

UTAH HIGHWAY SAFETY OFFICE

2012 Annual Report



In Memoriam
Trooper Aaron Robert Beesley



January 26, 1978 - June 30, 2012



The Highway Safety Office, the Utah Highway Patrol and the world lost a special friend, father, trooper and hero this summer, when Trooper Aaron Beesley died in the line of duty on a search and rescue mission.

Trooper Aaron Robert Beesley joined the Utah Highway Patrol in January of 2000. He worked at the State Capitol and then in Weber County. His supervisors noticed his technological skills, and he quickly became a go-to technology person for law enforcement agencies throughout the State. It was his established reputation as a tech guru that helped lead him to join the Highway Safety Office for a two-year temporary assignment as the crash data law enforcement liaison in 2011. Aaron was very instrumental in promoting electronic crash reporting for Utah's law enforcement agencies and even developed mobile phone apps he shared to help officers state and nationwide. He brought boundless energy to his role and to the office. He also assisted the UHP's Aero Bureau on various missions, and it was on one such mission on June 30, 2012, during a search and rescue to help two stranded hikers, that Aaron lost his life. Aaron is survived by his wife of 12 years, Kristie and their three sons, Austin, Derek and Preston. We will always remember Aaron and be forever grateful for his service and for making the ultimate sacrifice while helping others.



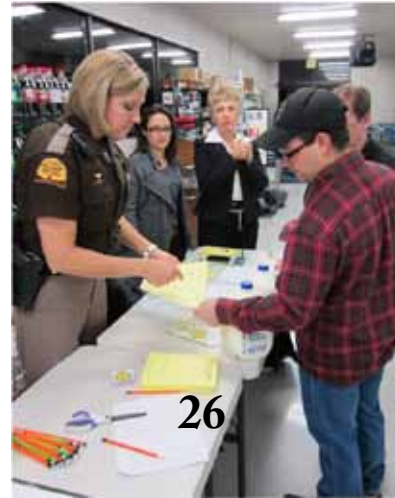
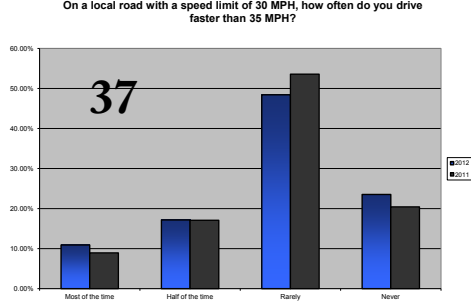
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ON THE COVER



CENTER:
Fall leaf peepers in American Fork Canyon
LEFT:
Car seat checkpoint in Monument Valley
RIGHT:
Miss DUI appears in the St. Patrick's Day Parade as part of the DUI media campaign

Editors' Letter



The view of Monument Valley from Goulding's Lodge, where HSO staff and partners held car seat check points and conducted seat belt surveys.

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ur Annual Report is also our Annual Challenge: how do we best summarize and present the many activities, events and endeavors of the last year?

Looking through the last several years of our Annual Reports, our work to make the report more engaging becomes evident. We continued those efforts with this edition, and we hope you take the time to not only read about our programs here, but to visit the websites mentioned herein: watch the videos that the Utah Valley University students created for us, go to the ZADD site, and basically get a feel for our presence on the Internet. We can write articles about our digital presence, but venturing online will give you firsthand experience.

The Utah Highway Safety Office's programs and activities are made possible by the hard work and dedication of many people throughout the State, from organizations

large and small, and public and private. We would like to recognize and thank everyone who works to increase safety on Utah's roadways, whether they work with us directly as a partner or if we have yet to make their acquaintance. Although they may not have contributed directly to this publication, they definitely supported our mission.

For this year's report, we decided to forgo staff photos, and instead we all answered the same question: "Of all the vehicles you've owned or now own, which one has been your favorite?" The answers appear on our staff page.

We worked together as a team, not just to create this report, but to coordinate the programs described in it. Throughout the year, we adapted to changes, addressed challenges, celebrated successes and most importantly, worked toward the same goal: zero fatalities.

Although we're already off and running with FFY2013, we invite you to take a look back on what we all accomplished in FFY2012.

The Highway Safety Office Staff

Staff & Contributors

Who are the people coordinating the programs described in this annual report? Sometimes the answer to a single, common question can be more revealing than any short bio or even a picture.

Below, HSO staff members answer: Of all the vehicles you've ever owned or now own, which one has been your favorite?

David A. Beach, Director – 1966 Ford Mustang hardtop, ember-glo orange, with a black interior – I wish I still had it!

Kristy Collins, Data Entry Team – My roller blades – I roller blade 24 miles every weekend in the summer!

Carol Fronce, Data Entry Team – 1980 Mustang GT – it was burgundy with an orange stripe down the side, and it had louvers and chrome wheels. Sadly, it was totaled two months after I bought it (new) when someone turned left in front of me.

Keri Gibson, Pedestrian & Bicycle Safety Coordinator - Aside from my 2-wheel drive, 6 cylinder, fully capable car-pooling, mom-taxi, babe-magnet, totally awesome mini-van, my most favorite vehicle to date would have to be my 2-wheeled, 14 pound, full-carbon Trek Madone 6.9 SSL Road Bicycle! It is master of the road and gets the best mileage out there!



Marilee Gomez, FARS Analyst – 1977 Camaro with T tops. It was gorgeous. And, of course, it was black.

Helen Knipe, Communication Program Coordinator – LA's RTD (now Metro), Boston's MBTA, wherever I've been, wherever I go, anything that I don't have to drive, so I'm free to read, sleep or just look out the window and think (oh, and people watch)

Robyn Lalumia, Financial Analyst – A chocolate brown Mazda RX7 was perfect for me in my early twenties: 5-speed rotary engine, sun roof, etc. We really fit together nicely.

Gary Mower, Research Analyst – Giant hard tail mountain bike.

Mark Panos, Deputy Director - My 1989 Shelby CSX. Available in any color under the sun, as long as it was red, this was a fun car. It had plenty of get-up-and-go with its turbo-charged engine, good mileage with only 4 cylinders, good looks, great handling on the curves, and lots of creature comforts. Why, oh why, did I sell it?

Rhonda Parker, Yellow Dot Program Coordinator – My 2001 GMC Jimmy – it was white and gold, 4x4 with a sunroof. I could go any place in it, feel secure, pull my trailer with it. Totaled when someone turned left in front of me.

Tresa Pease, Data Entry Team – My 2008 VW Jetta – It's black, has leather interior, and, most importantly in winter: seat warmers!

Teri Pectol, Alcohol Program Manager - My favorite car was a 1979 Pontiac Trans-Am. White with the blue phoenix on the hood. T-tops. Nice car. Went to a psychic and when we pulled up in front of her house, the windows started going up and down by themselves. Scared us so bad we sold the car.

Lynda Reinstein, Administrative Assistant - My favorite vehicle was my 2009 Honda Ruckus Scooter. I enjoyed riding it around town, but my favorite place to ride was up the canyon. I loved being close to nature and breathing in the fresh air.

Kristy Rigby, Occupant Protection Program Manager - My "most memorable" vehicle was a 1980 VW diesel Rabbit with a pearlized finish on its white coat. I drove it to the U every day during my freshman year, and the side windows whistled so loud I could barely think about anything else. Looking back, that lack of focus is probably what helped get me through Chemistry 101 without quitting.

Trooper Cameron Roden, Law

Enforcement Liaison – 1955 Buick Riviera Special – It's robin egg blue, and I purchased it in Bossier City, LA, in 1998, had it shipped back to Utah, and have been slowly restoring it ever since.

Vivian Scott, Data Entry Team – My 1966 Ford Mustang hardtop, dark moss green. I liked it because it was easy to work on the engine.

Carrie Silcox, Crash Data Program Manager – 2005 Jeep Wrangler 4x4 in silver. I've always wanted one, it's taken a long time to get one, but now we get to see places you can't see from paved roads. And you never know where that road goes, until you take it.

Jill Sorensen, EASY Program Coordinator - 2005 Chevrolet SSR with the LS1 engine, in slingshot yellow, with running boards and the retro gauge package. I had it delivered to my home from Chicago right around a significant birthday.

Terry Smith, Rural Traffic Safety Coordinator - My black and white horse named Diablo - he thought he was a person. When I was out working, he would do stuff like take my tools and move them.

Trooper Mark Thompson, Data Law Enforcement Liaison – 2006 Dodge Dakota, TRX4 Off Road in Baywatch Yellow. I bought it off the show room floor – and when they called me back a few days later because they accidentally charged me too little and wanted more money, I politely told them “no.”

Sgt. Ted Tingey, Law Enforcement Liaison – Massey Ferguson 1105 tractor – in 8th & 9th grade I would drive it and give other neighborhood kids rides home from junior high for 25 cents.





It's difficult to believe that another year has come and gone so quickly. As the Highway Safety Office staff worked to compile this Annual Report, I reflected on some of the more memorable events from 2012. The recently completed political campaigns and elections were as drawn out and intense as any I can recall, and yet, people have already started speculating about 2016. There was a strike in the National Basketball Association, Hurricane Sandy's devastation of parts of the eastern seaboard, and two states licensed a driverless car to drive.

After two years of continuing resolutions, Congress passed a reauthorization of transportation funding known as Moving Ahead for Progress in the 21st Century, or MAP-21. This law sets some new goals for states, especially in distracted driving and graduated driver licensing. We are reviewing Utah traffic laws to see how the State might improve them while also securing as much federal highway safety funding as possible from MAP-21. The most satisfying recollection of 2012 is how the traffic safety community in Utah continues to uphold the traditions of the "Beehive State" by toiling endlessly for the well-being of the State, its residents and visitors, and by working hard to keep everyone safe on Utah's roadways.

The Highway Safety Office's data team has prepared an interesting chart for this report which compares population, vehicle miles traveled and fatalities over the last several decades. As I write this column in December 2012, traffic fatalities are notably down from 2011's 243 (a 37-year low) and are on track to be at least 10% lower. This overall downward trend in fatalities can be credited to the many facets of traffic safety. Vehicles are getting safer, but they are still – for the time being – driven by humans, and therefore susceptible to human error. Until self-driving vehicles are the norm, we will continue to work to prevent those errors and mitigate their consequences.

In a recent article in the *New York Times Magazine* profiling Sue Baker, a pioneer in the science of injury prevention and public health, she relates how in the early 1970's she was horrified to learn that 50,000 people a year were killed in the US in alcohol-related car crashes. She shared how she told a colleague at that time she was going to work on drunk driving and traffic crashes, to which he replied, "Is that public health?" Traffic safety as a priority has progressed significantly in the years since the early 1970's, but I think that because driving is such a part of our lives and something we do every day, many people often fail to see what a tremendous impact it has on us.

How did Sue Baker go about making a difference? She applied scientific methods to the dire statistics of motor vehicle occupant death and injury, and identified sensible solutions. She became an advocate for traffic safety causes, compelling legislatures and public health authorities across the nation to take action. We can thank her for bringing injury prevention in cars to the core public health cause it is today.

Sue Baker is just one example of someone who has the passion to make a difference, and do so over the long run. If we are going to continue to reduce traffic injuries and fatalities to the ultimate goal of Zero Fatalities, our effort will require the same level of commitment. The traffic safety community in Utah is comprised of many unsung heroes like Sue Baker, and they continue to make a difference. It is a privilege to work with and know many of them, and to see the effects of their remarkable efforts.

D. Lance Davenport is the Commissioner of Public Safety in Utah and is also the Governor's Representative for Highway Safety. He has served with the Utah Department of Public Safety for over 28 years in a variety of positions including Superintendent (Colonel) of the Utah Highway Patrol.

From the Director's Chair

By David A. Beach

The old adage that “change is the one constant” continues to apply to the HSO and our work in traffic safety.

The focus of my column last year was the inordinate amount of change our office had experienced, and was continuing to experience at the start of FFY2012. Suffice it to say that the changes have continued, and have been both big and small. But the HSO staff and our partners have again proved that they are nothing if not flexible, and have shifted gears as necessary to address the dynamic nature of our business.

The biggest change was of course the authorization of a new transportation act, titled Moving Ahead for Progress in the 21st Century (MAP-21). Congress defied my – and many others’ – expectations by passing MAP-21 over the summer. It represents a significant change from the previous act; however, HSO staff members have already started to address the new requirements to qualify for funding. And while we’re still awaiting some specifics from NHTSA, we have definitely shifted into high gear, aligning our highway safety program with the MAP-21 parameters.

A good deal of planning, designing, training and testing went into the HSO’s new online reporting system, named in full as Grant Electronic Application and Reporting System but known colloquially as GEARS. The shift away from paper reporting to electronic reporting has been welcomed by both our sub-grantees and staff members, and I’m glad to report that the start of FFY2013 has seen the system working well. After spending most of FFY2012 in low gears, climbing metaphorical hills to address logistical issues, we’re now moving toward a smooth and steady cruising gear.

Another significant shift for the HSO came with the presentation of the positive community norms model for addressing behavior change

and prevention efforts. We held the class introducing the concept in January, and our staff and partners began implementing aspects of it immediately, and planning to make the model a large part of our overall program permanently. It is truly a paradigm shift – it involves stopping, reflecting and then proceeding with renewed focus.

We implemented the new NHTSA methodology for the seat belt survey, giving us a new baseline for seat belt use. Our usage rate now includes rural counties, which have a lower usage rate than the exclusively urban ones previously surveyed. The new number really can’t be compared to those from previous years, since it would be like comparing apples and avocados, but we now have a new baseline.

We’ll be using the positive community norms model to help address this issue, as we shift into a lower gear to help increase seat belt use in Utah’s rural areas.

Shifts during the year included some program area responsibilities among staff members, as well as some staff members moving on to new positions. The tragic death of Trooper Aaron Beesley, the HSO’s data law enforcement liaison, during a search and rescue operation is still difficult to believe, but it helped emphasize the many risks that our sworn traffic safety partners selflessly take on a daily basis and put into perspective how much of a gift every day is.

In my more than 30 years with the Utah Department of Public Safety, I’ve seen perpetual change, and I’m sure that’s something that will continue for a long time after I’ve moved on. But the HSO staff and our partners continue to demonstrate that no matter what the challenge, no matter what the shifting landscape, they are ready and able to make sure that we succeed.

David A. Beach has been the Highway Safety Office’s director since 2001. His career with the Utah Department of Public Safety spans more than 35 years.



SHIFTING GEARS

ZERO FATALITIES

Robert Hull

It's a goal we can all live with

Utah saw a downward trend in traffic fatalities from 2000 to 2005. That was good progress, but the Utah Safety Leadership Committee wasn't settling for just a reduction in fatalities – they wanted to eliminate fatalities. So, in an effort to continue the downward trend, in 2006 the Utah Departments of Transportation and Public Safety established Zero Fatalities as the foundation of the Strategic Highway Safety Plan and our state's ultimate safety goal. This aggressive goal has become a road map and compass guiding our direction.

The public education portion of Zero Fatalities started with a website and a few TV and radio ads. It has since grown into a comprehensive program involving more than a dozen state and local organizations; TV, radio and online mass media; extensive grass roots outreach efforts; media relations; and a statewide traffic safety summit. The Utah Safety Leadership Committee has also expanded into a broad spectrum representing non-profits, city and county government agencies and state and federal agencies. All of these efforts are focused on preventing the top five killers on Utah's roads: driving drowsy, distracted, aggressive, impaired or unbuckled.

Traffic deaths have dropped 21 percent since the Utah Safety Leadership Committee first convened in 2003. We could not get where we are today without the combined efforts of everyone working together to eliminate the number of traffic fatalities and serious injuries on our roads. The more agencies and organizations that promote the Zero Fatalities message, the stronger,



louder and more effective it becomes.

While the Zero Fatalities program delivers the message of safe driving to adults, sub-campaigns target that message to specific demographics. For example, the Don't Drive Stupid campaign targets the teen audience for whom traffic fatalities are the leading cause of death. The Click It Club reaches out to some of our most powerful influencers – children. Each effort has specific strategies and tactics teaching audiences that crashes are preventable – not inevitable.

Some people think that Zero Fatalities is an unrealistic goal. But, this is where we have to ask ourselves the big question – what is an acceptable number of fatalities for my family and

friends? When you're forced to think of it on a personal level, obviously the only acceptable answer is zero.

Fortunately, we're making progress in saving lives. Traffic fatalities in Utah are at the lowest point they've been in 36 years. Of course, we aren't where we want to be yet, but thanks to so many organizations working together, we're getting closer to our goal. And we won't stop until we reach Zero Fatalities – it's a goal we can all live with.

Thank you for your help in saving lives.

Robert Hull is the Director of Traffic and Safety at the Utah Department of Transportation. He developed and directs the Zero Fatalities program in Utah.



AUTOMATIC TRANSITION

MARK PANOS

When I learned to drive a manual transmission car, I was fortunate to have a great car (a tan Volkswagen Square Back) and an even better teacher: my cousin Sally who was living with us while she attended college in Utah. She offered to

teach me one afternoon, so we headed to a parking lot, and I got behind the wheel to get my first try at driving a four-speed manual transmission.

Sally was a good coach: patient, calm, and always willing to share a smile or a laugh as I learned the clutch-throttle-gear balancing process. Well, as you might imagine, there were a few stalls and some gear grinding, but after an hour or so I had made some good progress, and without scaring us too much!

The Highway Safety Office's transition to an

electronic grant management system, appropriately named GEARS (Grant Electronic Application and Reporting System), has had a similar start. The senior management group, led by Carrie Silcox, started the design process in September 2011. Weekly teleconference meetings with the software vendor were the norm as we worked to adapt our business processes, including applications, activity reporting, expenditure reimbursements and monitoring to an electronic system. By April 2012, the application module was ready for use by staff and prospective sub-grantees, and full implementation was ready in September.

How did we do? Yes, there were some stalls, a few grinding gears and even a missed shift or two. Those challenges were relatively easy to resolve in the weekly meetings with the senior management group and the vendor. Have there been challenges in mitigating personal and organizational "inertia" – those tendencies in each of us which resist widespread change in familiar business processes? Absolutely.

However, as I write this in late November, I am pleased to introduce you to our newest staff member, GEARS! The transition to GEARS has allowed the HSO to reduce the number of support staff due to the business method changes. It has been well-received by our sub-grantees, who have even told us they wish all of their grant applications were as easy as GEARS.

Charting New Territory

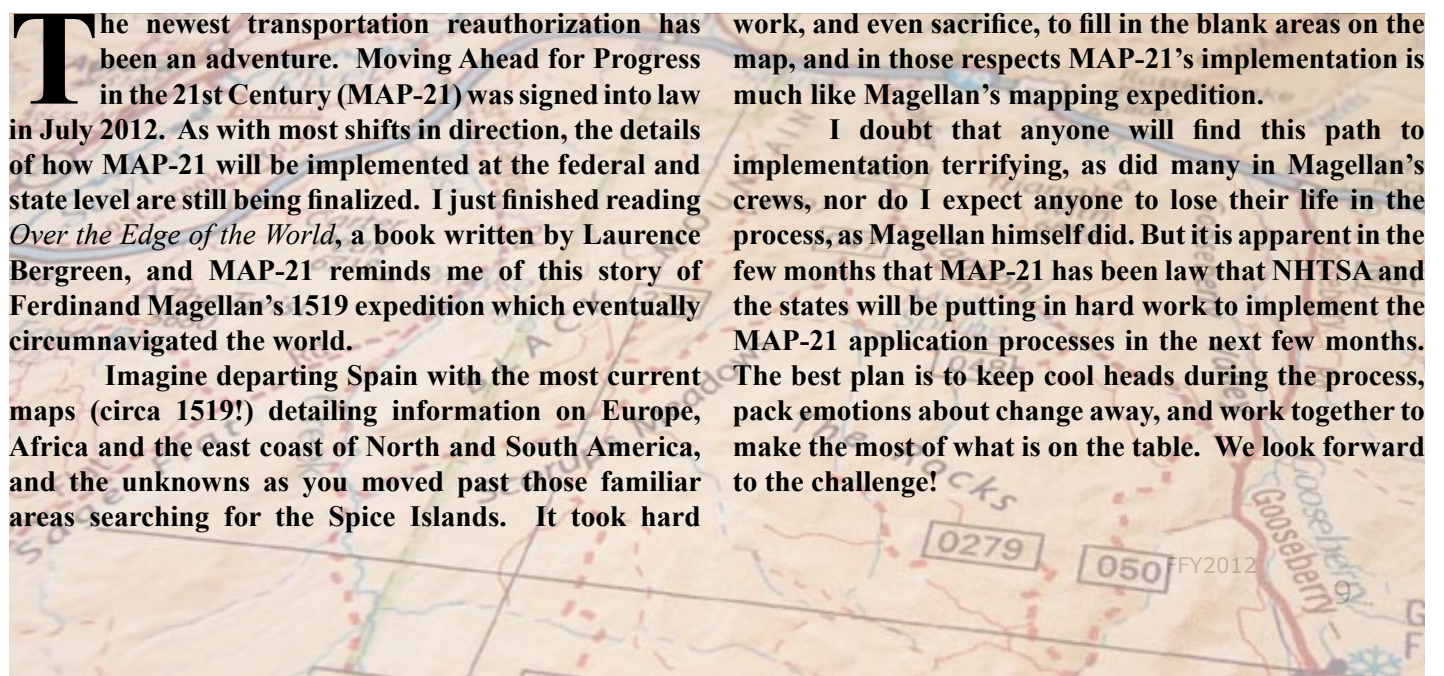
Mark Panos

The newest transportation reauthorization has been an adventure. Moving Ahead for Progress in the 21st Century (MAP-21) was signed into law in July 2012. As with most shifts in direction, the details of how MAP-21 will be implemented at the federal and state level are still being finalized. I just finished reading *Over the Edge of the World*, a book written by Laurence Bergreen, and MAP-21 reminds me of this story of Ferdinand Magellan's 1519 expedition which eventually circumnavigated the world.

Imagine departing Spain with the most current maps (circa 1519!) detailing information on Europe, Africa and the east coast of North and South America, and the unknowns as you moved past those familiar areas searching for the Spice Islands. It took hard

work, and even sacrifice, to fill in the blank areas on the map, and in those respects MAP-21's implementation is much like Magellan's mapping expedition.

I doubt that anyone will find this path to implementation terrifying, as did many in Magellan's crews, nor do I expect anyone to lose their life in the process, as Magellan himself did. But it is apparent in the few months that MAP-21 has been law that NHTSA and the states will be putting in hard work to implement the MAP-21 application processes in the next few months. The best plan is to keep cool heads during the process, pack emotions about change away, and work together to make the most of what is on the table. We look forward to the challenge!



Shared Spaces, Shared Responsibilities

Keri Gibson

Were you a pedestrian today? Chances are, even if it was just a short trip -- maybe walking from your car into your workplace or a store -- you or a family member were. Or, you might have been a driver. Because the interactions between vehicles and pedestrians hold significant potential for serious injury or death, the HSO makes it a priority to work with both groups, educating them to be aware of their surroundings and their respective responsibilities as they share the road.

Each year pedestrian fatalities comprise about 11 percent of all traffic fatalities in Utah. In fact, the percent of fatal crashes that involved a pedestrian increased by 35% from 2009 to 2010 (2010 Utah Crash Summary). Over the past few years, Utah has seen an increase in interest as well as efforts by communities that are working toward more active transportation and providing pedestrian friendly environments. These changes do not happen overnight however, and will take time and funding to come to fruition. In the meantime, efforts continue to be made by way of education and training with the goal of increasing safe pedestrian behaviors.

According to the 2010 Utah Crash Summary, 38% of pedestrians were struck by a vehicle while in a crosswalk, while improper crossing (16%) was the leading contributing factor of pedestrian crashes. This supports the need to educate drivers to drive



Photo: Jeffrey Allred, Deseret News

more alert around crosswalks, but equally important, to educate pedestrians about responsible crossing. Based on these statistics, much focus was placed on pedestrian and crosswalk safety during FFY2012 with more than 13,000 elementary school children learning life skills through hands-on education by participating in pedestrian rodeos and presentations. Crossing guards were also better equipped with the newly developed crossing guard quick reference guide and training video that was released and distributed to law enforcement agencies statewide in August of last year.

Opportunities to promote pedestrian and bicycle safety were provided through partnerships with community organizations and advocacy groups, including Walk More in Four, Safe Routes to School, and Safe Kids. The HSO provided educational materials and technical assistance on both pedestrian and bicycle safety efforts and events. Additionally, interactive booths were provided at the Zero Fatalities Safe Kids Fair, Safety Night with the Raptors, Road Respect Rallies, Larry H. Miller Tour of Utah, multiple bike races and organized rides, community 5k/one-mile walk events, Silver Sneakers for Seniors, and various community celebrations.

Pedestrian safety is something that affects everyone. It would seem that all aspects of it have been covered, but as new road structures, like continuous flow intersections, are placed in Utah, new drivers are licensed and new issues such as distracted walking emerge, it is evident that the HSO and its partners will have to continue to stay on top of things to help make sure everyone arrives at their destination safely.

RESPECT: A TWO WAY STREET

BY KERI GIBSON

The Utah Department of Public Safety partnered with the Utah Department of Transportation to promote a program focused on car and bike safety. “Road Respect, Cars & Bikes Rules to Live By” is a grass roots campaign designed to raise awareness and improve interactions between bicyclists and drivers on Utah’s roads.

The campaign originated in 2011 with media advertising, a bike tour, and community events referred to as “Road Respect Rallies.” Public response from these efforts was positive as well as effective. People were paying attention to the campaign messages such as motorists giving cyclists three-feet when passing, and for cyclists to ride single file when impeding traffic. In fact, last year, a statewide survey showed that 43% of respondents were aware of the Road Respect program and of those respondents, 96% were aware of the Road Respect message. These results are pretty impressive for a first-year campaign and show that progress is being made in education and awareness of Road Respect.

TAKING IT TO THE STREETS

To keep the mutual respect going, another bike tour took place June 4-9, 2012, traveling through more than 40 cities and towns with events in communities along the way; where a group of 30 experienced cyclists, representing law enforcement, public safety, transportation and bicycle advocacy groups pedaled over 520 miles in six days sharing the Road Respect message. As Utah Highway Patrol Colonel Daniel Fuhr noted, “They were a moving billboard to educate folks on road safety and bike safety, by demonstrating the rules of the road.” Communities hosting events embraced the Road Respect message where children participated in bicycle rodeos and bike safety clinics, adults



enjoyed the classic car shows, and all participants learned the rules of the road and pledged to be safe, predictable and aware on the road. Support received from law enforcement, mayors, government officials, and community members contributed to the overall tour success.

A great addition to the Road Respect community rallies for 2012 ensured the message wasn’t just being preached to the choir. Vintage car shows were held along the route in towns such as Richfield, Moab, Draper, and Bountiful. The car shows brought in car enthusiasts who were also able to hear the Road Respect message about how to safely share the road with cyclists.

Tour stops included Beaver, Cedar City, St. George, Panguitch, Richfield, Moab, Vernal, Roosevelt, Park City, Orem, Alpine, Draper, Salt Lake City, Bountiful, Uintah, Riverdale, Ogden, Brigham City, and Logan.

SAFER COMMUNITIES

Not only did the tour bring the message of cycling safety to the communities, but the communities had opportunities to show off their new bike lanes, new bike/ped paths and their “Share the Road” signs, which remind motorists that bicycles belong on the road also and to expect them there. Across the State, in rural areas as well as suburban and urban regions, communities are seeing the benefits of sharing the road with bicyclists. Motorists are realizing that



Salt Lake City Mayor Ralph Becker and SLCPD Chief Chris Burbank at a Road Respect Rally



cyclists aren't trying to force them off the road and are starting to believe that cyclists do in fact have an equal right to the road. Utah's new bike friendly areas are finding other great benefits: safer, more inviting streets, increased property values, and a better environment and quality of life. Road Respect's education program hopes to continue to pass the message that mutual respect between all road users, regardless of the number of wheels they ride on will make the roads safer for all of us.

NATIONAL RECOGNITION

This enthusiasm and cooperation reflects a new era for bicycling in Utah. Each year the League of American Bicyclists - the country's leading bicycle advocacy group, publishes ranking on bicycle friendliness for each state. These rankings are highly anticipated and scrutinized

by bicyclists across the United States. In just one year, Utah rose from 31st in the rankings to 13th for bicycle friendliness. This is due to many factors including better reporting of bicycle infrastructure, efforts by our cities to include bicycles in their transportation plans and laws that promote safety. But the biggest factor was the launch of the Road Respect campaign, which is the first of its kind in the country. Its success demonstrates the value that many Utahns place on bicycling and bicycle safety.

Cyclists and motorists are not two distinct groups. Utahns, like most Americans, own a car and a bicycle and use both for transportation and recreation. All roadway users should know the rules of the road as they apply to both cyclists and drivers.



IMMEASURABLE

How do you measure what has been prevented? Teri Pectol

Utah has a long-standing commitment to DUI enforcement, with a significant amount of funding dedicated for law enforcement officers to work overtime shifts specifically to patrol for impaired drivers. The HSO utilizes NHTSA funding for DUI enforcement and employs it in countermeasures that NHTSA has identified as truly effective, ones that, according to the agency “deter driving after drinking by increasing the perceived risk of arrest.” On this page are statistics from federally funded DUI enforcement activities in Utah in FFY2012. Statistics are used to demonstrate effectiveness, but what these numbers don’t tell us is what they can’t measure: how many lives were saved by each of these arrests, which removed an impaired driver from the road; how many people chose not to drive after drinking, or chose to be a designated driver after seeing a checkpoint or hearing about one from a friend or on the news. The true impact of each arrest, even just the police presence, that Utah’s DUI enforcement provides, may remain immeasurable. But we will continue to reinforce the perceived risk of arrest, sending a strong message about zero tolerance for impaired driving.



An officer observes a Halloween reveler walk the line.



An officer administers the horizontal gaze nystagmus test.

ENFORCEMENT REPORT

What we can measure
Teri Pectol

The following list details citation data from DUI overtime enforcement shifts worked by Utah law enforcement officers in FFY2012.

- 650 DUI arrests
- 918 designated drivers
- 1559 field sobriety tests
- 90 alcohol-restricted drivers
- 41 ignition interlock violations
- 183 open container violations
- 30 not-a-drop arrests
- 126 youth alcohol violations
- 401 drug arrests
- 25 reckless driving tickets
- 69 felonies
- 2085 speeding tickets
- 16 stolen vehicles
- 30 fugitives apprehended
- 289 uninsured motorists
- 386 drivers with suspended licenses
- 270 seat belt tickets
- 54 child restraint tickets
- 267 warrants totaling \$475,457

THE LEGAL ASPECT

Teri Pectol

Enforcement stands as one aspect of impaired driving prevention. Just as important are effective prosecution and reducing recidivism. To this end, the HSO supports several programs to ensure the legal process helps lead to the effective completion of DUI arrests.

Utah’s Traffic Safety Resource Prosecutor, Edward Berkovich, conducted numerous training sessions throughout the State that were designed to help prosecutors in jurisdictions both large and small to strengthen their DUI prosecution skills. He provided case law updates for law enforcement officers to help ensure that they covered all of the necessary bases during their DUI arrests so prosecutors had strong cases that could result in convictions.

Following prosecution, some DUI offenders enter specialized, court managed programs that are designed to reduce recidivism through elements like frequent drug testing and appearances before a judge.

The HSO provided support for DUI courts in Davis County and Riverdale City, the former of which had a recidivism rate of only 15%.

In FFY2013, the HSO will continue to work with courts and prosecutors to ensure that Utah maintains a comprehensive impaired driving prevention program.



UNLIKELY ALLIES

The HSO teamed up with the undead Teri Pectol



Salt Lake County District Attorney Sim Gill

Humanity's war with zombies extends from classic literature (*Pride and Prejudice* and *Zombies*) to destined-to-be-classic cable TV (AMC's "The Walking Dead.") In its efforts to eliminate impaired driving, the HSO thought to reach past our irreconcilable differences with zombies – after all, they want to eat our brains and we, understandably, want to stop them from doing that - and find common ground. Turns out, we agree with zombies on one thing – no one should drink and drive!

The creative team at R & R Partners thought to capitalize on the pop culture obsession with zombies to maximize earned media for the HSO's Halloween DUI enforcement campaign. Thus, Zombies Against Drunk Driving was formed, a press conference organized and

media coverage procured.

The "president" of ZADD spoke at a well-attended press conference at a popular haunted house experience in Salt Lake City, and featured Salt Lake County's top prosecutor – District Attorney Sim Gill – who revealed the secret to getting out of a DUI (spoiler alert! It's your phone – call a cab or a sober friend!) ZADD members even partnered with Utah law enforcement officers to create public service announcements to raise awareness about the Drive Sober or Get Pulled Over message – visit zombiesagainstdrunkdriving.com to watch the videos.

It just proves that we can find common ground, even with our mortal enemies when it comes to impaired driving.

Trooper Cameron Roden translates for ZADD's president





ZADD

ZombiesAgainstDrunkDriving.com





Multi-agency task force members stood behind Utah Governor Gary R. Herbert at the December 2011 press conference to kick off the holiday DUI crackdown. The event was held at a Christmas tree lot, where a crashed car was meant to simulate damage caused by an impaired driver. In May of 2012, task force members stood behind West Jordan Police Chief Doug Diamond at the Click It or Ticket kick off press conference.

THE FORCES ARE STRONG

By Sgt. Ted Tingey and Trooper Cameron Roden

The enforcement aspects of the HSO's programs are significantly strengthened by the Multi-Agency Task Forces (MATF) in Salt Lake, Davis and Utah Counties. The task forces foster interagency cooperation among law enforcement agencies in these three counties and they provide an ideal forum to share information and resources, and for the HSO to garner support for local, state and national enforcement and media campaigns. FFY2012

represented Utah County's second full year, while the Salt Lake County and Davis MATFs are well established. The united front that all of these agencies present at press events for national enforcement campaigns sends a strong signal to drivers of Utah law enforcement agencies' commitment to traffic safety. Drivers who follow the law know that the force is with them, and those who don't can see they need to turn away from the dark side.

HOT TOPIC

This topic du jour was even read on the floor of Utah's Senate

By Gary Mower

Periodically during the year, I prepare topical material focusing on data for our website. In May, I was looking at dynasties - teams that dominate their respective sports for multiple years - in professional and collegiate sports programs: the New York Yankees won 16 World Series in 29 years from 1936 to 1964; the Boston Celtics won 11 NBA championships in 13 years from 1957 to 1969; and the UCLA men's basketball team won 10 NCAA championships in 12 years from 1964 to 1975.

I ran the numbers and

found that while Utah may not have a dynasty in professional sports, it has one in a very important area: the lowest percentage of traffic deaths in the United States due to drunk drivers. If there was a championship for having the lowest percent of deaths due to drunk drivers, then Utah would have won it 14 of the last 16 years (1995-2010) - making for a greater run than any of the aforementioned sports dynasties.

When Utah State Senate President Michael Waddoups received the information, which was shared with him by Teri Pectol,

he found it remarkable enough to read on the floor of the Utah State Senate, forever entering the content of our Hot Topic into the official record of this body.

Utah had the lowest percent of deaths due to drunk drivers for every year from 1995-2010 except 2004 and 2008. In 2008, Vermont had the lowest rate at 16.4% narrowly beating Utah's rate of 16.7%. In 2004, Vermont had the lowest rate at 20.4% followed by Iowa at 23.3% and Utah at 23.6%. In 1994, South Carolina had the lowest rate at 24.6% followed by Utah at 26.7%.

EASY Does It

Jill Sorensen

Now in its seventh year and with 11,527 retail alcohol compliance checks attributable to it, the Eliminating Alcohol Sales to Youth (EASY) alcohol compliance check program remains an essential part of Utah's alcohol program. The compliance rate climbed to a new high, with 92.3% of stores passing checks by refusing to sell alcohol to undercover minors. EASY expanded into new areas and strengthened where it already existed, ensuring that stores large and small, from Salt Lake City to Randolph and in between, were working to curtail the retail supply of alcohol to minors. Through a combination of cooperation, commitment and consistency on the part of Utah's law enforcement agencies and retailers, EASY continues to exceed expectations.

EASY Results 2007-2012		
Year	#checks	compliance rate
2007	1,523	88.3%
2008	1,526	84.1%
2009	1,970	87.4%
2010	2,512	90.3%
2011	1,580	90.6%
2012	2,416	92.3%

The View

Teri Pectol



DABC's Doug Murakami and R&R's Steve Wright

You've seen them on TV and in the movies, but have you ever used an inmate phone system? As part of the HSO's Labor Day DUI crackdown media event, patrons at two popular Salt Lake City bars got a simulated look through the reinforced glass. The two life-size displays featured working phones and both sides featured the message: "No designated driver? Get used to this view." Just in time for the start of the NFL season, Lumpy's Downtown and Fats Grill had these vivid reminders to their customers to arrange for a safe ride home. Servers at Lumpy's also had coasters with one side showing a green light for a designated drinker, and one side showing a red light for a designated driver. These gave the servers a casual way to initiate a conversation about their patrons' plans to get home safely.

Skill Sets

Ted Tingey

Drug impaired driving continues to present a challenge to law enforcement officers throughout Utah. To help address the increasing problem of drug impaired driving, the Utah Highway Patrol's Training section conducts classes that provide officers with skills such as drug recognition and phlebotomy, the latter of which enables them to draw blood for drug impaired driving investigations. In FFY2012, UHP Training continued to conduct these important classes. Highlights include the following: four phlebotomy classes; 1,410 blood draws by troopers; six ARIDE classes for 165 students; and two DRE (drug recognition expert) training classes, which included three newly participating agencies: Salt Lake City Airport Police, Bureau of Indian Affairs, and State Parks and Recreation.



CUSTOM MADE

A MOBILE COMMAND CENTER AND MOVING BILLBOARD

SGT. TED TINGEY

Its physical appearance is that of a recreational vehicle; its paint job is customized and shows a bar scene with officers ready to take potential patrons' orders; and its interior is equipped to facilitate breath and blood alcohol testing, report completion and DUI enforcement in general. It's the Utah Highway Patrol's new DUI mobile command center, also known as the Breath Alcohol Testing or BAT mobile.

It is the newest tool in Utah's DUI enforcement program, and UHP Sgt. Mike Irvine summarized its

functionality when he said, "This new vehicle will help us tremendously when we travel to each DUI checkpoint or activity. It has everything we need to conduct complete and thorough DUI investigations."

Law enforcement agencies are already using it, and as it travels to and from checkpoints, saturation patrols and other enforcement efforts, it is broadcasting the drive sober message to everyone who sees it. The officers behind the bar on the custom wrap are "now serving drunk drivers" – a sobering message for sure.



The Utah Highway Patrol's new BAT Mobile

WELL EQUIPPED

BY SGT. TED TINGEY

Although the economy is making modest improvements, law enforcement agencies throughout Utah continue to face budget constraints that negatively impact their ability to most effectively implement their traffic safety programs.

In FFY2012, the HSO continued to assist agencies by providing them with both equipment and training. Agencies submitted requests identifying traffic

safety data and specifying how the equipment requested would help them achieve traffic safety goals. The HSO provided radar equipment, in-car digital cameras, a Northwestern University TAR 3 reconstruction course, a total station accident reconstruction system, police motorcycles and a new DUI mobile command center, all of which will help law enforcement agencies throughout the State address traffic safety with the tools they need.

Community in Action

By Teri Pectol



The term NIMBY – not in my backyard – typically has a negative connotation.

It pops up when people are talking about various proposed developments – roads, nuclear reactors, hydraulic fracturing, sometimes even positive things – that people don't want close to their house, neighborhood or city.

But the creators and purveyors of the Watch It In Wasatch project in Wasatch County have adopted a NIMBY approach, but placed a positive spin on it. Kathy Day and other prevention specialists at Heber Valley Counseling, noticed that

in Utah's Student Health and Risk Prevention (SHARP) survey, more students in Wasatch County reported using alcohol than in other areas of the State. Knowing that underage drinking can be a contributing factor to impaired driving, they decided to say "not in my backyard." In 2009, they applied for a grant from the HSO, and have been conducting a community-based impaired driving education and outreach campaign ever since.

Has it made a difference? "When I was preparing the statistics for my most recent application, I was very impressed," Kathy reports. "Since we're a community that many people travel through for various special events, we asked the sheriff to break out the numbers for community residents and non-community residents." Overall, DUI arrests decreased from 2009 to 2011, and, DUI arrests for Wasatch County residents decreased, too. Alcohol use among all grades on Utah's 2011 SHARP survey were down for Wasatch County in both the ever-used and 30-day use categories.

So how did they do it? Kathy says that a big part of the success is the Caring Community Coalition that supports the program. "It brings all members of the community to the table, so the level and amount of support for our program and activities extends through all parts of the county," Kathy said.

Another way has been by bringing messages directly to the community. Many of the HSO's DUI media campaigns are based on the Wasatch Front (interestingly,

Wasatch County is considered to be on the Wasatch Back), since that's where the majority of Utah's population lives, and most DUI arrests occur. But the Watch It in Wasatch program has worked to bring many elements of the HSO's DUI media campaign directly to the local community.

"The deer and bear cut-outs were definitely a highlight of our project this year," Kathy said, referring to the 8-foot tall signs that show animals holding signs encouraging people to drive sober. "When we put up the signs, we received coverage in the local paper," she said. "Someone wrote a letter to the editor saying that the signs were scare tactics, which was interesting, but we were happy to see people having a dialogue about impaired driving and prevention messages." The sign the bear is holding does say "Drive drunk and I'll bite your face off," but it's meant to be humorous, not threatening, but may have gotten lost in translation.

Another highlight was "A Concert in the Park," sponsored by Heber Valley Counseling. Banners featuring messages about alcohol and impaired driving hung on fences around the park, and law enforcement officers mingled with the crowd and passed out incentives featuring the message "Report Drunk Drivers-Call 911." During the intermission, the plan was to have adults volunteer to answer questions about impaired driving; however, all of the volunteers were children. Undaunted, the skilled emcee, ad-libbed with the children, and they turned out to engage the crowd like no one had anticipated. As Kathy put it, "Everyone was watching and listening – I don't think we would have gotten that much attention if adults had volunteered!"

The program is already off to a good start in FFY2013, and has brought the bears and deer out of hibernation for the current season. "We know people start to see through things when they're there all the time, so we took them off display for awhile," Kathy related. But now they're back out there, keeping impaired driving prevention in the conversation in Wasatch County and letting the community know: we won't tolerate impaired driving – not in our backyard.



Booth at "A Concert in the Park"



NEW UNIFORM

In April 2011, NHTSA updated its rule establishing uniform criteria for designing and conducting state seat belt use observational surveys. The uniform criteria was first adopted in 1998, and since then both NHTSA and the states have gained experience that has provided insight into factors that could affect survey accuracy and reliability. There have also been significant technological advancements that have made it possible for states to choose observation sites in areas more representative of all their roads.

Utah utilized the new criteria in 2012, and established a new baseline seat belt use rate that, based on the new design, includes many of the State's rural counties. The study found that 81.9 percent of motorists buckle up and that usage rates in urban areas (85.0 percent) are higher than in rural counties (70.1 percent). With this as a new starting point, the HSO will work to increase seat belt use statewide, with a renewed focus on rural areas. **KRISTY RIGBY**

In The Club

The HSO offered a year-long, school-based, comprehensive program to educate students, faculty and parents about the importance of seat belts, the Click It Club. It incorporates all levels of education and encourages creativity among the school staff and PTA. Quarterly resource kits and monthly newsletters provide ideas and materials that can be used to encourage seat belt and booster seat use. In addition, an educational flier, indoor and outdoor signage, and other resources help brand the program. In FFY2012, 18 elementary schools throughout the State implemented the Click It Club. The average increase in seat belt use during the year was 7 percent with top performing schools seeing increases as much as 24 percent. In FFY2013, the HSO hopes membership in this club will increase, and seat belt safety will be a subject frequently on the minds of students, parents and teachers. **KRISTY RIGBY**



PROOF POSITIVE

Traffic safety advocates frequently talk about the proven fact that seat belts save lives. The HSO thought it would be great to let the people who have been saved by their seat belts stand as real, living proof of that, so the State's "Saved By the Belt" program was adopted in FFY2012. Through the Click It Utah website, people submit information about the crash they survived because they were buckled up, and then receive a certificate of recognition, a vehicle license plate frame and either a T-shirt or vehicle sunshade. All of the incentive items are branded with the Saved By the Belt message and are designed to promote the program and further recognize the survivor. **KRISTY RIGBY**

Assuring Children Ride Safely

By Kristy Rigby

The passage of the Booster Seat Law in 2008 provided for additional federal funding for Utah to implement and support initiatives that improved child passenger safety. These funds were used to support training, education, and the State's car seat fitting stations.

There are 334 certified CPS technicians in Utah working to promote the proper and consistent use of child safety seats. During the year they inspected more than 10,000 car seats during at least 20 car seat clinics, 350 community classes, and 4,200 individual appointments through one of the State's 47 permanent fitting stations. In addition, the HSO and its partnering agencies provided low-cost child safety seats to more than 3,600 families in need, and assisted in the safe transportation of 182 children with special health care needs.



CPS Instructor Keri Gibson teaches in St. George

Five NHTSA Standardized Child Passenger Safety trainings were held where 94 individuals became certified CPS technicians. An additional 12 students attended a CPS Technician Renewal Course and 21 technicians received specialized training through the Transporting Children with Special Health Care needs course.

Primary Children's Medical Center oversees the only state car seat hot line and program that serves children with special health care needs. Staff answered 938 phone calls from concerned parents, inspected 798 car seats for proper use, distributed 162 low-cost car seats, and provided consultations for 169 children with special transportation needs.

There were 219 reports of unbuckled children received by the "Buckle Up For Love" program. In response, individuals are sent information about the law, safety information and resources on how to obtain a child restraint. Since 1995, the program has received 29,371 reports of children riding unprotected.

The use of Utah's BoostTil8.org website continued to grow and help educate the public about the importance of using booster seats for older children. A highlight of the program is Kyle's Story, which is a video that shows the injuries that can be sustained if a child is not properly protected. The video has been downloaded from the website many times.



WEB BASED

There was a time when to get answers to many questions, the best thing you could do was call a reference librarian, who might be able to find information in one of the many reference books close at hand. For a question about a traffic law or safety best practice, you would have to pull out a phone book, call a local police station, and hope the person who answered was quick at searching through legal code.

Thankfully, that was a long time ago, and in 2012, we have ready access to the "information superhighway" of the Internet. You can even ask the personified artificial intelligence in your mobile phone a question, and "she" can search the Web for an answer.

Knowing that most people turn to the Web for answers, the HSO created ClickItUtah.org – a comprehensive clearinghouse for all information related to occupant protection. Visit the website for more information about all the programs and efforts mentioned in the annual report and more. *-Kristy Rigby*





The cameras roll as Mahala Britt and Shannon Furrow speak at the Click It or Ticket campaign press event in May.

Reality TV

By Kristy Rigby

The HSO held the press event to kick off the National Click it or Ticket campaign in the lobby of the Megaplex Theater at the Gateway in Salt Lake City. As giant graphics of “The Avengers” looked on, West Jordan Police Chief Doug Diamond framed law enforcement officers’ writing of tickets in a unique way: officers aren’t just writing tickets, they’re rewriting scripts, changing what could be tragic stories into ones where people drive safely off into the sunset.

After Chief Diamond spoke, Mahala Britt and Shannon Furrow, both from Fillmore, Utah, shared the story of how a birthday trip to Richfield could have had a tragic ending, but for one fact: they were wearing their seat belts.

The message the girls shared presented a contrast: here they were in a movie theater, where a blockbuster movie about super heroes with super powers had just opened, but Mahala and Shannon didn’t need any spe-

cial effects or stunt doubles to survive their crash. All they needed were their seat belts. The girls were the first Utahns recognized as part of the HSO’s new program “Saved By The Belt.”

Utah’s media turned out for the press conference, which generated 35 TV, 4 radio and 12 print stories.

During the enforcement mobilization, 63 agencies pledged support for the campaign, worked 2,589 overtime hours, issuing 2,562 seat belt, 172 child restraint, and 1,034 speeding citations. Officers also made 13 DUI arrests, 6 felony arrests, 27 drug arrests, apprehended 46 fugitives, and issued 2,235 other citations.

Utah’s law enforcement did a lot of screen writing, and may generate the attention of the Writers Guild of America. Hopefully, their message will be taken to heart and lives will be saved, just like Shannon’s and Mahala’s were.

Well Seasoned



New to the HSO's occupant protection program this year were seasonal, creative messages promoting seat belt use. They are designed for the HSO and its partners to use on websites, in newsletters, on incentives – in any way that fits their program. The goal of the new designs is to keep seat belt safety

on people's minds throughout the year, and to engage the driving public by having the messages parallel current events in their own lives. They have been well received and have even popped up on social media sites like Pinterest. We'll continue adding to them in FFY2013, keeping seat belt safety forever in season. KRISTY RIGBY



ROAD WARRIOR

He's been everywhere, man

Kristy Rigby

If Terry Smith tells you he's been everywhere in Utah, you should believe him. As the HSO's Rural Traffic Safety Coordinator, he logged more than 12,000 miles in FFY2012; if he didn't travel to every corner, he at least traveled to every edge of the State.

In some cases, he doesn't just help the HSO reach rural areas – he helps us reach frontier areas. One of the 24 high school presentations he gave was at West Desert High School, which sits close to Utah's border with Nevada, and has a student body of only nine (that's not a typographical error, it's a very small community.) He traveled to the southeastern corner of Utah – Bluff, in San Juan County – six times during the year in conjunction with the HSO's and Primary Children's Medical Center's sustained outreach efforts to the Native American community.

In all of his travels, Terry conducted 76 presentations and training workshops, including 14 car seat checkpoints and two law enforcement updates, each one providing life saving information to a portion of Utah's population that can sometimes be hard to reach. The HSO will rely heavily on his expertise as a life-long resident of rural Utah as we implement the positive community norms seat belt program in Box Elder and San Juan Counties in FFY2013.



Terry Smith poses next to his trusty steed

Call to Action at Four Corners

Helen Knipe

It was five years ago that the HSO teamed up with several traffic safety partners to hold the first Four Corners Injury Prevention Conference. At that first meeting, many people probably wouldn't have imagined the increasing involvement that has come from it.

At the 5th annual conference, law enforcement, health educators, hospital employees, and traffic safety advocates from all four states gathered to form new and strengthen existing partnerships to better address traffic safety.

Demonstrating the unique partnerships the conference has helped develop, Tim Cosgrove, a representative from Utah's legislature and Tina Yazzie a health educator from Pinyon, Arizona, joined forces for a presentation about fostering public safety in your community.

The Peshlakai family came to the conference from their home in New Mexico and shared the story of how their two young daughters, Deshauna and Del, were killed by a drunk driver in 2010. Although it was the end of their short lives, it was the beginning of a community mobilizing to put an end to drunk driving and the tragedies it causes. The family has started Peshlakai Angels Against Drunk Driving, a grass roots program through which they work to educate their community about the dangers of drunk driving and

prevent further tragedies. There have been memorial DUI check points, motorcycle rides and basketball tournaments, as the community has rallied behind the Peshlakai family. The story of Deshauna and Del reminded everyone at the conference about the importance of continuing their work in traffic safety.

And to actively continue our work is what Richard Malone, a field investigator from the New Mexico Office of the Medical Investigator, encouraged conference attendees to do. After relating many of his experiences investigating fatal car crashes and their devastating toll, he told a story about a time when he was camping by a lake. A young boy swimming in the lake began to show signs of distress, and it became apparent that he was going to drown. Malone told of how a number of people gathered on the shore and were watching the boy – just watching him; at which point Malone took off his jacket, jumped in the lake and saved the boy. He created an analogy between his involvement at the lake to communities working to increase traffic safety, and he concluded by telling everyone at the conference to "Take off your jackets and get wet."

The HSO will become more involved in southeastern Utah in FFY2013, as San Juan County becomes one of the areas that will be focused on with the positive community norms rural seat belt program.



Clockwise from left: Terry Smith, the HSO's rural traffic safety coordinator; car seat check point in Bluff; Mr. and Mrs. Peshlakai; attendees at the Four Corners Prevention conference.





Adah' hahinzin': Navajo translation for "safety"

The Four Corners Injury Prevention Conference was just one visit of several made to southeastern Utah by HSO staff and partners, including representatives from Primary Children's Medical Center (PCMC) and the HSO's rural traffic safety coordinator, Terry Smith. Over the past year, PCMC increased its involvement in conducting outreach in this area, which has been relatively under served.

Working closely with local stakeholders, the team

conducted community-based and school-based activities promoting seat belt and child passenger safety, and even performed seat belt surveys. The commitment and sustained involvement this team demonstrated led to the formation of solid partnerships that were instrumental in leading the HSO to choose San Juan County as a focus community for the positive community norms rural seat belt program.

- Kristy Rigby



Clockwise from top left: Terry Smith and Janet Brooks with the crash and crack seat belt demonstration at Bluff Elementary School; Miss Utah Navajo and the Boost Til 8 measuring stick; the team at a car seat check point at Goulding's in Monument Valley

On The Dot

By Rhonda Parker

Many people don't really anticipate what the immediate aftermath of a serious crash would be. Would you be conscious? Able to speak? Able to tell first responders who you are, what medications you're taking, special medical considerations and who to contact? These factors along with the principle of the "golden hour" – the first hour after the onset of out-of-hospital traumatic injury, and the consequent importance of giving people the most effective care as soon as possible – lead to the creation of the Yellow Dot program.

Yellow Dot was first implemented in Connecticut in 2002, and the HSO brought it to Utah in FFY2012. It is designed to assist first responders in saving the lives of citizens during emergencies on the highway when they might not be able to communicate for themselves.

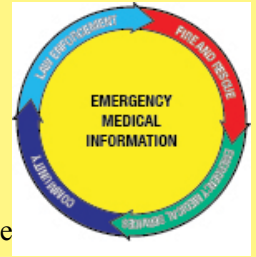
How does it do that? A sticker featuring a prominent yellow dot placed in a vehicle's rear window indicates to first responders that vital information about their current patient is contained in the vehicle's glove compartment. Program participants

complete forms with all of the important information about who is regularly in the vehicle, any medical conditions they might have and how to contact their doctor and loved ones.

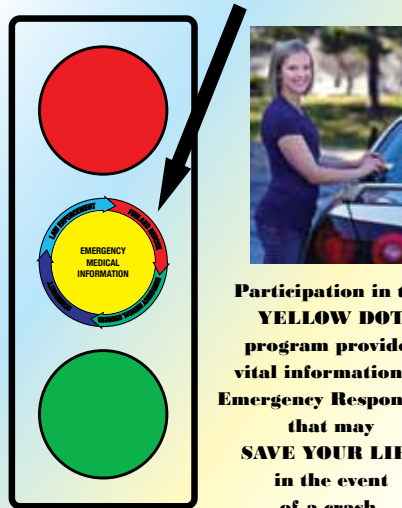
With this program, first responders have information at hand to know what can be done to provide the best care possible in the crucial moments following a medical emergency. This increases the prospect of a favorable outcome after a crash.

Utah's Yellow Dot program has grown exponentially since it was launched in Tooele County early in January 2012. Weber and Morgan Counties followed close behind. In a few short months, over 30,000 emergency medical forms were placed in vehicles throughout the State. It has expanded beyond the Wasatch Front and has received media coverage, helping emphasize its importance and enhance its profile.

With events highlighting Utah's Yellow Dot program already planned for FFY2013, the HSO is looking forward to the further expansion of the program and the benefits to citizens it will bring.



EMERGENCY ALERT
This **YELLOW DOT** could
save **YOUR LIFE!**



Participation in the
YELLOW DOT
program provides
vital information to
Emergency Responders
that may
SAVE YOUR LIFE
in the event
of a crash.

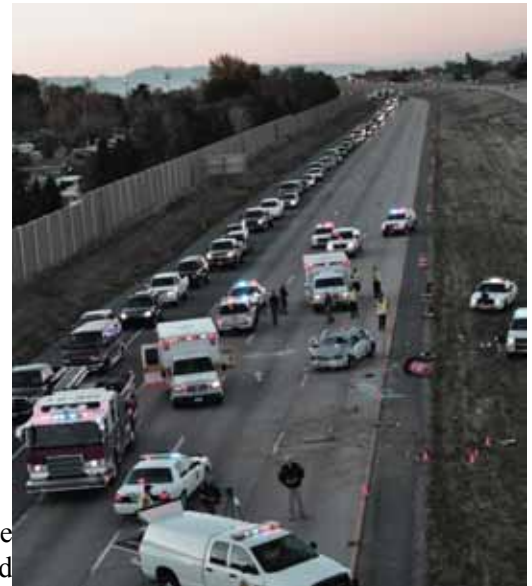
www.utahyellowdot.com



UHP Trooper Amy Maddox and Rhonda Parker sign people up for Yellow Dot at a grocery store.

Increasing Participation

Carrie Silcox



FY2012 was the third year of the Crash Information Management System Project. It was a year in which we continued to work with the local law enforcement agencies' processes to submit crashes electronically. There are now 74 agencies reporting crashes electronically, compared to 54 agencies in 2011.

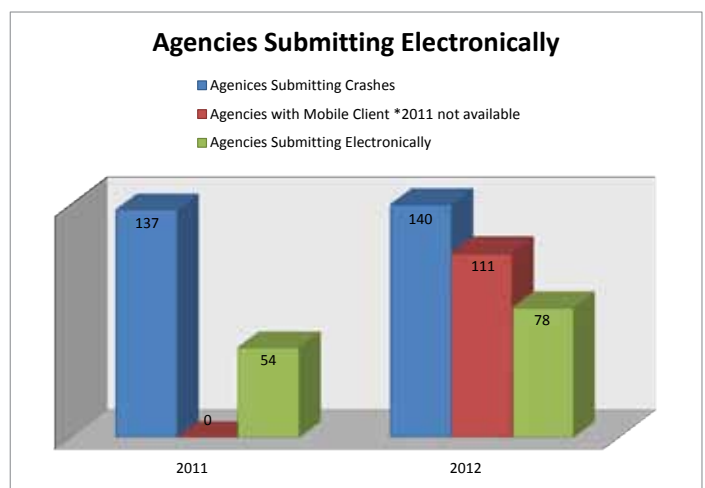
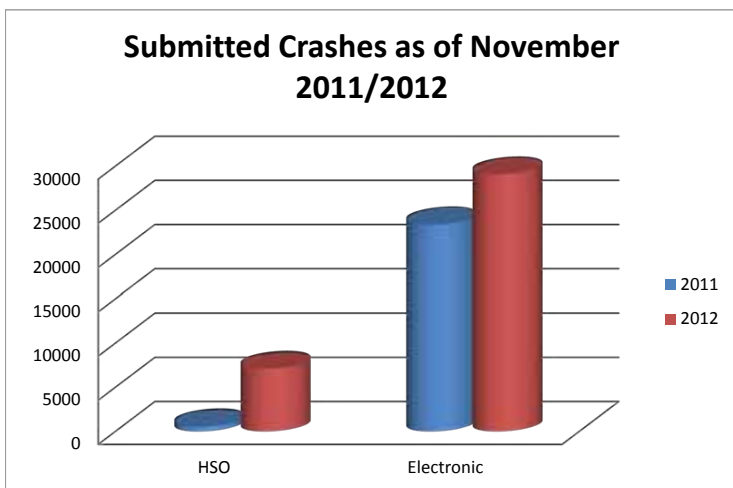
One assumption of the project is that by increasing the number of agencies submitting electronically, timeliness and completeness of the data will improve. As it turns out, the median number of days to submit a crash report in 2012 was 8.8 days, whereas in 2011, the median number of days from event to crash submittal was 5.4 days. This would seem to contradict the timeliness improvement assumed with electronic reporting. However, there is more to the median than meets the eye.

Several of the agencies that started submitting electronically during 2012, submitted all of their crashes: so, if they started electronic reporting in July, they went back to the beginning of 2012 and submitted crashes from

January. These cases skewed the median number of days significantly.

Crashes submitted electronically to the Central Crash Repository in CY2012 from January to November totaled 29,181, while those submitted from paper by the Highway Safety Office data entry team accounted for 7,217 reports for a total of 36,398 crashes. In CY2011, there were 23,515 crashes submitted electronically and 687 submitted by the Highway Safety Office data entry team during the same 10 months.

Completeness of the crash database has definitely improved. In 2012, three agencies began submitting crashes that hadn't been, thus, increasing the total number of agencies submitting crashes to 140 agencies. It is well to note, however, that all three of these new submitting agencies are electronic.



COORDINATED

Carrie Silcox



Utah's newest road is State Road 85 -- the Mountain View Corridor. Here, before Google maps even shows it, is 40.590194 Latitude, -112.030721 Longitude

The ability to accurately display and analyze crash locations from reports is crucial for the transportation and enforcement communities. The Crash Studies Group within the Utah Department of Transportation (UDOT) has been working on a project to locate crashes for the past couple of years. In 2012, the Crash Studies group began locating crashes using a graphical map interface called I-Map. I-Map is an interactive mapping tool, which can be launched directly from the Safety Management System

(SMS) Crash Database at UDOT. Crash data for the SMS database is downloaded nightly from the Centralized Crash Repository. The I-Map tool automatically assigns an X, Y coordinate to each crash once it is located. The location information is then saved and stored in the crash database. All crashes in the 2012 file, statewide, are being mapped on all public roads. This new tool will increase the accuracy of data that drives traffic safety decisions throughout Utah.

New Rule

by Carrie Silcox

A highlight of FFY2012 was an Administrative Rule that went into effect July 1, 2012, mandating all agencies submit their citations electronically to the Utah Administrative Office of the Court's (AOC) Court of Records Information System (CORIS). Prior to the implementation of the rule, law enforcement agencies actively sought out electronic solutions to submit their citations. Although not all made the date, they are still working to comply with the rule. However, there was a significant increase in the number of agencies submitting

citations electronically. There are now 93 agencies submitting electronically and as of December 4, 2012, these agencies have submitted 304,649 citations. Compared to calendar year 2011, there were 59 agencies submitting citations electronically. By the end of December 2011, those agencies submitted 201,431 citations. Note that the 2011 citation total is two-thirds of the citation totals for 2012, which are roughly 3 weeks shy of being a complete year.

By the numbers

Gary Mower

The HSO's crash data research and analysis team worked throughout FFY2012 to help the public, law makers and other traffic safety professionals understand the extent and nature of Utah's motor vehicle crash problem. One highlight of the year was the release of

the 2010 Utah Crash Summary, and as I write this, the data for 2011 is being analyzed. As the end of the year tends to be a time to reflect on the past, we thought we'd take a longer look back, at the past 30 years of traffic crash-related data, and some driving related cultural elements, too.

	1981	1991	2001	2011
Utah's Population	1,515,000	1,780,870	2,305,652	2,813,923
Registered Vehicles in Utah	1,090,800*	1,282,226*	1,660,733	2,002,266
Vehicle Miles Traveled	10,733,000,000	15,390,400,930	23,398,734,621	26,255,855,358
Traffic Fatalities	364	271	291	243
Traffic Injuries	18,090	19,540	29,375	21,907
Price of a Gallon of Gas	\$1.25	\$1.12	\$1.46	\$3.52
Indy 500 Winner	Bobby Unser	Rick Mears	Helio Castroneves	Dan Wheldon
Driving-Related Movie	The Cannonball Run	Thelma & Louise	The Fast & The Furious	Cars 2

* Estimates based on population. Source for price of gas: peoplehistory.com

Rearview Mirror

In calendar year 2012 (to date, late December), the HSO's crash data entry team has manually entered more than 21,200 crash reports. This requires them to read approximately 200 fields on each crash form, covering everything

from vehicle color to the detailed narrative for each crash. We asked the team members - Vivian Scott, Tresa Pease, Carol Fronce and Kristy Collins - if being exposed to all of that information about vehicle crashes has affected the way they drive. ^{HK}



Since you've been working on the crash data entry team, have you changed the way you drive at all?

Carol Fronce (CF): I watch my rearview mirrors a lot more, because so many of the crashes we enter are people getting rear ended. Someone was following too close or not paying attention.

Vivian Scott (VS): I agree with Carol, but the other thing that's changed for me is that I make sure I have a pencil and notepad handy. A lot of the crashes we enter are hit and runs - you wouldn't believe how many. If I ever witness a hit and run, I can jot down a license number or a car description. I also make sure I have my cell phone camera close by, too.

CF: Yes, the hit and runs. Just last night, I made my son move his car off the street and into the drive way. We see so many crashes where someone hits a a vehicle in the street at

night and just drives away.

Tresa Pease: I've always been a pretty careful driver, but I can remember when I first started this job. I walked across the parking lot and I was just so aware of all the cars moving around. It was like I viewed cars in a totally different way.

You're pretty new in your position, Kristy - has it changed your driving?

Kristy Collins: Oh my gosh, yes! I try to choose the best seating position for my daughter. I'm watching my mirrors a lot more, like Carol. I'm also a lot more careful when I back up, or back out of a parking spot.

CF: A lot of the times it just seems like you can almost see it before it happens. From all the scenarios we see, when we're driving now, you just kind of put the picture together.

VS: I think if everyone spent some time doing this, they would be better drivers.

A.P.* DRIVER'S ED

By Helen Knipe

* Advanced Placement



A cone takes a hit in the serpentine backing exercise



Trooper Thomas gives instructions



The skid pad



Following too close exercise

If your driver's education experience was typical, it probably didn't include a skid pad, evasive maneuvers, a timed distracted driving obstacle course, serpentine backing and high speed braking. And yet, these are vital skills especially for new drivers.

Enter the Utah Highway Patrol's Teen Driving Challenge (TDC), which is designed to teach new drivers invaluable crash avoidance skills. Sgt. Greg Holley and his team of dedicated instructors take newly licensed drivers' skill and confidence levels from zero to much better with their rigorous program. The instructors describe the exercises and the underlying principles in the classroom session, and then the students hit the road on the evasive

vehicle operations course in semi-retired police cars.

Alumni have contacted Sgt. Holley and his team with stories of how they've utilized their skills, and the TDC has generated a legacy of sorts, with younger siblings of graduates actively seeking their own enrollment. The feedback from the 11 sessions that were held in FFY2012 was overwhelmingly positive (see word cloud below), as it has been since the program's inception.

Since Utah gains approximately 40,000 new drivers every year, Sgt. Holley and his instructors will continue to provide classes, as they work to give as many teen drivers as possible essential experience.



A word cloud generated from the free-form responses to the TDC evaluations.



BEHIND THE SCENES: filming the texting and diffusing spot

Keep It Positive

A thoughtful quiet filled the room, and a few papers shuffled as Jay Otto, a research scientist from the Center for Health and Safety Culture at Montana State University looked around the room. As part of his Positive Community Norms workshop, he had just posed the following question to the HSO staff and many of its sub-grantees who were in attendance: “Are you busy or are you effective?”

It’s a question that resonated well beyond the moment of thoughtful reflection in class that day. The HSO will be implementing the Positive Community Norms model in FFY2013 to address seat belt use in Utah’s rural communities.

The program promotes shifting away from focusing on harms associated with a problem or on the negative, since doing so can “distort the context of the situation and can create the opposite result” from the one being sought. It also emphasizes working to “cultivate deep, lasting transformation” and acknowledging the complexities of the issue. Positive Community Norms represents a paradigm shift – one which should help the HSO reduce busyness and enhance effectiveness in all of its traffic safety programs. **MARK PANOS**

A Big Production

Helen Knipe

The expense of producing and placing television commercials usually exceeds the HSO’s budgets.

But in FFY2012, some stars aligned when we formed a partnership with the Utah Jazz and Larry H. Miller Entertainment Group, part of which provided for TV spots during game broadcasts at the popular Megaplex movie theaters. The question then became what to give them to broadcast.

Fortunately, an amazing team of Utah Valley University Digital Media students – Caitlyn Mairs, Carl Wayman, Sari Stevens and Troy Hutchinson – chose to work with

the HSO for their senior project, and create 30 second television spots for us. From our first meeting with the team, we knew the project would be successful. They brought energy, creativity, dedication and professional level skills to every aspect of the project and were truly a pleasure to work with.

The result? Six videos addressing distracted driving and seat belt safety in positive, engaging ways. Utah Jazz fans, movie audiences throughout Utah and YouTube viewers throughout the world have seen and are seeing these videos, and will hopefully take their important messages to heart.



Actors and extras on the set of the texting EMT shoot

WORKING TOGETHER

HELEN KNIPE

Who needs the Avengers when you live in Logan?" Brandon Wright asked as he spoke at the HSO's Motorcycle Safety Awareness Month press conference. He was referring to the group of people who lifted a burning vehicle off him and pulled him to safety. The car had turned left in front of him as he rode his motorcycle – apparently the driver didn't see him. The group of people – strangers, really – walked up to what Brandon pointed out was essentially a ticking time bomb. Together as a team, they lifted the vehicle off of Brandon and pulled him to safety. In 2011 in Utah, there were 28 motorcyclist fatalities; if not for the heroic efforts of these people working together, there might have been 29.

The message about being a team and keeping each other safe on roadways that Brandon shared was a common theme in the HSO's motorcycle safety program during FFY2012. At the press conference, in classroom presentations and in new television advertisements, the mutual responsibility that riders and drivers share was emphasized.

Members of American Bikers Aiming Toward Education (ABATE) of Utah presented the Share the Road program at high schools, reaching 5359 students with important information for new drivers. This would not be possible without the volunteer instructors, whose dedication makes the success of this program possible.

As motorcycle riding continues to increase in popularity in Utah, the HSO will continue to educate riders about getting proper training, wearing all of their protective gear and riding defensively; and to educate drivers about looking for and seeing motorcycles.



Safe

Crossing

Sgt. Ted Tingey

The new high-speed rail line connecting Provo and Salt Lake City just opened, and the completion of the TRAX line to the airport is scheduled to open in April 2013. With new rail lines come new opportunities for drivers and pedestrians to interact with trains. Operation Lifesaver works to increase public awareness about the dangers around rails and to educate drivers and pedestrians to make safe decisions around highway-rail crossings. In FFY2012, Utah's Operation Lifesaver team gave 880 presentations to 45,100 people and at 38 special events, reached an additional 31,900 people. Utah recorded 7 fatalities and 5 injuries involving highway-rail crossings in 2012, meaning there is still work for the OL team to do.



Brandon Wright speaks in front of pictures of his crash at the motorcycle safety press event

Worthwhile Investment

Eric Stine

Having promoted riders education in every class I taught and always feeling hypocritical that I had not taken it myself, I finally had the opportunity to take the advanced riders education course. Now riding around a parking lot in circles is not as scenic as riding to Mexico or Canada, but seeing was the best thing I learned.

Not seeing scenery mind you but where to look and focus my attention. We also practiced evasive maneuvers, braking and slow speed maneuvers. Never having liked anti-lock brakes in my car or on my bike, it was nice to finally understand how to use them more effectively. The group I took the course with were all experienced riders from ABATE and we all agreed the class was well worth the investment. Indeed,

several weeks after taking the course I was able to put my braking skills to good use when a car decided it wanted to turn into the side of me. Rather than being seriously hurt I was able to walk away.

Eric Stine is the Share the Road coordinator for ABATE of Utah.

MAINLY FOCUSED

TROOPER CAMERON RODEN



ENFORCEMENT: This was a frequent site on Logan's Main Street during FFY2012

The Logan Police Department continued its “Stop the Main Distraction” distracted driving prevention program in FFY2012, and proudly reported a 5.2% decrease in traffic accidents from October 2011. This decrease did not come without significant work on the part of Logan PD’s officers: while the number of accidents decreased (416 in FFY2012 vs. 439 in FFY2011), the number of citations increased (4,367 in FFY2012 vs. 3,914 in FFY2011.)

Educational efforts were increased, too. Five Logan PD officers completed certification to teach the Alive@25 driving course, which they taught monthly to many citizens and community groups. Radio and newspaper advertisements helped remind the public about the dangers of distracted driving, and banners placed along Main Street reminded drivers to keep their hands on the wheel and their

eyes on the road.

During a new cell phone use enforcement campaign addressing Utah’s newly stringent law for hand-held wireless communication devices, Logan PD officers issued 83 citations on Main Street.

Lt. Rod Peterson, project director for the program, presented at the annual Lifesavers Conference about the city’s effective program. He has been asked to speak at Florida’s traffic safety conference, as traffic safety advocates in that state work to get a law banning texting and driving.

The sustained and comprehensive efforts of Logan Police Department have been recognized by drivers on Main Street as well as national traffic safety advocates. They will continue their efforts through FFY2013 as distracted driving continues to be a growing traffic safety issue.



CAUGHT: Logan PD conducted cell phone use enforcement

This Lion Walks Into a Gym

Helen Krupic



Out of the stadium and into the school gym and classroom – that’s where the HSO took its partnership with Real Salt Lake this year to bring seat belt messages to West Valley City’s Redwood Elementary School.

Leo the Lion, RSL’s precocious mascot, starred in three seat belt safety assemblies and was featured on posters that students signed pledging to buckle up. He led the students in decibel defying “Buckle Up” chants, refereed booster seat races, cracked eggs in the “crash and crack” unbuckled egg seat belt demonstration and even checked to make sure students were buckled up in their cars as they drove away from school.

Mixed in with the fun activities were serious lessons and

messages about the importance of always buckling up. Mike Waldvogel, RSL’s public address announcer, emceed the assemblies and engaged the students by soliciting individual and group answers, and reviewing the content of previous assemblies. Utah Highway Patrol Trooper Amy Maddox used a plastic skeleton and Twinkie to help demonstrate the proper fit for a seat belt. The “Crash and Crack” vividly showed students what can happen to people who aren’t buckled up, and each assembly encouraged students to be the captain of their car and make sure everyone in the vehicle buckles up.

The faculty and students all loved the assemblies, and will hopefully take the lion’s share of the lessons to heart.



UHP PI&E troopers (dressed as crash test dummies) & partners on a seat belt convincer

Education to Reduce Enforcement

By Kristy Rigby

The Utah Highway Patrol has long recognized that education can help reduce their workload by providing people with knowledge to make safe driving decisions. Through presentations at all types of events, the UHP’s Public Information and Education (PI&E) team works to educate drivers throughout Utah.

In FFY2012, the UHP PI&E program conducted 103 seat belt convincer demonstrations and 450 presentations that focused specifically on occupant protection issues, reaching more than 32,000 people.

That was just their seat belt focused presentations. Covering all traffic safety topics, the PI&E team provided 718 presentations to more than 73,000 people and participated in at least 530 safety events aimed at educating the public.

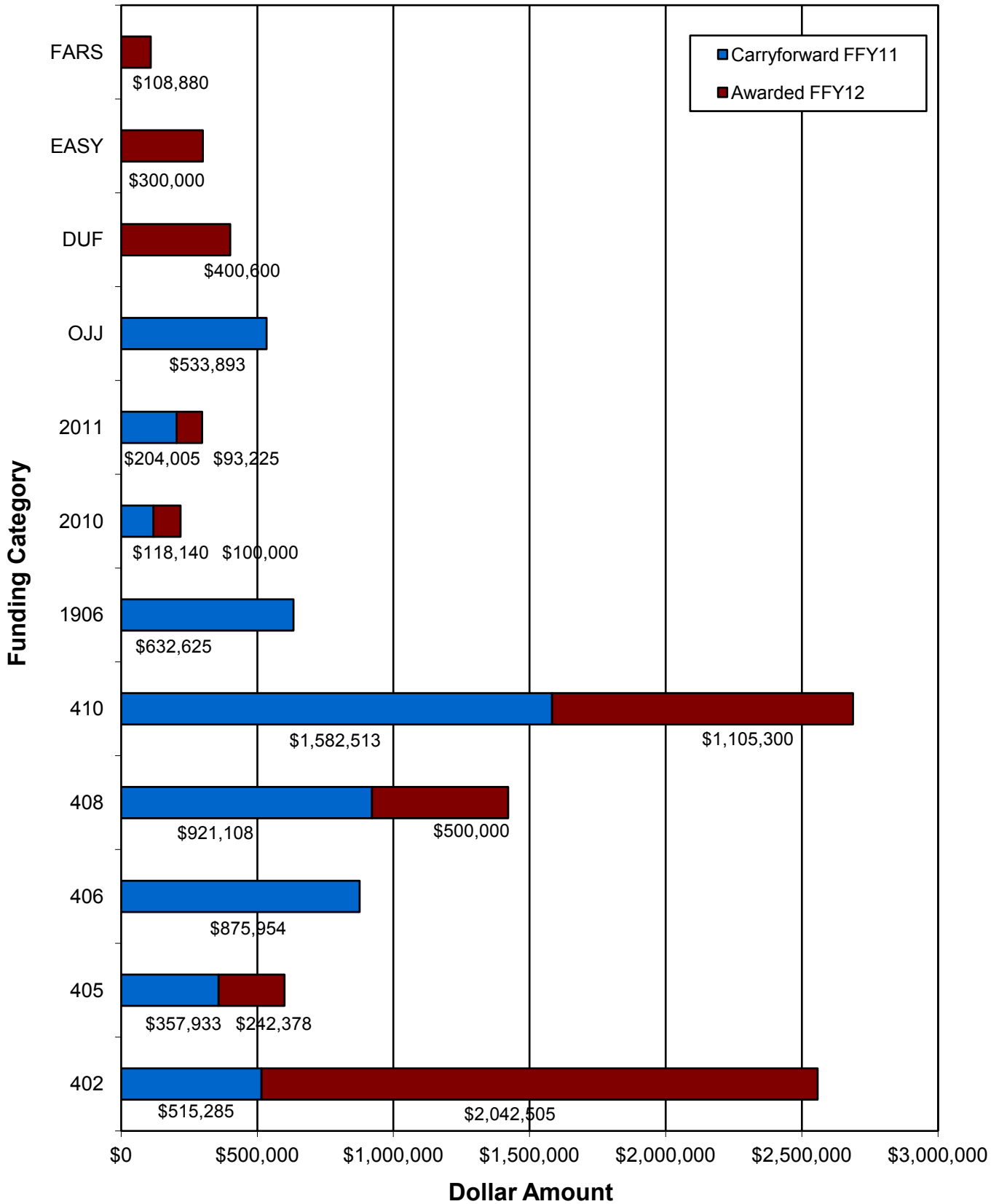
Through the UHP’s Adopt-A-High School program, they conducted 277 driving safety presentations to teens and documented an average increase in seat belt use of 10 percent in the schools they served during the year.



Opposite page, from left: students, teachers, and Trooper Amy Maddox prepare their eggs for the crash and crack seat belt demonstration; Leo the Lion checks to make sure students leaving Redwood Elementary are buckled up.
This page, above: RSL PA announcer Mike Waldvogel and Leo the Lion have a student read the "Leo says 'Buckle up!'" sticker.
Below: Leo gets two students ready for a booster seat and seat belt race.



Available Grant Funds in FFY2012 (Carryforward Plus Current SAFETEA-LU Funds)



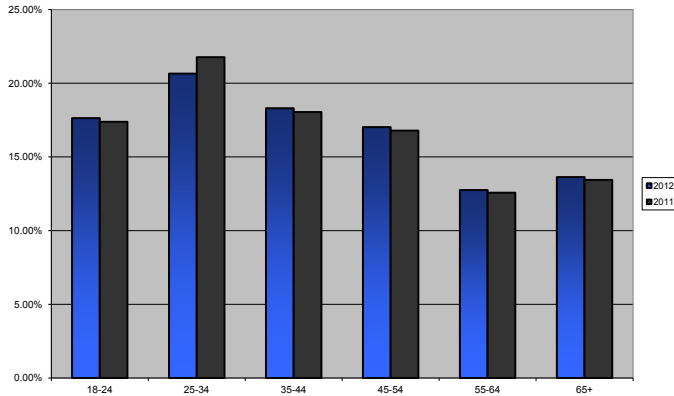
Driver Behavior & Attitude Survey

As states continue to develop Traffic Safety Performance Measures to incorporate performance-oriented programs, Utah is committed to a performance-based approach and conduct a statewide attitude survey each year. The survey collects data following the recommended set of questions distributed by the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA).

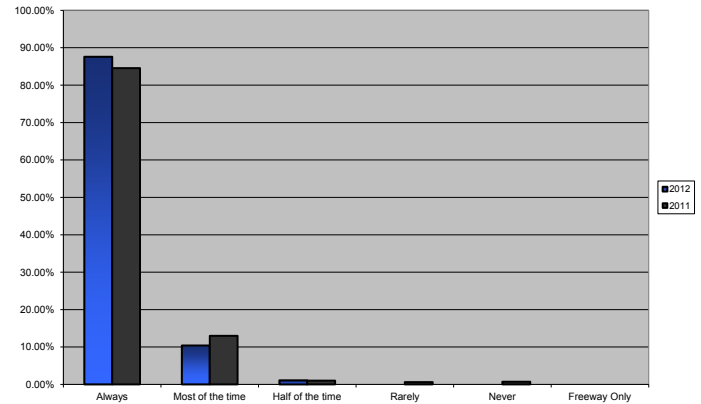
The survey questions are designed to track driver attitudes and awareness on impaired driving, seat belt use and speeding issues. A contracted vendor was used to survey the public by telephone to gather this data. The graphs in this section report the sampled data from the vendor's presentation to the HSO.

The HSO is pleased to present a summary of the data collected and utilize this information in planning sessions to combat roadway fatalities and injuries.

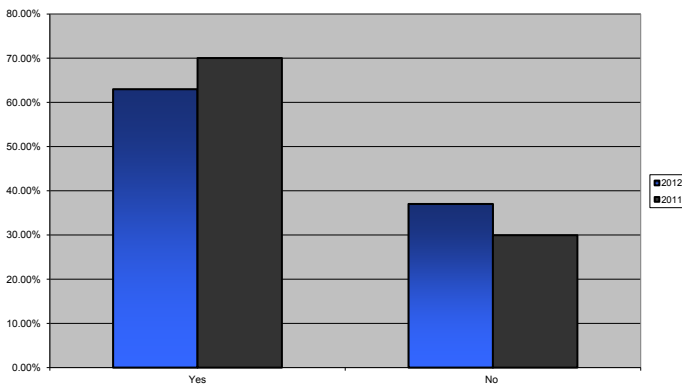
Survey Respondents by Age



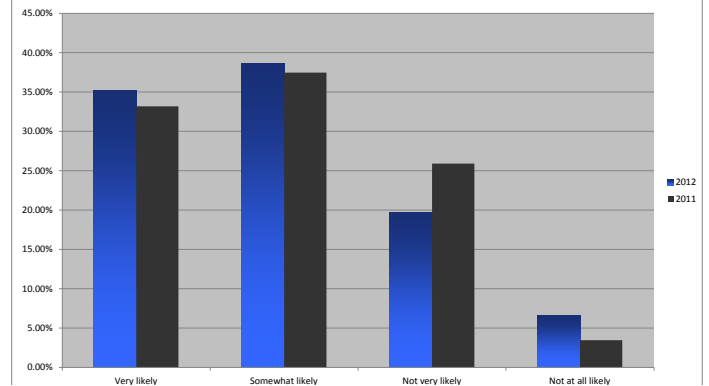
How often do you use safety belts?



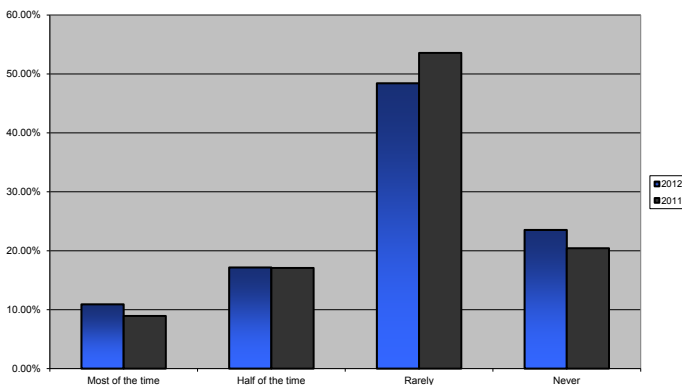
In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?



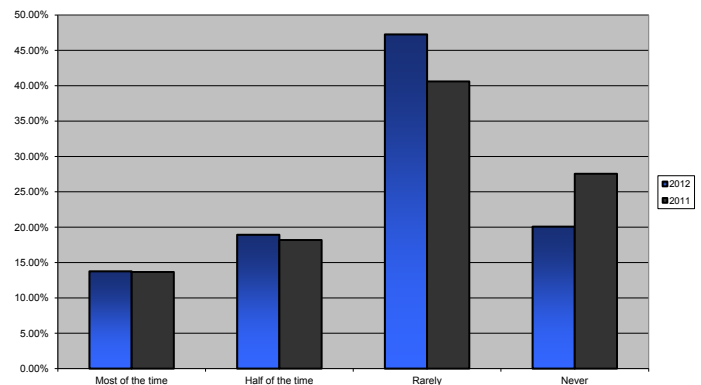
What do you think the chances are of getting a ticket if you don't wear your safety belt?



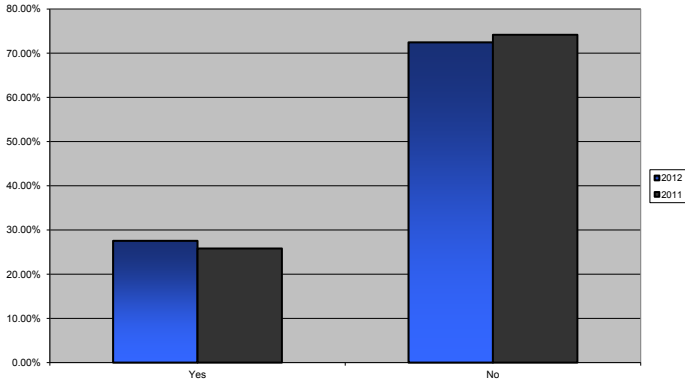
On a local road with a speed limit of 30 MPH, how often do you drive faster than 35 MPH?



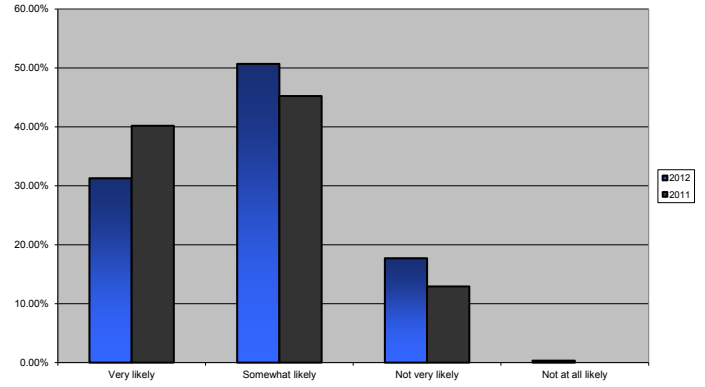
On a local road with a speed limit of 65 MPH, how often do you drive faster than 70 MPH?



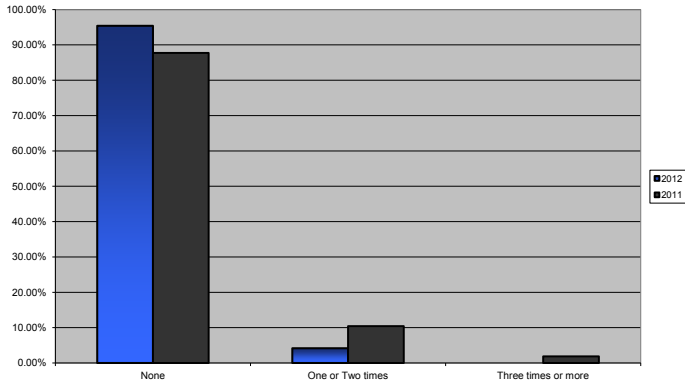
In the past 30 days, have you read, seen or heard anything about speed enforcement by police?



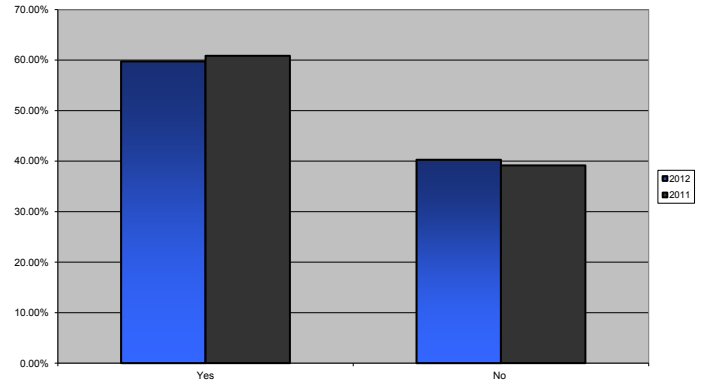
What do you think the chances are of getting a ticket if you drive over the speed limit?



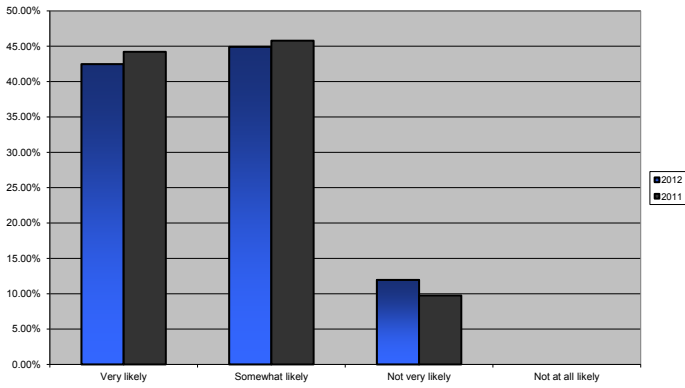
In the past 60 days, how many times have you driven a motor vehicle within two hours of drinking an alcoholic beverage?



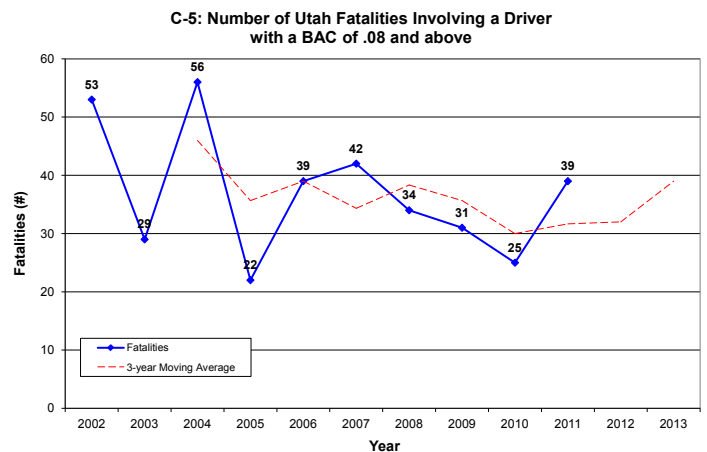
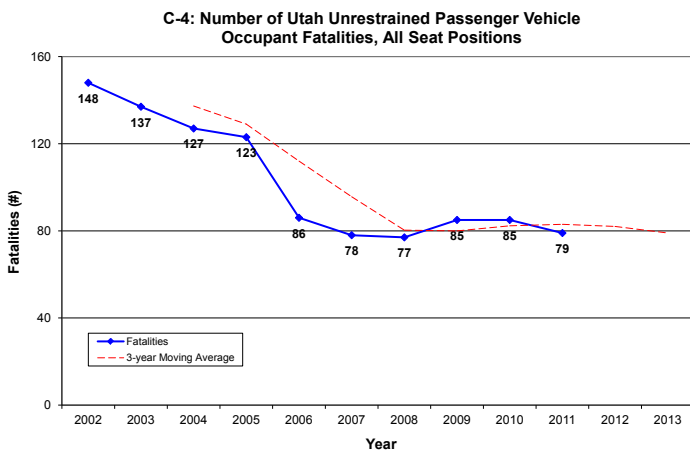
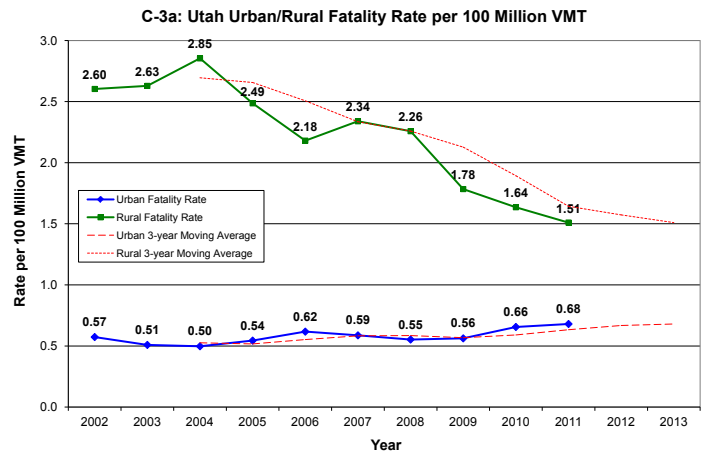
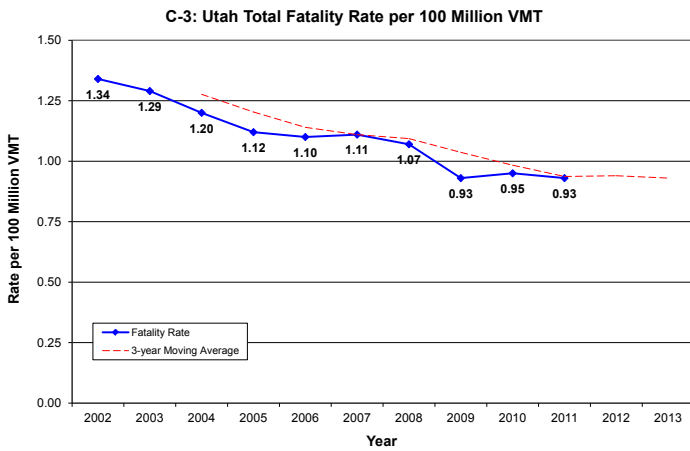
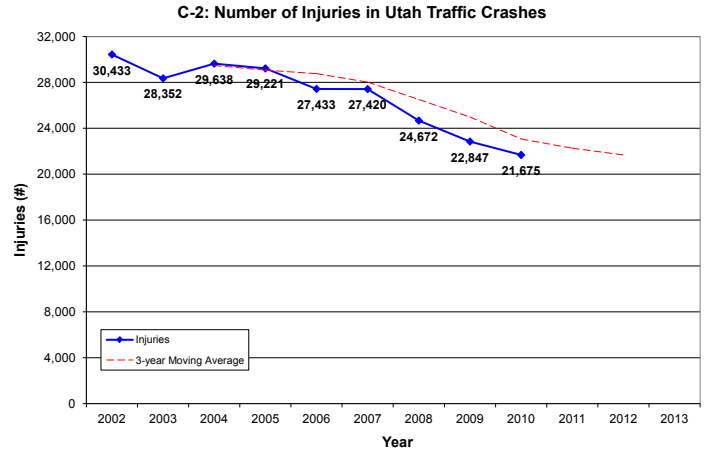
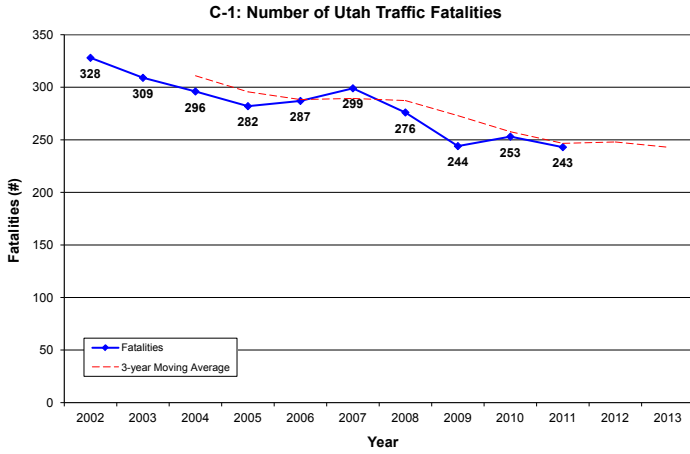
In the past 30 days, have you read, seen or heard anything about alcohol impaired or drunk driving enforcement by police?



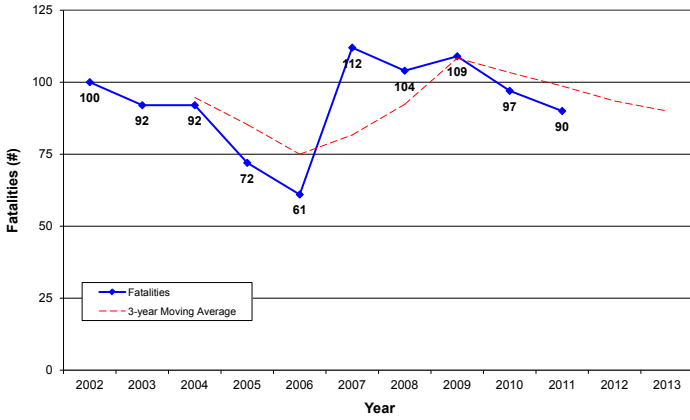
What do you think the chances are of someone getting arrested if they drive after drinking?



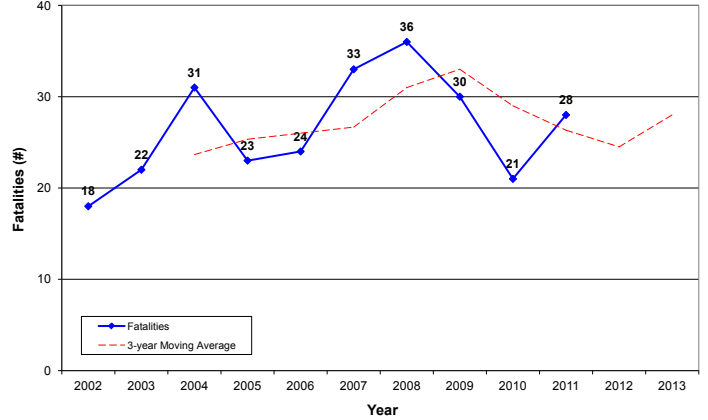
Core and Utah Performance Measures



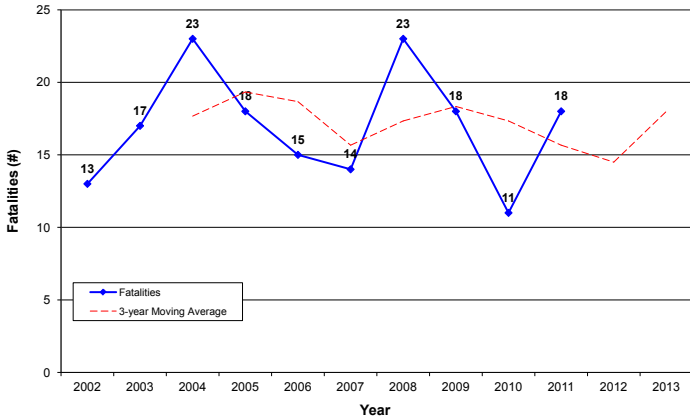
C-6: Number of Utah Speeding-Related Fatalities



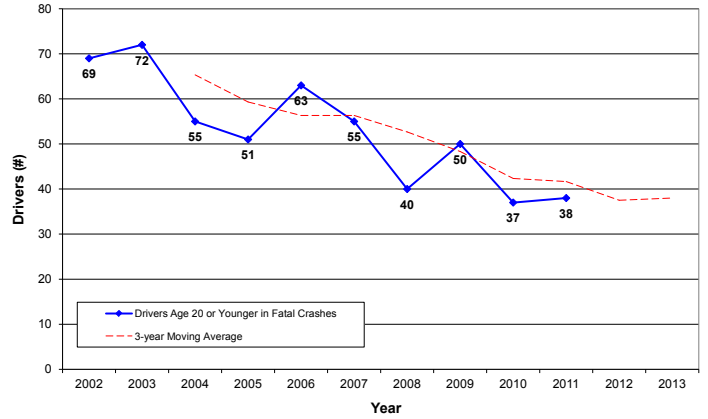
C-7: Number of Utah Motorcyclist Fatalities



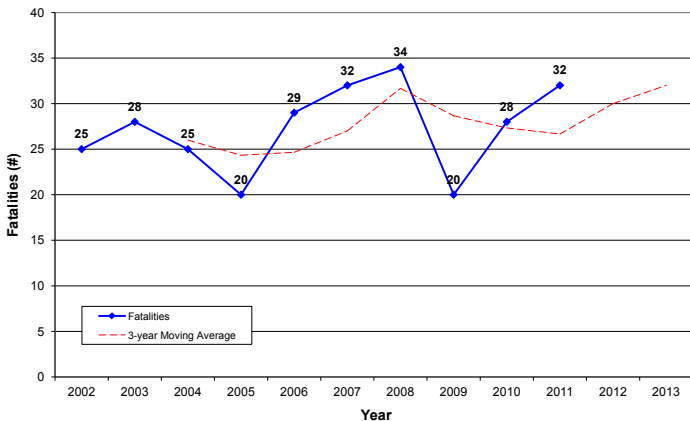
C-8: Number of Utah Unhelmeted Motorcyclist Fatalities



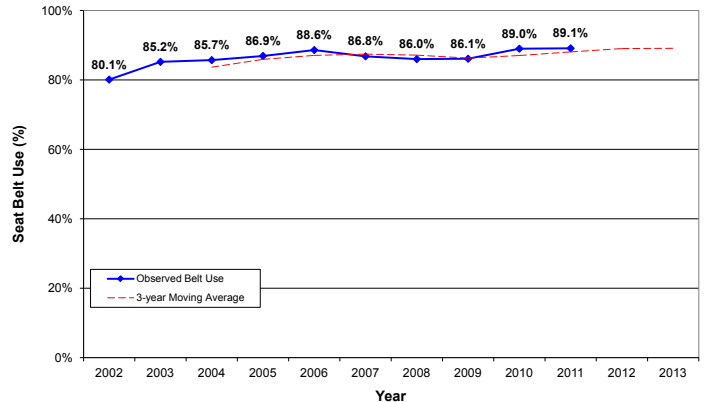
C-9: Number of Drivers Age 20 or Younger in Utah Fatal Crashes



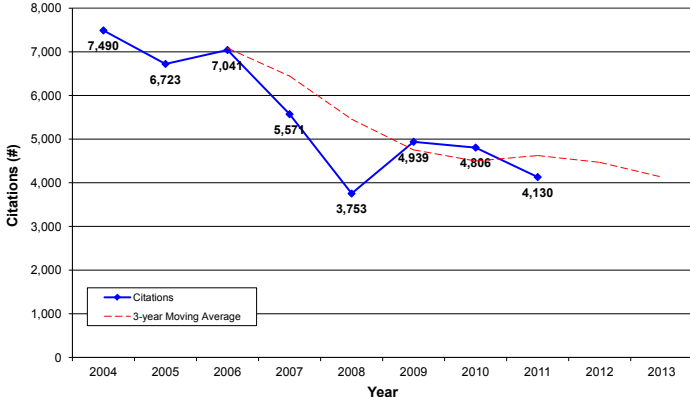
C-10: Number of Utah Pedestrian Fatalities



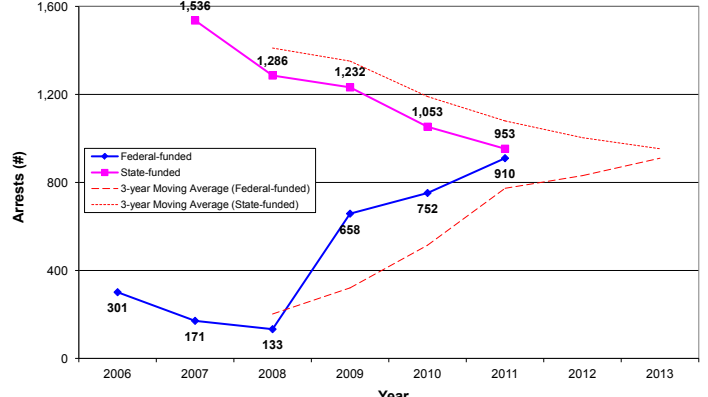
B-1: Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles



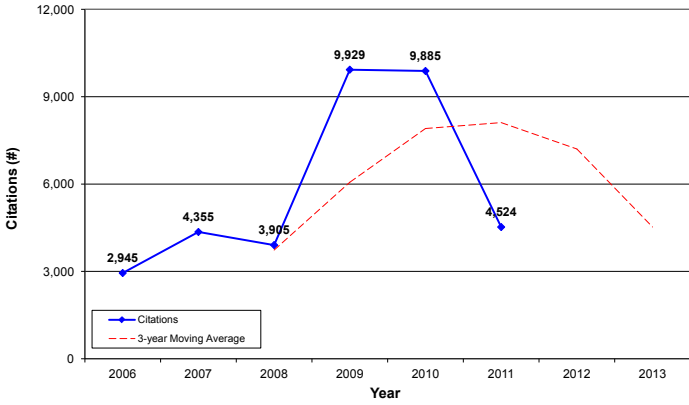
A-1: Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities, Utah



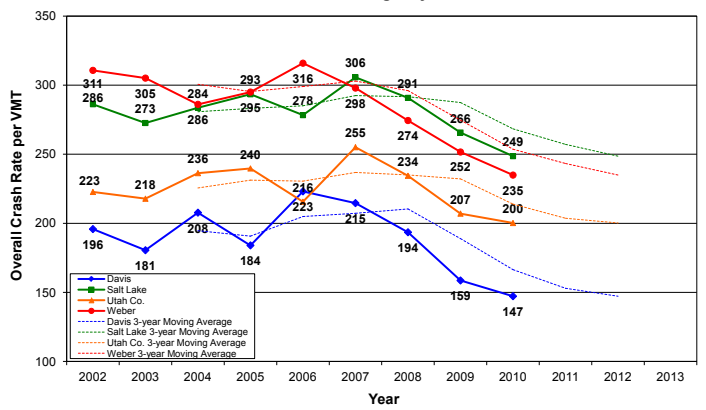
A-2: Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities, Utah



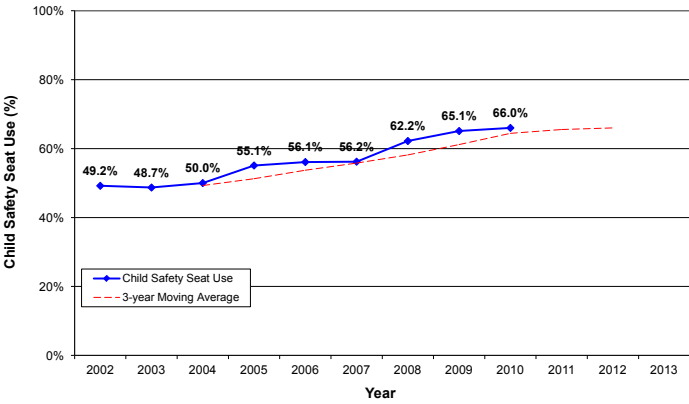
A-3: Number of Speeding Citations Issued During Grant-funded Enforcement Activities, Utah



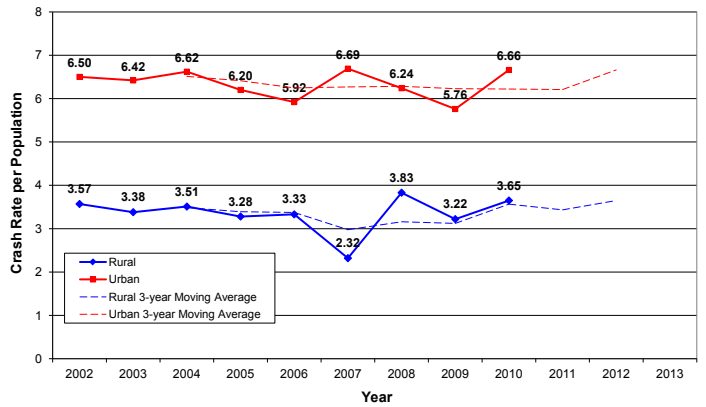
U-1: Overall Crash Rate per 100 Million Vehicle Miles Traveled by Utah Counties With a Multi-Agency Task Force



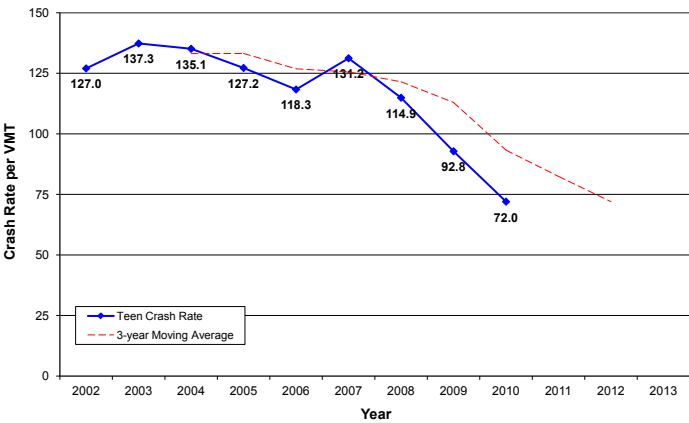
U-2: Utah Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes



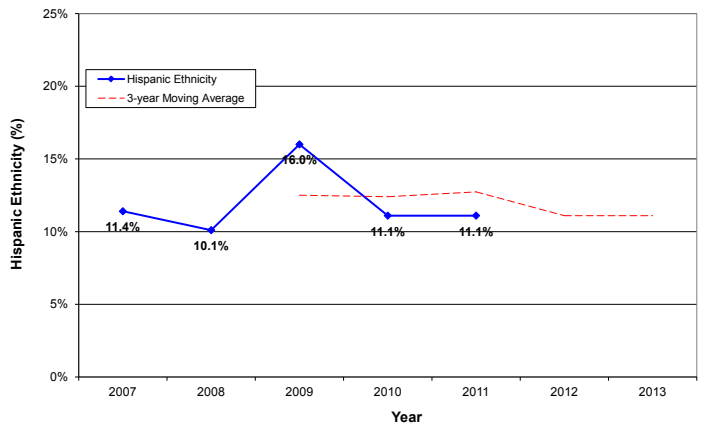
U-3: Bicycle/Pedestrian Crash Rate per 10,000 Population, Rural vs. Urban



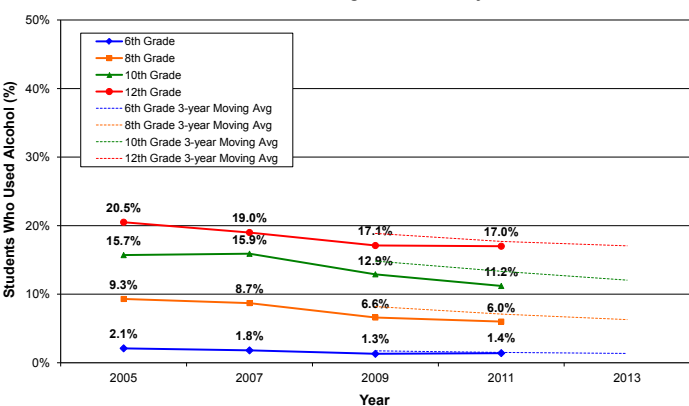
U-4: Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers



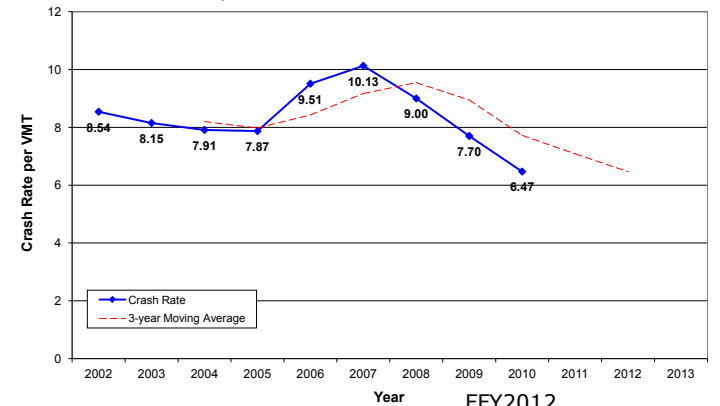
U-5: Percent of Utah Deaths to People With Hispanic Ethnicity



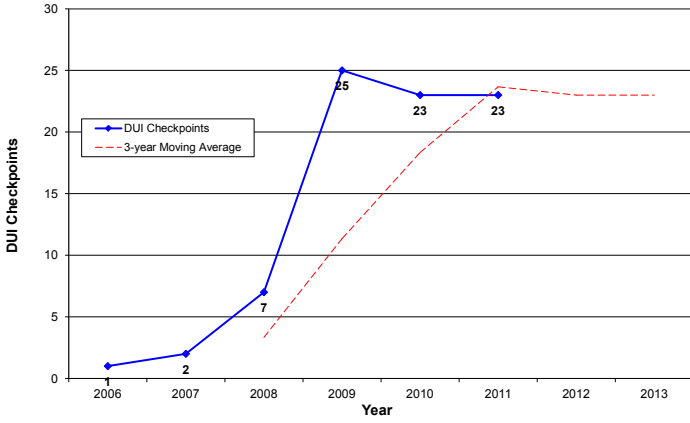
U-6: Percent of Utah Students by Grade Who Used Alcohol During the Past 30 Days



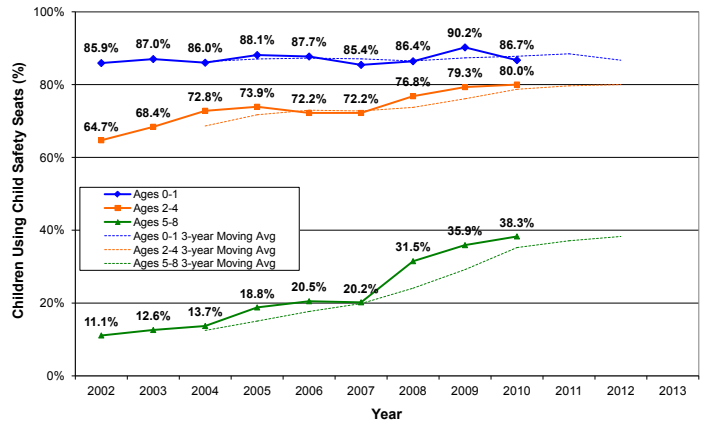
U-7: Utah Alcohol-Impaired Overall Crash Rate per 100 Million Vehicle Miles Traveled



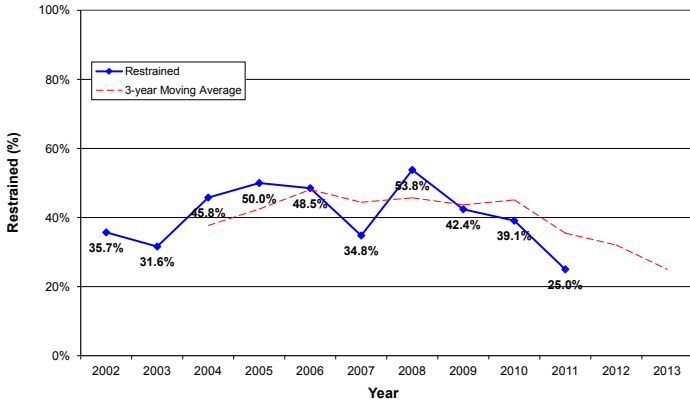
U-8: Number of Grant-funded DUI Checkpoints, Utah



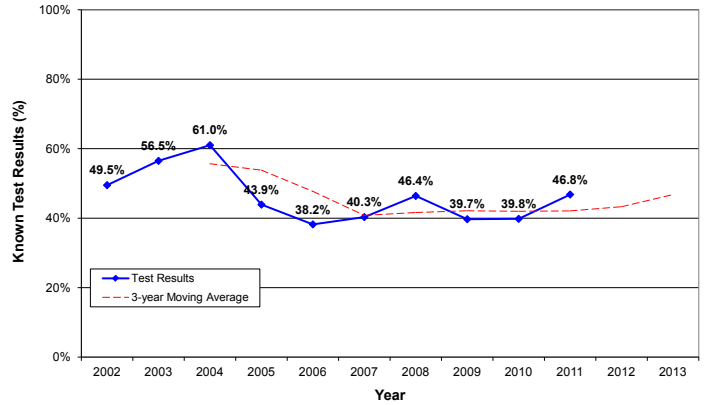
U-9: Percent of Children in Utah Crashes in Child Safety Seats



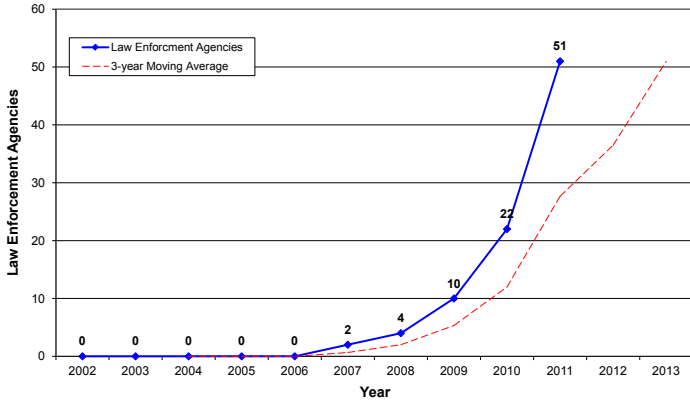
U-10: Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Restrained



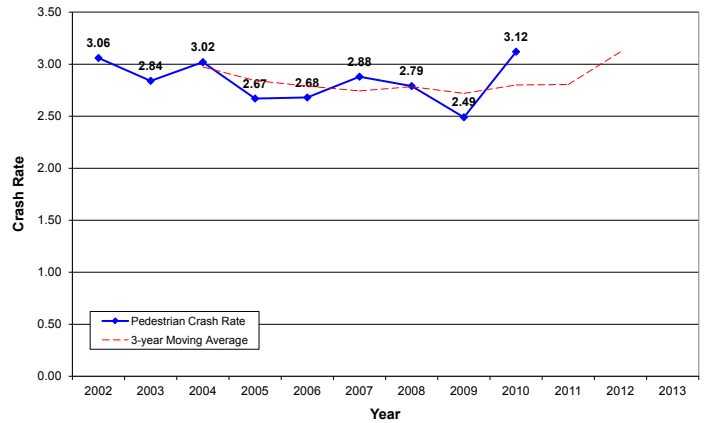
U-11: Percent of Drivers in Utah Fatal Crashes With Known BAC Results



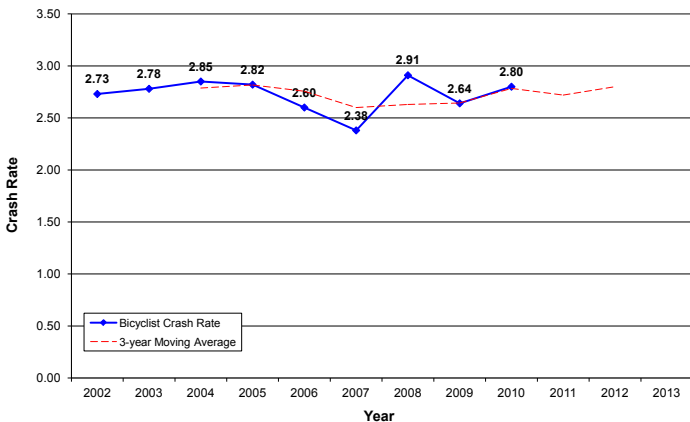
U-12: Number of Utah Law Enforcement Agencies Submitting Crash Reports Electronically



U-13: Rate of Pedestrians in Utah Crashes per 10,000 Population



U-14: Rate of Bicyclists in Utah Crashes per 10,000 Population



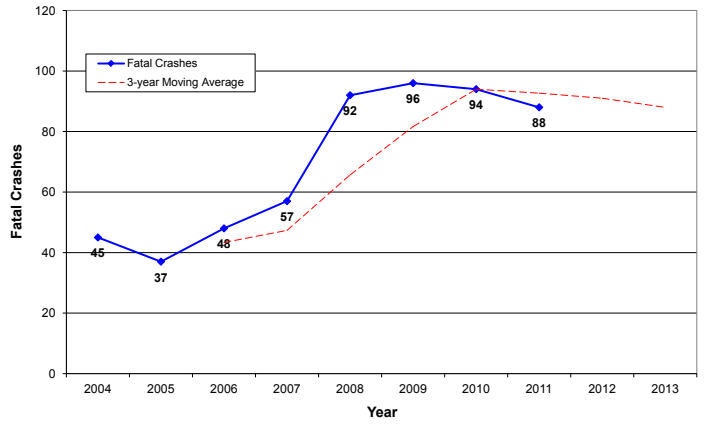
U-15: Number of Utah Drowsy Driving-related Fatalities



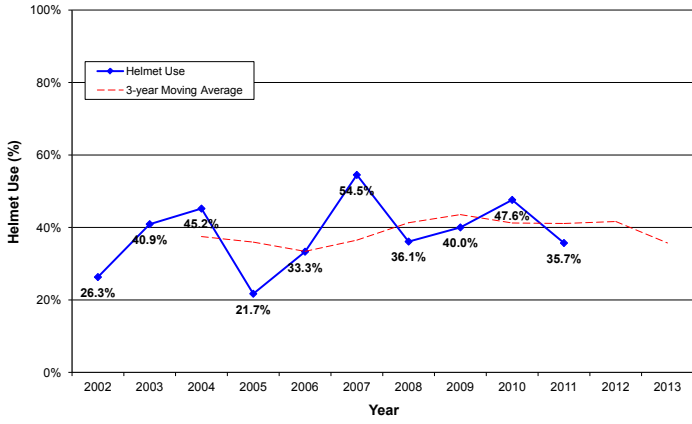
U-16: Number of Utah Motor Vehicle Crashes With Trains



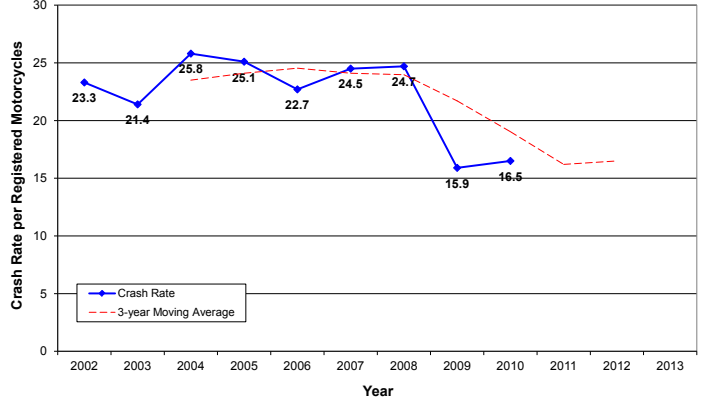
U-17: Number of Single Vehicle Roadway Departure Fatal Crashes



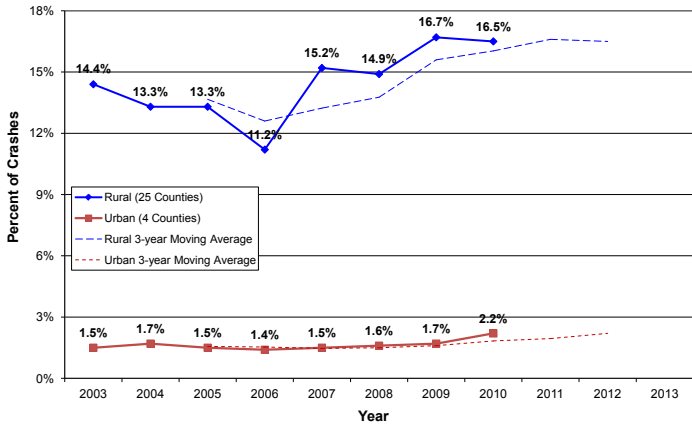
U-18: Percent of Utah Helmeted Motorcycle Fatalities



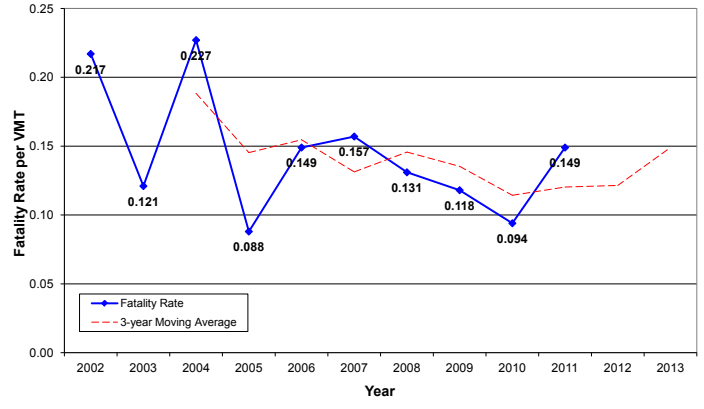
U-19: Overall Rate of Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles



U-20: Percent of Crashes Involving a Animal, Rural vs. Urban



U-21: Utah Fatalities Involving Alcohol-Impaired Drivers, Rate per 100 Million Vehicle Miles Traveled



**CLICK IT
OR TICKET**
UTAH DEPARTMENT
OF PUBLIC SAFETY

**HEADS
UP**

CRASH TEXT DUMMY

SAY 'C-U-L8R' TO DISTRACTED DRIVING

**CLICK TO
CONTINUE**
ALWAYS BUCKLE YOUR SEAT BELT

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GIVE YOUR KIDS A BOOST

USE A CAR SEAT UNTIL AGE 8 OR 4'9"



DRIVE AHEAD, SIDE AWARE



SPEED
READ THE SIGN
+ PAY THE FINE

WE'RE HERE TO PROTECT AND SERVE

IS YOUR AGENCY PARTICIPATING?

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