the most significant portion occurring between 3:00 pm and 6:00 pm.

Speeding:

- Speeding continues to be one of the leading contributing factors to deaths and the fourth contributing factor for crashes.
- In 2021, speed-related crashes increased to 8,102 in Utah from 6,544 in 2020, showing a 23.8% increase. This increase resulted in 2,877 injured persons and 89 deaths.
- Younger drivers, ages 15-34, have the highest total number of speed-related crashes, and drivers under 20 years of age are involved in over 36% of speed-related crashes.
- Most speed-related fatal crashes occurred in May, followed by August, March, and November.
- Saturday holds the highest number of speed-related fatal crashes, at 18%.

The traffic problems identified for the E-BE Plan are occupant protection, impaired driving, vulnerable roadway users, distracted driving and speed. In the sections to follow, the enforcement initiatives and participating law enforcement partners are described with a timeline of activities for each traffic safety problem, based on the risk analysis above.

Deployment of Resources Based on Analysis

Based on the risk analysis of traffic safety needs and the unique population and geography of Utah, the UHSO determined how to best distribute and utilize resources.



Approximately 130 agencies conduct traffic enforcement throughout the State of Utah. With limited resources and the inability to offer overtime funds and financial resources to all agencies, the UHSO offers enforcement funds and grants to law enforcement agencies in communities that have been identified as high-risk and/or strongly traffic safety focused through problem identification.

Utah's geography and population distribution require special consideration of resource allotment and deployment. The traffic safety needs are different for the rural and urban areas of the state. Utah is currently the 4th fastest-growing state in the US. It consists of 29 counties spread over a large geographical area, with 84% of the population living in the following counties: Cache, Davis, Salt Lake, Utah, Washington, and Weber. Of those areas, four urban counties (Davis, Salt Lake, Utah, and Weber) are located along a 100-mile stretch of the Wasatch Front and house approximately 75% of the population. Utah's 25 rural counties account for only 25% of the state's population, yet these areas experience a high traffic fatal burden. Rural areas had a higher fatal crash rate, while urban areas had a higher rate of total crashes per vehicle miles traveled. Additionally, crashes occurring in rural areas were more likely to result in death than crashes in urban areas. In rural counties, 1 in 164 crashes resulted in a fatality compared to 1 in 328 in urban counties, meaning a crash in a rural area is almost two times more likely to result in a fatality.

The UHSO will use data and local conditions to determine the most effective use of resources. Each traffic problem area requires the use of unique data and information to analyze the enforcement funds' distribution and focus. For occupant protection, rural law enforcement agency outreach is essential for both funded enforcement and standard enforcement emphasis. Rural areas experience higher rates of unrestrained fatalities and have lower seat belt use rates as well, with over half (57%) of unrestrained fatalities occurring in rural counties. Increased enforcement in these areas will drive up seat belt usage and, in turn, decrease fatalities. Urban areas also need occupant protection enforcement due to the number of crashes and fatalities experienced.

There is a balance required for addressing the unique local conditions. For impaired driving, factors and data examined to determine resource distribution include the number of alcohol-related crashes, fatalities, population, law enforcement agency capacity, and alcohol outlet location/density. Impaired driving in urban areas is high, partly due to the population size and availability of alcohol through liquor stores, restaurants, bars, and events. In rural areas, people often drive long distances from the location where they drank alcohol to their home, making time on the roadways longer and riskier. Additionally, the perception of risk related to encountering law enforcement in rural areas may be lower due to the isolated nature of the roadways and area. These conditions are examined when working with law enforcement to distribute funds for statewide enforcement efforts. Lastly, the capacity of local law enforcement partners to staff overtime patrols and commitment to overall traffic safety goals are also considerations for the allocation of resources.

Through the LEL Program and other collaborations with law enforcement agencies, the UHSO has been successful in keeping traffic safety enforcement a priority. The UHSO's LEL Program works closely with local law enforcement agencies on high visibility enforcement activities for targeted traffic safety concerns, such as seat belt use and impaired driving. The UHSO will use the expanded LEL program to reach agencies that may not conduct high levels of traffic enforcement, particularly as part of routine work. Specific outreach of the LEL Program to rural law enforcement agencies will create additional buy-in and support in hard to reach, both culturally and geographically, areas.

It is expected that participation in enforcement projects will continue to increase in the rural areas with the help of the LELs in those areas. The Multi-Agency Task Forces in Weber, Davis, Salt Lake, and Utah Counties will continue to be venues to accomplish traffic safety enforcement work and goals throughout the Wasatch Front. The law enforcement task force model will be explored in rural areas as a possible venue for enforcement collaboration and coordination.

Utah Highway Patrol is an essential law enforcement agency with which the UHSO partners to conduct E-BE Plan activities. UHP provides enforcement coverage statewide and can guide enforcement directives through its fourteen enforcement sections. The UHP senior planning manager coordinates the enforcement projects along with UHP Command Staff and Section leadership for statewide efforts on enforcement priorities. Priorities are aligned with the unique events and culture of the Section areas, national enforcement mobilizations, and NHTSA's communications calendar. Main enforcement projects for the UHP include the *100 Deadliest Days* initiatives, national *Click It or Ticket* mobilizations and focused nighttime seat belt enforcement, national *Drive Sober or Get Pulled Over* mobilizations, DUI saturation patrols/blitzes and checkpoints, speed and aggressive driving, and distracted driving abatement with use of unmarked vehicles.

E-BE Plan for Identified Problems based on Risk Analysis

Enforcement is an essential component to comprehensive traffic safety initiatives to reduce traffic crashes, injuries and fatalities. E-BE Plan strategies use the National Highway Traffic Safety Administration's Countermeasures That Work to ensure strategies are evidence-based for the focus area.

Occupant Protection

In the last five years, 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, along with other evidence-based strategies (i.e. advocacy, innovative messaging and outreach,

to target hard-core non-users) in an effort to reduce unrestrained fatalities. Applying these evidenced-based strategies along with the countermeasures below will be the focus of the UHSO in the new year.

Countermeasures:

The UHSO will coordinate statewide participation in national enforcement mobilizations for seat belt enforcement. Engagement with and participation from law enforcement agencies in areas with low seat belt use rates, high numbers and rates of unrestrained fatalities, and strong capacity for traffic enforcement will be the focus for overtime shift assignments.

- November 2022
 - The National Click It or Ticket Mobilization enforcement efforts will be conducted statewide and focused on high need areas and highly traveled roadways to target holiday drivers.
- March 2023
 - Nighttime seat belt enforcement efforts will be focused on high risk areas with favorable conditions for nighttime enforcement with law enforcement agencies in the identified areas.
- May- June 2023
 - The National Click It or Ticket Mobilization enforcement efforts will be implemented statewide with law enforcement partners.
- September 2023
 - Seat belt saturation patrols will be implemented with law enforcement partners in identified areas with low seat belt use.

Seat belt enforcement will be discussed at the Multi-Agency Task Force meetings as well as the rural county seat belt coalition meetings to emphasize the importance of sustained seat belt enforcement.

Impaired Driving

Alcohol and drug impaired driving continues to be a statewide issue, with fatalities occurring in both the urban and rural areas of Utah. The Utah Highway Safety office and traffic safety partners are concerned about the rising numbers of drug impaired drivers, as well as the high number of alcohol impaired drivers.

Countermeasures have been put in place to continue the fight against impaired driving in Utah. As part of these efforts, the impaired driving program provides resources and DUI over-time funding to law enforcement agencies throughout the state to conduct high visibility enforcement, saturation patrols, blitzes, and DUI checkpoints. Funds are also used to purchase equipment and supplies needed to increase impaired driving enforcement activities, to reduce impaired driving crashes and fatalities, and to promote zero-tolerance of impaired driving in Utah.

In general, traffic enforcement deters motorists from engaging in problem behaviors. When motorists have an increased perceived risk of being cited (or arrested) for a traffic offense, their driving behavior will change. Impaired drivers, particularly those under the influence of alcohol or drugs, are more responsive to enforcement tactics and messages than other prevention messages. High visibility enforcement and heavy media promotion (earned and paid) effectively reduce impaired drivers on the roads, particularly hard-core alcohol and drug users. The fewer impaired drivers on the road, the safer everyone will be.

The Utah Highway Patrol, including UHP's dedicated DUI squad, as well as law enforcement agencies around the state, conduct sustained impaired driving enforcement focused on cracking down on the impaired driver. The Multi-Agency Task Force meetings, with key local law enforcement partners, will be used to coordinate HVE activities for high risk and highly populated areas. The Regional Law Enforcement Liaisons will coordinate HVE efforts statewide. Data and mapping will be used to inform agencies where checkpoints should be placed and when they should be scheduled.

Countermeasures Timeline and Details:

- October 2022
 - Using the Drive Sober or Get Pulled Over campaign, the UHSO and its law enforcement partners will target Halloween celebrations with enforcement coordinated through the LELs and the Multi-Agency Task Forces.
- November to December 2022
 - Holiday Crackdown/Drive Sober or Get Pulled Over National Mobilization enforcement efforts will be implemented statewide. Wasatch Front-targeted enforcement will be coordinated with law enforcement partners in Salt Lake, Utah, Davis, and Weber Counties. Additional outreach to law enforcement agencies for focused-patrols will be completed by the LELs, with particular attention to rural agencies in need of mobilization support.
- February 2023
 - The Drive Sober or Get Pulled Over initiative will target 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.
- March 2023
 - The Drive Sober or Get Pulled Over initiative will target St. Patrick's Day 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.
- April 2023
 - The Drive Sober or Get Pulled Over initiative will target areas in the state where recreational activities usually occur around the Easter holiday.
- May 2023
 - The Drive Sober or Get Pulled Over initiative will target Memorial Day Weekend activities and supplement 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.
- June 2023
 - Weekend Saturation Patrols/ DUI Blitzes will be offered statewide in the month of June through outreach to law enforcement agencies for focused-patrols, with particular attention to rural agencies in need of mobilization support. In addition to alcohol and drug impaired driving messaging, one of the four weekends will include messaging focused on motorcycle riders and will utilize a Ride Sober message. Additional messaging will include a reminder that "operating heavy equipment" warnings on medication include a vehicle and are not limited to things such as construction equipment or other machinery.
- July 2023
 - The Drive Sober or Get Pulled Over initiative will target 4th of July and 24th of July (Pioneer Day Holiday) celebrations with the Utah Highway Patrol performing statewide enforcement patrols along with additional enforcement coordinated through the LELs and the Multi-Agency Task Force.
- September 2023

- The Drive Sober or Get Pulled Over initiative will focus on Labor Day celebrations with the Utah Highway Patrol performing statewide enforcement patrols and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis, and Weber Counties. Additional outreach to law enforcement agencies for focused-patrols will be completed by the LELs, with particular attention to rural agencies in need of mobilization support.
- DUI Checkpoint operations will be conducted with law enforcement partners at identified high risk locations and times. The UHSO will provide the needed supplies and equipment for the checkpoint, 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 date, time, and location. The UHSO will assist with funding enforcement activities as well as promotions as needed.
- DUI Saturation Patrols/Blitzes will also be coordinated with law enforcement partners. Two main methods for the blitzes will be used. One approach will be to work with agencies in an identified high impaired driving area; agencies in the area will be invited to participate, and efforts will be coordinated for a unified and highly visible enforcement blitz. The second approach is to conduct statewide DUI blitzes with law enforcement agencies from across jurisdictions invited to participate in a coordinated weekend (or weekends) blitz; invitations to agencies will be based on problem identification as well as statewide location.

Vulnerable Users, Pedestrian and Bicycle safety

Everyone is a pedestrian at some point, making pedestrian safety a top priority. Pedestrians are often the road users most at risk in traffic. A pedestrian will always come out on the losing end when hit by tons of moving metal. Given the continuing deadly trends for pedestrians, specific attention and enforcement activities will be implemented to increase safety and prevent fatalities. Additionally, bicycle travel is increasing as a form of commuting for urban communities; thus, safety and enforcement are needed to respond to this trend. High visibility enforcement activities will be conducted during high-risk months, such as October, March, and August, for pedestrians at identified high-risk areas and intersections. Other examples of enforcement and outreach events are listed below.

- Pedestrian-focused enforcement patrols at identified high risk intersections and times with partner law enforcement agencies.
- General outreach and earned media opportunities with strong emphasis on crosswalk and roadway awareness and personal safety measures pedestrians may employ.

Distracted Driving

Distracted driving is a problem across the United States, and Utah is no exception. Using a cell phone while driving creates enormous potential for deaths and injuries. Nationally, in 2020, 3,142 people were killed in motor vehicle crashes involving distracted drivers. In Utah, between the years 2017-2021, the fatalities due to distracted driving were 6%, and distracted driving accounted for 9.6% of all crashes in the state. In 2021 alone, distracted driver involved crashes represented 8.9% of all crashes and 4% of all fatal crashes.

Utah law enforcement partners are committed to performing distracted driving enforcement as part of standard patrols and directed education events. Law enforcement partners such as Salt Lake City Police Department and police agencies across the state will be provided support with shifts for distracted driving

enforcement, as well as media messaging and outreach events based on data. Crash data will be used to focus efforts on problem areas throughout the state.

Enforcement and education is key to saving lives and preventing distracted driving from continuing its deadly hold on Utah roadways. Examples of enforcement and outreach events are listed below.

- Overtime enforcement during NHTSA’s Distracted Driving month, offered to various police departments based on crash data with a focus on distracted driving components and educational infographic cards.
- Media promotions through local venues as well as partnerships with area businesses and organizations for earned media opportunities.

Speed Enforcement

Speed enforcement by local law enforcement is critical for the culture change component of comprehensive safety plans by showing this is an issue on all roadways and will be enforced. The UHSO offers support to law enforcement agencies through equipment awards based on problem identification and justification, educational opportunities, and data analysis of high-risk locations and factors to inform enforcement activities. Speed enforcement will focus on the following:

- UHSO will provide overtime enforcement shifts to law enforcement agencies based on crash data.
- Media will be used to increase awareness and education regarding the dangers of speeding.
- Utah Highway Patrol will conduct focused speed enforcement as part of the 100 Deadliest Days enforcement project operating from Memorial Day to Labor Day.
- “Traffic calming” tactics will continue to be used by Utah Highway Patrol on identified high risk roadways, such as I-15, I-215, and I-80, during high risk times, such as the large driving holidays in Utah of July 4th (Independence Day) and July 24th (Pioneer Day).

Follow-up and E-BE Plan Adjustment

This E-BE Plan will be adjusted throughout the year. To effectively reduce traffic fatalities and injuries, the UHSO and our partners must be responsive to trends in traffic safety concerns, as the data present a need and emerging problems. Collaboration with partners will be established through the year for follow-up and changes to the plan as needed; some enforcement project opportunities and partnerships may occur mid-year and cannot be incorporated into the plan in advance. Projects and funding granted to law enforcement and other partners to accomplish UHSO goals are monitored to ensure work is performed in a timely fashion and in accordance with project agreements.

SECTION VIII – COMMUNICATIONS PLAN

Overview

The Utah Department of Public Safety’s mission is “*Keeping Utah Safe.*” As a partner in DPS’s mission, the Highway Safety Office’s mission is “*to save lives by changing behavior, so everyone on Utah’s roadways arrives safely.*” Effective communication remains an integral part of this mission and comprises large portions of each of the UHSO’s program focus areas. This annual communications plan will guide the division’s overall communication and media strategy with the ultimate goal of making traffic safety information and knowledge a part of the daily lives of the people of Utah.

Guiding Themes

As the UHSO implements the elements of its communication plan, knowledge is the guiding theme: imparting it, sharing it, generating it, creating an interest in it, and leading people to it. Knowledge should be at the heart of each campaign, message, or social media post. Much of what the UHSO shares through communication is designed to share information. Still, the ultimate goal of the messaging should be to transform knowledge into positive behavior change on the roads.

Our overall vision is to “*create a culture where roadway users take responsibility for their safety and the safety of others.*”

Strategic Direction

The UHSO will utilize professional networking, paid, earned, digital, and social media to increase Utah roadway users’ awareness and knowledge of traffic safety and the five common deadly driving behaviors while directing specific messages toward high-risk groups.

Our primary audience is each roadway user throughout Utah – including drivers, passengers, bicyclists, pedestrians, & motorcyclists.

Our secondary audience is those people and organizations identified in each of our program areas, focusing on specific types of roadway users of any age, using messages tailored to their traffic safety issues.

During FY2022, the UHSO adapted to the changing public affairs environment following the significant waves of the Covid-19 pandemic. Much of our outreach moved to virtual formats, favoring social media, digital radio, and outdoor ad placements. These methods allowed us to continue the mission without compromising quality. After making our data visualization platform easily accessible to the public and the press, we have strengthened relationships with local news outlets that want to tell the story of traffic safety. We plan to continue leveraging technology to deliver traffic safety content safely and effectively going forward.

Goal: Utilize federal highway safety funding to deliver paid and earned media campaigns promoting the messaging within our Occupant Protection, Impaired Driving, Vulnerable Roadway Users, Speeding, Distracted Driving, Law Enforcement Liaison, and Traffic Records Programs.

- Action Item: Maintain contracts with professional advertising firms to produce cutting-edge, engaging media elements to support the designated campaigns.

- Action Item: Provide program guidance to media contractors through teams composed of UHSO staff, DPS team members, and the communications manager.
- Action Item: Share materials and creative concepts produced by media contractors with traffic safety partners throughout the State so they can utilize them within their local campaigns.
- Action Item: Seek out partnerships with traffic safety advocate organizations throughout the State.
- Action Item: Seek out appropriate spaces to reach out to the underserved communities in the State.
- Action Item: Translate campaign materials and the UHSO website into Spanish by the end of the fiscal year.
- Action Item: Seek out a third language/community group that would benefit from translated UHSO campaign materials.
- Action Item: Meet with diverse community leaders to explore best practices for safety messaging outreach in different languages and styles.

Goal: Actively seek earned and free media opportunities for all program areas, especially those without paid media budgets.

- Action Item: Utilize materials produced by NHTSA's Traffic Safety Marketing group (TSM), the UHSO, the Ad Council, and other entities that provide relevant free resources.
- Action Item: Share materials produced by NHTSA's TSM group, the UHSO, the Ad Council, and other entities with traffic safety partners throughout the state and provide toolkits to show how they can utilize them in their areas.
- Action Item: Plan earned media opportunities, in the form of press conferences or press releases, independently or in conjunction with safety partners for all official campaign enforcement or education periods.
- Action Item: Maintain awareness of current traffic safety trends and issues to provide partners and media entities with topical, timely information.
- Action Item: Create (in-house) resources to be placed in the media and used by traffic safety partners throughout the State in their areas: items such as opinion articles, letters to the editor, fact sheets, and sample news releases.
- Action Item: Create video content that is engaging, educational, and informative for use by the UHSO and partners throughout the State.
- Action Item: Create a listing of media opportunities available, including things such as newsletters, websites, local papers, etc., to highlight events on NHTSA's communications calendar.
- Action Item: Take advantage of opportunities such as holidays, seasonal events, or special enforcement periods to promote traffic safety messages.

Goal: Create varied types of messaging in response to developing traffic safety trends, tailoring messaging to apply to different regions in the state.

- Action Item: Whenever possible, generate different messaging focusing on urban and rural areas of the State. (Considering the budget, development time constraints, and when crash data indicates a problem area)
- Action Item: Include this goal in any request for proposals for paid media campaigns.

Goal: Utilize multiple digital and social media platforms to share traffic safety messages with roadway users throughout Utah.

- Action Item: Develop clear, consistent messages that are delivered in one clear voice.
- Action Item: Create engaging, timely content that resonates with users and will keep users interested in UHSO and DPS postings.
- Action Item: Develop a content calendar with our media contractors that will help guide a schedule for posting content.

- Action Item: Maintain an active awareness of current traffic safety issues, popular culture, and internet trends in order to post timely, relevant content.
- Action Item: Cross-promote all aspects of safety programs across all social platforms.
- Action Item: Seek out opportunities to share our content with local partners that can deliver it at a grassroots level. Agencies that would not typically pay for traditional ad/message development could organically post UHSO content to their own local audiences.

Occupant Protection

Goal: Increase the awareness of the importance of seat belt use and seat belt enforcement messaging.

- Action Item: Utilize our websites, paid, earned, and social media, to share messages about seat belt safety throughout the year. Provide messaging in both English and Spanish.
- Action Item: Develop messaging for at-risk populations, distributing content through health departments and in the areas with at-risk audiences.
- Action Item: Share campaign resources with traffic safety partners throughout the State and encourage their use throughout the year.
- Action Item: Seek out opportunities to tell relevant crash survivors' stories in front of the media, and pre-recorded video content.
- Action Item: Use a variety of messaging styles to reach target audiences. Consider addressing the problem through the lens of humor or by using emerging platforms such as TikTok.

Goal: Increase the perception of the risk of receiving a ticket for non-use seat belts.

- Action Item: Support and participate in National Click It or Ticket high-visibility enforcement mobilization in November 2022 and May 2023.
- Action Item: Support and participate in the national Border To Border seat belt campaign through partnerships with bordering states.
- Action Item: Support nighttime enforcement mobilization by developing targeted messaging in March 2023.
- Action Item: Utilize Click It or Ticket as a secondary message in other enforcement and media events throughout the year.
- Action Item: Continue the expansion of successful seat belt advertising, like the "Defy Death" and "Ponte El Cinturon" social media campaigns.

Goal: Increase seat belt use among Utah's rural populations.

- Action Item: Continue to work with Montana State University and other state and local partners to support an occupant protection campaign targeting rural communities.
- Action Item: Further develop relationships with social media managers with rural community partners, in order to share locally relevant data.
- Action Item: Partner with Utah Highway Patrol to support the State2State & Border2Border enforcement campaigns.

Goal: Increase booster seat use throughout the State and increase the percentage of children ages 5-8 involved in motor vehicle crashes who were secured in an appropriate child car seat by 0.6%.

- Action Item: Promote booster seat use through statewide and local child passenger safety programs and campaigns.
- Action Item: Seek opportunities and venues to promote booster seat messages.

Goal: Promote seat belt usage among Utah's pre-teens and teen drivers.

- Action Item: Support the UHP's Adopt-A-High School program.

- Action Item: Support local health department implementation of evidence-based programs.
- Action Item: Develop and distribute resources for driver education teachers to promote seat belt usage through our partnership with the State Board of Education.
- Action Item: Develop and distribute resources for parents of pre-teens and teens to promote seat belt usage.
 - Support middle school health teachers in the implementation of the Zero Fatalities Pre-Driver Program. This will be accomplished through video content, campaign materials, and a quiz related to the content. This is in cooperation with the Utah Education Association.

Goal: Promote seat belt and child passenger safety device usage among Utah’s minority populations, translating every campaign asset into Spanish and a third language by the start of FY24.

- Action Item: Provide materials and media messages in at least one additional language following English and Spanish.
- Action Item: Seek opportunities and venues to promote seat belt safety to minorities.
- Action Item: Continue support of CPS programs on the Indian Reservations statewide.
- Action Item: Continue delivery of the “Ponte El Cinturon” Hispanic seat belt campaign to the Hispanic population statewide.
- Action Item: Continue Hispanic Outreach grants with three counties with high Hispanic populations. (Salt Lake, Utah, Weber-Morgan)

Teen Driving

Goal: Increase awareness of teen driver’s safety issues in Utah.

- Action Item: Utilize earned and social media to share messages about teen driver safety throughout the year.
- Action Item: Share campaign resources and encourage traffic safety partners throughout the State to promote teen driver safety throughout the year.
- Action Item: Support the production and promote the use of the Teen Memorial webpage and video library.
- Action Item: Support UHP’s “Teen Driving Challenge” courses. Update the “Teen Driving Challenge” video to reflect the current format, and distribute it to a wider audience.
- Action Item: Continue participation in Utah’s Teen Driving Task Force.

Goal: Increase parental knowledge of teen driver issues.

- Action Item: Educate parents about Utah’s graduated driver license program through our partnership with the Utah Driver License Division.
- Action Item: Monitor the progress of the new education and testing program for Pre-Driver students via the Zero Fatalities website.
- Action Item: Support Zero Fatalities parent program presentations.
- Action Item: Develop and distribute educational resources for parents of teens and pre-teens.
- Action Item: Promote parental involvement in teen drivers’ experience.

Goal: Increase seat belt use among Utah’s teens.

- Action Item: Develop and distribute resources for driver education teachers to promote seatbelt usage.
- Action Item: Continue the development of resources for parents of middle school students to promote seatbelt usage through the Zero Fatalities Pre-Driver Program.

- Action Item: Bring Utah’s driver education teachers into the discussion about wise messaging to students.

Impaired Driving Program

Goal: Increase the perception of the risk of being arrested for DUI, and the risk of having intoxicated drivers on the roadways.

- Action Item: Utilize paid, earned, digital, and social media to share messages about the dangers of impaired driving throughout the year.
- Action Item: To reach our younger, male demographic, use creative messaging styles that strike a tone that is engaging while still emphasizing the consequences of impaired driving. Choose placements on emerging platforms like TikTok and other social media ads.
- Action Item: Share campaign resources with traffic safety partners throughout the State and encourage their use throughout the year.
- Action Item: Support and participate in national Drive Sober or Get Pulled Over high-visibility enforcement mobilizations.
- Action Item: Utilize Drive Sober or Get Pulled Over as a secondary message in other enforcement and media events throughout the year.
- Action Item: Promote messages about impaired driving enforcement utilizing channels that reach these specific demographics and use messages that will resonate with them.
- Action Item: Deliver educational content and shared messages from partners via “DriveSoberUtah” social channels.
- Action Item: Utilize social media channels to boost awareness of enforcement efforts for DUI saturation patrol events.

Goal: Address people who consume alcohol with messages about preventing impaired driving.

- Action Item: Continue existing and develop new partnerships with the Department of Alcoholic Beverage Services and venues that serve alcohol.
- Action Item: Encourage media contractors to develop creative messaging that can be incorporated in venues that sell and serve alcohol.
- Action Item: Emphasize the concept of driver accountability, and highlight the consequences of impaired driving and the importance of making the right choice prior to drinking.

Goal: Address the root causes of impaired driving to help stop it before it starts.

- Action Item: Continue support and promotion of Utah’s Parents Empowered underage drinking prevention and education campaign.

Goal: Increase awareness of both prescription and illicit drug-impaired driving.

- Action Item: Support the “Use Only As Directed” campaign.
- Action Item: Encourage drivers to check with their physician for alternate medications that will not impair them to drive.
- Action Item: Educate drivers that “operating heavy equipment” warnings on medication include a vehicle, and are not limited to things such as construction equipment or other machinery.
- Action Item: Continue to incorporate messages like “if you feel different, you drive different,” aimed at eliminating drugged driving.
- Action Item: Develop strategies to act on data trends showing increased polydrug/alcohol use in DUI arrests.
- Action Item: Continue the development of messages that portray drug abuse and alcohol abuse as similarly dangerous driving behaviors.

Motorcycle Safety

Goal: Increase the awareness of motorcycle safety awareness in Utah.

- Action Item: Utilize paid, earned, and social media to share messages about motorcycle safety throughout the year, focusing primarily on Utah's riding season.
- Action Item: Use a variety of messaging styles to reach target audiences. Consider addressing the problem through emerging platforms such as TikTok.
- Action Item: Support and participate in national Motorcycle Safety Awareness month in May.
- Action Item: Support the "National Ride To Work Day" safety messaging in June.
- Action Item: Share campaign resources with traffic safety partners throughout the State and encourage their use throughout the year.
- Action Item: Seek out opportunities to partner and share efforts with Zero Fatalities in order to increase campaign visibility and reach.
- Action Item: Explore ways to combine messaging with the impaired-driving program to address the increasing problem of impaired motorcycle riders.

Goal: Increase driver awareness of motorcyclists on the road.

- Action Item: Educate drivers to consider the possible presence of motorcycles and the need to look for them.
- Action Item: Educate drivers about situations when motorcycles may be obscured from view.
- Action Item: Educate drivers about techniques for detecting and avoiding motorcycles.
- Action Item: Educate riders and drivers about the legality of lane filtering, and safe lane filtering behaviors. Deliver messages directed at drivers via digital radio ads, outdoor static boards, and transit-based ads to reach the audience during the process of driving.

Goal: Promote and support motorcycle rider education and training.

- Action Item: Continue partnership with Driver License Division to promote Utah's motorcycle rider training program.
- Continue partnerships with organizations that offer rider education classes, and continue funding discounts for riders to attend into FY2023.
- Action Item: Increase awareness of the benefits of motorcycle rider education and training for both new and experienced riders.
- Action Item: Educate motorcyclists that riders must assume responsibility for avoiding a crash situation caused by another motorist.
- Action Item: Educate motorcyclists about crash avoidance skills, the value of lane positioning, and proper braking and panic-braking techniques.
- Action Item: Continue to discourage mixing alcohol and other drugs with motorcycle riding. Seek out opportunities to combine messaging with the impaired driving program.

Goal: Promote visual conspicuity as a crash prevention tool for motorcyclists.

- Action Item: Increase motorcyclist awareness about how visual conspicuity affects their safety.
- Action Item: Continue messaging aimed at the driver's awareness of Utah's lane filtering laws.
- Action Item: Create messaging directed at riders to inform them about safe lane filtering procedures.
- Action Item: Encourage motorcyclists to employ conspicuity strategies.
- Action Item: Increase peer acceptance of conspicuous colors.

Goal: Promote motorcyclist use of personal protective equipment.

- Action Item: Educate motorcyclists about the benefits of protective gear, including helmets, jackets, gloves, boots, eye protection, and pants.
- Distribute social media assets to statewide LEAs for rider gear education.
- Action Item: Increase the voluntary use of DOT-approved helmets and communicate the dangers of non-compliant helmets.
- Action Item: Repudiate misinformation about personal protective equipment.

Pedestrian Safety

Goal: Increase awareness of pedestrian safety issues throughout the State.

- Action Item: Utilize earned and social media to share messages about pedestrian safety throughout the year.
- Action Item: Use a variety of messaging styles to reach target audiences. Consider addressing the problem through emerging platforms such as TikTok.
- Action Item: Share campaign resources and encourage traffic safety partners throughout the State to promote pedestrian safety throughout the year.
- Action Item: Continue the partnership with the Heads Up Utah pedestrian safety campaign.
- Action Item: Partner with UDOT, law enforcement, local health departments, and entities to promote pedestrian safety month, and high visibility enforcement during back to school.
- Action Item: Support and participate in Green Ribbon Month and Walk Your Child to School Day activities statewide.
- Action Item: Develop and distribute resources about distracted pedestrians, leveraging our partnership with UDOT's Safe Routes to School Program.
- Action Item: Utilize earned and social media to increase awareness about high-visibility enforcement related to back-to-school activities and crosswalk safety.

Goal: Increase driver awareness of pedestrians.

- Action Item: Educate drivers to consider the possible presence of pedestrians and the need to look for them.
- Action Item: Educate drivers about situations where pedestrians may be obscured from view.
- Action Item: Future outdoor ad placements should be chosen near pedestrian fatality and serious-injury hot spots.

Goal: Promote visual conspicuity as a crash prevention tool for pedestrians.

- Action Item: Increase pedestrian awareness about how conspicuity affects their safety.
- Action Item: Encourage pedestrians to employ conspicuity strategies.
- Action Item: Support events where safety information and reflective items can be distributed.

Bicycle Safety

Goal: Increase awareness of bicycle safety issues throughout the State.

- Action Item: Utilize earned and social media to share messages about bicycle safety throughout the year.
- Action Item: Share campaign resources and encourage traffic safety partners throughout the State to promote bicycle safety throughout the year.
- Action Item: Support and participate in the Road Respect campaign. DPS Road Respect Ambassadors will ride in local bike events.
- Action Item: Promote sharing the road for both cyclists and drivers.
- Action Item: Maintain our partnership with UDOT's Safe Routes To School Program.

- Goal:** Partner with local health departments and entities to promote bicycle safety.
- Action Item: Educate young and new cyclists about proper cycling and following all laws.
 - Action Item: Promote the use of the bicycle rodeo trailers for educational activities throughout the State.

- Goal:** Promote visual conspicuity as a crash prevention tool for cyclists.
- Action Item: Increase cyclist awareness about how conspicuity affects their safety.
 - Action Item: Encourage cyclists to employ conspicuity strategies.
 - Action Item: Utilize our professional network to distribute new content focused on the “3-foot rule” for safe cycling.
 - Action Item: Future outdoor ad placements should be chosen near bicycle fatality and serious-injury hot spots.

- Goal:** Increase awareness of E-Scooter safety issues throughout the state.
- Action Item: Increase awareness of the safety tip content listed on the escooters.utah.gov website.
 - Action Item: Seek out ways to engage with e-scooter companies and related local events.
 - Action Item: Seek out innovative methods to combine safety messaging efforts with e-scooter companies.

Older Drivers

- Goal:** Increase awareness of senior driving issues throughout the State.
- Action Item: Utilize earned, paid, and social media to share messages about senior drivers throughout the year.
 - Action Item: Share any resources with and encourage traffic safety partners throughout the State to promote senior driver awareness throughout the year.
 - Action Item: Develop and distribute resources for senior drivers to promote increased knowledge and awareness of the issues they face.
 - Action Item: Establish and maintain partnerships to enhance older driver safety efforts.
 - Action Item: Leverage social media to increase public awareness of the Yellow Dot program.
 - Action Item: Update the Yellow Dot web page twice annually, in January and July.

- Goal:** Increase awareness of the ways in which age can affect drivers’ and senior drivers’ abilities to drive safely.
- Action Item: Educate older drivers to assess their driving capabilities and limitations, improve their skills when possible, and voluntarily limit their driving to circumstances in which they can drive safely.
 - Action Item: Educate family members of older drivers to recognize the signs that a family member may need to adjust his or her driving habits due to issues arising from aging.
 - Action Item: Support and promote the Yellow Dot program through our partnership with the University of Utah.

- Goal:** Increase seat belt use among senior drivers.
- Action Item: Educate senior drivers that seat belts are even more effective for older drivers than for younger occupants.
 - Action Item: Educate about senior seat belt use trends, through region-specific data sets.

- Goal:** Increase awareness of the fact that prescription drugs can cause impaired driving.

- Action Item: Educate family members of older drivers about the ways in which prescription drugs can affect their relatives' driving.
- Action Item: Promote the “If You Feel Different, You Drive Different” messaging, focusing on seniors and driving. Seek out opportunities to combine senior driving messaging with the impaired driving program.

Speeding

Goal: Increase the awareness of speed enforcement in Utah.

- Action Item: Utilize earned and social media to share messages about speeding throughout the year. Leverage social media platforms that allow for boosted posts or short ad buys.
- Action Item: Share campaign resources and encourage traffic safety partners throughout the State to promote speed enforcement throughout the year.
- Action Item: Make speed a secondary or tertiary message in other enforcement or media campaigns throughout the year.
- Action Item: Obtain crash and citation data to determine appropriate areas for focused enforcement blitzes.

Goal: Increase the perception of the risk of getting a ticket for speeding.

- Action Item: Utilize earned and social media to share messages about speeding throughout the year.
- Action Item: Share campaign resources and encourage traffic safety partners throughout the State to promote speed enforcement and education about the dangers of speed throughout the year. Primary messages should focus on crash-risk perception and crash severity increasing with higher speeds.
- Action Item: Make speed a secondary or tertiary message in other enforcement or media campaigns throughout the year.
- Action Item: Add recurring social content showing 100 or 105mph+ citation data from UHP. Use this data to highlight the importance of adhering to the new reckless driving enhancement law.

Goal: Educate drivers about the importance of reducing speed during inclement weather.

- Action Item: Utilize social media before and during weather events to emphasize the importance of speed reduction as a crash prevention tool.
- Action Item: Utilize VMS boards as a messaging tool, in partnership with UDOT and Zero Fatalities.

Distracted Driving

Goal: Increase awareness of distracted driving issues in Utah.

- Action Item: Utilize paid, earned, and social media to share messages about distracted driving throughout the year.
- Action Item: Share campaign resources and encourage traffic safety partners throughout the State to promote distracted driving awareness throughout the year.
- Action Item: Educate drivers about the dangers of distracted driving.
- Action Item: Continue distributing distracted driving infographic cards to officers for use during traffic stops.
- Action Item: Educate drivers about Utah's distracted driving law and the legal consequences of engaging in this behavior.

- Coordinate high visibility enforcement blitzes with earned media coverage to alert the public about the consequences of distracted driving. Align events to match related efforts on the NHTSA communications calendar. Use unmarked ride-alongs with the press to highlight the shocking behavior of distracted driving.
- Action Item: Educate pedestrians about the issue of distracted pedestrians, especially at crosswalks. Incorporate messaging with the Pedestrian Safety Program's events.

Law Enforcement Programs

Goal: Through the Law Enforcement Liaison, develop relationships with individual police departments and public information officers in order to spread our traffic safety messages.

- Action Item: Maintain a list of partner agency public information officers, social media managers, and spokespersons. The communications team will seek out opportunities to network with PIOs at our partner's events.
- Action Item: Regularly reach out to police departments and city governments to engage with their social media managers. Seek out ways to help each other deliver traffic safety content to their specific communities.
- Action Item: Use this network to maintain awareness of local events that UHSO could participate in.

Goal: Seek feedback from the Law Enforcement Liaison on creative campaigns that have a law enforcement emphasis.

- Action Item: Continue the development of the "Crash Reduction Task Force" projects that create opportunities to deliver messaging to non-traditional audiences.
- Action Item: Build relationships with grassroots organizations and community leaders that could help bring our message to underserved audiences.
- Action Item: Encourage the LEL to attend media strategy meetings where campaign concepts are being developed internally or with paid contractors.

Traffic Records Programs

Goal: Work with our traffic safety analytics contractor (Numetric) to glean interesting data trends that help to highlight the need for specific safety messaging.

- Action Item: Continue working with Numetric to develop compelling visualizations that appeal to a public audience, and local media.
- Action Item: Continue improving content for the UHSO website to include dashboards, and graphics that a public viewer easily understands.
- Action Item: Continue educating local media outlets or other interested partners about the ease of access to traffic safety data.
- Action Item: Support training events that educate local law enforcement agencies about data accessibility and crash reporting. Encourage LEAs to query their own local data through the online dashboards.

Goal: Archive relevant media stories where traffic records data are mentioned.

- Action Item: Monitor media stories for accurate reporting of data obtained from UHSO online dashboards.

