

# HIGHWAY SAFETY PLAN

STATE OF UTAH  
DEPARTMENT OF PUBLIC SAFETY  
HIGHWAY SAFETY OFFICE

## EXECUTIVE SUMMARY & INTRODUCTION

### Our Mission

*"Our mission is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on Utah's roadways."*

For Federal Fiscal Year 2015, Utah plans to continue with an aggressive, wide ranging highway safety program using high-visibility enforcement and media to support national campaigns such as *Click It or Ticket* and *Drive Sober or Get Pulled Over*, and also supporting local communities in fighting their traffic safety problems. As the Highway Safety Office's primary planning and funding document, this Highway Safety Plan is the foundation for the State's highway safety program in Federal Fiscal Year 2015, providing the building blocks needed to reduce traffic deaths and injuries in Utah.

The planning process has four distinct steps to complete this Highway Safety Plan, including: 1) Data-driven problem identification, and quantifiable performance measures and performance targets; 2) Evidence-based countermeasure selection and funding strategy; 3) Selecting or soliciting projects which will implement the selected countermeasures and assist the State in meeting its performance targets; and, 4) Evidence-based traffic enforcement program for areas of most at risk for crashes.

The preliminary traffic crash data for 2013 reflect that Utah's crash fatalities continue on a generally downward trend in most focus areas. The State continues to lead the nation with the lowest rate of alcohol-related fatal crashes, and the rate of unrestrained occupants killed in a crash is also decreasing, signs that Utah's program is working in two of the major focus areas. Alarming, however, is that the rate of fatal crashes involving a drug-impaired driver is rising, and even exceeded those involving an alcohol-impaired driver in 2013 by almost 70%. This Highway Safety Plan includes an emphasis on educating drivers about the effects of legal prescriptions and their driving skills. Also of great concern are pedestrian and motorcyclist fatalities which represent over one quarter of Utah's traffic fatalities, but seem resistant to following the general downward trend in other focus areas.

Finally, Congress is discussing the next Transportation Authorization to replace the expiring MAP-21 as this is being written, and also ways it may fix the funding shortfall in the Highway Fund. The general feeling from the states' and territories' representative group in Washington DC is that a reauthorization is very unlikely in 2015, and a series of continuing resolutions is the most likely scenario. This uncertainty in funding and direction effected the highway safety planning process.

### Our Vision

*"Utah's world-class roadway system allows residents and visitors to travel the State in virtual safety. Motorists, motorcyclists, bicyclists and pedestrians are an integral part of the transportation system, each blending into our smooth and safe traveling environment. With traffic fatalities approaching zero, residents are now enjoying expanded opportunities for jobs, more diverse places to live, increased recreational opportunities, and valued time with their families."*

# TABLE OF CONTENTS

<u>PLANNING</u>	<u>PAGE</u>
PLANNING PROCESS DESCRIPTION	4
<u>PERFORMANCE MEASURES, TARGETS AND PROJECTS SECTION</u>	<u>PAGE</u>
PERFORMANCE MEASURES AND TARGETS SYNOPSIS	8
C-1 NUMBER OF UTAH TRAFFIC FATALITIES	10
C-2 NUMBER OF SERIOUS INJURIES IN UTAH TRAFFIC CRASHES	10
C-3 UTAH TOTAL FATALITY RATE PER 100 MILLION MILES	10
C-4 NUMBER OF UTAH UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL SEAT POSITIONS	18
C-5 NUMBER OF UTAH FATALITIES INVOLVING A DRIVER WITH A BAC OF .08 OR ABOVE	36
C-6 NUMBER OF UTAH SPEEDING-RELATED FATALITIES	46
C-7 NUMBER OF UTAH MOTORCYCLIST FATALITIES	54
C-8 NUMBER OF UTAH UNHELMETED MOTORCYCLIST FATALITIES	60
C-9 NUMBER OF DRIVERS AGE 20 OR YOUNGER IN UTAH FATAL CRASHES	64
C-10 NUMBER OF UTAH PEDESTRIAN FATALITIES	70
C-11 NUMBER OF UTAH MOTOR VEHICLE-BICYCLE CRASH FATALITIES	76
U-11 NUMBER OF DRIVERS IN UTAH FATAL CRASHES WITH KNOWN BAC RESULTS	82
U-15 FATALITIES INVOLVING A DISTRACTED/DROWSEY DRIVER	86
U-22 NUMBER OF DRIVERS AGE 65 OR OLDER IN UTAH FATAL CRASHES	92
<u>BRIEFING</u>	<u>PAGE</u>
BRIEFING ON MEETING FFY2014 PERFORMANCE TARGETS	98

<u>SECTION</u>	<u>PAGE</u>
<u>APPENDICIES</u>	<u>PAGE</u>
APPENDIX A TO PART 1200	100
APPENDIX B TO PART 1200	106
APPENDIX D TO PART 1200	107
APPENDIX E TO PART 1200	108
APPENDIX F TO PART 1200	109
ATTACHMENTS FOR 1200.21 - OCCUPANT PROTECTION	116
ATTACHMENTS FOR 1200.22 - TRAFFIC INFORMATION SYSTEM	160
ATTACHMENTS FOR 1200.23 - IMPAIRED DRIVING	N/A
ATTACHMENTS FOR 1200.25 - MOTORCYCLE SAFETY	166
APPENDIX 1 - BEHAVIOR/ATTITUDE SURVEY RESULTS	183
APPENDIX 2 - SHARE TO LOCAL ESTIMATES	186
APPENDIX 3 - CARRYOVER FUNDING ESTIMATES	187
APPENDIX 4 - UTAH'S FFY2015 ENFORCEMENT PLAN	188
APPENDIX 5 - UTAH'S FFY2015 COMMUNICATION PLAN	191
APPENDIX 6 - BUDGET DETAILS/HS-217	197
APPENDIX 7 - AMENDMENTS TO HSP	203
<u>INDEX</u>	<u>PAGE</u>
ALPHABETICAL INDEX OF PROJECTS	204

# Highway Safety Planning Process

## Data Analysis, Problem Identification and Setting Targets

The Highway Safety Office collected data from a variety of sources as a prelude to the planning for the FFY2015 Highway Safety Plan, including:

- ◆ Fatality Analysis Reporting System (FARS);
- ◆ Statewide Crash Repository Database;
- ◆ Utah Department of Health;
- ◆ Utah GEARS (grant management tracking system);
- ◆ Seatbelt and Other Observational Studies;
- ◆ Telephone Surveys;
- ◆ NHTSA;
- ◆ Other information and data from governmental and private sector safety organizations.

This collection of raw crash and injury data was then analyzed by the UHSO's research analyst and compiled into the 11 Core Performance Measures agreed upon by NHTSA and GHSA, including:

C-1) Number of traffic fatalities (FARS);

C-2) Number of serious injuries in traffic crashes (State crash data files);

C-3) Fatalities/VMT (FARS, FHWA);

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS);

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS);

C-6) Number of speeding-related fatalities (FARS);

C-7) Number of motorcyclist fatalities (FARS);

C-8) Number of unhelmeted motorcyclist fatalities (FARS);

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS);

C-10) Number of pedestrian fatalities (FARS);

C-11) Number of bicyclist fatalities (FARS).

Each graph includes a 3 or 5 year historical trend line reflecting the most current crash data available. In addition, a Core Behavior Measure is considered:

B-1) Observed seatbelt use for passenger vehicles, front seat outboard occupants (survey)

Using the information from the data analysis process, the trend in each of the Core Performance Measures were evaluated for the strength or weakness of probability factors. Then the data were further scrutinized and analyzed to determine other influencing factors such as urban and rural, young and older drivers, and non-behavioral factors such as weather and road construction, all intended to more accurately identify Utah's behavioral traffic crash problems. Often it is challenging to process information from charts and graphs, so heatmaps were often used as a visual aid to better identify traffic crash concentrations. This drill-down assisted the program management group in better understanding the what, who, when, where and why aspects of each measure.

The UHSO's program management group next established to establish Performance Targets for each measure. Consideration was given to factors not reflected in crash data, including:

- ◆ Examined national and regional performance targets;
- ◆ Reviewed Utah's current programs, legislation and other variables;
- ◆ Considered the environment in surrounding states and any impact on Utah;
- ◆ Examined other environmental issues such as population growth, economic conditions, etc.

The group then considered other planning and direction documents such as Utah's Strategic Highway Safety Plan, recommendations from recent Management Reviews and Program Assessments, and even previous Highway Safety Plan acceptance letters. Based on this information, Performance Targets were selected for each of the 11 Core Performance Measures and the Behavior Measure.

The UHSO's research analyst was then asked to make recommendations for data-driven Performance Targets. These recommendations were reviewed by the senior program planner, and legislative and political consideration was given. In most cases, the recommendations were accepted without modification.

## Funding Strategy

The strategy for allocating funds to various program was undertaken using a process to identify fatal Utah crash characteristics, especially as they relate to driver behavior performance areas. The seven most common characteristics identified included speeding, unrestrained occupants, older drivers, drunk drivers, pedestrians/bicyclists, motorcycles and distracted drivers.

The UHSO's role in each characteristic area was then assessed using a five tier rating system ranging from minimal to primary. For example, the UHSO's role in speed enforcement was rated as low since law enforcement agencies statewide are performing this task during normal, daily patrols, while the UHSO's role in pedestrian and bicycle safety is high with the State Pedestrian and Bicycle Safety Coordinator housed within the UHSO. Using this role information, each characteristic was weighted and a percentage target of available funding was established.

Two other factors still needed attention, however: Would the anticipated stovepipe funding source (if any) be sufficient to provide a reasonable proportion of funding to the program area, and were other funding streams available? An example of an over-representative stovepipe might be the impaired driving funding in Section 405(d). For many years Utah has had one of the lowest rates in the nation of alcohol-impaired fatal traffic crashes. Based on the analysis process above, the stovepipe of funding in 405(d) is four times the amount that would normally be programmed for impaired driving reduction. In this example, the stovepipe of funding is more than sufficient, and no supplement from Section 402 was needed. An example of other funding streams is the Driving Skills For Life monies offered by Ford Motor Company. This money provides a private-sector stovepipe for teen driving and supplements the availability of Section 402 monies.

## Other Funding Sources

Just a review of the federal funding portion of Utah's Highway Safety Program would not give a full picture of the monetary resources available to the UHSO. Other funding sources include:

- Statewide DUI Enforcement and Equipment (State)
- Eliminate Alcohol Sales to Youth (State)
- Motorcycle Rider Education Program (State)
- Utah Highway Patrol (State)

## Countermeasures and Project Selection

The project selection process kicked off with a request to various agencies and organizations to submit proposals for projects which addressed the UHSO's established performance measures and targets, or a subset of them. After the deadline for proposals passed, the program management team met and collectively discussed the merits of each proposal and how it would help Utah achieve its targets. The criteria used to select projects mainly included the following questions:

- Proposal respond to the UHSO's identified problems?
- Use evidence-based countermeasures (such as those in [Countermeasures That Work](#))?
- Which Core Measures would this project address?
- Likely to have an impact and reduce crashes?
- Influence one or more of the Core Performance Measures or the Behavioral Measure?
- Confidence in the project personnel/agency?
- Evaluation plan adequate?
- Proposed budget realistic and cost effective?
- Single year or multiple year project?

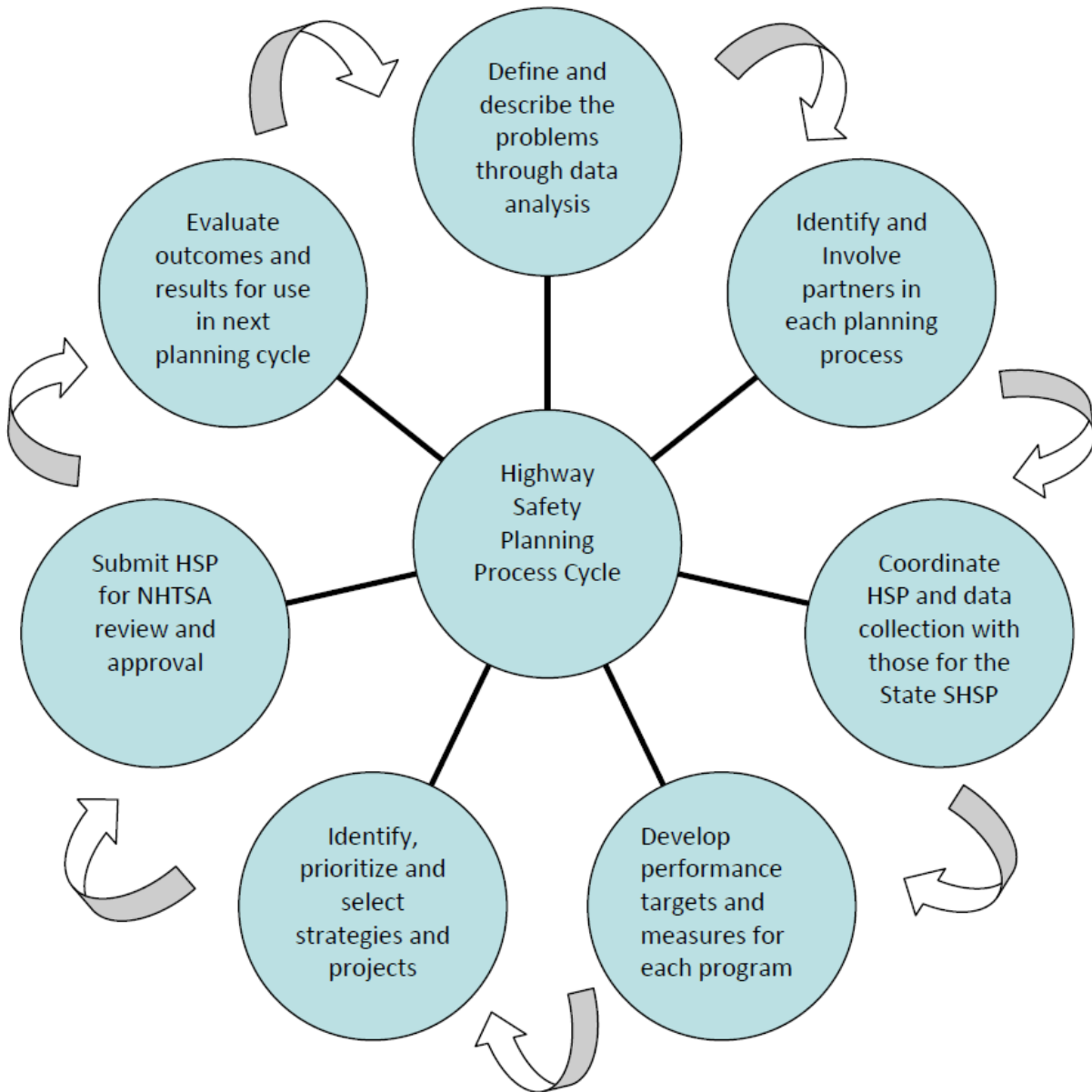
After all of the proposals were closely reviewed, they were ranked from most to least desirable. The most promising proposals were accepted, as funding levels permitted, linked to the Core Measure they address, and detailed within the appropriate focus area in the Highway Safety Plan.

## Participants in the Planning Process

Utah's Highway Safety Planning process is a collaborative effort which begins with the State's Strategic Highway Safety Plan (SHSP), as this document sets broad direction for participating agencies and organizations, and also serves as the measure of collaboration in the State. The participants in the SHSP included:

- Utah Department of Public Safety
- Utah Department of Transportation
- Utah Department of Health
- National Highway Traffic Safety Administration (NHTSA)
- Federal Highway Administration (FHWA)
- Federal Motor Carrier Safety Administration (FMCSA)
- Utah Transit Authority
- Utah Traffic Records Advisory Committee (UTRAC)
- Salt Lake City Transportation Department
- Mountainland Association of Governments
- Wasatch Front Regional Council
- Utah Local Technical Assistance Program Center (LTAP)
- Dixie Metropolitan Planning Organization
- Cache Metropolitan Planning Organization
- Operation Lifesaver
- Primary Children's Hospital
- Safe Kids Utah
- Utah Trucking Association

# Highway Safety Planning Process





# Performance Measure and Target Synopsis:

		2008	2009	2010	2011	2012	2013	TARGET
	Source of Data	FARS	FARS	FARS	FARS	FARS	State	
C-1	Number of Traffic Fatalities	276	244	253	243	217	220	221
C-2	Number of Serious Injuries in Traffic Crashes (level 4 only)	1533	1340	1330	1278	1386		1062
C-3	Total Fatality Rate per 100 Million VMT	1.07	0.93	0.95	0.92	0.81		0.81
	Urban Fatality Rate per 100 Million VMT (FARS only)	0.55	0.56	0.66	0.69	0.64		0.67
	Rural Fatality Rate per 100 Million VMT (FARS only)	2.26	1.78	1.64	1.46	1.22		1.19
C-4	Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions	77	85	85	79	72	59	49
C-5	Number of Fatalities Involving a Driver with a BAC of .08 and Above	34	31	25	39	20	22	21
C-6	Number of Speeding-Related Fatalities (FARS only)	104	109	97	90	70	76	59
C-7	Number of Motorcyclist Fatalities	36	30	21	28	32	31	28
C-8	Number of Unhelmeted Motorcyclist Fatalities	23	18	11	18	11	19	14
C-9	Number of Drivers in Fatal Crashes Age 20 or Younger	40	50	37	38	30	33	25
C-10	Number of Pedestrian Fatalities	34	20	28	32	31	30	28
C-11	Number of Bicyclist Fatalities	4	5	7	5	3	6	5
B-1	Observed Belt Use for Passenger Vehicles, Front Seat Occupants	0.86	0.861	0.89	0.891	0.819	0.824	83.4%
A-1	Number of Seat Belt Citations During Grant-funded Enforcement Activities	3753	4939	4806	4130	3341	1805	N/A
A-2	Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities	133	658	752	910	515	1105	N/A
A-3	Number of Speeding Citations Issued During Grant-funded Enforcement Activities	3905	9929	9885	4524	2781	2298	N/A

		2008	2009	2010	2011	2012	2013	TARGET
	Source of Data	State	State	State	State	State	State	
U-1	Overall Crash Rate per 100 Million VMT by Utah Counties With a Multi-Agency Task Force							N/A
	Davis	193.5	158.6	147.2	173	167.9		
	Salt Lake	290.8	265.7	248.6	252	250.9		
	Utah	234.4	207	200.2	250.7	203.3		
	Weber	274.4	251.6	234.9	234.8	242.5		
U-5	Percent of Utah Deaths to People with Hispanic Ethnicity	10.1%	16.0%	11.1%	11.1%	12.9%	15.5%	13%
U-9	Percent of Children in Utah Crashes in Child Safety Seats							
	Ages 0-1	86.4%	90.2%	86.7%	79.8%	81.9%		82%
	Ages 2-4	76.8%	79.3%	80.0%	82.3%	81.9%		87%
	Ages 5-8	31.5%	35.9%	38.3%	40.4%	41.0%		54%
U-10	Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Restrained	53.8%	42.4%	39.1%	25.0%	46.7%	25.0%	28%
U-11	Percent of Drivers in Utah Fatal Crashes With Known BAC Results	46.4%	39.7%	39.8%	46.8%	53.9%	52.3%	53.3%
U-15	Number of Utah Drowsy Driving-related Fatalities	29	23	13	5	15	14	17
U-15a	Number of Fatalities Involving a Distracted or Drowsy Driver	47	44	32	26	35	31	40
U-22	Number of Drivers in Fatal Crashes Age 65 or Older	32	36	46	40	29	50	38
U-24	Number of Drivers in Fatal Crashes Testing Positive for Drugs	9	28	24	38	37	49	43
U-25	Number of Bicyclist Fatalities	4	5	7	5	3	6	5
U-27	Percent of Utah Motor Vehicle Crash Occupant Fatalities Occurring at Night (Restrained)	50.0%	33.3%	43.8%	38.2%	19.4%	37.0%	35%
U-28	Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes							
	Rural	58.4%	60.1%	68.8%	71.2%	66.2%		70%
	Urban	80.8%	77.9%	77.5%	80.2%	80.1%		81%
	mit Crash Report							

**S**  
SET PERFORMANCE MEASURES & TARGETS

**U**  
UNIFY RESOURCES

**C**  
CONCEIVE STRATEGY

**C**  
CONNECT COUNTERMEASURES

**E**  
ENHANCE EDUCATION & ENFORCEMENT

**S**  
SYNCHRONIZE PROJECTS WITH TARGETS

**S**  
SUSTAIN FOCUS THROUGH EVALUATION

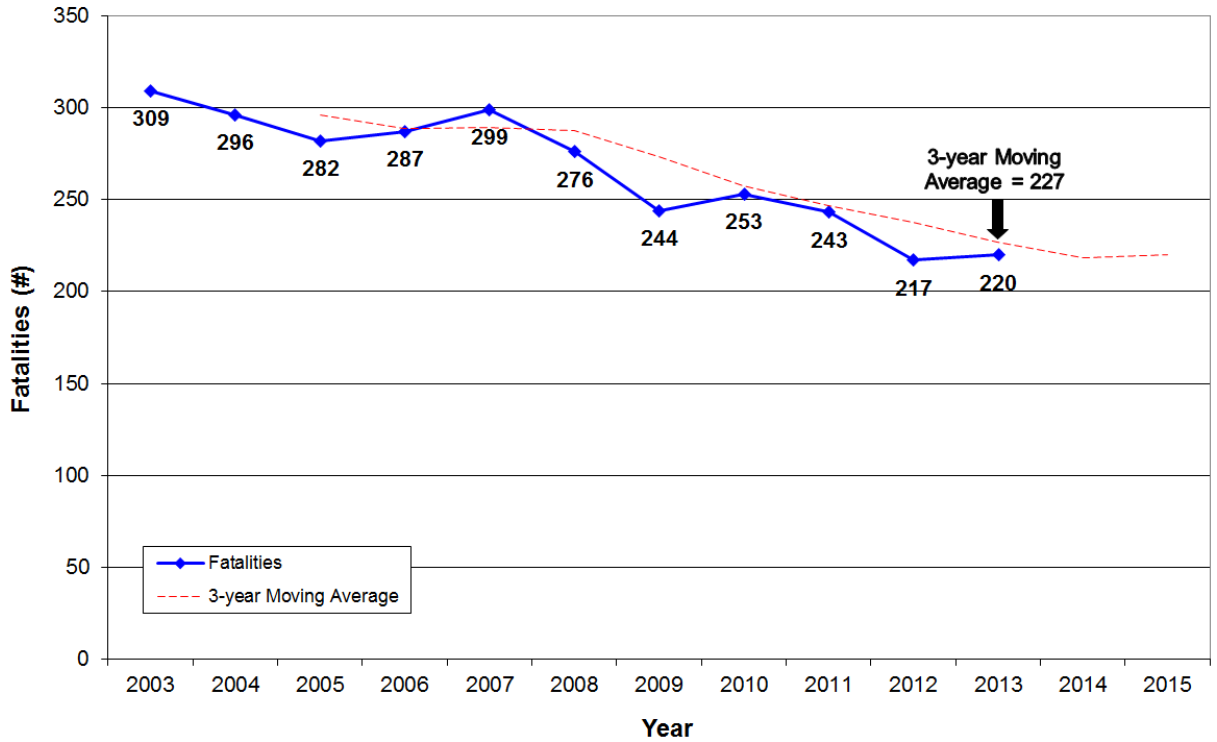
**zero Fatalities**  
A Goal We Can All Live With

C-1: Number of Utah Traffic Fatalities  
 C-2: Number of Serious Injuries in Utah Traffic Crashes  
 C-3: Utah Total Fatality Rate per 100 Million VMT

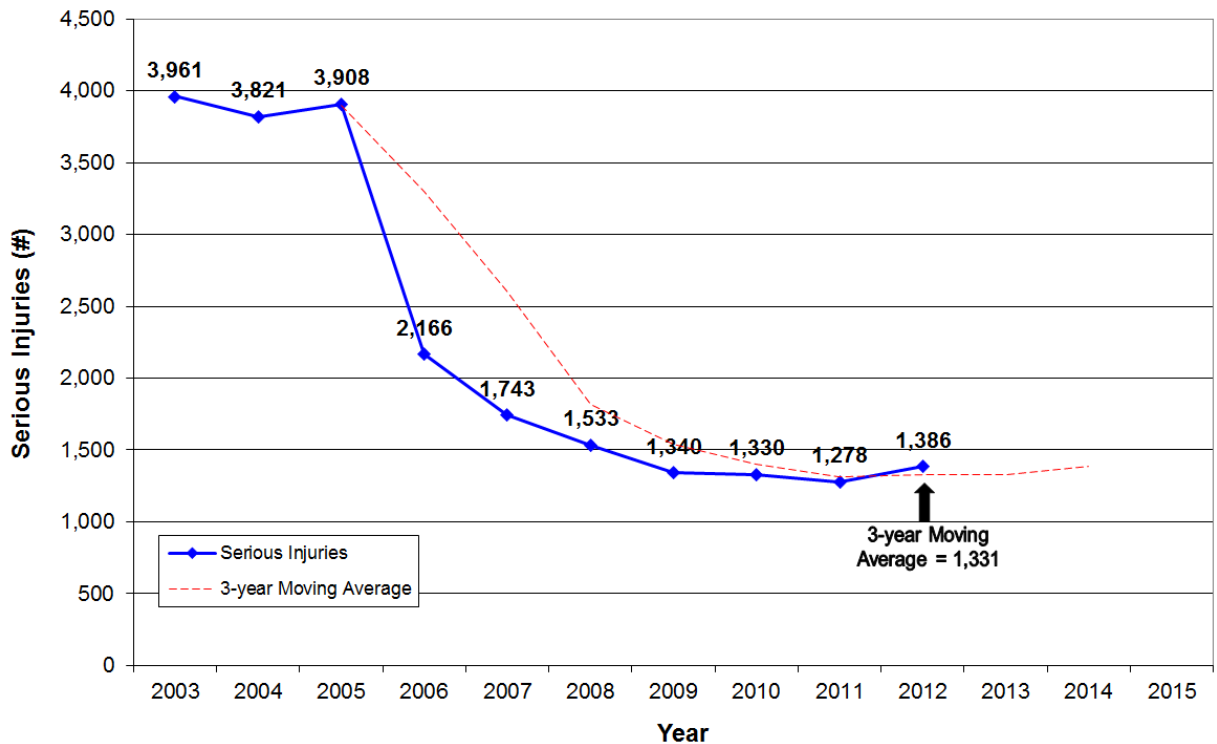
**PERFORMANCE MEASURES:**

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

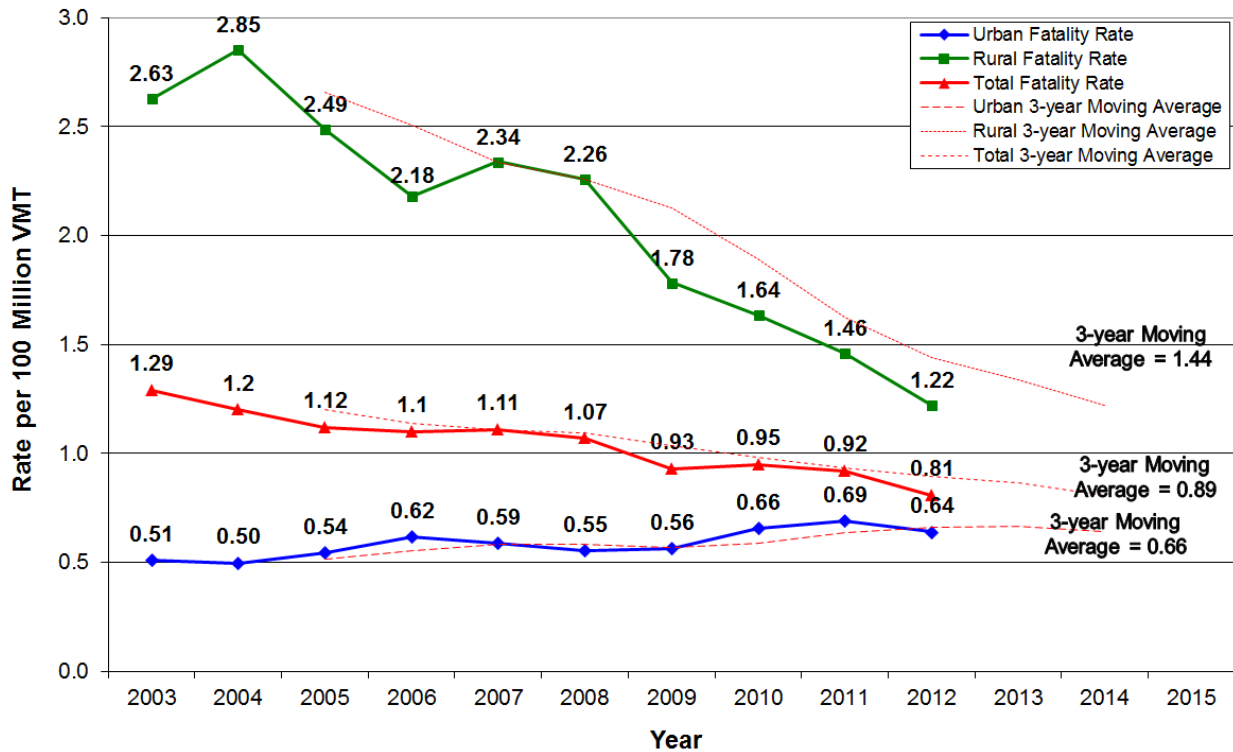
**C-1: Number of Utah Traffic Fatalities**



**C-2: Number of Serious Injuries in Utah Traffic Crashes**



**C-3: Utah Total, Urban, and Rural Fatality Rate per 100 Million VMT**



**PROBLEM IDENTIFICATION C-1:**

**What is/are the specific traffic safety problem(s)?** Although Utah’s traffic fatalities have shown a declining trend over the past 13 years, a person was killed in a motor vehicle crash in the State every 1.7 days in 2013.

**Who is involved in the traffic safety problem?** Averaging the fatal crash data for 2008-2013 reflects that 73.6% of the fatalities were motor vehicle occupants, 12.3% were motorcyclists, 12.0% were pedestrians, and 2.1% were bicyclists.

**When does the traffic safety problem most often occur?** In the years 2003-2012, August and July had the highest total number of crash fatalities, while February had the fewest.

**Where does this traffic safety problem take place?** The highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis, and Weber account for the majority of deaths in Utah.

**Why does this traffic safety problem happen?** Driver behavior and error account for the majority of Utah traffic fatalities.

**PROBLEM IDENTIFICATION C-2:**

**What is/are the specific traffic safety problem(s)?** Around 1,300 people are seriously injured in traffic crashes in Utah each year. This carnage takes a tremendous toll on people’s health, time, and finances. The good news is that injuries have shown a decreasing trend over the last ten years in Utah.

**Who is involved in the traffic safety problem?** Nearly 60% of the seriously injured crash victims were males. Nearly two-thirds (62%) of the people seriously injured were drivers, 23% were passengers, 9% were pedestrians, and 6% were bicyclists. The highest number of serious injuries occurred to ages 15-29 years.

**When does the traffic safety problem most often occur?** June through October were the months with the highest number of serious injuries in Utah. Friday and Saturday had the highest number of serious injuries. The highest number of serious injuries was during the hours of 2:00-6:59 p.m.

**Where does this traffic safety problem take place?** The highly urbanized Wasatch Front counties of Salt Lake,

Utah, Davis, and Weber had the highest number of injuries as well as the highest rates of injuries per vehicle mile traveled.

**Why does this traffic safety problem happen?** Followed too closely, failed to yield right of way, and speed were the leading contributing factors for drivers involved in injury crashes in Utah.

#### **PROBLEM IDENTIFICATION C-3:**

**What is/are the specific traffic safety problem(s)?** The fatality rate per vehicle miles traveled has shown a dramatic decrease in Utah over the last 60 years. Since 2009 the rate has been less than one fatality per 100 million vehicle miles traveled, a number formerly thought to be unbreakable.

**Who is involved in the traffic safety problem?** People driving in rural areas have a fatality rate double of drivers in urban areas.

**When does the traffic safety problem most often occur?** The years 2004 and 2012 saw the biggest decrease in fatality rate from the previous year.

**Where does this traffic safety problem take place?** The rural fatality rate per 100 million vehicle miles traveled has decreased from 2.85 in 2004 to 1.22 in 2012. In contrast, urban areas have increased from a rate of 0.50 in 2004 to 0.64 in 2012.

**Why does this traffic safety problem happen?** Rural areas have shown the most dramatic decrease in fatality rates. In contrast, urban areas have actually shown an increasing rate the last 10 years. The combination of decreasing traffic fatalities and increasing miles traveled over the last 10 years has had a major impact on the decreasing rates.

#### **UTAH'S PERFORMANCE TARGETS:**

Utah's performance target for **C-1 is 221 in 2015.**

Utah's performance target for **C-2 is 1062 in 2015.**

Utah's performance target for **C-3 is 0.81 Statewide, 0.67 Urban, and 1.19 Rural, in 2015.**

#### **COORDINATION WITH UTAH'S STRATEGIC HIGHWAY SAFETY PLAN:**

The Highway Safety Office has representation within the Strategic Highway Safety Plan (SHSP) stakeholder group which sets Traffic Safety Performance Measures and Targets for the SHSP. The common measures and targets (C-1 fatalities, C-2 fatality rate, and C-3 serious injuries) between the SHSP and this Highway Safety Plan (HSP) were agreed upon between the UHSO and the Utah Department of Transportation's Traffic and Safety Division.

#### **TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

Explain why this target is appropriate and data-driven.

The Utah Department of Transportation and the Highway Safety Office, as proposed by the Federal Highway Administration in a recent Notice of Proposed Rule Making, determined these targets using FARS and State data to determine a 5-year rolling average. Next, a best-fit trend line was used to project into the future.

Note: Utah continues to have concerns with the serious injury data, because: 1) the change in definitions between 2005 and 2006; and 2) inconsistent reporting from one year to the next. These factors complicate the process of establishing meaningful and achievable performance targets in C-1, C-2 and C-3.

#### **ENVIRONMENTAL FACTORS REGARDING TRAFFIC FATALITIES, SERIOUS INJURIES, AND FATALITY PER VMT RATE:**

- Utah continues to have concerns with the serious injury data, because: 1) the change in definitions between 2005 and 2006; and 2) inconsistent reporting from one year to the next. These factors complicate the process of establishing meaningful and achievable performance targets in C-1, C-2 and C-3.
- While Utah is considered a very urbanized state due to the concentration of 80% of the population along the 100 mile long Wasatch Front, the 20% who live in rural and frontier areas have an effect on the seat belt use rate.
- Explosion of oil and gas exploration in eastern Utah has quickly increased the population and VMT.

# Countermeasures and Projects:

## PLANNED COUNTERMEASURES:

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

<b>PA151001</b>	<b>PLANNING AND ADMINISTRATION (DAVE)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$265,000</b>

Effective planning and administration are crucial elements of the successful Highway Safety Program in Utah, especially considering the significant changes induced by MAP-21. The UHSO continually studies and analyzes annual and historical state and national crash data to identify trends, emerging problem areas, and to measure the success of previous efforts. State and federal funding resources are also analyzed to determine how best to use available monies to effectively address the identified problems. This information is incorporated as part of the Highway Safety Planning and Annual Reporting process for Utah. Other tasks performed include providing support for project development such as technical assistance, resource allocation, monitoring and reporting, and funding office space and three staff vehicles. Staff fully or partially funded may include the director, the deputy director, a finance officer, a research analyst, four program managers, three law enforcement liaisons, four program coordinators, an administrative secretary, and office support personnel. Funds are also used for membership fees, and for participation in creating the State's Strategic Highway Safety Plan (SHSP).

<b>PA151002</b>	<b>PLANNING AND ADMINISTRATION STATE MATCH (MARK)</b>
<b>FUNDING SOURCE</b>	<b>STATE</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$95,000</b>

Effective planning and administration are crucial elements of the Highway Safety Program in Utah, and the UHSO continually studies and analyzes annual and historical state and national crash data to identify trends, emerging problem areas, and to measure the success of previous efforts. State and federal funding resources are also analyzed to determine if the available monies can be used to effectively address the identified problems. This information is incorporated as part of the Highway Safety Planning and Annual Reporting process for Utah. Other tasks performed include providing support for project development such as technical assistance, resource allocation, monitoring and reporting, and funding office space and three staff vehicles. Staff fully or partially funded may include the director, the deputy director, a finance officer, a data analyst,

four program managers, three law enforcement liaisons, four program coordinators, an administrative secretary, and office support personnel.

This project also provides oversight for the State's sustained DUI enforcement and equipment program for local law enforcement agencies using a portion of DUI vehicle impound fees and driver license reinstatement fees. The monies are used to fund sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on supporting high visibility saturation patrols during major holidays and supporting national safety campaigns. The funds also provide local law enforcement agencies with equipment such as the updated Intoxilyzer 8000 for accuracy in testing, and capture evidentiary information during DUI stops.

Also part of this project is a State program to eliminate the social supply of alcohol to minors through the Eliminating Alcohol Sales to Youth (EASY) program. By providing reimbursement to law enforcement agencies statewide, EASY enables alcohol compliance checks to be conducted at off-premise retailers in cities large and small statewide. This program compliments federally funded efforts.

<b>PA151003</b>	<b>STATE MATCH SECTION 402, 405(b), 405(c), 405(d), 405(f), 408 (MARK)</b>
<b>FUNDING SOURCE</b>	<b>STATE</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$861,000</b>

Effective planning and administration are crucial elements of the Highway Safety Program in Utah, and the UHSO continually studies and analyzes annual and historical state and national crash data to identify trends, emerging problem areas, and to measure the success of previous efforts. State and federal funding resources are also analyzed to determine if the available monies can be used to effectively address the identified problems. This information is incorporated as part of the Highway Safety Planning and Annual Reporting process for Utah. Other tasks performed include providing support for project development such as technical assistance, resource allocation, monitoring and reporting, and funding office space and three staff vehicles. Staff fully or partially funded may include the director, the deputy director, a finance officer, a data analyst, four program managers, three law enforcement liaisons, four program coordinators, an administrative secretary, and office support personnel.

This project also provides oversight for the State's sustained DUI enforcement and equipment program for local law enforcement agencies using a portion of DUI vehicle impound fees and driver license reinstatement fees. The monies are used to fund sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on supporting high visibility saturation patrols during major holidays and supporting national safety campaigns. The funds also provide local law enforcement agencies with equipment such as the updated Intoxilyzer 8000 for accuracy in testing, and capture evidentiary information during DUI stops.

Also part of this project is a State program to eliminate the social supply of alcohol to minors through the Eliminating Alcohol Sales to Youth (EASY) program. By providing reimbursement to law enforcement agencies statewide, EASY enables alcohol compliance checks to be conducted at off-premise retailers in cities large and small statewide. This program compliments federally funded efforts.

<b>CP150201</b>	<b>PERSONNEL (MARK)</b>
<b>FUNDING SOURCE</b>	<b>402 (\$994,000)/405(c) (\$98,000)/405(d) (\$96,000)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$1,188,000</b>

This project serves as the core funding source for Highway Safety Office personnel who oversee, coordinate and assist the community-based programs, special highway safety projects, and provide management and support services to all UHSO programs and projects. Staff fully or partially funded may include the director, the deputy director, a finance officer, a data analyst, four program managers, three law enforcement liaisons, four program coordinators, an administrative secretary, and office support personnel.

**CP150202 ADMINISTRATIVE SUPPORT (MARK)**  
**FUNDING SOURCE 402**  
**PROJECT YEAR ONGOING**  
**PLANNED BUDGET \$175,000**

The daily operation of the Highway Safety Office and the support it provides to a wide spectrum of highway safety programs is an important part of the Highway Safety Program's continued success in Utah. This project covers highway safety program expenses such as operations, equipment, personnel, training and workshops, travel costs, supplies, contractual services, and developing and distributing educational materials. Also, ongoing support for the electronic grant management system, GEARS, will be funded.

**CP150203 OPERATION LIFESAVER (TED)**  
**FUNDING SOURCE 402**  
**PROJECT YEAR ONGOING**  
**PLANNED BUDGET \$20,000**

Freight trains do not travel on a predictable schedule, and schedules for passenger trains often change. Since 1975, railroad grade crossing collisions have been reduced by 82% in Utah, and some of this success can be attributed to higher visibility at grade crossings, better signage and markings, and the technological advancements related to overall railroad and commuter rail systems. However, the most important aspect of this success is education and awareness, including the fact that trains have the right of way 100% of the time — over ambulances, fire engines, cars, the police and pedestrians, and when a driver doesn't respect this, well, it takes a 100-car freight train traveling at 55 miles per hour more than a mile, or 18 football fields, to stop. There is still a need for improvement in Utah as there were 15 incidents and five fatalities at highway grade crossings in 2011, and 12 incidents with four fatalities in 2012. Increasing traffic congestion and the planned increases in light rail routes illuminates the need for continued education to keep motorists safe around trains, including light rail and railroad tracks.

To reduce the number of rail-related motor vehicle crashes, this project will provide incentives at educational and community events to promote safe driver behaviors around trains and light rail, conducted by Operation Lifesaver instructors. Also, every high school driver education class has one hour set aside for an Operation Lifesaver instructor to provide education on the rules for driving through a railroad crossing. Modest incentives may be provided to course participants, emphasizing to always expect a train at every highway-rail intersection.

**2PE150207 UTAH SAFETY COUNCIL TRAFFIC SAFETY PROGRAM (KRISTY/TERI)**  
**FUNDING SOURCE 405(b)(\$17,500)/405(d)(\$17,500)**  
**PROJECT YEAR ONGOING**  
**PLANNED BUDGET \$35,000**

In Utah in 2012, a motor vehicle crash occurred every 10 minutes, a person was injured in a crash every 23 minutes, and a person was killed in a crash every 40 hours. The leading causes of death were found to be speed, failure to stay in the proper lane, unrestrained occupants, failure to yield, and distracted and impaired driving. Many of the crashes occur during the workday or during the commute to and from work and employers often bear the cost for those injuries through insurance costs and lost productivity. Motor vehicle crashes are the leading cause of death on the job. Crashes were highest between 2:00 and 6:59 pm, when many employees commute to and from work. In addition, Utah drivers aged 15-24 years represented 20% of all licensed drivers in Utah, yet were involved in nearly one-half (41%) of all motor vehicle crashes and 29% of all fatal crashes. This age group is 1.6 times more likely to be involved in a crash than other drivers. Lack of seat belt use and impaired driving are two of the largest traffic safety concerns with regards to this age group. Crash data shows that 56.9% of occupant fatalities in this age group were unrestrained and drivers aged 21 to 24 years had the highest rates of alcohol-impaired crashes.



Planned countermeasures consist of communications and outreach strategies for low-belt-use groups, employer programs, promoting responsible drinking including alternative transportation, as well as youth and school-based programs. In turn, this project will support the Utah Network of Employers for Traffic Safety (NETS) and Alive at 25 programs. The goal of the NETS program is to engage employers to improve the safety and health of employees and their families by preventing traffic crashes that occur both on and off the job. The program works to implement safety policies and provide workplace training and programs to 1,100 business members. In addition to the NETS program, the Utah Safety Council also oversees Alive at 25. The purpose of this program is to reduce the number of traffic fatalities and crashes amongst Utah drivers 15-24 years of age by focusing on the attitudes and behaviors that affect young drivers and prepare them to deal with dangerous driving habits and situations. This 4-hour course was developed by the National Safety Council for young people aged 15-24 to help them choose safe driving practices, be aware of driving hazards, understand how their decisions affect others, how to maintain control of the vehicle and the importance of personal responsibility behind the wheel. Funds will be used to help support training, educational materials, and a part-time program coordinator with time that is dedicated specifically to this continuing highway safety project.

<b>CP150208</b>	<b>PUBLIC INFORMATION AND EDUCATION (KRISTY)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$5,000</b>

The UHSO is a primary source for information regarding traffic safety issues. Partnering agencies and community groups frequently contact the office for assistance in educating the community at safety fairs, presentations, and other venues. The goal of the project is to increase awareness of traffic safety issues and provide targeted and relevant education, resources and tools to various partners who work to decrease death and injury on Utah’s roads. This project will promote and support national, state, and local traffic safety campaigns, programs and activities statewide by providing technical assistance, educational materials and supplies to requestors and key stakeholders in the traffic safety community. Funds will be used to purchase educational materials, develop new publications or resources, and procure enhancement items that will be used to educate the public and help improve traffic safety-related behaviors. This project will support program areas, such as drowsy driving, that lack dedicated funding.

<b>INFORMATIONAL</b>	<b>UHP PI&amp;E/ADOPT-A-HIGH SCHOOL PROGRAM (IRVINE)</b>
<b>FUNDING SOURCE</b>	<b>N/A</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>

There are 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State. The Utah Highway Patrol (UHP) is the lead law enforcement agency that patrols these stretches of roadway. Each year, the UHP handles nearly one-third of the traffic crashes in the State. Because of their involvement and dedication to traffic safety, distracted and aggressive driving, impaired driving, occupant protection and speed, bicycle and pedestrian safety, drowsy driving, and motorcycle safety are included in their areas of emphasis. In addition, the UHP focuses on young drivers because Utah teens represent only 9% of licensed drivers in the State, but were in 20% of all motor vehicle crashes.

Planned countermeasures include communications and outreach strategies for low-belt-use groups, promoting responsible drinking including alternative transportation, communication and outreach on distracted and drowsy driving, parental role in teaching and managing young drivers, as well as youth and school-based programs. In turn, the UHP’s Public Information and Education program will provide education to a variety of groups and organizations throughout the State, The program will engage motorists through workplaces, schools, and community events. They will utilize educational tools such as the Seat Belt Convincer and will focus on young drivers.

The Adopt-A-High-School program teams troopers up with high school administrations and student

governments in helping the students learn of the dangers they pose to themselves and others while driving. During the year, the UHP will adopt a minimum of 14 high schools. Troopers will participate at the schools on a monthly basis during school assemblies, sports activities, classes and other school functions to provide safety information and encourage students to wear seatbelts and practice safe driving habits. Funding will be used to provide resources for troopers who conduct activities within the schools. Funds will also be used to provide educational materials, promotional items, maintenance of equipment and highway safety program training to troopers.

<b>INFORMATIONAL</b>	<b>RURAL TRAFFIC SAFETY COORDINATOR (SMITH)</b>
<b>FUNDING SOURCE</b>	<b>N/A</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>

Utah consists of 29 counties spread over a large geographical area with the majority of the State's population (77%) living in the four adjoining counties that make up the urban Wasatch Front. Utah's 23 rural and frontier counties house only 15% of the state's population and contribute to 34.5% of all occupant fatalities and serious injuries. However, rural crashes are approximately three times more likely to be fatal than urban crashes and occupants are less likely to buckle up on rural roadways. The 2013 seat belt observational study found that 70.0% of rural motorists wear seat belts compared to 85.6% in urban counties. In addition, while urban areas had a higher rate of total speed-related crashes per VMT, rural areas had a higher rate for fatal speed crashes. In fact, speed-related crashes occurring in rural areas were 2.8 times more likely to result in a death than in urban areas.

Planned countermeasures include communications and outreach strategies for low-belt-use groups, communication and outreach on distracted and drowsy driving, for parental role in teaching and managing young drivers, as well as for youth and school-based programs.

The goal of the project is to assist traffic safety partners in rural counties with reducing the incidence of traffic-related death and injury by increasing the proper and consistent use of safety restraints, reducing aggressive driving related to speed, impairment and distraction. The coordinator will also promote general traffic safety to all motorists with special emphasis on young drivers, Native Americans, and older drivers. The project will fund a part-time Rural Traffic Safety Coordinator who will conduct a wide spectrum of national, state and local traffic safety campaigns and activities in rural communities. The staff member will act as a traffic safety liaison with local media, law enforcement agencies, and other traffic safety partners, and will assist the UHSO with training and targeted programs. The coordinator will also be a Child Passenger Safety (CPS) Technician Instructor, assist with CPS certification training and re-training, and be a resource to car seat inspection stations and CPS Technicians.

<b>INFORMATIONAL</b>	<b>ZERO FATALITIES PROGRAM (HULL)</b>
<b>FUNDING SOURCE</b>	<b>N/A</b>
<b>PROGRAM YEAR</b>	<b>ONGOING</b>

The Zero Fatalities program is a united effort from state agencies and public and private businesses that attacks the top five contributing factors to fatalities on Utah roads: drowsy driving; distracted driving; aggressive driving; impaired driving; and unrestrained occupants. These fatal crashes are preventable—not inevitable.

This extensive public education program is designed to convince adults, teens, children, community, business and political leaders of the need to change unsafe driving behaviors. When someone in the community is killed from a violent crime, the result is breaking news coverage, public outcries and a concerted effort to shun those who committed such a crime. However, when someone causes a fatal crash by falling asleep at the wheel, driving recklessly or unbuckled, the community just accepts it as just a "tragic accident." Why? The loss of just one life is unacceptable, and the program enlists everyone to be as vigilant at ridding communities of unsafe driving behavior, just as happens with violent criminals. The program's vision is: "We won't stop until

**S**  
SET PERFORMANCE MEASURES & TARGETS

**U**  
UNIFY RESOURCES

**C**  
CONCEIVE STRATEGY

**C**  
CONNECT COUNTERMEASURES

**E**  
ENHANCE EDUCATION & ENFORCEMENT

**S**  
SYNCHRONIZE PROJECTS WITH TARGETS

**S**  
SUSTAIN FOCUS THROUGH EVALUATION

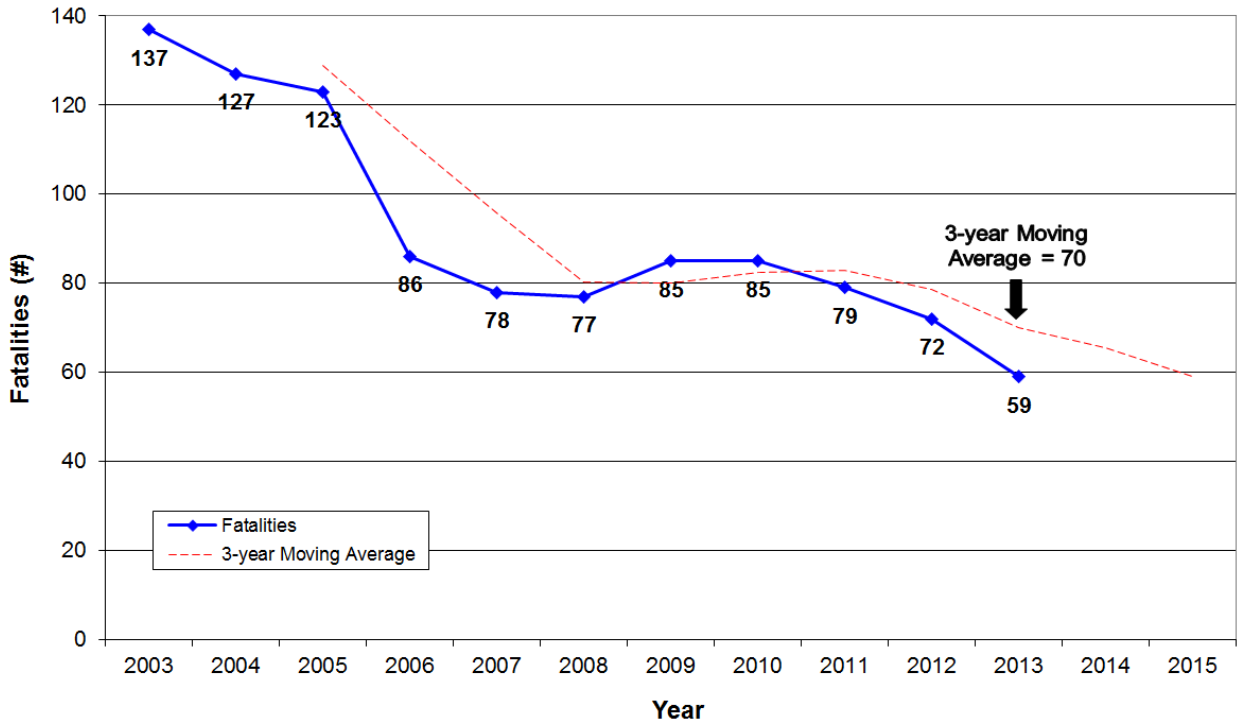
**zero Fatalities**  
A Goal We Can All Live With

# C-4: Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

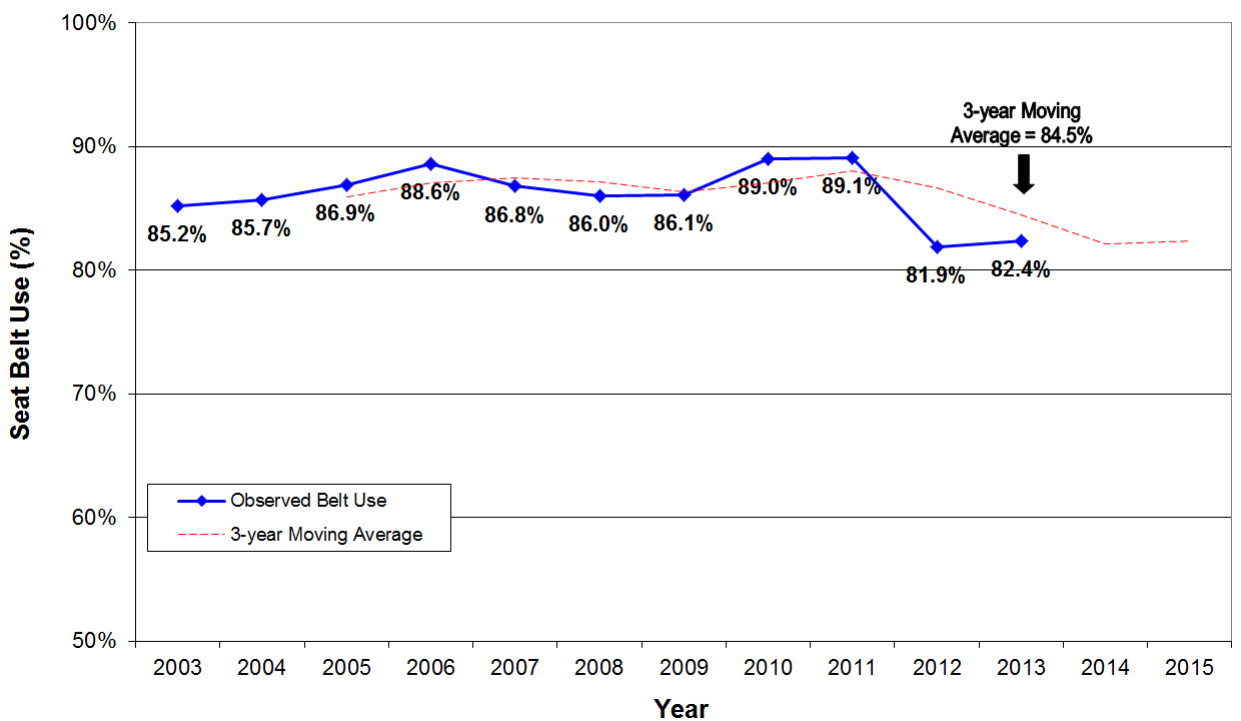
## PERFORMANCE MEASURES:

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

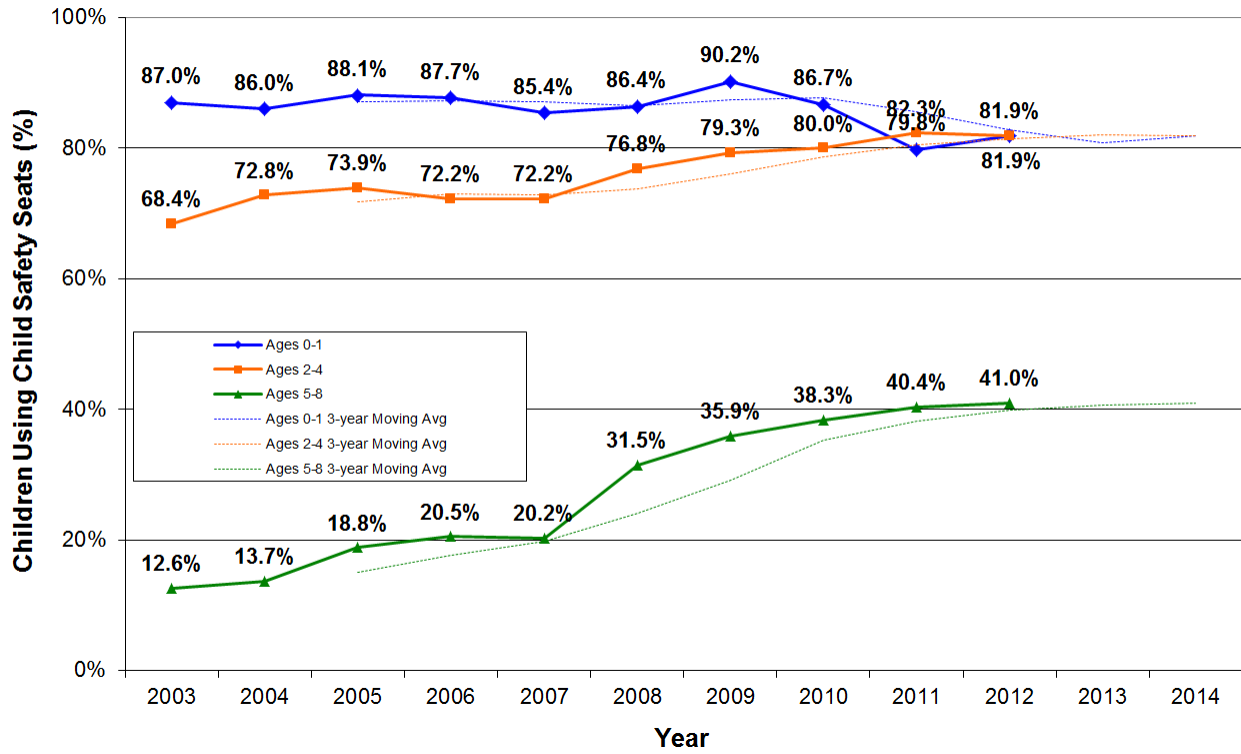
**C-4: Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions**



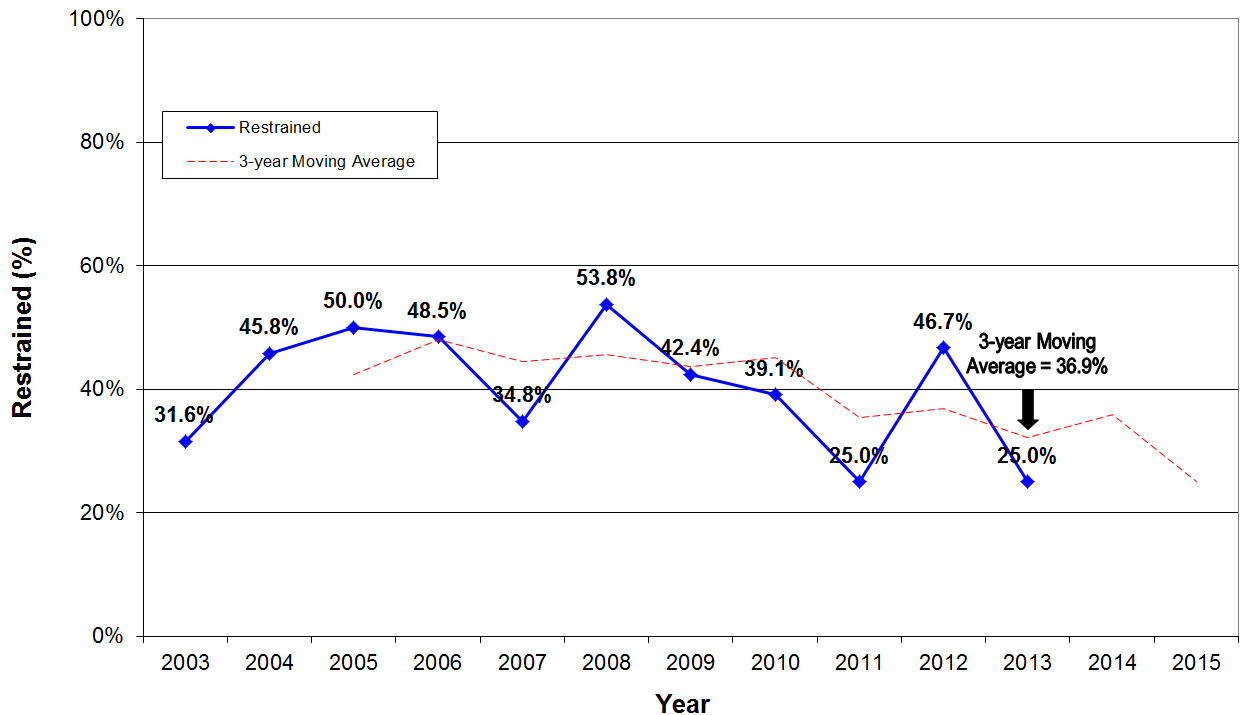
**B-1: Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles**



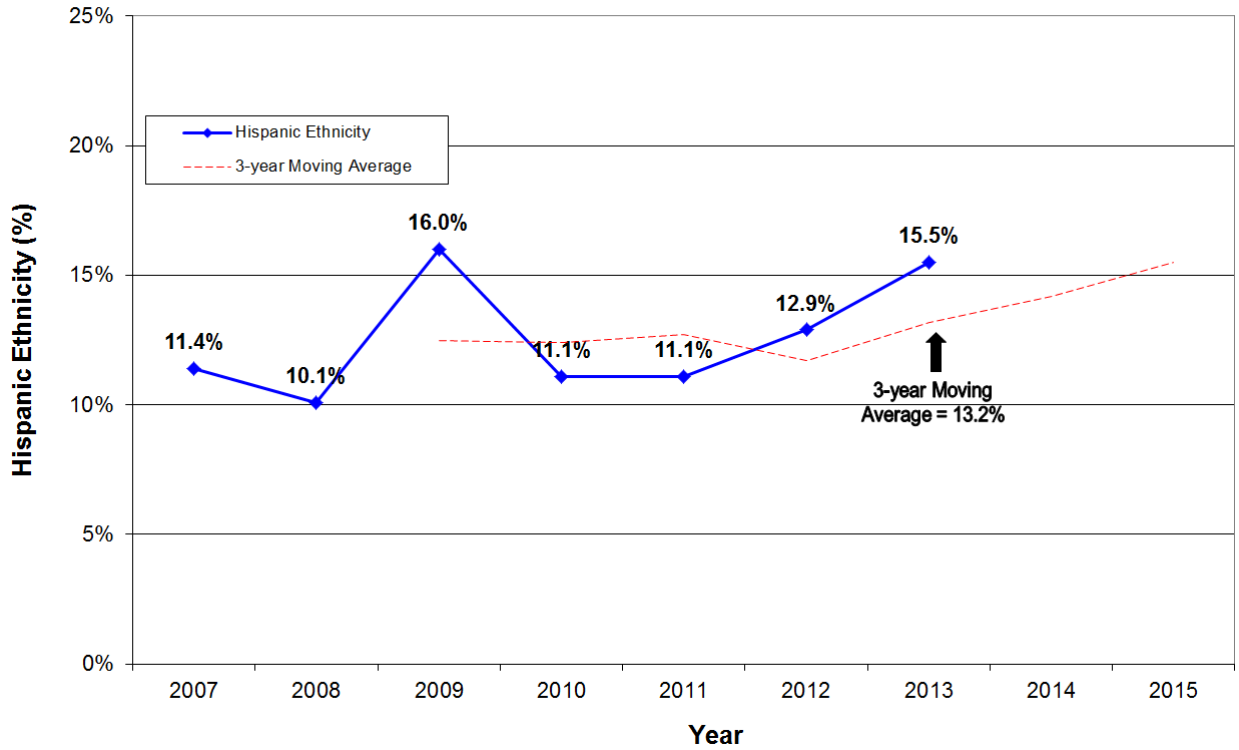
**U-9: Percent of Children in Utah Crashes in Child Safety Seats**



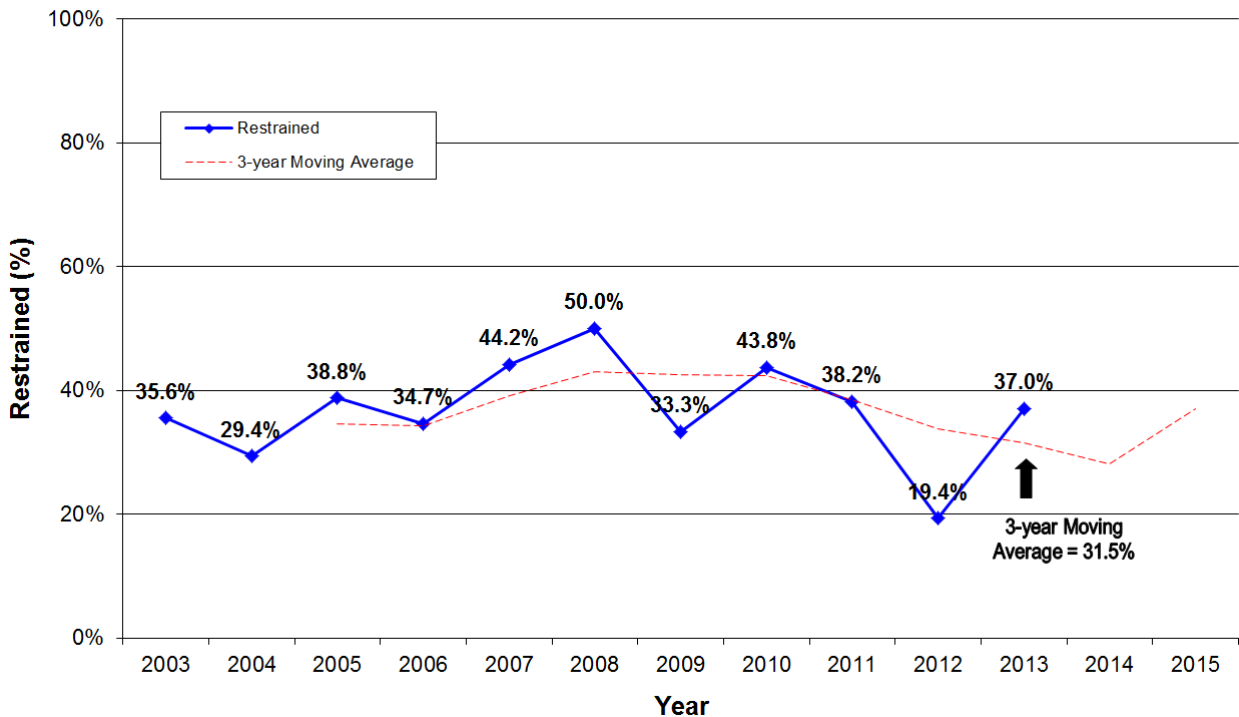
**U-10: Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Restrained**



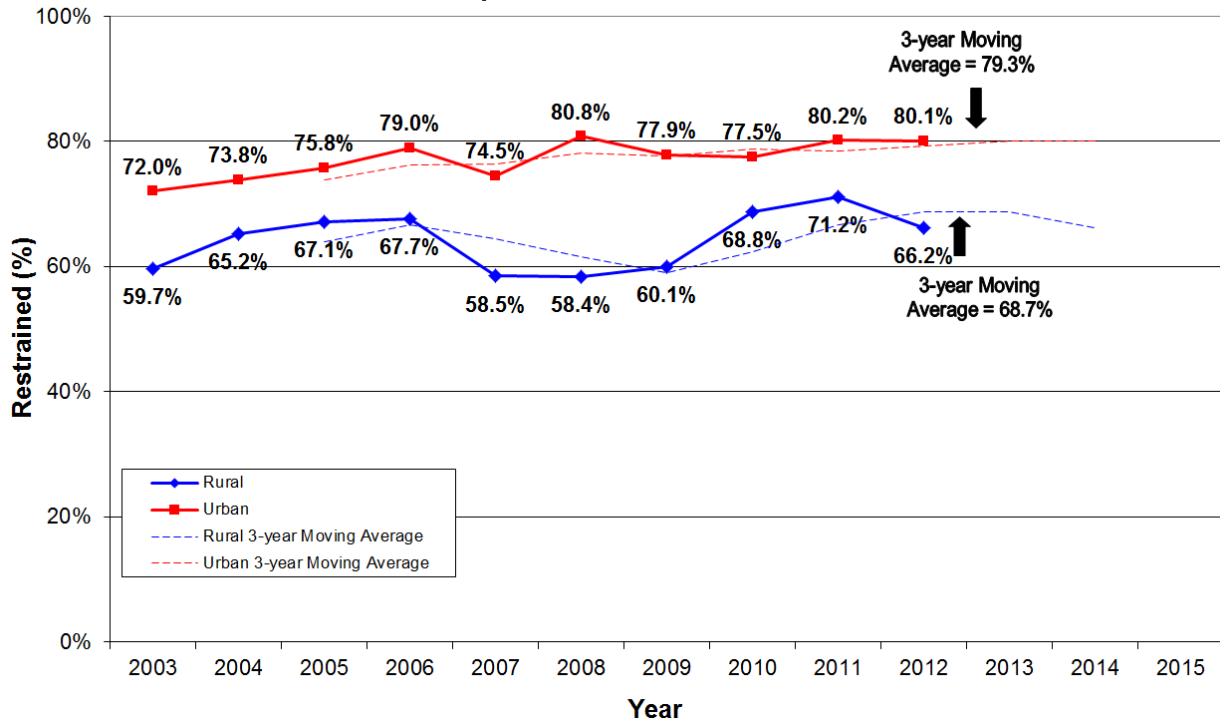
**U-5: Percent of Utah Deaths to People With Hispanic Ethnicity**



**U-27: Percent of Utah Motor Vehicle Crash Occupant Fatalities Occurring at Night (10 p.m.-5:59 a.m.) That Were Restrained**



### U-28: Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes, Rural vs. Urban



#### PROBLEM IDENTIFICATION:

According to the 2012 Utah Crash Summary, 97% of persons who survived a crash reported being restrained compared to less than half of the persons killed. To cement the importance of buckling up, unrestrained crash occupants were 45 times more likely to be killed than restrained crash occupants. Seat belts save lives and, unlike nearly all other traffic safety behaviors, the decision to buckle up is one made by every driver and passenger each time they ride in a motor vehicle. In order to dissect and fully understand the state's occupant protection issues, the Utah Highway Safety Office (UHSO) has chosen to use a five-year average, using data from 2008 to 2012, unless otherwise noted.

**What is/are the specific traffic safety problem(s)?** The number of Utah unrestrained passenger vehicle occupant fatalities has shown a decreasing trend over the last ten years. Performance Measure C-4 illustrates this trend, as well as the three-year moving average of 70 unrestrained fatalities per year. While the number of unrestrained occupant fatalities is decreasing, it still represents around one-third of the motor vehicle deaths in the state and is a top priority of the UHSO.

**Who is involved in the traffic safety problem?** Nearly two-thirds of the unrestrained occupant fatalities were male and 60.8% were ages 15-49 years. Three-fourths of the unrestrained occupant fatalities were drivers, with the remainder being primarily other front seat passengers.

Occupants in pickup trucks were the least likely to be restrained followed by SUVs. Of the occupant fatalities from 2008 through 2012, 66.0% were unrestrained. In addition, the 2012 statewide seat belt observational survey reports pickup truck drivers and front seat passengers as having the lowest usage rate (71.3%) of all vehicle types.

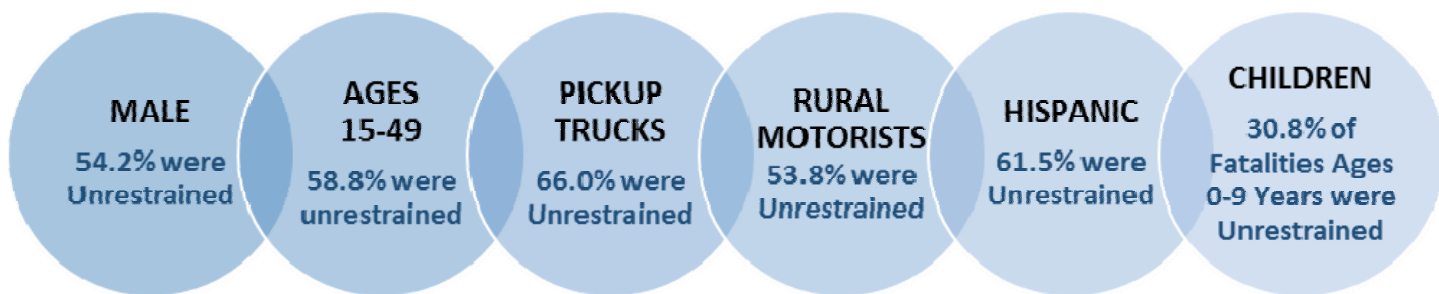
Of Utah's 29 counties, 23 are considered rural and contribute only 15% of the state's population. Yet, more

than half (53.2%) of the unbuckled fatalities occur in rural counties and 53.8% of all occupant deaths in rural areas were unrestrained. Furthermore, according to the 2013 seat belt observational study, 70.0% of rural motorists wear seat belts compared to 85.6% in urban counties.

Hispanics and Latinos are the largest ethnic minority group making up approximately 13.3% of the state's population. More Hispanic motorists are being killed in crashes than in the past. Performance Measure U-5 shows a slight upward trend related to the percentage of fatalities to people with Hispanic ethnicity. Over a five year period from 2008 to 2012, 150 Hispanics were killed on Utah's roadways. Of those killed, 86% were drivers and passengers of motor vehicles and 61.5% were unrestrained. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and 68% were male.

The number of child occupants ages 0-1 years who are restrained in crashes is showing a decreasing trend over the last ten years as illustrated in Performance Measure U-9. This is concerning that fewer of the state's youngest motorists are being properly restrained than in the past. In addition, of children ages 2-4 years who were seriously injured in crashes, 79.1% were restrained which is below the state average for all ages. As children grow, they are less likely to be properly restrained in a child safety seat or booster seat. Only 41.0% of children ages 5-8 years who were in crashes were in a safety restraint.

**When does the traffic safety problem most often occur?** Nearly two-thirds of the occupant fatalities occur during daytime hours of 8:00 a.m. and 7:59 p.m. However, when examining restraint use in fatal crashes by the time of day, restraint use is lowest during nighttime hours. Between the hours of 8:00 p.m. and 7:59 a.m., 65.5%

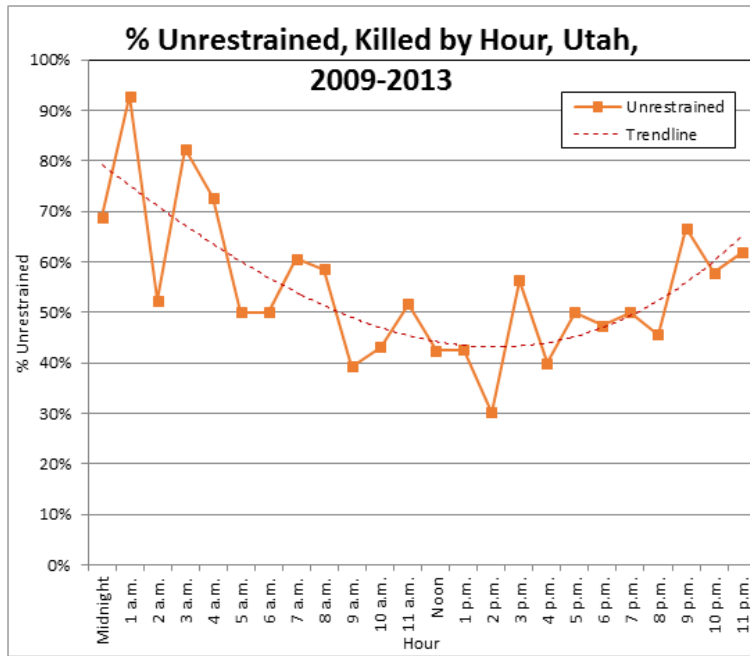


*The image above shows the percentage of unrestrained deaths for each target group 2008-2012.*

of fatal occupants were unrestrained compared to 54.2% during daytime hours. Restraint use is lowest between midnight and 3:59 a.m. with 28.2% of occupants killed being buckled up.

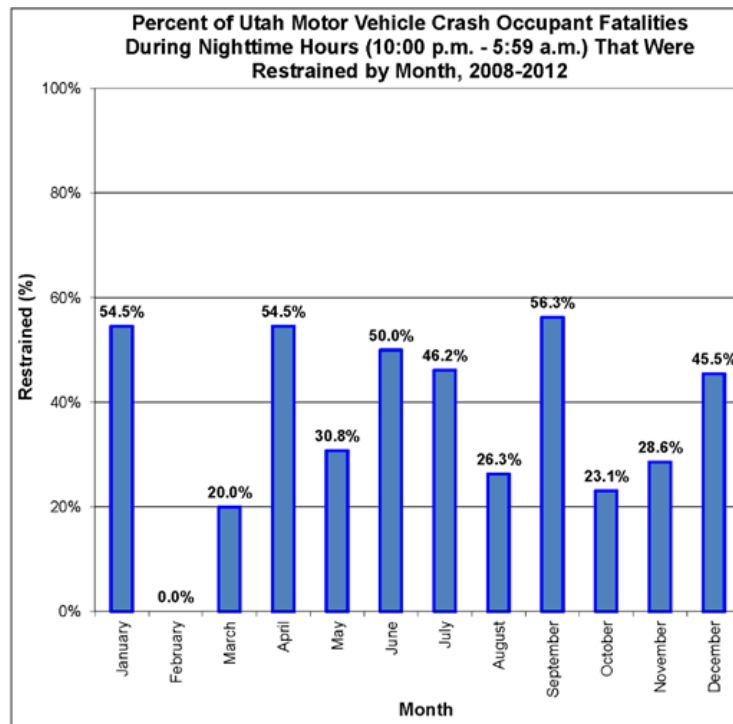
When comparing months of the year, Spring and Fall were found to have the lowest restraint use among fatal occupants. Only 42.9% of fatal occupants were buckled up during the months of February, March, April, May, October and November. Furthermore, 17% of the unrestrained occupant fatalities during the hours of 10:00 p.m. and 5:59 a.m. occurred in March. That month also had the lowest percentage of restraint use among occupant deaths during nighttime hours. The images on the next page support this identified problem.

**Where does this traffic safety problem take place?** Utah is composed of 29 counties with six being urban areas that house 85% of the state's population. These counties, which include Cache, Davis, Salt Lake, Utah, Washington and Weber, contribute to 65.5% of the occupant fatalities and serious injuries. In addition, nearly one-half of all unrestrained occupant fatalities occur in urban areas.



### Occupants Killed in Motor Vehicle Traffic Crashes, Utah, 2008-2012

Month	2008			2009			2010			2011			2012			Total		
	Unres #	Restrained #	%	Unres #	Restrained #	%	Unres #	Restrained #	%	Unres #	Restrained #	%	Unres #	Restrained #	%	Unrestrained #	Restrained #	%
January	3	6	66.7%	5	7	58.3%	2	3	60.0%	5	8	61.5%	4	3	42.9%	19	27	58.7%
February	7	2	22.2%	6	7	53.8%	3	5	62.5%	3	3	50.0%	6	4	40.0%	25	21	45.7%
March	3	5	62.5%	16	6	27.3%	8	6	42.9%	10	8	44.4%	8	5	38.5%	45	30	40.0%
April	2	5	71.4%	11	8	42.1%	14	3	17.6%	8	4	33.3%	5	3	37.5%	40	23	36.5%
May	5	10	66.7%	9	2	18.2%	7	6	46.2%	5	4	44.4%	10	6	37.5%	36	28	43.8%
June	5	17	77.3%	4	8	66.7%	14	4	22.2%	4	8	66.7%	4	5	55.6%	31	42	57.5%
July	8	11	57.9%	9	12	57.1%	6	10	62.5%	6	5	45.5%	9	9	50.0%	38	47	55.3%
August	7	11	61.1%	9	8	47.1%	6	9	60.0%	11	6	35.3%	4	6	60.0%	37	40	51.9%
September	12	7	36.8%	6	7	53.8%	5	12	70.6%	10	10	50.0%	6	3	33.3%	39	39	50.0%
October	10	8	44.4%	8	5	38.5%	12	9	42.9%	6	9	60.0%	6	3	33.3%	42	34	44.7%
November	11	7	38.9%	5	5	50.0%	3	10	76.9%	6	5	45.5%	11	5	31.3%	36	32	47.1%
December	5	9	64.3%	3	7	70.0%	7	12	63.2%	8	7	46.7%	6	3	33.3%	29	38	56.7%
<b>Total</b>	<b>78</b>	<b>98</b>	<b>55.7%</b>	<b>91</b>	<b>82</b>	<b>47.4%</b>	<b>87</b>	<b>89</b>	<b>50.6%</b>	<b>82</b>	<b>77</b>	<b>48.4%</b>	<b>79</b>	<b>55</b>	<b>41.0%</b>	<b>417</b>	<b>401</b>	<b>49.0%</b>





Urban counties also contribute to more than 90% of the nighttime occupant fatalities. Cities with the highest number of unrestrained fatalities include Salt Lake City and West Valley City, which are located in Salt Lake County, and Ogden in Weber County. The table shown lists cities that have reported nighttime occupant fatalities.

When examining diverse populations, approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah. In addition, 56% of the traffic fatalities involving this population occur in these areas.

Utah's 23 rural and frontier counties house only 15% of the state's population and contribute to 34.5% of all occupant fatalities and serious injuries. However, rural crashes are approximately three times more likely to be fatal than urban crashes and occupants are less likely to buckle up on rural roadways. The 2013 seat belt observational study found that 70.0% of rural motorists wear seat belts compared to 85.6% in urban counties.

When determining funding priorities, counties with sparse populations below 7,500 residents and counties that are not included in the NHTSA-approved annual seat belt observational survey were not considered a priority. The 10 low-priority counties include, Beaver, Daggett, Duchesne, Emery, Garfield, Juab, Kane, Piute, Rich, and Wayne. These counties contribute to only 13% of the total number of occupant fatalities.

When examining the remaining 13 rural counties, nine were identified as having a high percentage of unrestrained occupant fatalities that was above the state average of 51.0%. These counties include Box Elder, Carbon, Grand, Millard, San Juan, Sanpete, Summit, Tooele, and Uintah. The table below ranks these nine counties by the percentage of occupant fatalities that were unrestrained and demonstrates that Box Elder, San Juan, Sanpete, and Tooele have the lowest percentage of restraint use among occupant deaths.

<b>RANKING</b>		
<b>% Unrestrained Occupant Fatalities</b>		
	<b>% Unrestrained Occupant Fatalities</b>	<b>Ranking</b>
Box Elder	56.8	4
Carbon	53.8	8
Grand	52.6	9
Millard	55.6	5
San Juan	60.9	2
Sanpete	60.0	3
Summit	54.8	6
Tooele	63.6	1
Uintah	53.3	7

<b>Nighttime (10:00 p.m. to 5:59 a.m.) Occupant Fatalities by Restraint Use and City, Utah, 2008-2012</b>				
<b>City</b>	<b>Restrained</b>			
	<b>Unknown</b>	<b>No</b>	<b>Yes</b>	<b>% Restrained</b>
West Valley City		7	2	22.2%
Salt Lake City		6	10	62.5%
Ogden		4	3	42.9%
Murray		2	1	33.3%
Layton		2		0.0%
Midvale		2		0.0%
South Jordan	1	2		0.0%
Taylorville		2		0.0%
Woods Cross		2		0.0%
Sandy	2	1	1	50.0%
Santaquin		1	1	50.0%
South Salt Lake		1	2	66.7%
Centerfield		1		0.0%
Cottonwood Heights	1	1		0.0%
Delta		1		0.0%
Duchesne		1		0.0%
Escalante		1		0.0%
Farr West		1		0.0%
Grantsville		1		0.0%
Henefer		1		0.0%
Kearns		1		0.0%
Liberty		1		0.0%
Moab		1		0.0%
Montezuma Creek		1		0.0%
Payson		1		0.0%
Pleasant Grove		1		0.0%
Plymouth		1		0.0%
Provo		1		0.0%
Roy		1		0.0%
St George		1		0.0%
Wellington		1		0.0%
Ballard			1	100.0%
Cedar City			1	100.0%
Draper			1	100.0%
Farmington			1	100.0%
Fillmore			1	100.0%
Logan			1	100.0%
Morgan			1	100.0%
Neola			1	100.0%
Orem			1	100.0%
Riverton			1	100.0%
Snowville			1	100.0%
Vernal	1		1	100.0%
Washington			2	100.0%
West Jordan			2	100.0%
Holladay	1			#DIV/0!
Lehi	1			#DIV/0!
North Ogden	1			#DIV/0!
Pleasant View	1			#DIV/0!
Not in City Limits	3	64	32	33.3%
<b>Total</b>	<b>12</b>	<b>115</b>	<b>68</b>	<b>37.2%</b>

**Why does this traffic safety problem happen?** Wearing a seat belt is one of the best ways to decrease injuries and deaths in motor vehicle crashes. Unfortunately, 51.0% of the occupant fatalities were unrestrained and the observed seat belt usage rate of 82.4% is well below the national rate of 87.0%. This equates to about 500,000 drivers and passengers on Utah's roads who continue to ride unbuckled.

**UTAH'S PERFORMANCE TARGETS:**

Utah's performance target for **C-4 is 49 in 2015.**

Utah's performance target for **U-5 is 13.0% in 2015.**

Utah's performance target for **U-9 is 82% for age 0-1, 87% for ages 2-4, and 54% for ages 5-8, in 2015.**

Utah's performance target for **U-10 is 28% in 2015.**

Utah's performance target for **U-27 is 35.0% in 2015.**

Utah's performance target for **U-28 is 81.0% for urban counties and 70.0% for rural counties in 2015.**

**TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

**C-4:** Using a linear trendline for the number of unrestrained occupant fatalities in Utah for the years 2004-2013 produces the predicting equation of:  $y = -0.1576x + 2.9738$ . Putting the year 2015 into this formula produces a value of 48.69. Utah's performance target for 2015 was set at 49.

**U-5:** Using a linear trendline over the previous seven years (2007-2013) of data produces the predicting equation of:  $y = 0.0046x + 0.1073$ . Putting the year 2015 into this formula produces a value of 0.1487. Assuming Utah can reverse the upward trend and decrease the percent of Utah deaths to people with Hispanic ethnicity to be closer to the 3-year moving average of 13.2%, Utah's performance target for 2015 was set at 13.0%.

**U-9:** Using a linear trendline for the percent of children ages 0-1 year in traffic crashes using child safety seats over the previous 10 years (2003-2012) of data produces the predicting equation of:  $y = -0.0053x + 0.8885$ . Putting the year 2015 into this formula produces a value of 0.8196. Therefore Utah's performance target for 2015 was set at 82%.

Using a linear trendline for the percent of children ages 2-4 years in traffic crashes using child safety seats over the previous 10 years (2003-2012) of data produces the predicting equation of:  $y = 0.0148x + 0.6783$ . Putting the year 2015 into this formula produces a value of 0.8707. Therefore Utah's performance target for 2015 was set at 87%.

Using a linear trendline for the percent of children ages 5-8 years in traffic crashes using child safety seats over the previous 10 years (2003-2012) of data produces the predicting equation of:  $y = 0.0362x + 0.0737$ . Putting the year 2015 into this formula produces a value of 0.5443. Therefore Utah's performance target for 2015 was set at 54%.

**U-10:** Using a linear trendline for the percent of motor vehicle crash occupant fatalities ages 10-19 years that were restrained over the previous 10 years (2004-2013) of data produces the predicting equation of:  $y = -0.0198x + 0.5199$ . Putting the year 2015 into this formula produces a value of 0.2823. Therefore Utah's performance target for 2015 was set at 28%.

**U-27:** Using a linear trendline for the percent of Utah motor vehicle crash occupant fatalities occurring at night that were restrained over the previous 11 years (2003-2013) of data produces the predicting equation of:  $y = -0.0025x + 0.3825$ . Putting the year 2015 into this formula produces a value of 35%. Therefore Utah's performance target for 2015 was set at 35%.

**U-28:** Using a linear trendline for urban areas over the previous 10 years (2003-2012) of data produces the predicting equation of:  $y = 0.0078x + 0.7286$ . Putting the year 2015 into this formula produces a value of 83%. Therefore Utah's performance target for 2015 was set at 83%.

Using a linear trendline for rural areas over the previous 10 years (2003-2012) of data produces the predicting

equation of:  $y=0.0052x + 0.6143$ . Putting the year 2015 into this formula produces a value of 68.2%. Assuming Utah can increase this trend at a greater percent as evidenced in 2010 and 2011, Utah's performance target for 2015 was set at 70%.

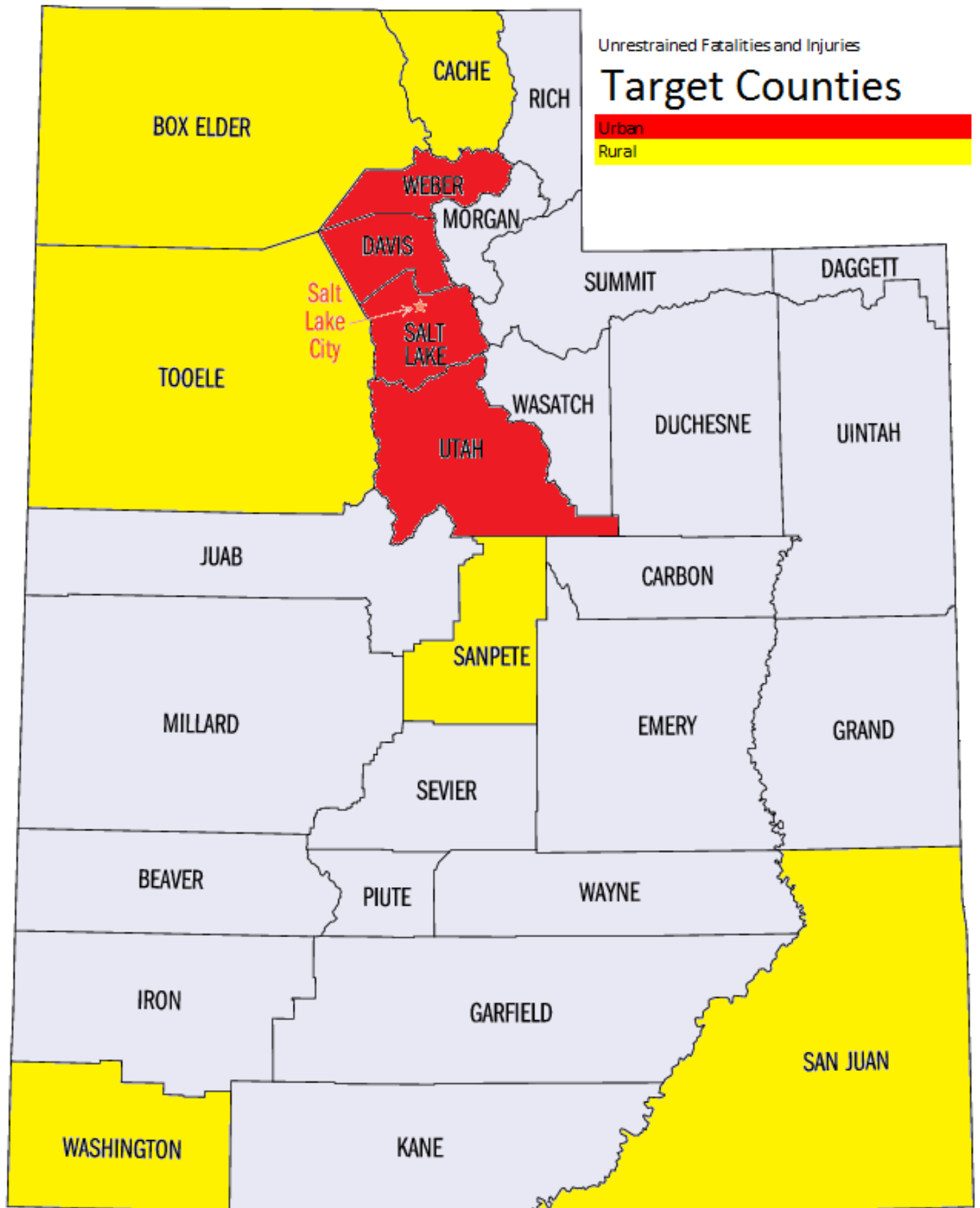
**ENVIRONMENTAL FACTORS REGARDING OCCUPANT RESTRAINT USE:**

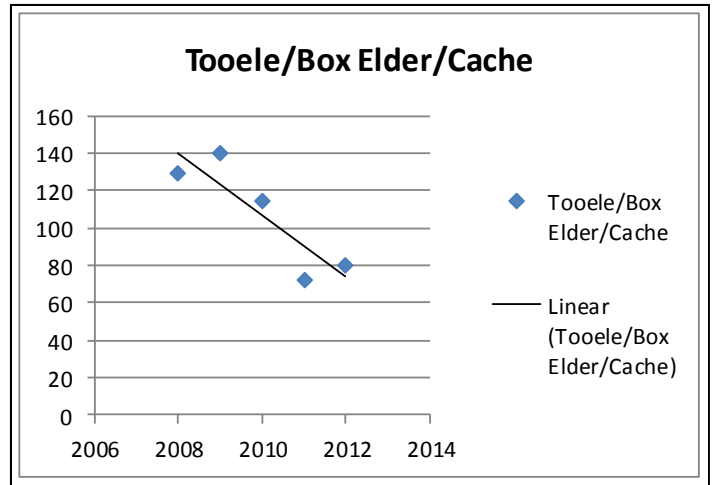
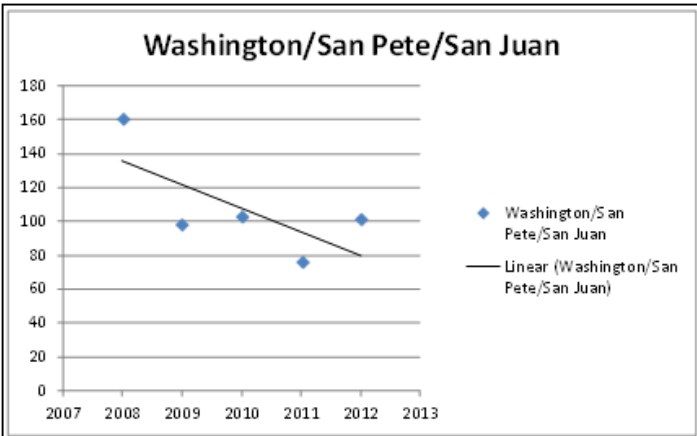
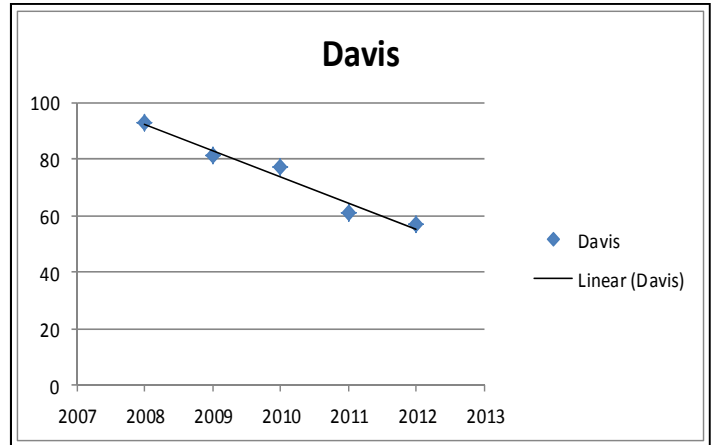
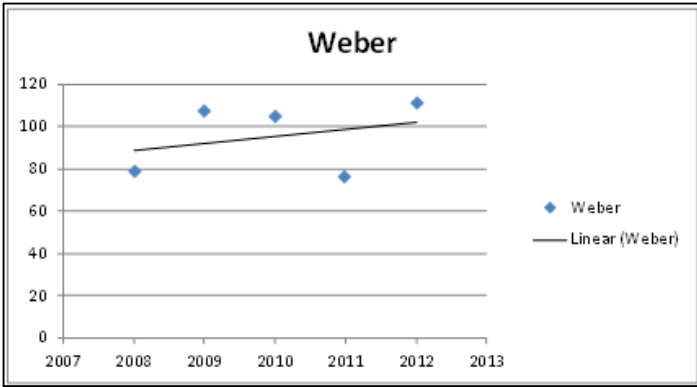
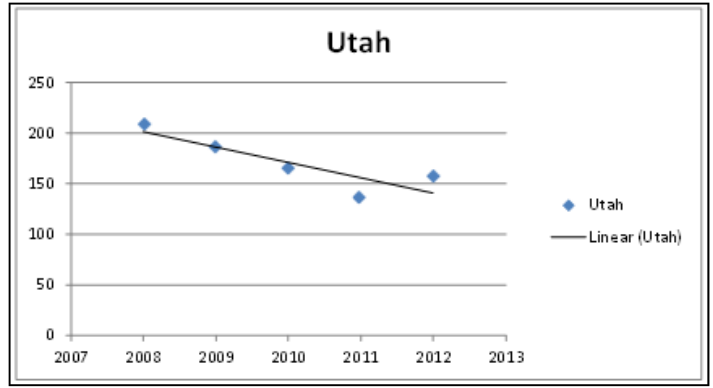
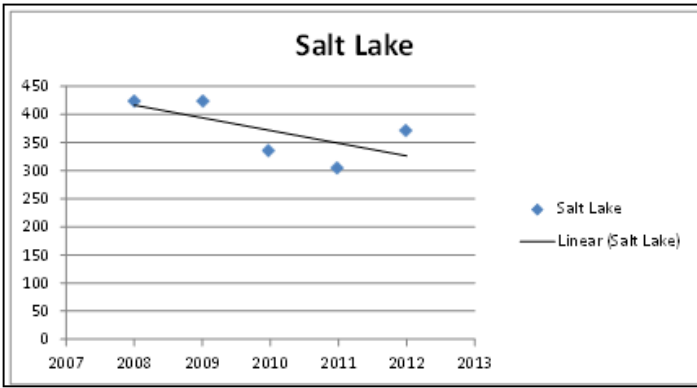
- Utah's seat belt use rate, determined by the annual observational survey, dropped when the new methodology was implemented.
- While Utah is considered a very urbanized state due to the concentration of 80% of the population along the 100 mile long Wasatch Front, the 20% who live in rural and frontier areas have an effect on the seat belt use rate.
- The culture in rural communities is one of independence from government and associated programs and campaigns.
- A large gap exists in Utah's rural communities among attitudes regarding enforcement of the state's seat belt use law.
- It is common practice within the judicial system that seat belt citations be dismissed in exchange for a guilty plea for a more serious violation.
- The state has large families, a large percentage of young children, and a "carpooling" culture.
- Approximately 47% of Utahns identify themselves as conservative, which reflects the common belief that individuals should have the freedom of choice to buckle up.
- Enforcement of seat belt use is soft among many officers and is not seen as a priority.
- Car seats are becoming more high tech and expensive during a time when car seat inspection stations have fewer seats available at a low-cost.
- Nighttime enforcement of seat belt laws is difficult for police agencies.
- Primary seat belt bill failed to pass the 2014 Legislature.

**OPPORTUNITY TARGET ZONES:**

The target counties identified in the map are the primary areas where the UHSO plans to focus occupant protection efforts. However, the UHSO will also consider secondary opportunities in other counties statewide. Education regarding child safety seats, booster seats, and seat belts for older children will take place in every county through partnerships with the 12 local health departments.

OPPORTUNITY TARGET ZONES:





# Countermeasures and Projects:

## PLANNED COUNTERMEASURES:

- Short-Term, High-Visibility Belt Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- Combined Enforcement, Nighttime (Countermeasures That Work, NHTSA, 2013)
- Sustained Enforcement (Countermeasures That Work, NHTSA, 2013)
- Communications and Outreach Supporting Enforcement (Countermeasures That Work, NHTSA, 2013)
- Communications and Outreach Strategies for Low-Belt-Use Groups (Countermeasures That Work, NHTSA, 2013)
- Child Restraint/Booster Seat Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- Short-Term, High-Visibility Child Restraint/Booster Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- Communications and Outreach Strategies for Older Children (Countermeasures That Work, NHTSA, 2013)
- Communications and Outreach Strategies for Booster Seat Use (Countermeasures That Work, NHTSA, 2013)
- School Programs (Countermeasures That Work, NHTSA, 2013)
- Child Restraint Distribution Programs (Countermeasures That Work, NHTSA, 2013)
- Inspection Stations (Countermeasures That Work, NHTSA, 2013)

<b>2HVE150401</b>	<b>CLICK IT OR TICKET STEP SUPPORT (KRISTY)</b>
<b>FUNDING SOURCE</b>	<b>405(b)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$170,000</b>

Motor vehicle crashes are a leading cause of death for people in Utah and across the United States. Seat belts reduce the risk of injury and death by about 70% when used correctly, according to the NHTSA. In fact, in 2012, unbuckled motorists were 45 times more likely to die than buckled motorists involved in crashes on Utah's roadways. Still, only 82.4% of Utahns use seat belts. High-visibility enforcement has proven to be an effective countermeasure in changing behavior and increasing seat belt usage among non-users. The goal of this project is to continue melding enforcement and media into the high-visibility enforcement model, and conduct sustained enforcement in support of year-round campaigns that aim to increase the number of motorists who buckle up.

Planned countermeasures include short-term, high-visibility seat belt law enforcement campaigns, combined enforcement initiatives, nighttime enforcement activities, and sustained enforcement efforts. In turn, the project will fund five seat belt enforcement mobilizations that focus on identified high risk populations. Two high-visibility enforcement mobilizations will be held in conjunction with the National Click It or Ticket Campaign occurring in November 2014 and May 2015 and will focus on young males and pickup truck motorists. One high-visibility enforcement campaign is scheduled for March 2015 and will focus on nighttime motorists in communities with high unbuckled fatality rates during nighttime hours. One mobilization will target male hard-core non-users and will be held in conjunction with the "Buckle Up For The Ones You Love" campaign in February 2015. To target rural motorists, one enforcement mobilization will be scheduled during the year in Box Elder, Sanpete, and San Juan counties.

Enforcement efforts will target seat belt and child safety seat non-use by using other traffic violations such as impaired driving, speeding, and aggressive driving, as probable cause. In addition, joint enforcement will be supported with seat belt use being enforced as a secondary emphasis during all impaired driving overtime enforcement efforts sponsored by the UHSO. To encourage sustained enforcement, the UHSO's law enforcement liaisons will work with the State's law enforcement agencies to establish guidelines and incentive programs designed to encourage consistent enforcement of the State's seatbelt use law on a regular basis.

<b>OP150402</b>	<b>OCCUPANT PROTECTION MEDIA, MATERIALS &amp; SUPPORT (KRISTY)</b>
<b>FUNDING SOURCE</b>	<b>402 (\$170,000)/405(b)(\$145,000)</b>
<b>PROGRAM YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$315,000</b>

Wearing a seat belt is one of the best ways to decrease injuries and deaths in motor vehicle crashes. In addition, unlike many other traffic behaviors, the decision to use a seat belt is made by nearly every motorist each time they ride in a motor vehicle. Occupant protection affects every age group, geographical area, race, ethnicity, gender, and income level. Yet, only 85.6% of urban motorists, 70.0% of rural motorists, and 71.3% of pickup truck occupants buckle up on Utah's roadways. Furthermore, according to crash data, nearly two-thirds of the unrestrained occupant fatalities were male and 60.8% were ages 15-49 years. Two-thirds of Hispanic occupants and one-third of children ages 0-9 who died in crashes are unrestrained. Furthermore, restraint use is lowest between midnight and 3:59 a.m. with only 28.2% of occupants killed being buckled up.

This project will work to increase the seat belt use rate in Utah and decrease traffic-related death and injury by supporting a comprehensive media and public information plan. Planned countermeasure include communications and outreach that supports enforcement, strategies for low-belt-use groups, and strategies for older children and booster seat use. In turn, funds will be used to conduct two high-visibility Click It or Ticket enforcement campaigns, at least three additional enforcement-based educational efforts, and three campaigns that target high risk groups. In addition, this project will promote and support national, state, and local traffic safety campaigns, programs and activities statewide by providing educational materials to requestors and key stakeholders in the traffic safety community. Campaigns, educational materials, and media efforts will focus on identified high risk populations and areas such as counties with low seat belt use rates, cities with high night-time unrestrained fatality rates, pickup truck drivers and passengers, male hard-core non-users, diverse groups, and children riding in booster seats. In addition, the project will support the Rural Seat Belt Program's communications plan which will be piloted in Box Elder, Sanpete, and San Juan counties.

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

<b>2CPS150403</b>	<b>STATEWIDE CHILD PASSENGER SAFETY PROGRAM (KRISTY)</b>
<b>FUNDING SOURCE</b>	<b>405(b)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$180,000</b>

Utah has the highest birth rate of the United States and adds more than 50,000 infant passengers to its population each year. While the 10 year trend shows an increase in child safety seat use in crashes for ages 0-8 years, a need exists for educational programs aimed at increasing the proper and consistent use of child restraint devices. Sadly, the number of child occupants ages 0-1 years who are restrained in crashes is showing a decreasing trend over the last 10 years. This is concerning that fewer of the state's youngest motorists are being properly restrained than in the past. Furthermore, of children ages 2-4 years who were seriously injured in crashes, 79.1% were restrained which is below the state average for all ages (*2008-2012 Crash Data*). As children grow, they are less likely to be properly restrained in a child safety seat or booster seat. Only 41.0% of children ages 5-8 years who were in crashes were in a safety restraint. In addition, the rate of misuse of these life-saving devices is shown to be approximately 84%. More work must be done to ensure our youngest passengers are properly protected.

The goal of this project is to increase the proper and consistent use of car safety seats and booster seats. The project will support all aspects of the State's child passenger safety program including: communications and outreach strategies for older children and booster seat use; school-based programs; child restraint distribution programs; inspection stations and clinics; CPS technician training, re-training, retention and recruitment; efforts to reach under-served populations such as diverse groups; low-income families; and children with special health care needs. Funding will be used to: contract with a part-time occupant protection program training coordinator; provide fixed-price deliverable mini-grants to local health departments and other

partners who oversee local inspection stations and clinics; fund training and re-training opportunities for CPS Technicians; support a technician retention and incentive program; provide car safety seats and supplies to the State's inspection stations; develop and implement campaigns aimed at increasing proper and consistent use of child safety seats, booster seats, and seat belts for all children; support the Click It Club Elementary School-based seat belt program; and purchase and/or develop educational materials and resources. At some of the fitting stations, program income will be acquired through the sale of low cost car safety seats. All income will be monitored and used to continue approved activities directly related to the program.

The project will be supported with 405(b) funds. All activities and expenses will be eligible uses for Section 405 (b) funds. No more than 5% of the funds received in the fiscal year will be used for the purchase and distribution of child restraints to low-income families.

**OP150404**                    **RURAL SEAT BELT PROGRAM (KRISTY)**  
**FUNDING SOURCE**        **402 (\$128,000)/405(b)(\$32,000)**  
**PROJECT YEAR**            **THIRD**  
**PLANNED BUDGET**        **\$160,000**

Of the State's 29 counties, 23 are considered rural demographically. According to 2012 crash data, while urban areas had a higher rate of total crashes per vehicle mile traveled, rural areas had a higher rate of fatal crashes per vehicle mile traveled. In addition, crashes occurring in rural areas were 3.1 times more likely to result in a death than crashes in urban areas. Furthermore, rural motorists are less likely to use seat belts than their urban counterparts. Occupants in rural crashes were 1.8 times more likely to be unrestrained than those in urban crashes and, according to the 2013 Utah Seat Belt Observational Study, only 70% of rural motorists buckle up compared to 85.6 % of urban motorists.

In an effort to increase seat belt use in Utah's rural communities, a pilot project is being conducted to determine the most effective combination of countermeasures to use. The pilot project is in its third year and focuses on three counties including Box Elder, Sanpete and San Juan. These counties were selected because of their demographics, location and high percentage of unrestrained occupant fatalities. Following the fourth year of the pilot project, the program will be offered to the State's other rural counties for implementation.

Funds will be used to support the following countermeasures designed to increase seat belt use in the three pilot counties: (1) communications and outreach strategies for low-belt-use groups; (2) communications and outreach supporting enforcement; (3) sustained enforcement; (4) school programs. This multi-year project includes all elements of program planning, implementation, and evaluation, using the Positive Community Norming model for communications and messaging. Funds will be used to support the third year of the project which will be used to implement the communications plan, develop community and law enforcement action kits, conduct a school-based survey with students, engage local law enforcement, and conduct appropriate educational outreach efforts in the three pilot counties. Funding will also support a contract with Montana State Universities Most of Us program, fixed-price deliverable mini-grants with the three pilot counties, the communications and media plan, and the development and production of outreach materials.

The project will be supported primarily with 402 funding. Some 405(b) funds will be used to support the development, implementation, and evaluation of specific school-based and enforcement action items that are eligible uses for Section 405(b) funds.

**OP150405**                    **WEBER/MORGAN HISPANIC OCCUPANT PROTECTION (KRISTY)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **FIRST**  
**PLANNED BUDGET**        **\$25,000**

Utah is a fairly homogenous population with 79.9% being Caucasian. Hispanics and Latinos are the largest ethnic minority group making up approximately 13.3% of the state's population. Approximately 78% of the state's Hispanic population lives in three urban counties, including Salt Lake, Weber and Utah. In addition, 56%



of the traffic fatalities involving this population occur in these areas. These counties were selected to participate in a four-year effort to increase seat belt use among the Hispanic population.

Traffic crashes are one of the leading causes of death among Hispanics in the United States and in Utah. Over a five-year period from 2008 to 2012, 150 Hispanics were killed on Utah's roadways and 11% of those fatalities occurred in Weber County. In addition, of those killed, 86% were drivers and passengers of motor vehicles and only 38.5% were restrained. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and 68% were male.

This project will fund communications and outreach strategies for low-belt-use groups, school programs, as well as child restraint distribution and education programs. The strategies and programs will target Hispanic motorists in Weber County. Funding will be used to develop a program designed to increase seat belt and child safety seat use among this population using interventions with sound injury prevention and control principles. This multifaceted project will include media, community-based and school-based education, and outreach campaigns using new and existing community partners.

<b>OP150406</b>	<b>SALT LAKE COUNTY HISPANIC OCCUPANT PROTECTION (KRISTY)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>PROJECT YEAR</b>	<b>FIRST</b>
<b>PLANNED BUDGET</b>	<b>\$25,000</b>

Utah is a fairly homogenous population with 79.9% being Caucasian. Hispanics and Latinos are the largest ethnic minority group making up approximately 13.3% of the state's population. Approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah Counties. In addition, 56% of the traffic fatalities involving this population occur in these areas. These counties were selected to participate in a four-year effort to increase seat belt use among the Hispanic population.

Traffic crashes are one of the leading causes of death among Hispanics in the United States and in Utah. Over a five-year period from 2008 to 2012, 150 Hispanics were killed on Utah's roadways and one-third of those fatalities occurred in Salt Lake County. In addition, of those killed, 86% were drivers and passengers of motor vehicles and only 38.5% were restrained. Similar to state and national trends, young males continue to be at a higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and 68% were male.

This project will fund communications and outreach strategies for low-belt-use groups, school programs, as well as child restraint distribution and education programs. The strategies and programs will target Hispanic motorists in Salt Lake County. Funding will be used to develop a program designed to increase seat belt and child safety seat use among this population using interventions with sound injury prevention and control principles. This multi-faceted project will include media, community-based and school-based education, and outreach campaigns using new and existing community partners.

<b>OP150407</b>	<b>UTAH COUNTY HISPANIC OCCUPANT PROTECTION (KRISTY)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>PROJECT YEAR</b>	<b>FIRST</b>
<b>PLANNED BUDGET</b>	<b>\$25,000</b>

Utah is a fairly homogenous population with 79.9% being Caucasian. Hispanics and Latinos are the largest ethnic minority group making up approximately 13.3% of the state's population. Approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah Counties. In addition, 56% of the traffic fatalities involving this population occur in these areas. These counties were selected to participate in a four-year effort to increase seat belt use among the Hispanic population.

Traffic crashes are one of the leading causes of death among Hispanics in the United States and in Utah. Over

a five-year period from 2008 to 2012, 150 Hispanics were killed on Utah's roadways and 12% of those fatalities occurred in Utah County. In addition, of those killed, 86 % were drivers and passengers of motor vehicles and only 38.5% were restrained. Similar to state and national trends, young males continue to be at a higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and 68% were male.

This project will fund communications and outreach strategies for low-belt-use groups, school programs, as well as child restraint distribution and education programs. The strategies and programs will target Hispanic motorists in Utah County. Funding will be used to develop a program designed to increase seat belt and child safety seat use among this population using interventions with sound injury prevention and control principles. This multi-faceted program will include media, community-based and school-based education, and outreach campaigns using new and existing community partners.

<b>2PE150408</b>	<b>OCCUPANT PROTECTION PROGRAM EVALUATION (KRISTY)</b>
<b>FUNDING SOURCE</b>	<b>405(b)</b>
<b>PROGRAM YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$45,000</b>

Since 1986, the Utah Safety Belt Observational Survey has been conducted annually and studies seat belt use among drivers and front seat passengers. The study is designed to accommodate the probability requirements of the National Highway Traffic Safety Administration (NHTSA) as written in the Federal Register, as well as the specific needs of the State. The survey is a top priority of the UHSO, as the results are reported to NHTSA and also used to define areas of opportunity for the UHSO. The survey is also a required element of each state's Highway Safety Plan and may impact federal funding awarded to the State. Using the current design, the study will be conducted in June 2015. The results will be provided to NHTSA as well as the public and the State's traffic safety partners. Funds will be used to contract with a survey coordinator, hire four surveyors to gather the usage data in 17 counties, support travel needs for the surveyors, and conduct training.

To help determine the direction of the occupant protection program and to track progress, funding will be used to conduct a public awareness survey. The survey will gather information on driver awareness of seat belt-related campaigns, as well as attitudes and knowledge of the seat belt law, perceptions of enforcement, and self-reported behavior. As pointed out in a white paper preceding the federal regulations, surveys can provide valuable information from drivers or the general public that cannot be obtained any other way.

<b>CP150204</b>	<b>UHP PI&amp;E/ADOPT-A-HIGH SCHOOL PROGRAM (KRISTY)</b>
<b>FUNDING SOURCE</b>	<b>402 (\$20,000)/405(b)(\$5,000)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$25,000</b>

There are 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State. The Utah Highway Patrol (UHP) is the lead law enforcement agency that patrols these stretches of roadway. Each year, the UHP handles nearly one-third of the traffic crashes in the State. Because of their involvement and dedication to traffic safety, distracted and aggressive driving, impaired driving, occupant protection and speed, bicycle and pedestrian safety, drowsy driving, and motorcycle safety are included in their areas of emphasis. In addition, the UHP focuses on young drivers because Utah teens represent only 9% of licensed drivers in the State, but were in 20% of all motor vehicle crashes.

Planned countermeasures include communications and outreach strategies for low-belt-use groups, promoting responsible drinking including alternative transportation, communication and outreach on distracted and drowsy driving, parental role in teaching and managing young drivers, as well as youth and school-based programs. In turn, the UHP's Public Information and Education program will provide education to a variety of groups and organizations throughout the State, The program will engage motorists through workplaces, schools, and community events. They will utilize educational tools such as the Seat Belt Convincer and will focus on young drivers.

The program teams troopers up with high school administrations and student governments in helping the students learn of the dangers they pose to themselves and others while driving. During the year, the UHP will adopt a minimum of 14 high schools. Troopers will participate at the schools on a monthly basis during school assemblies, sports activities, classes and other school functions to provide safety information and encourage students to wear seatbelts and practice safe driving habits. Funding will be used to provide resources for troopers who conduct activities within the schools. Funds will also be used to provide educational materials, promotional items, maintenance of equipment, and highway safety training to troopers.

**CP150209**                      **RURAL TRAFFIC SAFETY COORDINATOR (KRISTY)**  
**FUNDING SOURCE**        **402 (\$18,000)/405(b)(\$18,000)**  
**PROJECT YEAR**            **ONGOING**  
**PLANNED BUDGET**        **\$36,000**

Utah consists of 29 counties spread over a large geographical area with the majority of the State’s population (77%) living in the four adjoining counties that make up the urban Wasatch Front. Utah’s 23 rural and frontier counties house only 15% of the state’s population and contribute to 34.5% of all occupant fatalities and serious injuries. However, rural crashes are approximately three times more likely to be fatal than urban crashes and occupants are less likely to buckle up on rural roadways. The 2013 seat belt observational study found that 70.0% of rural motorists wear seat belts compared to 85.6% in urban counties. In addition, while urban areas had a higher rate of total speed-related crashes per VMT, rural areas had a higher rate for fatal speed crashes. In fact, speed-related crashes occurring in rural areas were 2.8 times more likely to result in a death than in urban areas.

Planned countermeasure include presentations and outreach strategies for low-belt-use groups, communication and outreach on distracted and drowsy driving, in the parental role in teaching and managing young drivers consistent with GDL laws, as well as for youth and school-based programs.

The goal of the project is to assist traffic safety partners in rural counties with reducing the incidence of traffic-related death and injury by increasing the proper and consistent use of safety restraints, as well as reducing aggressive driving related to speeding, impaired and distracted driving. The coordinator will also promote general traffic safety to all motorists with special emphasis on young drivers, Native Americans, and older drivers. The project will fund a part-time Rural Traffic Safety Coordinator who will conduct a wide spectrum of national, state and local traffic safety campaigns and activities in rural communities in collaboration with the Highway Safety Office. The staff member will act as a traffic safety liaison with local media, law enforcement agencies, and other traffic safety partners, and will assist the UHSO with training and targeted programs. The coordinator will also be a Child Passenger Safety (CPS) Technician Instructor, assist with CPS certification training and re-training, and be a resource to car seat inspection stations and CPS Technicians.

**INFORMATIONAL**        **OCCUPANT PROTECTION WEBSITE (HULL)**  
**FUNDING SOURCE**        **N/A**  
**PROGRAM YEAR**         **N/A**

Through a collaborative partnership, under the umbrella of the Zero Fatalities program, a State clearinghouse for occupant protection information at [www.clickitutah.org](http://www.clickitutah.org) has been launched. The website includes content for all ages, including educational materials, training opportunities, and information about State and local programs. The site provides insight into Utah’s occupant protection laws and offers a compilation of frequently asked questions. The creative elements developed for the site, *Click It Utah* and *Saved By The Belt*, are being used to brand the program, bringing more attention to the issue of safety restraints for all motorists in Utah.

**INFORMATIONAL**        **SUSTAINED SEATBELT ENFORCEMENT (FUHR)**  
**FUNDING SOURCE**        **N/A**  
**PROGRAM YEAR**         **N/A**

The Superintendent of the Utah Highway Patrol (UHP) continues to focus the agency on sustained, high-visibility seatbelt and child passenger safety seat enforcement across Utah. Using a data-driven approach to identify high crash areas, monthly saturation patrols are used across the State and often incorporate a higher focus on crash hotspots.

<b>INFORMATIONAL</b>	<b>ZERO FATALITIES (HULL)</b>
<b>FUNDING SOURCE</b>	<b>N/A</b>
<b>PROGRAM YEAR</b>	<b>N/A</b>

The Zero Fatalities program is a united effort from State agencies and public and private businesses that attacks the top five contributing factors to fatalities on Utah roads: drowsy driving; distracted driving; aggressive driving; impaired driving; and unrestrained occupants. These fatal crashes are preventable—not inevitable.

This extensive public education program is designed to convince adults, teens, children, community, business and political leaders of the need to change unsafe driving behaviors. When someone in the community is killed from a violent crime, the result is breaking news coverage, public outcries and a concerted effort to shun those who committed such a crime. However, when someone causes a fatal crash by falling asleep at the wheel, driving recklessly or unbuckled, the community just accepts it as just a "tragic accident." The loss of just one life is unacceptable, and the program enlists everyone to be as vigilant at ridding communities of unsafe driving behavior, just as happens with violent criminals. The program's vision is: "We won't stop until we reach Zero Fatalities - it's a goal we can all live with."

<b>INFORMATIONAL</b>	<b>UTAH SAFETY COUNCIL TRAFFIC SAFETY PROGRAMS (HAMSON)</b>
<b>FUNDING SOURCE</b>	<b>N/A</b>
<b>PROGRAM YEAR</b>	<b>ONGOING</b>

In Utah in 2012, a motor vehicle crash occurred every 10 minutes, a person was injured in a crash every 23 minutes, and a person was killed in a crash every 40 hours. The leading causes of death were found to be speed, failure to stay in the proper lane, unrestrained occupants, failure to yield, and distracted and impaired driving. Many of the crashes occur during the workday or during the commute to and from work and employers often bear the cost for those injuries. Motor vehicle crashes are the leading cause of death on the job. Crashes were highest between 2:00 and 6:59 pm, when many employees commute to and from work. In addition, Utah drivers aged 15-24 years represented 20% of all licensed drivers in Utah, yet were involved in nearly one-half (41%) of all motor vehicle crashes and 29% of all fatal crashes. This age group is 1.6 times more likely to be involved in a crash than other drivers. Lack of seat belt use and impaired driving are two of the largest traffic safety concerns with regards to this age group, and this project will focus on these two elements. Crash data show that 56.9% of occupant fatalities in this age group were unrestrained and drivers aged 21 to 24 years had the highest rates of alcohol-impaired crashes.

Planned countermeasure consist of communications and outreach strategies for low-belt-use groups, employer programs, promoting responsible drinking including alternative transportation, as well as youth and school-based programs. In turn, this project will support the Utah Network of Employers for Traffic Safety (NETS) and Alive at 25 programs. The goal of the NETS program is to engage employers to improve the safety and health of employees and their families by preventing traffic crashes that occur both on and off the job. The program works to implement safety policies and provide workplace training and programs to 1,100 business members. In addition to the NETS program, the Utah Safety Council also oversees Alive at 25. The purpose of this program is to reduce the number of traffic fatalities and crashes amongst Utah drivers 15-24 years of age by focusing on the attitudes and behaviors that affect young drivers and prepare them to deal with dangerous driving habits and situations. This 4-hour course was developed by the National Safety Council for young people aged 15-24 to help them choose safe driving practices, be aware of driving hazards, understand how their decisions affect others, how to be in control of the vehicle and the importance of personal responsibility behind the wheel. Funds will be used to help support training, educational materials, and a part-time program coordinator with time that is dedicated specifically to this continuing highway safety project.

**S**  
SET PERFORMANCE MEASURES & TARGETS

**U**  
UNIFY RESOURCES

**C**  
CONCEIVE STRATEGY

**C**  
CONNECT COUNTERMEASURES

**E**  
ENHANCE EDUCATION & ENFORCEMENT

**S**  
SYNCHRONIZE PROJECTS WITH TARGETS

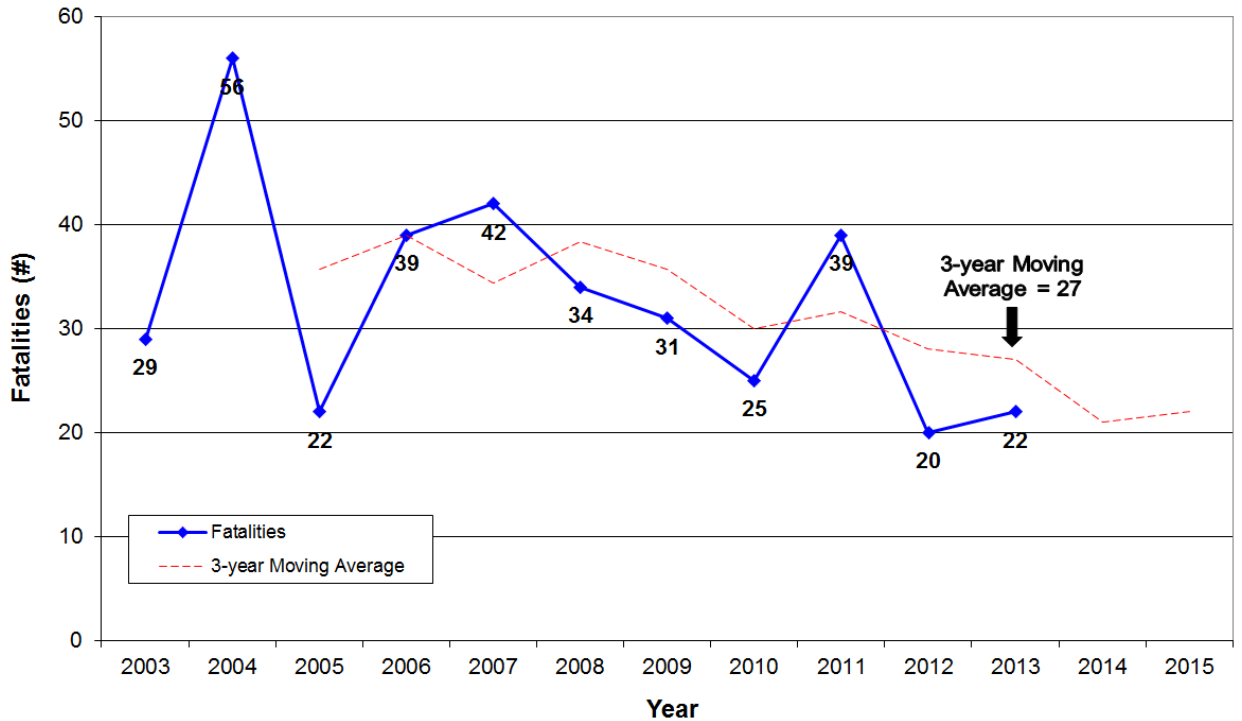
**S**  
SUSTAIN FOCUS THROUGH EVALUATION

# C-5: Number of Utah Fatalities Involving a Driver with a BAC of .08 or Above

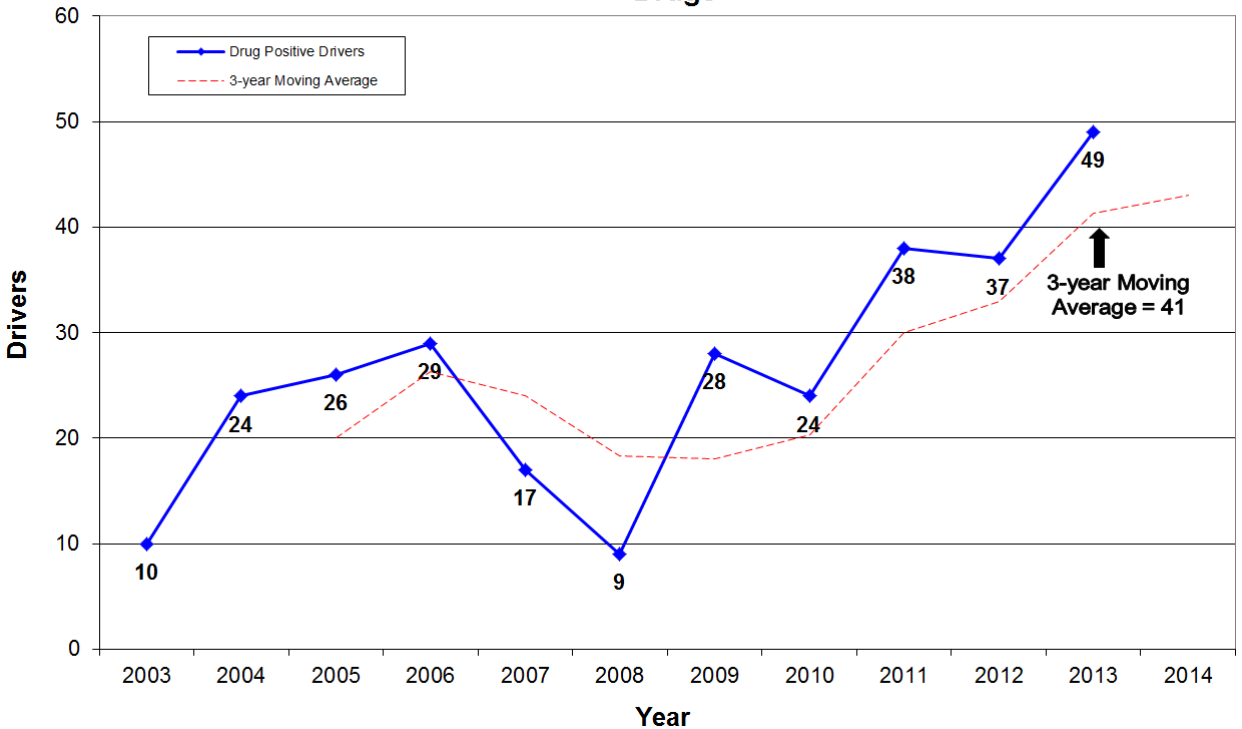
## PERFORMANCE MEASURES:

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

**C-5: Number of Utah Fatalities Involving a Driver with a BAC of .08 and above**



**U-24: Number of Drivers in Utah Fatal Crashes Testing Positive for Drugs**



**PROBLEM IDENTIFICATION:**

**What is/are the specific traffic safety problem(s)?** Around 13% of fatalities in Utah involve a driver with a BAC of .08 and above, accounting for a three-year average of 27 deaths a year. Also, fatal crashes involving drivers who test positive for drugs (prescription and illegal) are on the upswing, and exceeded alcohol-impaired crashes by 65% in 2012.

**Who is involved in the traffic safety problem?** About 60% of the fatalities involving drunk drivers were to the drunk driver. Around 20% of the fatalities involving drunk drivers were to passengers of the drunk driver, while 15% of the fatalities were to occupants of other vehicles, and 4% of the fatalities were to pedestrians/bicyclists. Drunk drivers are overwhelmingly male. Drunk drivers in crashes are primarily between the ages of 21-39 years. About 18% of the drunk drivers in fatal crashes had been previously convicted of driving under the influence in the past three years. Drivers age 21-34 are involved in about 50% of all drug-positive driver crashes involving, and favoring males by about 2-to-1.

**When does the traffic safety problem most often occur?** October and December are the months with the highest number of fatal crashes involving a drunk driver. Saturday is the day of the week with the highest number of fatal crashes involving a drunk driver. The highest number of drunk driver crashes occurred between the hours of 6:00 p.m. and 2:59 a.m. Drug-positive driver crashes are fairly evenly distributed with a slight peak in May and June, and most often occur on Thursday, Friday or Saturday between Noon and 6pm.

**Where does this traffic safety problem take place?** While about one-half of Utah's fatal crashes occur in the highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis, and Weber, fatal crashes involving drunk drivers are more spread out over the State with only one-third occurring along the Wasatch Front. Drug-impaired driver fatal crashes also occur most often in the Wasatch Front counties, followed by Tooele, Cache and Washington.

**Why does this traffic safety problem happen?** Very few people set out to drive while impaired. Rather, impaired driving results from a combination of decisions about drinking or drug use and decisions about driving. The sequence of these decisions brings the two acts together in place and time. Nearly 80% of the drunk drivers in fatal crashes had BAC levels twice or more of the legal limit, and often the critical decisions about taking part in events where drinking or drug use will occur, and transportation to get to the event, were made long before the impairment began, making impaired driving a virtual certainty.

**UTAH'S PERFORMANCE TARGET:**

Utah's performance target for **C-5 is 21 in 2015.**

Utah's performance target for **U-24 is 43 in 2015.**

**TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

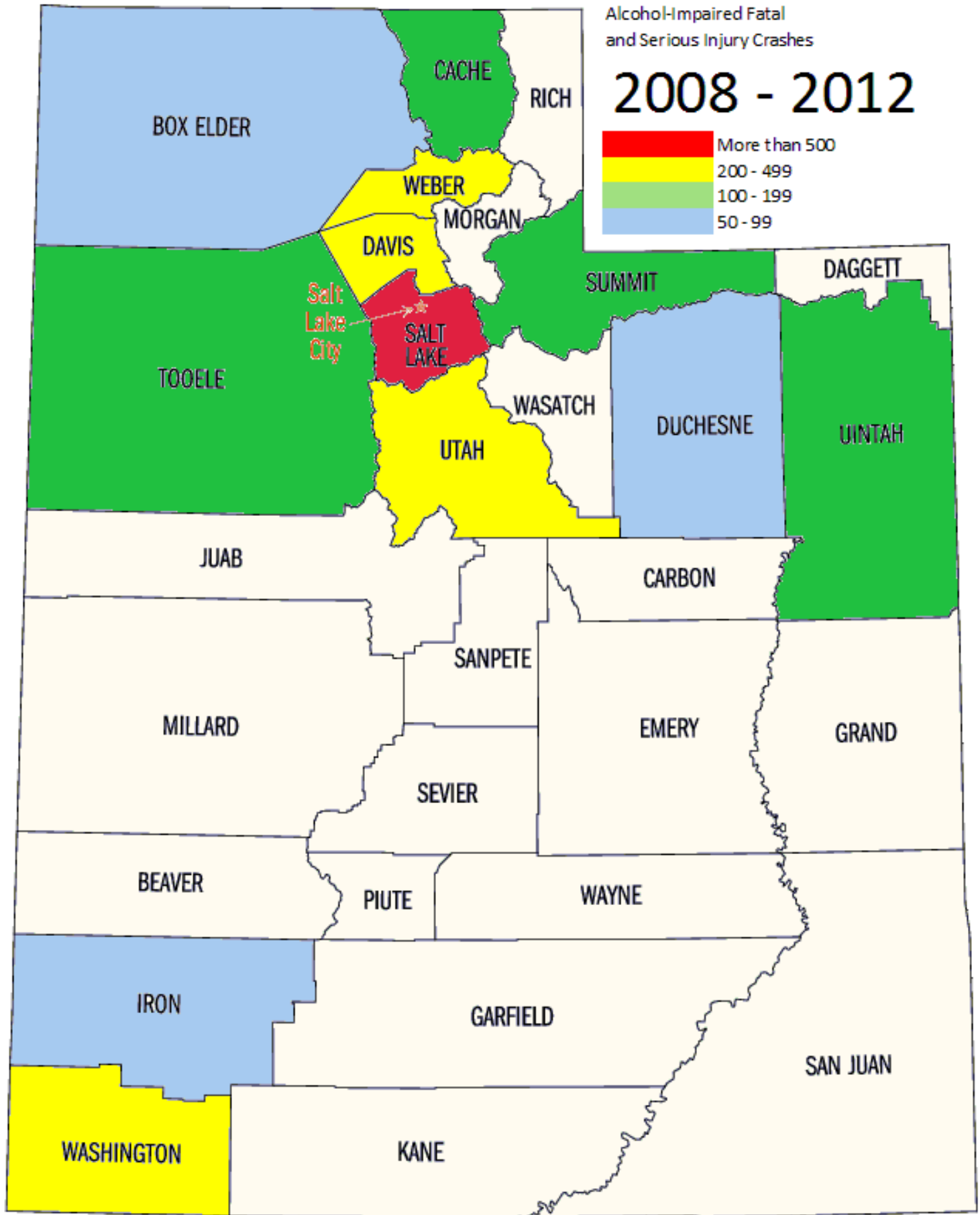
**C-5:** The number of deaths involving a drunk driver in Utah has fluctuated over the previous 10 years (2004-2013) between 20 and 56. Due to the fluctuation in data, a trend line is not reliable. The change in the number of deaths has been: -34, +17, +3, -8, -3, -6, +14, -19, +3. During this time span Utah has averaged 3.3 fewer deaths per year. Taking the three-year moving average of 27 deaths per year and assuming the same average reduction of three fewer deaths for the years 2014 and 2015, Utah's performance target for 2015 was set at 21.

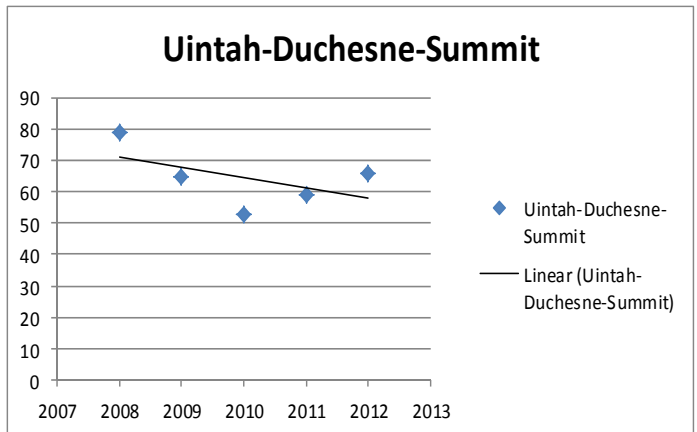
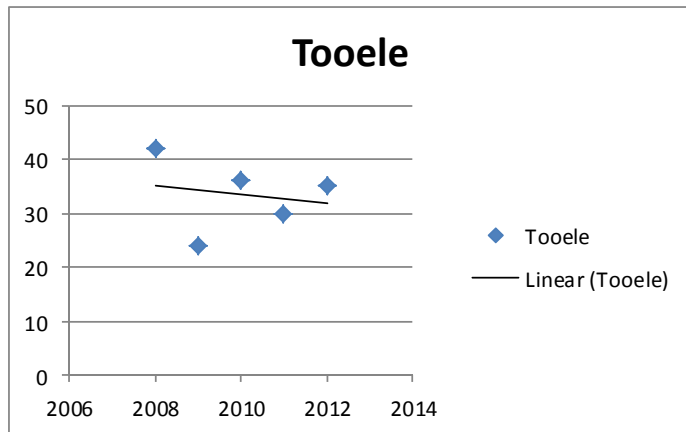
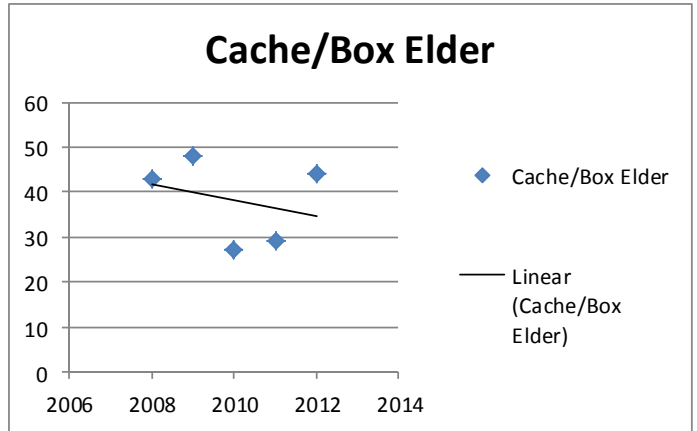
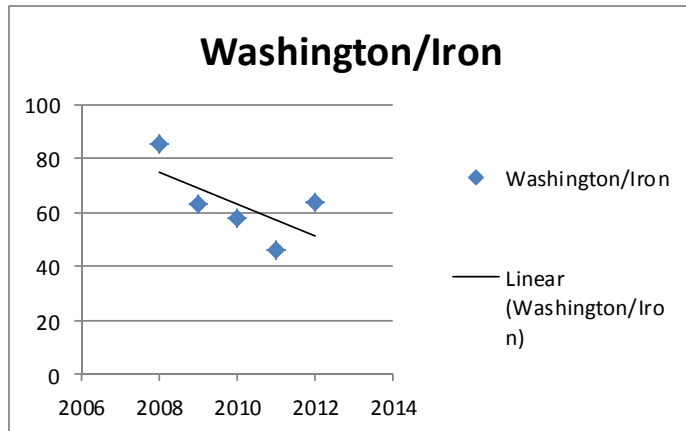
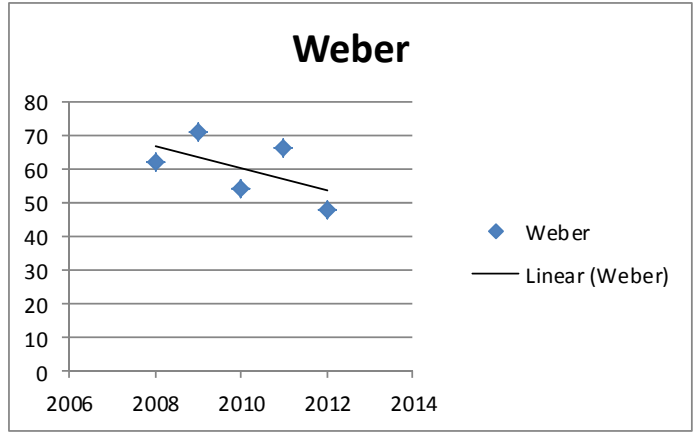
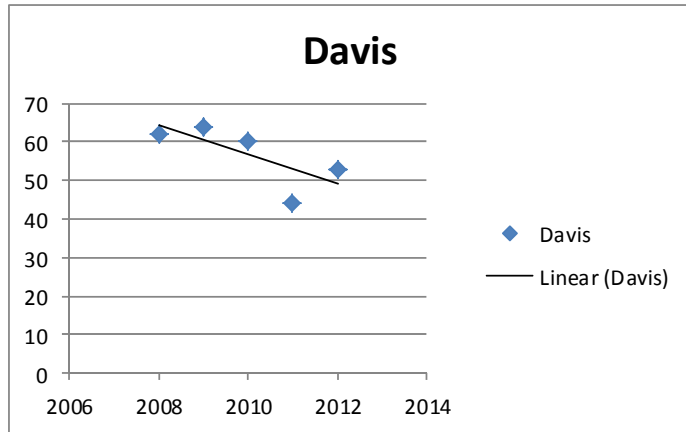
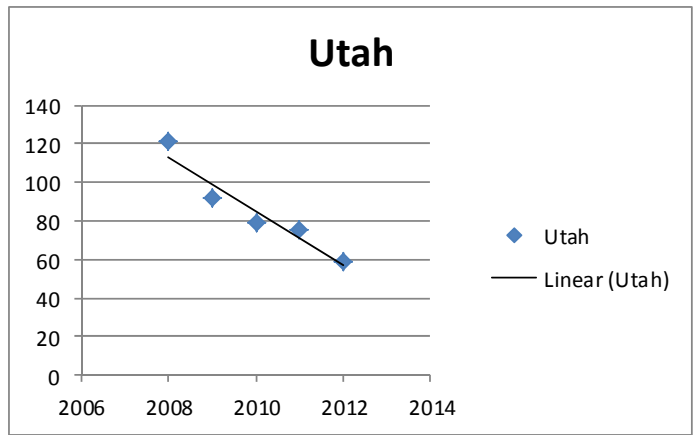
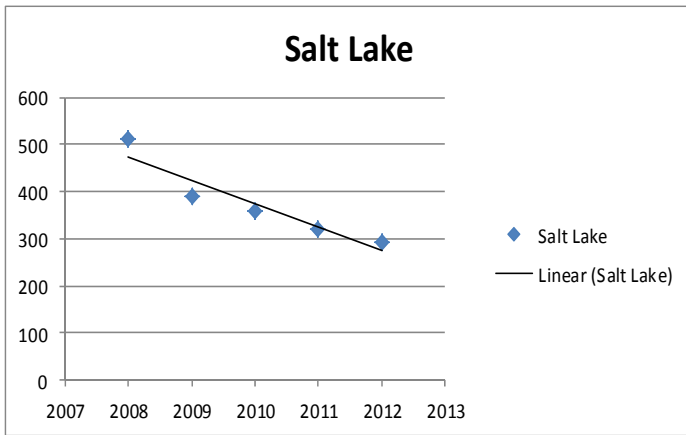
**U-24:** Using a linear trendline for the number of drivers in fatal crashes testing positive for drugs over the previous 10 years (2004-2013) of data produces the predicting equation of:  $y=2.3455x + 15.2$ . Putting the year 2015 into this formula produces a value of 43.39. Therefore Utah's performance target for 2015 was set at 43.

**ENVIRONMENTAL FACTORS REGARDING IMPAIRED DRIVING:**

- The decisions which almost guarantee impaired driving are often made long before impairment begins.
- Aging population uses more prescription drugs, and thus impaired driving due to incorrect use.
- Utah consistently has one of the nation's lowest alcohol-impaired fatal crash rates.
- The State funds a statewide, sustained DUI overtime shift and equipment program.
- The State funds a robust, off-premise alcohol retailer compliance check program (EASY).

OPPORTUNITY TARGET ZONES:







# Countermeasures and Projects:

## PLANNED COUNTERMEASURES:

- Administrative License Revocation or Suspension (Countermeasures That Work, NHTSA, 2013)
- High-BAC Sanctions (Countermeasures That Work, NHTSA, 2013)
- BAC Test Refusal Penalties (Countermeasures That Work, NHTSA, 2013)
- Alcohol-Impaired Driving Law Review (Countermeasures That Work, NHTSA, 2013)
- Publicized Sobriety Checkpoint Programs (Countermeasures That Work, NHTSA, 2013)
- Publicized Saturation Patrol Programs (Countermeasures That Work, NHTSA, 2013)
- Preliminary Breath Test Devices (Countermeasures That Work, NHTSA, 2013)
- Passive Alcohol Sensors (Countermeasures That Work, NHTSA, 2013)
- Integrated Enforcement (Countermeasures That Work, NHTSA, 2013)
- Alcohol Interlocks (Countermeasures That Work, NHTSA, 2013)
- Vehicle Sanctions (Countermeasures That Work, NHTSA, 2013)
- Lower BAC Limits for Repeat Offenders (Countermeasures That Work, NHTSA, 2013)
- Mass Media Campaigns (Countermeasures That Work, NHTSA, 2013)
- Responsible Beverage Service (Countermeasures That Work, NHTSA, 2013)
- Designated Drivers (Countermeasures That Work, NHTSA, 2013)
- Underage Drinking and Alcohol-Related Driving (Countermeasures That Work, NHTSA, 2013)
- Minimum Drinking Age 21 Laws (Countermeasures That Work, NHTSA, 2013)
- Zero-Tolerance Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- Alcohol Vendor Compliance Checks (Countermeasures That Work, NHTSA, 2013)
- Other Minimum Drinking Age 21 Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- Youth Programs (Countermeasures That Work, NHTSA, 2013)
- Enforcement of Drugged Driving (Countermeasures That Work, NHTSA, 2013)
- Education Regarding Medications (Countermeasures That Work, NHTSA, 2013)
- Expedited Blood Draws and Simplified Evidence Trail (The Role of the Law Enforcement Phlebotomist, The Police Chief, September 2005)

<b>6OT150301</b>	<b>DUI ENFORCEMENT, CHECKPOINTS AND SUPPORT (TERI)</b>
<b>FUNDING SOURCE</b>	<b>405(d)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$350,000</b>

Alcohol-impaired driving continues to represent more than 15-20% of Utah's traffic fatalities, and fatal crashes involving drivers who test positive for drugs (prescription and illegal) are on the upswing, exceeding alcohol-impaired crashes by 65% in 2012. Drunk and drug-positive drivers are overwhelmingly male, and primarily between the ages of 21-39 years. About 18% of the drunk drivers in fatal crashes had been previously convicted of driving under the influence in the past three years. October and December are the months with the highest number of fatal crashes involving a drunk driver, while drug-positive driver crashes are fairly evenly distributed with a slight peak in May and June. Saturday is the day of the week with the highest number of fatal crashes involving a drunk driver, occurring between 5:00 pm and 3:59 am, while drug-positive driver crashes are fairly evenly distributed with a slight peak in May and June, and most often occurring on Thursday, Friday or Saturday between Noon and 6 pm.

While about one-half of fatal crashes in Utah occur in the highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis, and Weber, fatal crashes involving drunk drivers are more spread out over the State with only one-third occurring along the Wasatch Front. Drug-impaired driver fatal crashes also occur most often in the Wasatch Front counties. Nearly 80% of the drunk drivers in fatal crashes had BAC levels at or above twice the legal limit of .08.

This project will promote zero-tolerance of impaired driving in Utah through publicized DUI saturation patrols and sobriety checkpoint programs covering both alcohol and drug impairment, with focus mainly along the Wasatch Front. An integrated enforcement approach will be promoted among participating agencies to

support all laws regarding traffic safety behaviors. This project will also provide training and assistance for officers to enhance their skillsets in identifying and removing impaired drivers from Utah's roadways.

<b>6OT150302</b>	<b>RURAL TARGETED MULTI-AGENCY TASK FORCES (TERI)</b>
<b>FUNDING SOURCE</b>	<b>405(d)</b>
<b>PROJECT YEAR</b>	<b>FIRST</b>
<b>PLANNED BUDGET</b>	<b>\$110,000</b>

Utah has seen a significant decrease in traffic fatalities, and rural counties such as Duchesne, Uintah, Summit, Wasatch and Tooele have generally followed that trend. One of the most valuable tools available to the Highway Safety Office are partnerships with Multi-Agency Task Forces which encourage representatives from the law enforcement agencies to meet on a regular basis to plan and implement various traffic safety and enforcement activities aimed at reducing injury and fatal crashes. The task force members are committed to sustained, high visibility, year-round enforcement efforts and supporting the national traffic safety campaigns. The task forces serve as a venue to help disseminate information on high visibility traffic enforcement methods and educational efforts, receive information and give input on upcoming media efforts, and are then asked to share this information within their respective agencies. This proactive approach promotes planning and coordination of joint participation in traffic safety campaigns and traffic enforcement resource sharing.

Alcohol-impaired driving continues to represent more than 15-20% of Utah's traffic fatalities, and fatal crashes involving drivers who test positive for drugs (prescription and illegal) are on the upswing, exceeding alcohol-impaired crashes by 65% statewide in 2012.

This project will promote the formation of select Rural Task Forces in Duchesne, Uintah, Summit, Wasatch, Tooele and Washington Counties, with an initial focus on reducing impaired driver injury and fatal crashes and later a more integrated enforcement approach will be promoted among participating agencies to support all laws regarding traffic safety behaviors. This project will also reimburse task force member agencies for approved, targeted overtime DUI enforcement within the agency's county.

<b>6OT150303</b>	<b>STATEWIDE DRE, ARIDE AND PHLEBOTOMY PROGRAM (TED)</b>
<b>FUNDING SOURCE</b>	<b>405(d)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$50,000</b>

Utah has one of the highest rates of prescription and illicit drug abuse in the USA, and drivers impaired by those drugs are creating a hazardous situation for the motoring public. While drivers who were involved in a fatal crash and tested positive for drugs approached the same level as those who had a BAC of 0.08 or above in years past, fatal crashes in 2012 involved almost 75% more drug-positive driver fatal crashes than those involving alcohol impairment. Unfortunately, officers face monumental challenges in detecting and apprehending drivers impaired by substances other than alcohol, and defense attorneys take advantage of this to weaken the officer's court testimony and reduce convictions.

Law enforcement officers in Utah need appropriate equipment and specific training and certification in order to identify and arrest impaired drivers on Utah's roadways. By understanding the demographics of alcohol and drug-impaired driving crashes and fatalities, officers are better able to detect, apprehend, and provide court testimony to assure a violator is held accountable for his/her crime.

This project's goal is to provide a core group of officers in law enforcement agencies statewide with advanced training in the areas of impaired driver detection, arrest, and prosecution (SFST/ARIDE), phlebotomy, and certification as a Drug Recognition Expert (DRE) to enforce drugged driving laws, offer education regarding medications and driving, and to promote zero-tolerance enforcement of impaired driving laws. The Utah Highway Patrol's Alcohol Training Section will offer to police agencies statewide the opportunity to benefit from updated training in standardized field sobriety testing (SFST), will train at least 125 officers in various Utah police agencies statewide using the ARIDE information, and train and certify at least 30

additional officers statewide as phlebotomists.

By continuing this program, officers are able to maintain their certification as “expert witnesses” when it comes to court testimony and criminal proceedings. Each of these NHTSA supported programs will help Utah maintain its standing as having one of the lowest alcohol fatality rates in the nation.

<b>6OT150304</b>	<b>IMPAIRED DRIVING EDUCATION AND MEDIA CAMPAIGN (TERI)</b>
<b>FUNDING SOURCE</b>	<b>405(d)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$380,000</b>

The Utah Highway Safety Office has an agreement with a local media contractor to conduct a statewide mass media campaign that supports planned saturation patrols, melding the effort into the successful, high visibility enforcement model.

The primary goal of this media campaign is to continue reducing the incidence of drunk driving in Utah by raising awareness to the dangers of driving under the influence. For the campaign to accomplish the safety objective, current perceptions of the social acceptability of driving under the influence, as well as immunity from the potential consequences, must change.

The media contractor will work with the Highway Safety Office to create high-visibility communications with an emphasis on the young, difficult-to-reach target audience of 21-34 age, favoring males.

The campaign will continue to strengthen the “Drive Sober or Get Pulled Over” campaign message and direction to show Utah’s communities (not just the target audience) why this national effort is beneficial. Part of the focus is to mobilize the community – bring together law enforcement, media, local businesses and community officials to both share the prevention message and curb drunk driving.

The campaign also aims to educate Utah citizens about impaired driving—that it is one of America’s most often committed and deadliest crimes. The Highway Safety Office uses the national “Drive Sober or Get Pulled Over” slogan, combing high-visibility law enforcement with heightened public awareness.

<b>6OT150305</b>	<b>TRAFFIC SAFETY RESOURCE PROSECUTOR (TERI)</b>
<b>FUNDING SOURCE</b>	<b>405(d)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$130,000</b>

Utah has a highly successful Traffic Safety Resource Prosecutor. He specializes in the prosecution of traffic crimes, with an emphasis on impaired driving cases. He provides training, education, and technical support to other prosecutors and law enforcement agencies within the State. The TSRP has made it a priority to bring these disciplines together for training on report writing and court testimony to better ensure solid convictions.

On request, the TSRP will serve as second chair on difficult impaired driving cases, suppression hearings and motions. The TSRP participates in establishing/revising guidelines for sobriety checkpoints, saturation patrols and other enforcement techniques. Technical assistance is provided to prosecutors on pre-trial, trial, and appellate issues.

The TSRP will publicize the assistance available to fellow prosecutors, police, toxicologists, breath testing operators, and other advocates. This position will also summarize new traffic-related laws and regional legislative updates for an audience of police and prosecutors

**6OT150306**                    **SIP/TRACE AND YOUTH ALCOHOL SUPPRESSION (JILL)**  
**FUNDING SOURCE**        **405(d)**  
**PROJECT YEAR**            **ONGOING**  
**PLANNED BUDGET**        **\$35,000**

Restaurants and bars are the most visible locations that serve alcohol for on-site consumption in the State, but special events like concerts and raves, held at all-age venues, offer alcohol, too. Combined, there are many opportunities for over-service to patrons and service to minors, which often leads to drinking and driving, and alcohol related crashes.

The State Alcohol Enforcement Team (AET) will assist other agencies by conducting Serving Intoxicated Persons/Youth Alcohol Suppression operations. Through undercover operations, the AET works to eliminate drunk driving and underage drinking where it starts.

The AET will also assist other agencies by conducting Targeting Responsibility for Alcohol-Connected Emergencies (TRACE) investigations. In cases of alcohol-related crashes, it is important to find the establishment or persons responsible for over-serving the driver. The TRACE program investigates whether state laws have been violated by alcohol servers, both retail and private. The State Alcohol Enforcement Team offers to supplement local law enforcement's investigations statewide as AET agents can cross jurisdictional lines in the investigation and prosecution of alcohol over-service. AET agents can cross jurisdictional lines and have specialized training to identify who is criminally liable for alcohol over-service.

**6OT150307**                    **COMMUNITY MEDIA PROJECTS (TERI)**  
**FUNDING SOURCE**        **405(d)**  
**PROJECT YEAR**            **FIRST**  
**PLANNED BUDGET**        **\$50,000**

The media market which encompasses the Westch Front touches over 70% of Utah residents, yet doesn't cover much of the rural area in the State. To enhance the impaired driving enforcement efforts of law enforcement agencies in rural areas, this project will incorporate the creative materials offered by the UHSO's media contractor (see project above) and use them for local radio, print, billboards, and even non-traditional locations such as on and off-premise service retailer locations, in rural areas. Targeted mini-grants will be offered to local groups who will use their leadership, in conjunction with local law enforcement agencies, to place the offered creative with local media and in strategic locations.

**INFORMATIONAL**            **STATEWIDE SUSTAINED DUI ENFORCEMENT (ADTEC)**  
**FUNDING SOURCE**        **STATE**  
**PROJECT YEAR**            **N/A**

Utah continues to be a low alcohol-related fatality rate state due in large part to aggressive DUI enforcement and a proactive approach to combating underage drinking issues. In 2010, over 14,000 DUI arrests were made, and most arrests resulted in the impoundment of the violator's motor vehicle. When the vehicles are retrieved by the owners, various impound fees are collected and the person arrested must pay specific reinstatement fees to regain a valid driver license, when eligible. The Utah Legislature has earmarked a portion of those fees to assist in removing impaired drivers from Utah's roadways. The monies are used to fund sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on saturation patrols during major holidays and HVBE efforts during national safety campaign periods. The funds also provide local law enforcement agencies with equipment such as the updated Intoxilyzer 8000 for accuracy in testing, and new digital in-car video systems to enhance officer safety and capture evidentiary information during DUI stops.

**INFORMATIONAL**      **PARENTS EMPOWERED MEDIA CAMPAIGN (DABC)**  
**FUNDING SOURCE**      **STATE**  
**PROJECT YEAR**      **N/A**

Parents Empowered is funded by the state of Utah and is Utah's media and education campaign which works to eliminate the social supply of alcohol to minors by educating parents about the harms of underage drinking. It is designed to prevent and reduce underage drinking in Utah by providing parents and guardians with information about the harmful effects of alcohol on the developing teen brain, along with the proven skills for preventing underage alcohol use. The Utah Department of Alcoholic Beverage Control is the lead agency for the campaign and works in partnership with other State agencies and private organizations.

**INFORMATIONAL**      **ELIMINATE ALCOHOL SALES TO YOUTH (EASY) PROGRAM (JILL)**  
**FUNDING SOURCE**      **STATE**  
**PROJECT YEAR**      **N/A**

The Eliminating Alcohol Sales to Youth (EASY) is a statewide youth alcohol compliance program, targeting retail sales to minors. It is a source the State utilizes that works actively to address underage drinking by providing reimbursement to law enforcement agencies for vigorously conducting alcohol compliance checks. EASY enables these checks to be carried out at off-premise retailers in cities large and small.

**INFORMATIONAL**      **DRIVER IMPROVEMENT PROGRAM (ROLFE)**  
**FUNDING SOURCE**      **STATE**  
**PROJECT YEAR**      **N/A**

The goal of the Driver Improvement Program is to maintain the safety of Utah's roads by motivating people to drive safely, providing supervised, probationary driving privileges to drivers with a history of moving violations, and keeping unsafe drivers off the roads through administrative suspension or revocation of a person's driving privileges. Drivers who have been convicted of multiple or specific traffic offenses may be subject the Driver Improvement Program, and are often referred to an administrative hearing officer for review.

**INFORMATIONAL**      **USE ONLY AS DIRECTED (CCJJ)**  
**FUNDING SOURCE**      **STATE**  
**PROJECT YEAR**      **N/A**

*Use Only as Directed* is a media and education campaign funded by the Utah Commission on Criminal and Juvenile Justice and a federal grant awarded to the Utah Division of Substance Abuse and Mental Health. Education Regarding Medications is a countermeasure that falls into this area.

The campaign is designed to prevent and reduce the misuse and abuse of prescription pain medications in Utah by providing information and strategies regarding safe use, safe storage, and safe disposal of these potentially dangerous drugs. Driving under the influence of alcohol and/or drugs – to include legally prescribed or over the counter medications – is not only dangerous, it is illegal.

Many legally prescribed drugs, even when used as directed, can affect one's ability to safely operate a motor vehicle. Drivers must follow the warning labels on their prescription bottles and medications. If the warning labels read, "Do not drive or operate heavy machinery while taking this medication" or "Caution should be used when driving or operating heavy machinery," people need to be reminded to not drive a car, and that a car is a piece of heavy machinery!

The Highway Safety Office supports the *Use Only as Directed* campaign in partnership with Utah Pharmaceutical Drug Community Project (UPDCP).

**INFORMATIONAL**      **WE ID (PETILOS)**  
**FUNDING SOURCE**      **N/A**  
**PROJECT YEAR**      **N/A**

The Utah Department of Alcoholic Beverage Control (DABC) has launched their *We ID campaign*, a non-subtle message to underage customers that they will be asked for ID if attempting to purchase alcohol in the State-run liquor stores. This program works to eliminate access to alcohol by minors.

**INFORMATIONAL**      **UTAH SUBSTANCE ABUSE ADVISORY COUNCIL/DUI COMMITTEE (EMERSON)**  
**FUNDING SOURCE**      **N/A**  
**PROJECT YEAR**      **N/A**

The Utah Substance Abuse Advisory (USAAV) Council's DUI Committee has a wide-ranging membership, including state and local government representatives, law enforcement, advocate groups and citizen members at large. Their purpose is to serve as an advisory group, offering USAAV and the Legislature ideas to address impaired driving and to help prevent impaired driving related deaths. The Committee facilitates discussion and planning, identifies priority issues, and develops prevention strategies, all aimed at reducing the number of impaired driving deaths in Utah to zero.

**INFORMATIONAL**      **SHOULDER TAP PROGRAMS (DABC)**  
**FUNDING SOURCE**      **N/A**  
**PROJECT YEAR**      **N/A**

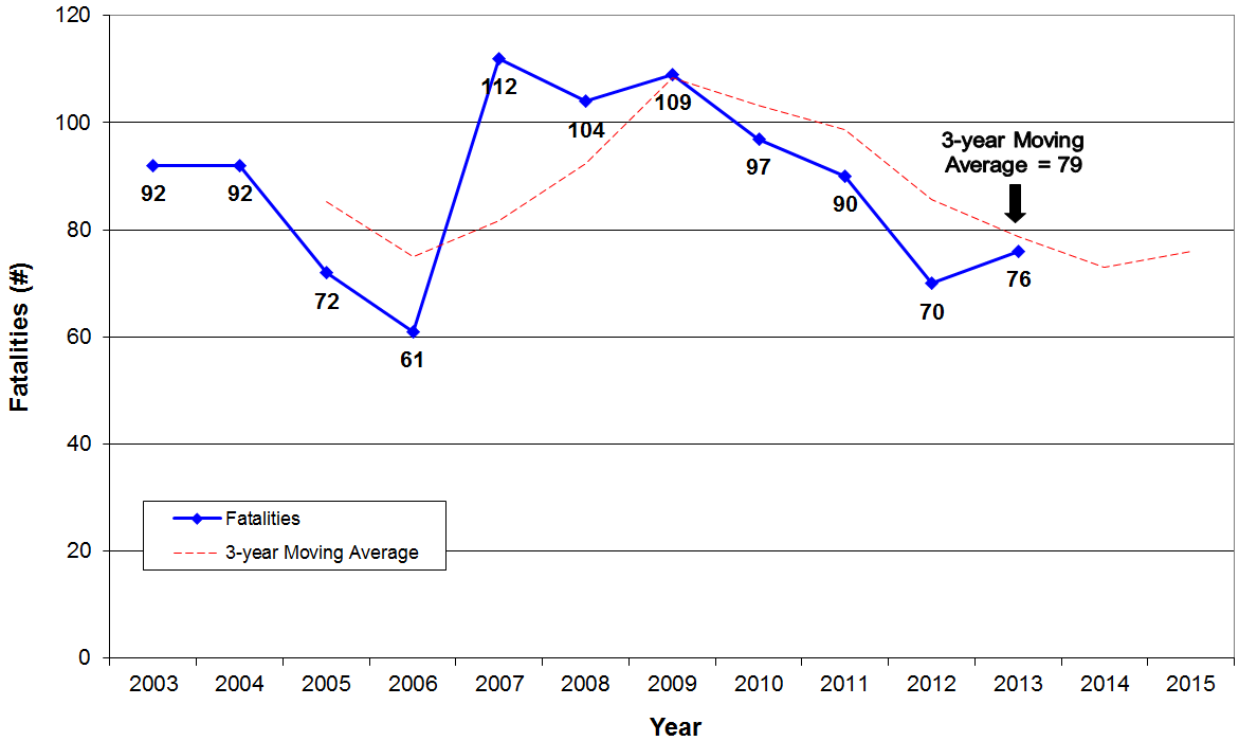
The Utah Department of Alcohol Beverage Control funds shoulder tap operations at off-premise alcohol retail sites statewide. The *Decoy Shoulder Tap* Program is an enforcement program that DABC and local law enforcement agencies use to detect and deter shoulder tap activity. During the program, a minor decoy, under the direct supervision of law enforcement officers, solicits adults outside alcohol establishments to buy alcohol for the minor decoy. Any person seen furnishing alcohol to the minor decoy is arrested (either cited or booked) for furnishing alcohol to a minor.

# C-6: Number of Utah Speeding-Related Fatalities

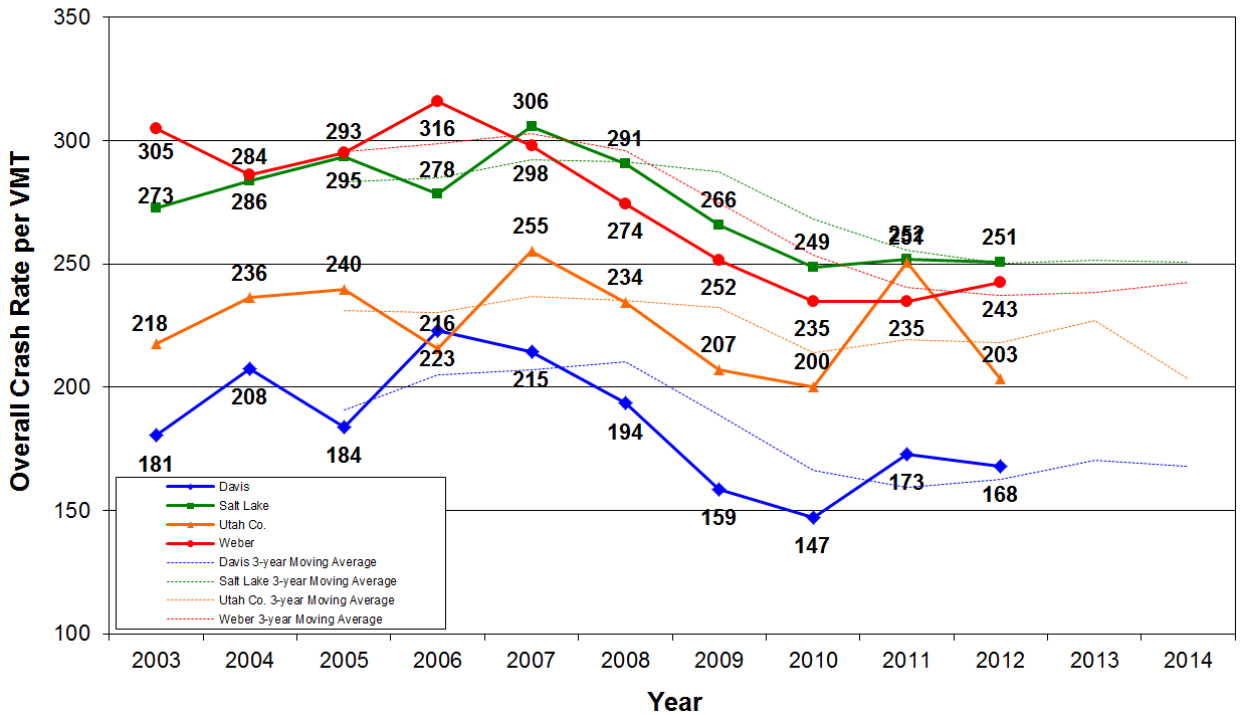
## PERFORMANCE MEASURES:

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

### C-6: Number of Utah Speeding-Related Fatalities



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



**S**  
SET PERFORMANCE MEASURES & TARGETS

**U**  
UNIFY RESOURCES

**C**  
CONCEIVE STRATEGY

**C**  
CONNECT COUNTERMEASURES

**E**  
ENHANCE EDUCATION & ENFORCEMENT

**S**  
SYNCHRONIZE PROJECTS WITH TARGETS

**S**  
SUSTAIN FOCUS THROUGH EVALUATION

**zero Fatalities**  
A Goal We Can All Live With

**PROBLEM IDENTIFICATION:****What is/are the specific traffic safety problem(s)?**

Speeding is the leading unsafe driving behavior that contributes to fatalities in Utah. Speeding was a factor in 35% of the fatalities in Utah over the last three years accounting for 79 deaths a year. The decrease in speeding fatalities over the last six years correlates with the overall decrease in fatalities in Utah.

**Who is involved in the traffic safety problem?**

Driver in fatal crashes where speeding is a factor are overwhelmingly male. Ages 16-44 years account for about two-thirds of the speeding-related drivers in fatal crashes in Utah.

**When does the traffic safety problem most often occur?**

October, March, and May had the highest amount of speeding-related fatal crashes in Utah. Saturday and Sunday had the highest number of speeding-related fatal crashes.

**Where does this traffic safety problem take place?**

Speeding-related fatalities are a problem throughout the state of Utah. A lower percentage of fatal crashes that are speeding-related occur along the Wasatch Front compared to overall fatal crashes. Rural areas had double the rate of fatal speed-related crashes per vehicle mile traveled compared to urban areas.

**Why does this traffic safety problem happen?**

It is simple physics, the risk of death is a direct exponential function of speed. Nearly two-thirds of drivers in speeding-related fatal crashes were traveling 60+ miles per hour (MPH). An astounding 18% of drivers in speeding-related fatal crashes were traveling 80+ MPH. Nearly one-half of drivers in speeding-related fatal crashes were traveling more than 10 MPH over the posted speed limit. An astonishing 11% of drivers in speeding-related fatal crashes were traveling 30+ MPH over the posted speed limit.

**UTAH'S PERFORMANCE TARGET:**

Utah's performance target for **C-6 is 59 in 2015.**

**TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

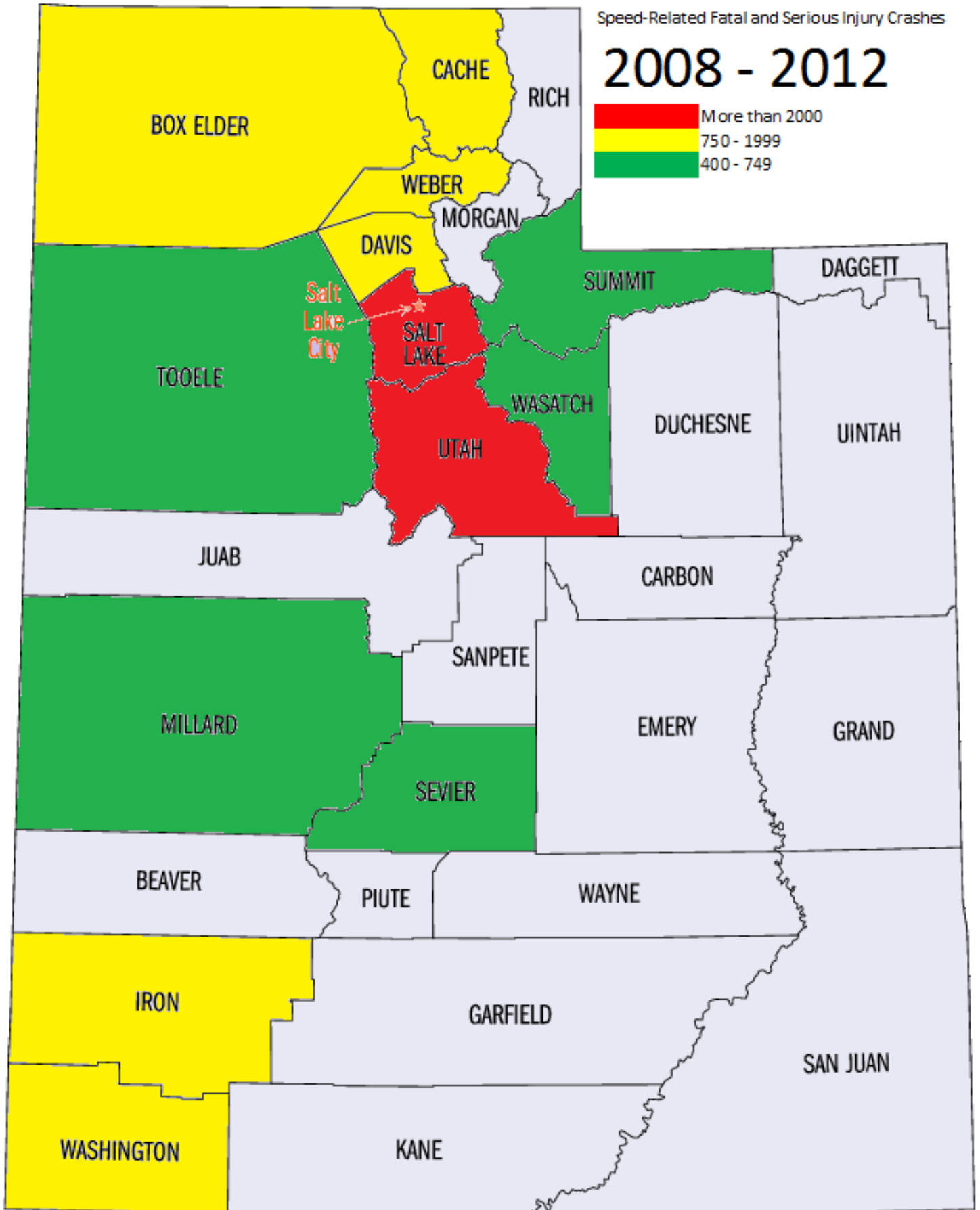
**C-6:** Using a linear trendline for the number of speed traffic fatalities for the years 2007-2013 produces the predicting equation of:  $y = -6.9643x + 121.86$ . Putting the year 2015 into this formula produces a value of 59.18. Utah's performance target for 2015 was set at 59.

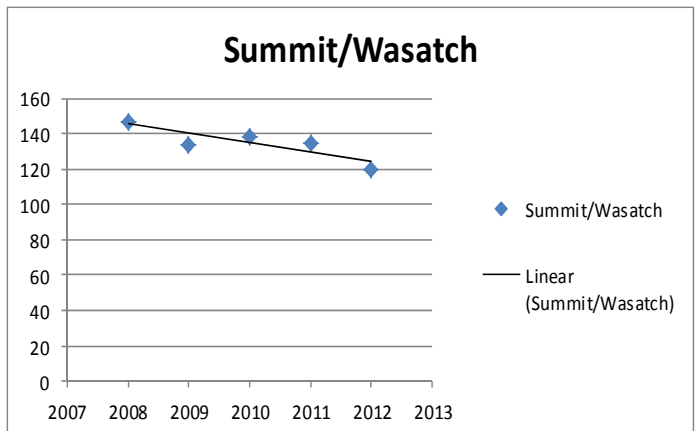
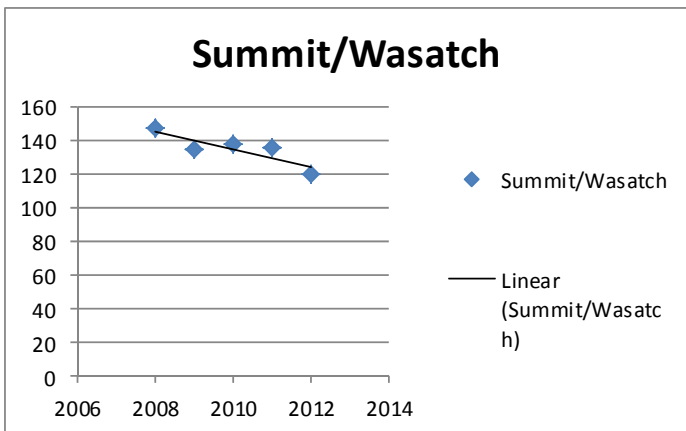
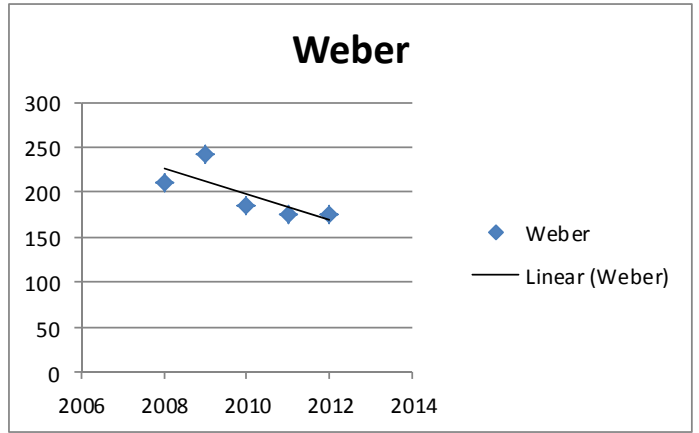
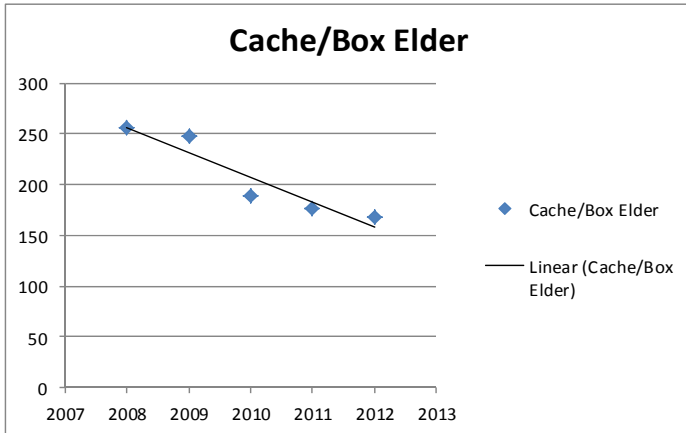
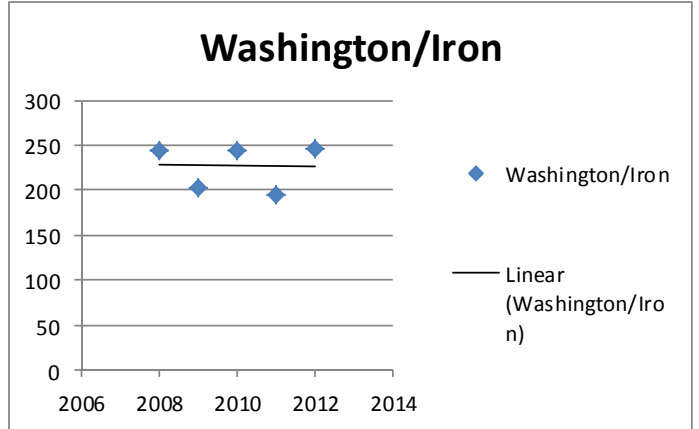
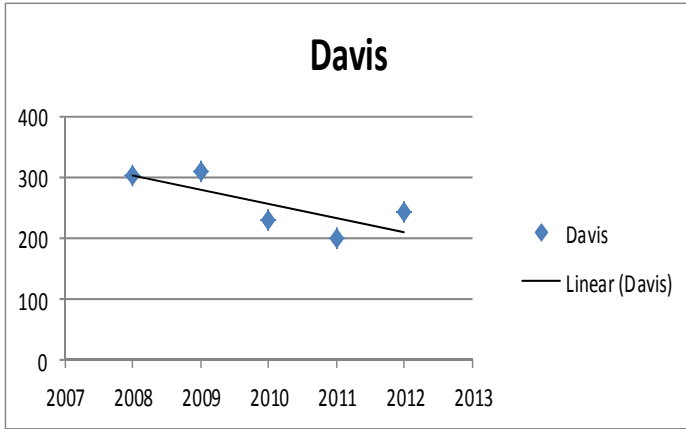
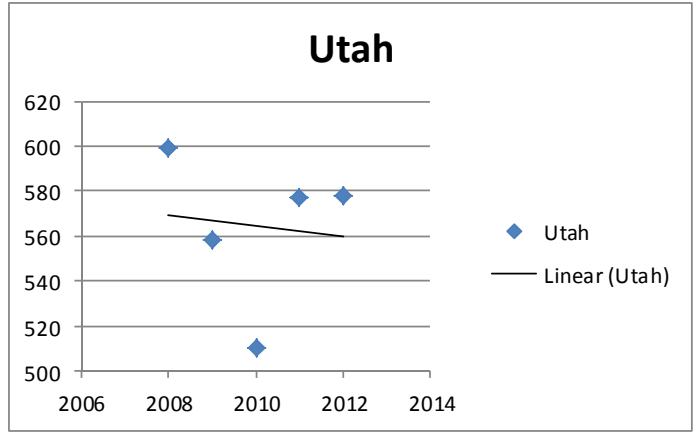
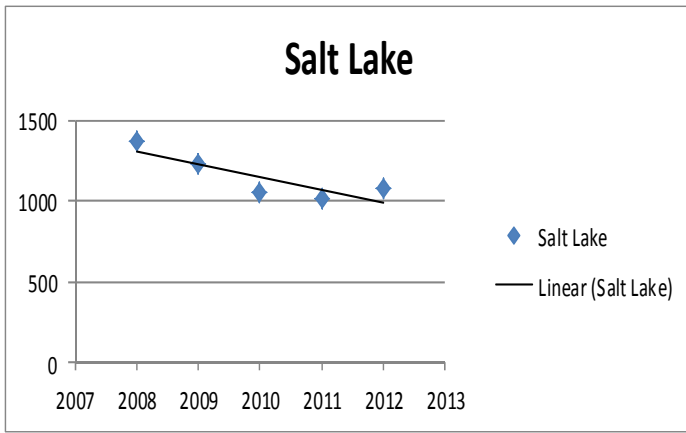
**ENVIRONMENTAL FACTORS REGARDING SPEED-RELATED CRASHES:**

- Wide open spaces in much of Utah give drivers the impression that they can increase their speed safely.
- Recent legislative changes allow higher speeds on identified roads, including increased 80 mph zones.
- Car and truck advertising promotes the higher horsepower and higher speed capability of new cars.
- City police departments are consolidating into larger unified police agencies due to tax base and budget constraints, which has a traffic safety impact.



OPPORTUNITY TARGET ZONES:





# Countermeasures and Projects:

## PLANNED COUNTERMEASURES:

- High Visibility Enforcement (Countermeasures That Work, NHTSA, 2013)
- Other Enforcement Methods (Countermeasures That Work, NHTSA, 2013)
- Communications and Outreach Supporting Enforcement (Countermeasures That Work, NHTSA, 2013)

**PT150101**                      **POLICE TRAFFIC SERVICES TRAINING & EQUIPMENT (TED)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **ONGOING**  
**PLANNED BUDGET**        **\$70,000**

Traffic enforcement is the gateway to public safety, and the Highway Safety Office offers assistance to law enforcement agencies within the State to provide equipment needed to enhance their safety program. Requests are reviewed and ranked based on the problem identification, and the ability of the agency itself to address the traffic safety issue/problem.

Speed was a factor in 82 deaths in Utah in 2012, or 41% of all traffic related deaths. Recent Legislative changes have resulted in increased speed limits on roadways statewide, including expanded 80 mph sections, and conditions create the need for a strong speed enforcement program. The majority of the equipment requests includes radars, lidars, speed signs, and speed monitor trailers, all reflecting the fact that speeding is the number one factor in all crashes in Utah.

To further enhance officers' skillsets, this project will provide for training from Northwestern University's "Advanced Accident Reconstruction" curriculum. Crash reports and the data extracted from them is an important part of identifying trends and evaluating traffic programs, yet many crash reports have inaccurate information or conclusions. Northwestern's training allows officers to better investigate traffic crashes and improves the accuracy of the statewide crash database. This project will sponsor the training through the Unified Police Department in FFY2015.

**PT150102**                      **SALT LAKE/DAVIS COUNTY MULTI-AGENCY TASK FORCES (TED)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **ONGOING**  
**PLANNED BUDGET**        **\$12,000**

Over the past five years, Utah has seen a significant decrease in traffic fatalities, and Salt Lake and Davis Counties have followed that trend. However, Salt Lake and Davis Counties continue to be in the top three statewide for injury and fatal crashes related to speed, impaired driving, distracted driving and unrestrained occupants.

One of the most valuable tools available to the Highway Safety Office is its partnership with the Multi-Agency Task Forces which encourages representatives from the law enforcement agencies to meet on a regular basis to plan and implement various traffic safety and enforcement activities aimed at reducing injury and fatal crashes. The task force members are committed to sustained, high-visibility, year-round enforcement efforts and supporting the national traffic safety campaigns. The task forces serve as a venue to help disseminate information on high visibility traffic enforcement methods and educational efforts to receive information and give input on upcoming media efforts, and to share this information within their respective agencies. This collegial approach facilitates joint participation in traffic safety campaigns and traffic enforcement resource sharing. The overall goal of each agency in the task force jurisdiction is to reduce traffic fatalities and serious injuries.

**PT150103**                    **UTAH COUNTY MULTI-AGENCY TASK FORCE (LAWRENCE)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **FOURTH**  
**PLANNED BUDGET**        **\$8,000**

Over the past five years, Utah has seen a significant decrease in traffic fatalities, and Utah County has followed that trend. However, Utah County continues to be in the top three statewide for injury and fatal crashes related to speed, impaired driving, distracted driving and unrestrained occupants.

One of the most valuable tools available to the Highway Safety Office is its partnership with the Multi-Agency Task Forces which encourages representatives from the law enforcement agencies to meet on a regular basis to plan and implement various traffic safety and enforcement activities aimed at reducing injury and fatal crashes. The task force members are committed to sustained, high-visibility, year-round enforcement efforts and supporting the national traffic safety campaigns. The task forces serve as a venue to help disseminate information on high visibility traffic enforcement methods and educational efforts to receive information and give input on upcoming media efforts, and to share this information within their respective agencies. This collegial approach facilitates joint participation in traffic safety campaigns and traffic enforcement resource sharing. Similar to the longer-standing Multi-Agency Task Forces in Salt Lake and Davis Counties, the overall goal of each agency in the task force jurisdiction is to reduce traffic fatalities and serious injuries.

**PT150104**                    **WEBER COUNTY MULTI-AGENCY TASK FORCE (LAWRENCE)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **FIRST**  
**PLANNED BUDGET**        **\$8,000**

Over the past five years, Utah has seen a significant decrease in traffic fatalities, and Weber County has followed that trend. However, Weber County continues to be in the top six statewide for injury and fatal crashes related to speed, impaired driving, distracted driving and unrestrained occupants.

One of the most valuable tools available to the Highway Safety Office is its partnership with the Multi-Agency Task Forces which encourages representatives from the law enforcement agencies to meet on a regular basis to plan and implement various traffic safety and enforcement activities aimed at reducing injury and fatal crashes. The task force members are committed to sustained, high-visibility, year-round enforcement efforts and supporting the national traffic safety campaigns. The task forces serve as a venue to help disseminate information on high visibility traffic enforcement methods and educational efforts, to receive information and give input on upcoming media efforts, and to share this information within their respective agencies. This collegial facilitates joint participation in traffic safety campaigns and traffic enforcement resource sharing.

Using the proven approach of longer-standing Multi-Agency Task Forces in Salt Lake, Davis and Utah Counties, this project will work during the year to establish a task force in Weber County with the same overall goal: reduce traffic fatalities and serious injuries in task force jurisdictions.

**INFORMATIONAL**        **UTAH HIGHWAY PATROL MOTORS SQUAD (FUHR)**  
**FUNDING SOURCE**        **STATE**  
**PROJECT YEAR**            **ONGOING**

The Utah Highway Patrol uses motorcycle units to perform traffic enforcement, including enforcing speed limits and aggressive and distracted driving laws to ultimately reduce injury and fatal traffic crashes. The Motors Squad is made up of 30 certified officers and sergeants, and work in four different sections: Salt Lake; Utah; Tooele; and Weber Counties. The motors officers work regular shifts on their assigned motorcycles to provide general and targeted traffic law enforcement, provide assistance to neighboring agencies, etc. To enhance their effectiveness when participating in special events, the squad will often conduct enforcement blitzes

while traveling to the event location. The UHP Motors Squad also offers motors training to officers from other law enforcement agencies in the State.

<b>INFORMATIONAL</b>	<b>STATEWIDE SUSTAINED DUI ENFORCEMENT (ADTEC)</b>
<b>FUNDING SOURCE</b>	<b>STATE</b>
<b>PROJECT YEAR</b>	<b>N/A</b>

Utah continues to be a low alcohol-related fatality rate state due in large part to aggressive DUI enforcement and a proactive approach to combating underage drinking issues. In 2010, over 14,000 DUI arrests were made, and most arrests resulted in the impoundment of the violator's motor vehicle. When the vehicles are retrieved by the owners, various impound fees are assessed and the person arrested must pay specific reinstatement fees to regain a valid driver license when eligible. The Utah Legislature has earmarked a portions of those fees to assist in removing impaired drivers from Utah's roadways. The monies are used to fund sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on supporting high visibility saturation patrols during major holidays and supporting national safety campaigns. The funds also provide local law enforcement agencies with equipment such as the updated Intoxilyzer 8000 for accuracy in testing, and new digital in-car video systems to enhance officer safety and to capture evidentiary information during DUI stops.

<b>INFORMATIONAL</b>	<b>DRIVING TRUCK SMART</b>
<b>FUNDING SOURCE</b>	<b>N/A</b>
<b>PROJECT YEAR</b>	<b>N/A</b>

It's a simple rule: a large truck simply doesn't drive like a car. Trucks weigh more, are much taller and can't make the same sudden moves a car can. They have much larger blind spots and need a lot more room to come to a stop. Nearly one fourth of all vehicles on Utah's highways are trucks, and those numbers are increasing. Due to their size and height, semi trucks and buses have several large blind spots where a car or small truck will virtually "disappear" from a truck driver's view. The four areas drivers should avoid are the front, rear and both sides of the tractor to the front of the trailer, and traveling in these areas greatly increases the potential for getting into a serious crash.

It's important for drivers to learn how to interact safely with large trucks, and by incorporating a few simple behaviors drivers can become "Truck Smart" and help make Utah's roads safer for everyone. And, one of the best methods to help teenage drivers understand how to drive Truck Smart is to bring a truck to school or wherever they are taking their driver education course.

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# C-7: Number of Utah Motorcyclist Fatalities

## PERFORMANCE MEASURES:

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

**S**  
SET PERFORMANCE MEASURES & TARGETS

**U**  
UNIFY RESOURCES

**C**  
CONCEIVE STRATEGY

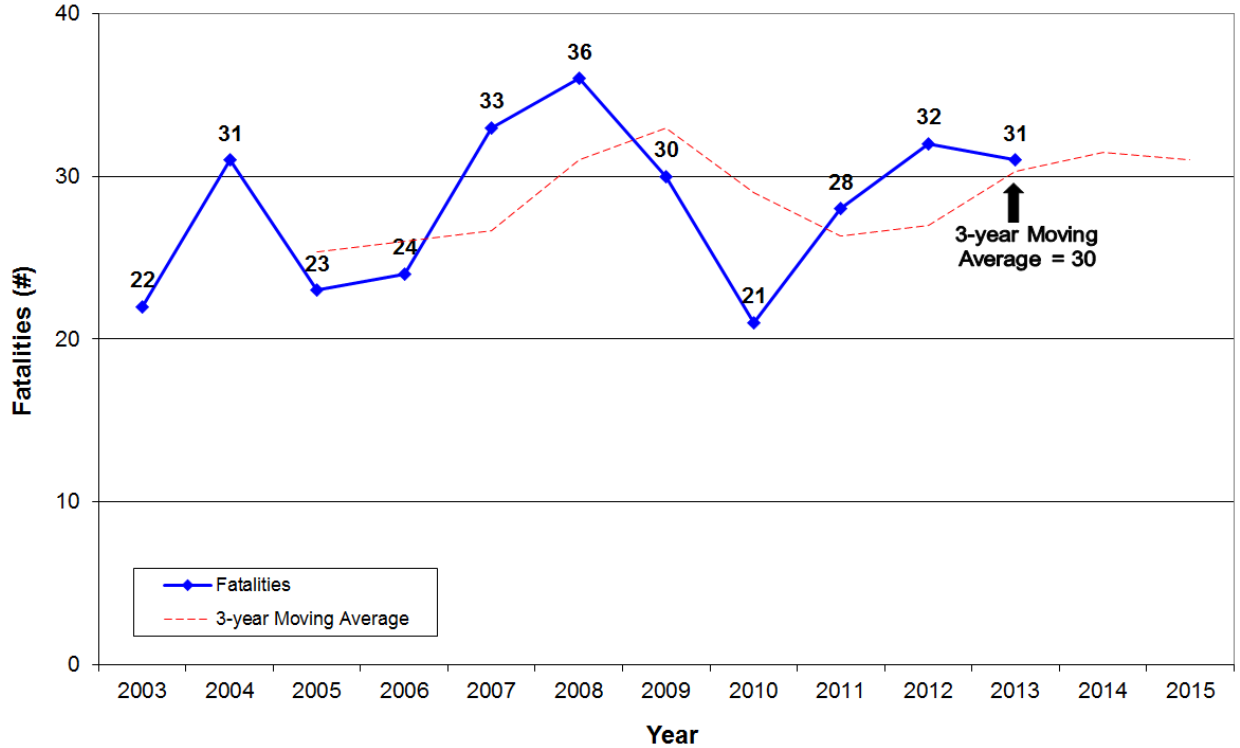
**C**  
CONNECT COUNTERMEASURES

**E**  
ENHANCE EDUCATION & ENFORCEMENT

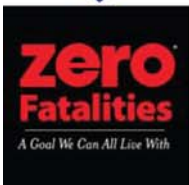
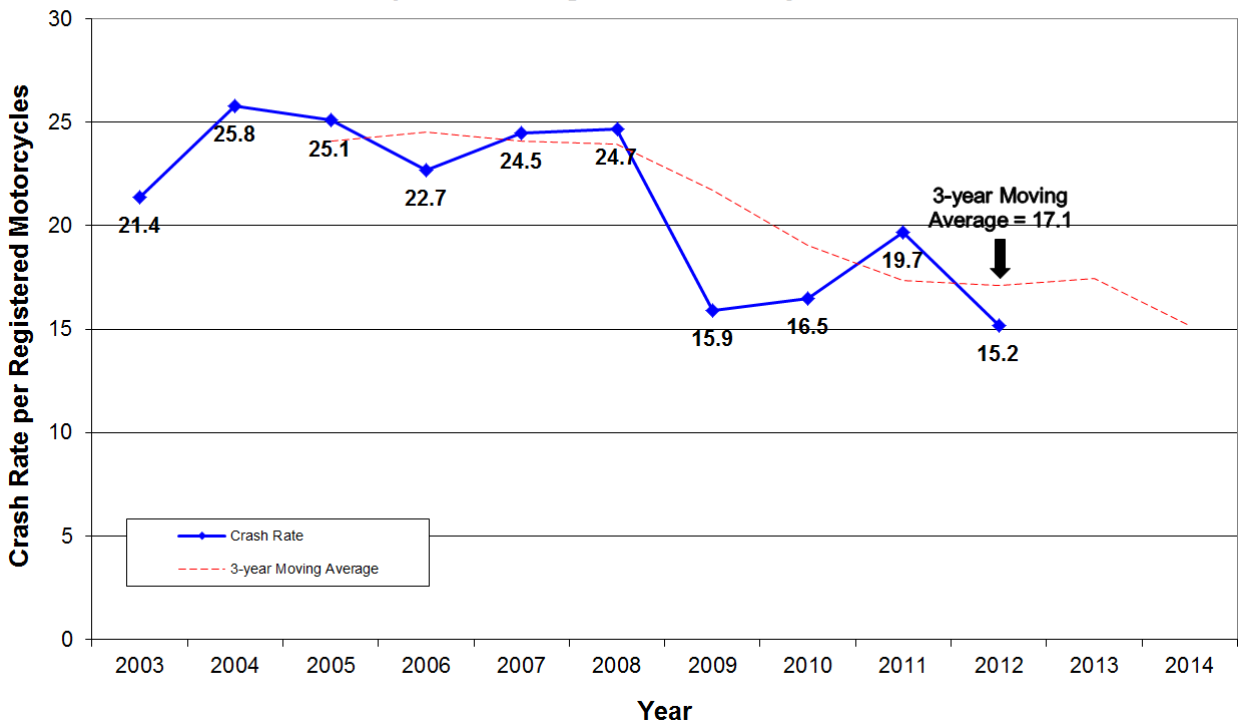
**S**  
SYNCHRONIZE PROJECTS WITH TARGETS

**S**  
SUSTAIN FOCUS THROUGH EVALUATION

### C-7: Number of Utah Motorcyclist Fatalities



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



#### **DATA SOURCES CONSIDERED:**

The data sources used for the performance measures and considered during the problem identification process regarding motorcycle crashes included:

- 2012 Utah Crash Summary—Utah Department of Public Safety
- Fatality Analysis Reporting System (FARS) Database—NHTSA
- Preliminary 2013 State Data—Highway Safety Office, Utah Department of Public Safety
- Vehicle Miles Traveled in Utah—Utah Department of Transportation
- Vehicles Miles Traveled Nationwide—NHTSA
- Driver Information—Driver License Division, Utah Department of Public Safety
- Motor Vehicle Registration—Motor Vehicle Division, Utah State Tax Commission
- Cost of Treatment—Utah Department of Health

#### **UTAH'S PERFORMANCE TARGET:**

Utah's performance target for motorcycle safety **C-7 is 28 in 2015.**

#### **TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

**C-7:** The number of deaths to motorcyclists in Utah has fluctuated over the previous 10 years (2004-2013) between 21 and 36. Due to the fluctuation in data, a trend line is not reliable. The change in the number of deaths has been: -8, +1, +9, +3, -6, -9, +7, +4, -1. During this time span Utah has effected no change in the number of fatalities. Taking the three-year moving average of 30 deaths per year, and assuming Utah can begin a trend of decreasing fatalities by one fewer death per year for the years 2014 and 2015, Utah's performance target for 2015 was set at 28.

#### **PROBLEM IDENTIFICATION FOR MOTORCYCLE SAFETY:**

**What is/are the specific traffic safety problem(s)?** While overall traffic fatalities in Utah have seen a dramatic decrease in Utah over the last six years, motorcyclist fatalities have not shown the same trend. Motorcyclist fatalities have stayed around the three year average of 30. In 2013, motorcyclists accounted for 14% of the fatalities in Utah.

**Who is involved in the traffic safety problem?** Nearly 90% of motorcyclist fatalities occur to males, and the average age of a motorcyclist killed is 43 years.

**When does the traffic safety problem most often occur?** May through September is the peak motorcycle riding season in Utah and also the peak months for fatalities. Sunday and Saturday had the highest number of motorcyclist fatalities.

**Where does this traffic safety problem take place?** The six most populated counties, Salt Lake, Utah, Weber, Davis, Cache and Washington, are also the where the majority (80%) of motorcycle crashes occur.

**Why does this traffic safety problem happen?** Motorcycles are becoming more popular in Utah. The number of registered motorcycles in Utah has increased from 43,271 in 2005 to 74,324 in 2013. The leading contributing factor for drivers who hit motorcyclists is failing to yield right of way, usually when turning left. The leading motorcyclist contributing factors in fatalities is speed too fast and failed to keep in proper lane.

#### **ENVIRONMENTAL FACTORS REGARDING MOTORCYCLE SAFETY:**

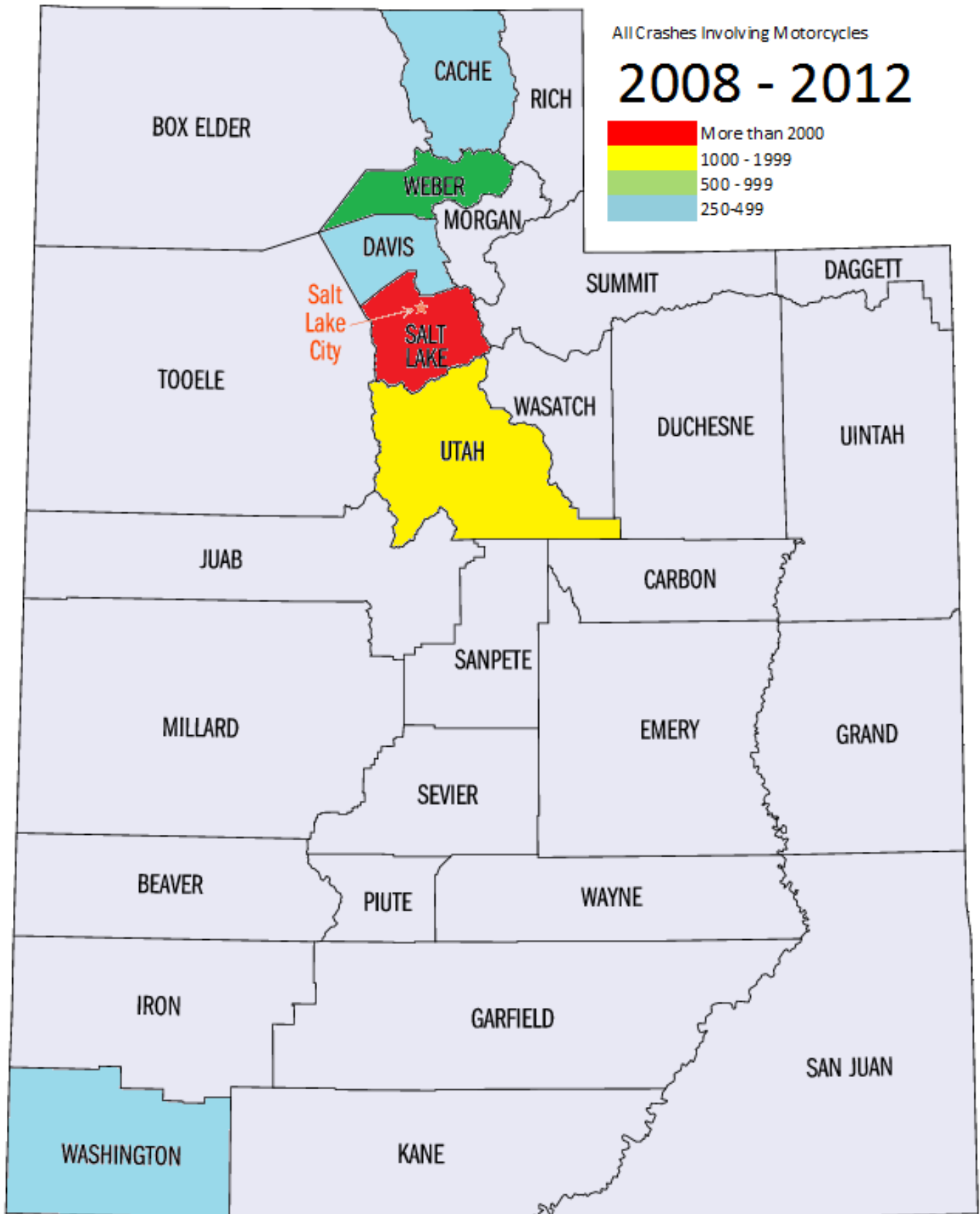
- Utah's helmet law only applies to riders under the age of 18.
- Over 25% of motorcycle riders involved in a fatal crash 2008-2012 did not have a valid motorcycle driver license.
- Utah's 2013 Observational Helmet Use Survey conducted in 17 counties reflected a motorcycle helmet use rate of 65.9%.
- State motorcycle training funds are limited with demand exceeding availability, and MAP-21 Section 405(f) monies are limited in uses and amount.
- Motorcycles are a relatively small component of the total traffic mix, are more difficult to see because of their smaller size, and often other drivers misjudge their speed and distance. Or even do not anticipate routine encounters with motorcyclists in traffic.

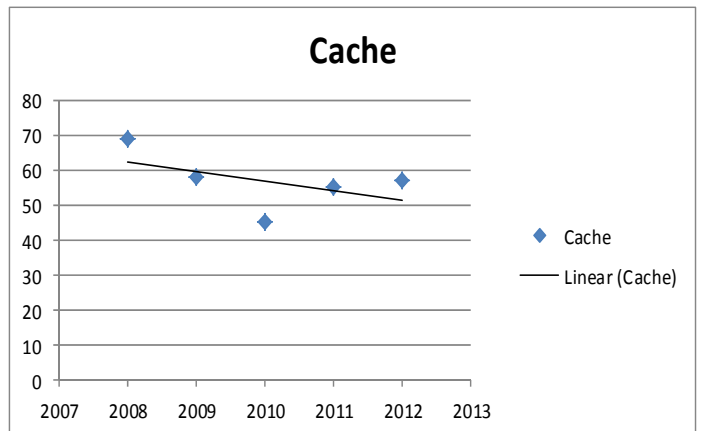
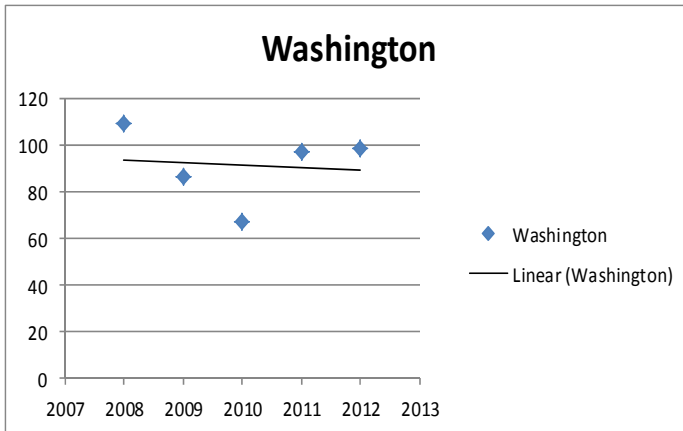
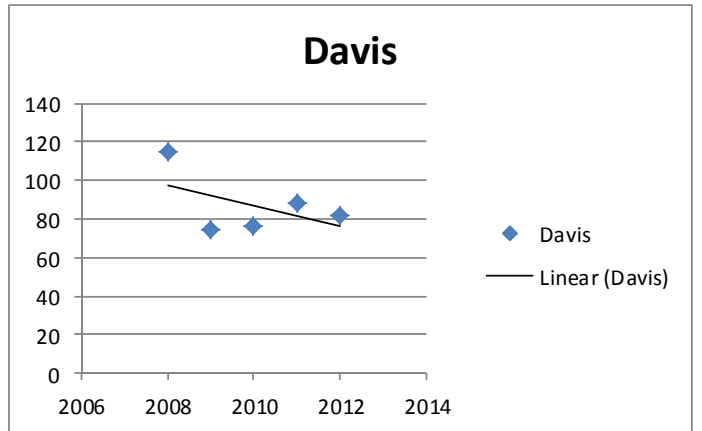
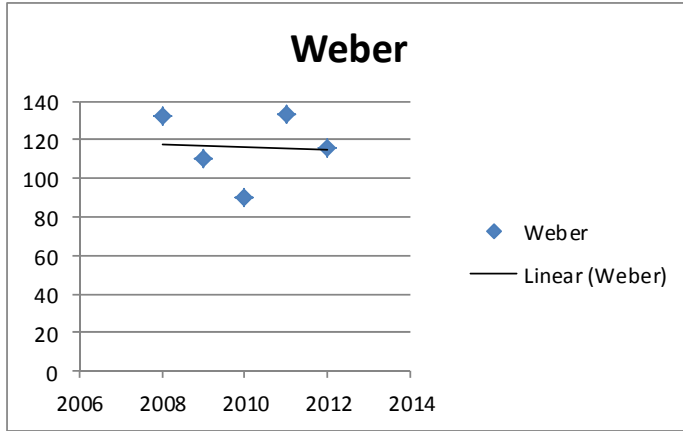
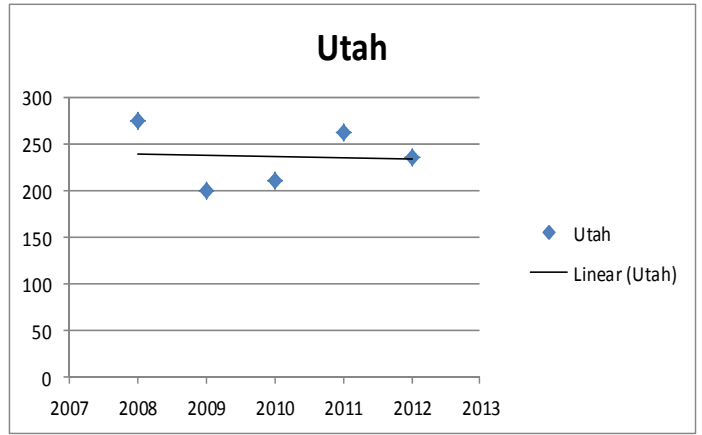
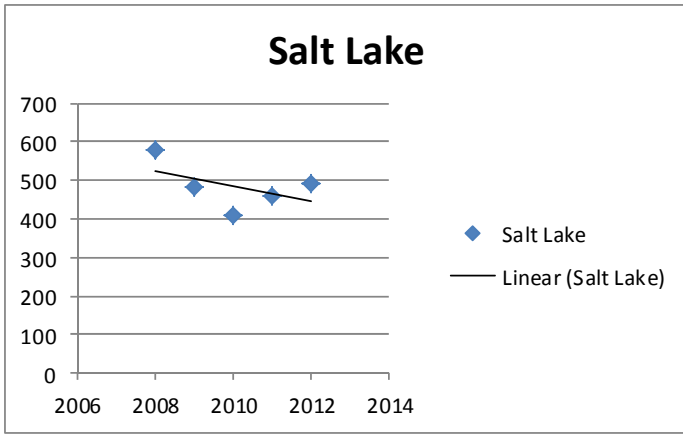
#### **OPPORTUNITY TARGET ZONES:**

The target counties indicated below are the primary areas where the Highway Safety Office plans to focus



OPPORTUNITY TARGET ZONES:





# Countermeasures and Projects:

## PLANNED COUNTERMEASURES:

- Motorcycle Helmet Use Promotion Programs (Countermeasures That Work, NHTSA, 2013)
- Alcohol-Impaired Motorcyclists: Detection, Enforcement and Sanctions (Countermeasures That Work, NHTSA, 2013)
- Alcohol-Impaired Motorcyclists: Communications and Outreach (Countermeasures That Work, NHTSA, 2013)
- Motorcycle Rider Licensing (Countermeasures That Work, NHTSA, 2013)
- Motorcycle Rider Training (Countermeasures That Work, NHTSA, 2013)
- Communications and Outreach: Conspicuity and Protective Clothing (Countermeasures That Work, NHTSA, 2013)
- Communications and Outreach: Other Driver Awareness of Motorcyclists (Countermeasures That Work, NHTSA, 2013)

<b>MC150901</b>	<b>MOTORCYCLE SAFETY MEDIA AND PI&amp;E (HELEN)</b>
<b>FUNDING SOURCE</b>	<b>402 (\$31,000)/405(f) (\$37,000)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$68,000</b>

Motorcycles comprised about 3.5% of the registered motor vehicles in Utah in 2013, but accounted for over 14% of the traffic fatalities. This over-representation can reasonably be tied to a variety of factors, such as the vulnerability of a motorcyclist in any crash situation, as they do not have the protective elements built into most cars and trucks today. Other behavior and culture factors also come into play, including: only 65% of riders in Utah wear helmets; 90% of motorcycle fatalities are males; and protective clothing often isn't used.

This project will support efforts statewide to increase motorists' awareness of motorcyclists and their safety, use communication and outreach to promote rider training courses, protective gear and helmet use. Media efforts will include promoting Motorcycle Safety Month and Utah's Motorcycle Rider Education Program for new and experienced riders. Supplies and enhancements will be available to more localized PI&E efforts, such as ABATE's New Motorist Awareness Program.

<b>INFORMATIONAL</b>	<b>MOTORCYCLE RIDER EDUCATION PROGRAM (STROMBERG)</b>
<b>FUNDING SOURCE</b>	<b>STATE</b>
<b>PROGRAM YEAR</b>	<b>ONGOING</b>

About 55% of the motorcyclist fatalities were unhelmeted over the last five years, and the State's Motorcycle Rider Education Program recognizes the importance of rider training and appropriate safety gear. The Motorcycle Rider Education Program provides oversight for rider training courses for beginner and experienced riders, focusing on reducing motor vehicle crashes involving a motorcycle, which so often result in injuries and fatalities. Focusing on expanding the skills of any level of rider and promoting the use of helmets and protective conspicuity clothing, the courses are available in the counties where more than 80% of the State's motorcycles are registered, and also educate riders on the effects of alcohol and drugs on their riding skills. Participants are required to wear a helmet and appropriate clothing during any riding portions of the training. The training course standards meet or exceed those set by the Motorcycle Safety Foundation (MSF), and all instructors in the program are MSF-certified. Riders who successfully complete the course are credited with completing the Driver License Division's skills test for a motorcycle endorsement to their driver license. This program is funded with fees collected from motorcycle vehicle registrations and also motorcycle endorsements issued as part of the driver licensing process. The Motorcycle Rider Education Program has been in effect since 1994, with a program-specific coordinator appointed by Utah's Commissioner of Public Safety.

**INFORMATIONAL**      **NEW MOTORIST AWARENESS PROGRAM (ABATE)**  
**FUNDING SOURCE**      **N/A**  
**PROGRAM YEAR**      **N/A**

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

**INFORMATIONAL**      **SALT LAKE COMMUNITY COLLEGE MOTORCYCLE TRAINING**  
**FUNDING SOURCE**      **N/A**  
**PROJECT YEAR**      **N/A**

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

**INFORMATIONAL**      **ADVANCED RIDER TRAINING**  
**FUNDING SOURCE**      **N/A**  
**PROJECT YEAR**      **N/A**

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

**S**  
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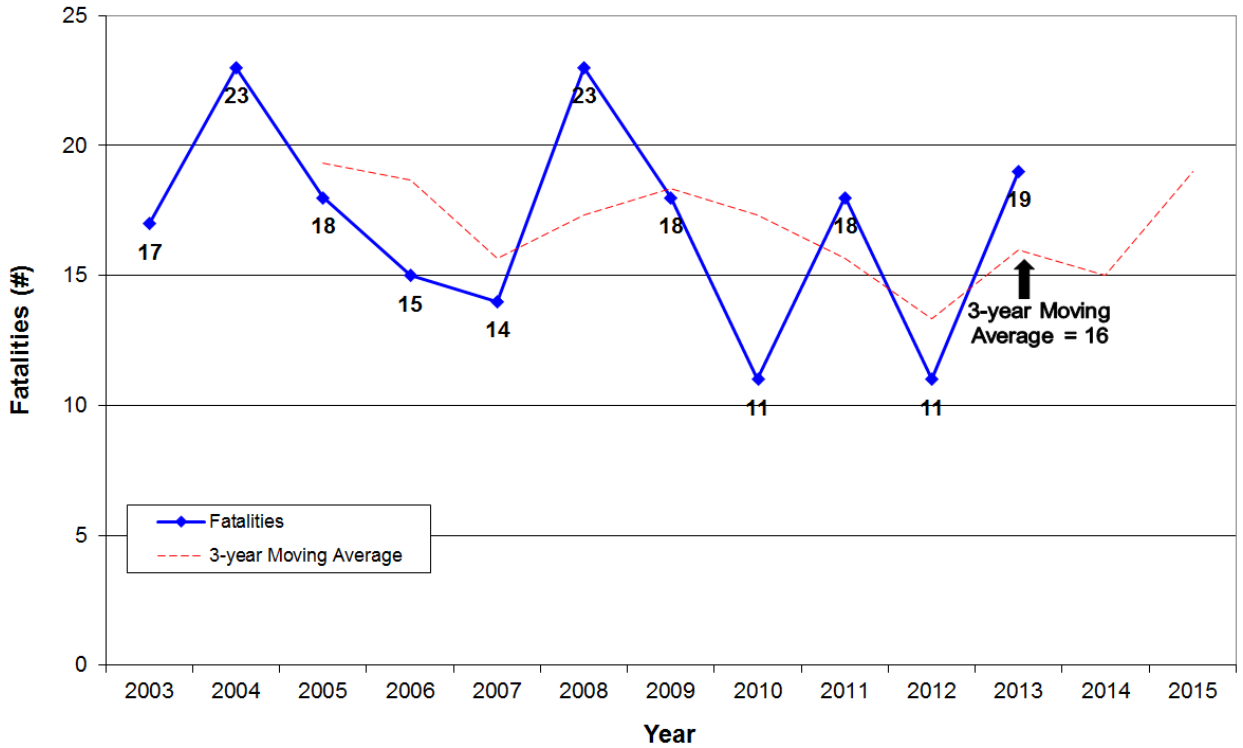
**Zero Fatalities**  
A Goal We Can All Live With

# C-8: Number of Utah Unhelmeted Motorcyclist Fatalities

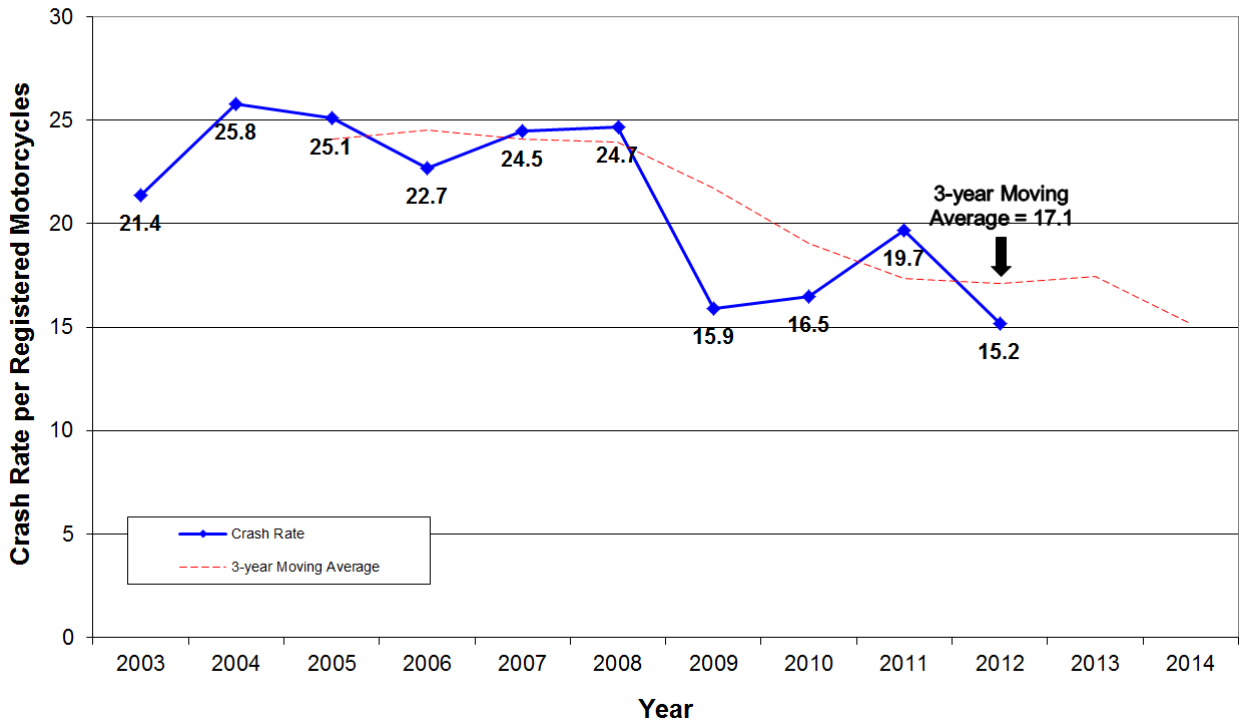
## PERFORMANCE MEASURES:

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

**C-8: Number of Utah Unhelmeted Motorcyclist Fatalities**



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



#### **DATA SOURCES CONSIDERED:**

The data sources used for the performance measures and considered during the problem identification process regarding motorcycle crashes included:

- 2012 Utah Crash Summary—Utah Department of Public Safety
- Fatality Analysis Reporting System (FARS) Database—NHTSA
- Preliminary 2013 State Data—Highway Safety Office, Utah Department of Public Safety
- Vehicle Miles Traveled in Utah—Utah Department of Transportation
- Vehicles Miles Traveled Nationwide—NHTSA
- Driver Information—Driver License Division, Utah Department of Public Safety
- Motor Vehicle Registration—Motor Vehicle Division, Utah State Tax Commission
- Cost of Treatment—Utah Department of Health

#### **UTAH'S PERFORMANCE TARGET:**

Utah's performance target for unhelmeted motorcyclist fatalities **C-8 is 14 is 2015.**

#### **TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

**C-8:** Using a linear trendline for the number of Utah unhelmeted motorcyclist fatalities over the previous 10 years (2004-2013) of data produces the predicting equation of:  $y = -0.5091x + 19.8$ . Putting the year 2015 into this formula produces a value of 13.69. Utah's performance target for 2015 was set at 14.

#### **PROBLEM IDENTIFICATION FOR MOTORCYCLE HELMET USE:**

**What is/are the specific traffic safety problem(s)?** When considering all crash data, only about 57% of motorcyclists involved in a traffic crash 2008-2012 were wearing a helmet. This seems to be corroborated by the 2013 Utah Observational Helmet Use Survey conducted in 17 counties which reflected that 65.9% were wearing helmets.

**Who is involved in the traffic safety problem?** Motorcyclists ages 15-34 were most likely to be involved in a traffic crash in the past 5 years, and nearly all of the unhelmeted motorcyclist fatalities were male drivers. Motorcyclists between the ages of 35-44 had the highest number of unhelmeted fatalities.

**When does the traffic safety problem most often occur?** Nearly 60% of the unhelmeted motorcyclist fatalities occurred from July through September, and Saturday had the highest number of unhelmeted motorcyclist fatalities. The 8:00 p.m. hour had one-fourth of the unhelmeted motorcyclist fatalities.

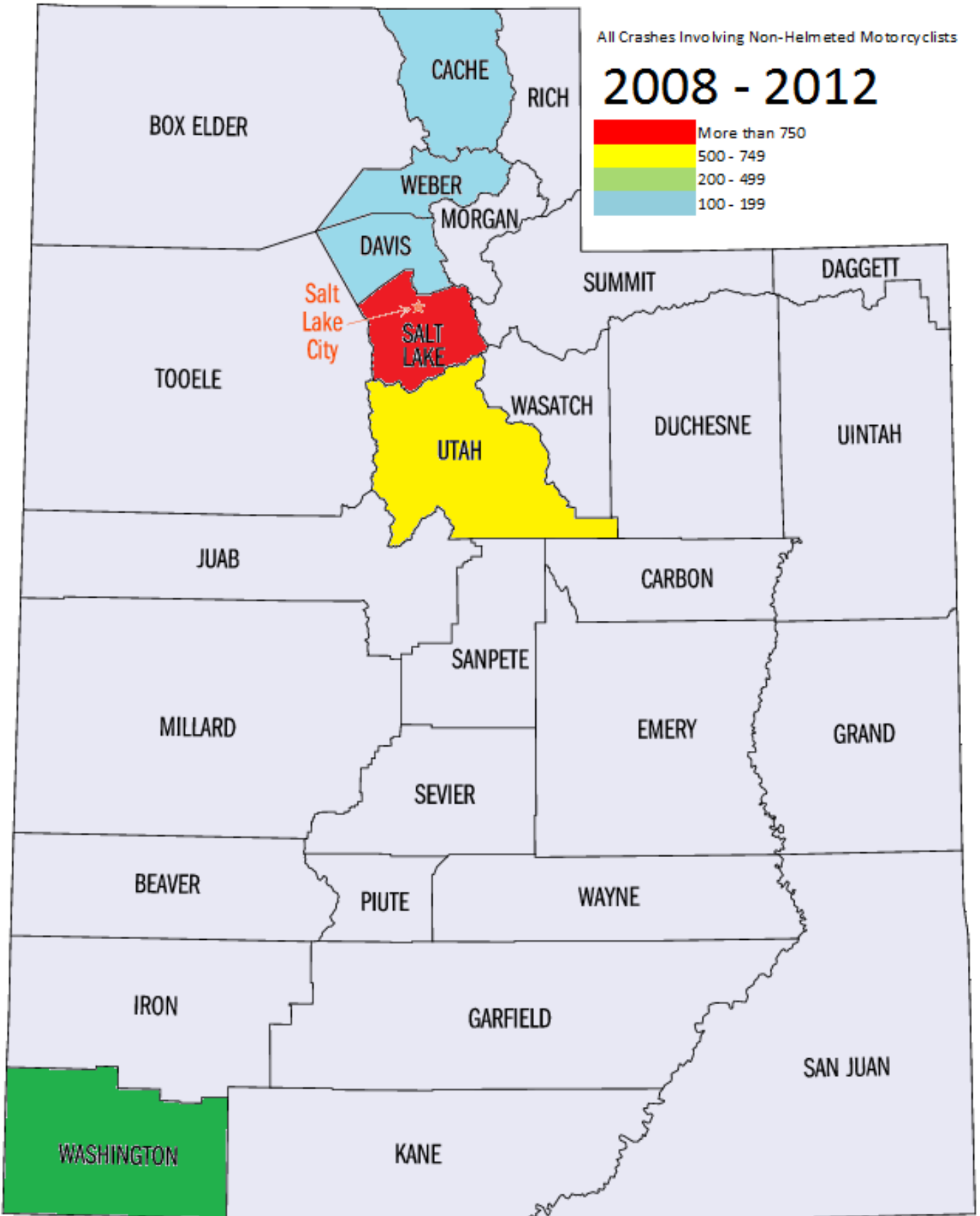
**Where does this traffic safety problem take place?** The six most populated counties, Salt Lake, Utah, Weber, Davis, Cache and Washington, are also the where the majority (80%) of motorcycle crashes occur, with nearly one-third of unhelmeted motorcyclist fatalities occurring in Salt Lake County with Davis County being the next highest county.

**Why does this traffic safety problem happen?** Over the last five years about 55% of the motorcyclist fatalities were unhelmeted, and without a universal helmet law many riders are unwilling to wear a helmet.

#### **ENVIRONMENTAL FACTORS REGARDING MOTORCYCLE SAFETY:**

- Utah's helmet law only applies to riders under the age of 18.
- Utah's 2013 Observational Helmet Use Survey conducted in 17 counties reflected a motorcycle helmet use rate of 65.9%.
- Helmet use is significantly higher in States with a universal helmet law, and only one-tenth as many unhelmeted riders died in states with such a law, and helmets are estimated to reduce the likelihood of death in a motorcycle crash by 37%.
- "The only proven way to get people to wear helmets is the universal helmet law." (CDC/NHTSA)

# OPPORTUNITY TARGET ZONES:



# Countermeasures and Projects:

## PLANNED COUNTERMEASURES:

- Motorcycle Helmet Use Promotion Programs (Countermeasures That Work, NHTSA, 2013)
- Alcohol-Impaired Motorcyclists: Communications and Outreach (Countermeasures That Work, NHTSA, 2013)
- Motorcycle Rider Licensing (Countermeasures That Work, NHTSA, 2013)
- Motorcycle Rider Training (Countermeasures That Work, NHTSA, 2013)
- Communications and Outreach: Conspicuity and Protective Clothing (Countermeasures That Work, NHTSA, 2013)

<b>INFORMATIONAL</b>	<b>MOTORCYCLE RIDER EDUCATION PROGRAM (STROMBERG)</b>
<b>FUNDING SOURCE</b>	<b>STATE</b>
<b>PROGRAM YEAR</b>	<b>ONGOING</b>

About 55% of the motorcyclist fatalities were unhelmeted over the last five years, and the State's Motorcycle Rider Education Program recognizes the importance of rider training and appropriate safety gear. The Motorcycle Rider Education Program provides oversight for rider training courses for beginner and experienced riders, focusing on reducing motor vehicle crashes involving a motorcycle, which so often result in injuries and fatalities. Focusing on expanding the skills of any level of rider and promoting the use of helmets and protective conspicuity clothing, the courses are available in the counties where more than 80% of the State's motorcycles are registered, and also educate riders on the effects of alcohol and drugs on their riding skills. Participants are required to wear a helmet and appropriate clothing during any riding portions of the training. The training course standards meet or exceed those set by the Motorcycle Safety Foundation (MSF), and all instructors in the program are MSF-certified. Riders who successfully complete the course are credited with completing the Driver License Division's skills test for a motorcycle endorsement to their driver license. This program is funded with fees collected from motorcycle vehicle registrations and also motorcycle endorsements issued as part of the driver licensing process. The Motorcycle Rider Education Program has been in effect since 1994, with a program-specific coordinator appointed by Utah's Commissioner of Public Safety.

<b>INFORMATIONAL</b>	<b>SALT LAKE COMMUNITY COLLEGE MOTORCYCLE TRAINING</b>
<b>FUNDING SOURCE</b>	<b>COURSE FEES</b>
<b>PROJECT YEAR</b>	<b>N/A</b>

This course covers the fundamentals of becoming a safe and responsible motorcycle rider, helping them learn the physical and mental skills required for operating a motorcycle in everyday riding situations. It also provides a wealth of practical advice on basic motorcycle safety checks, the types and benefits of motorcycle-specific helmets and riding apparel, and time-proven techniques for becoming a safe and more confident rider. Participants are required to wear a helmet and appropriate clothing during any riding portions of the training.



**S**  
SET PERFORMANCE MEASURES & TARGETS

**U**  
UNIFY RESOURCES

**C**  
CONCEIVE STRATEGY

**C**  
CONNECT COUNTERMEASURES

**E**  
ENHANCE EDUCATION & ENFORCEMENT

**S**  
SYNCHRONIZE PROJECTS WITH TARGETS

**S**  
SUSTAIN FOCUS THROUGH EVALUATION

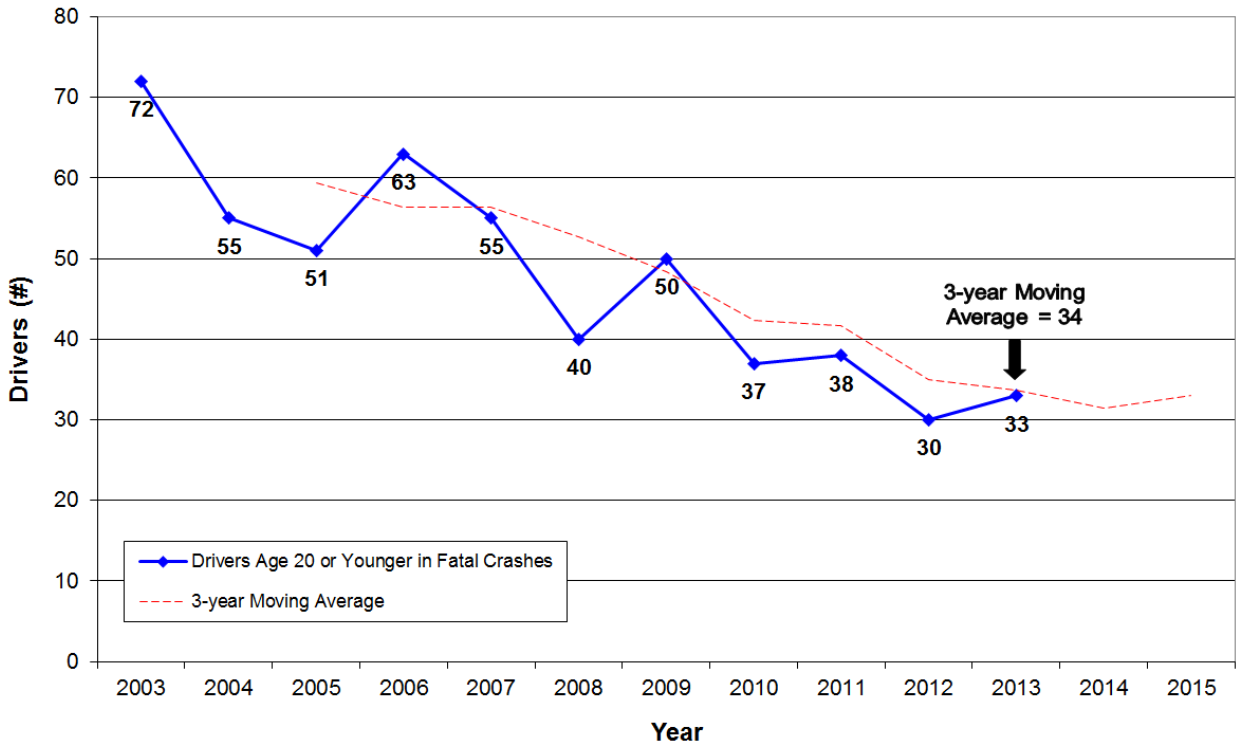
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A Goal We Can All Live With

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

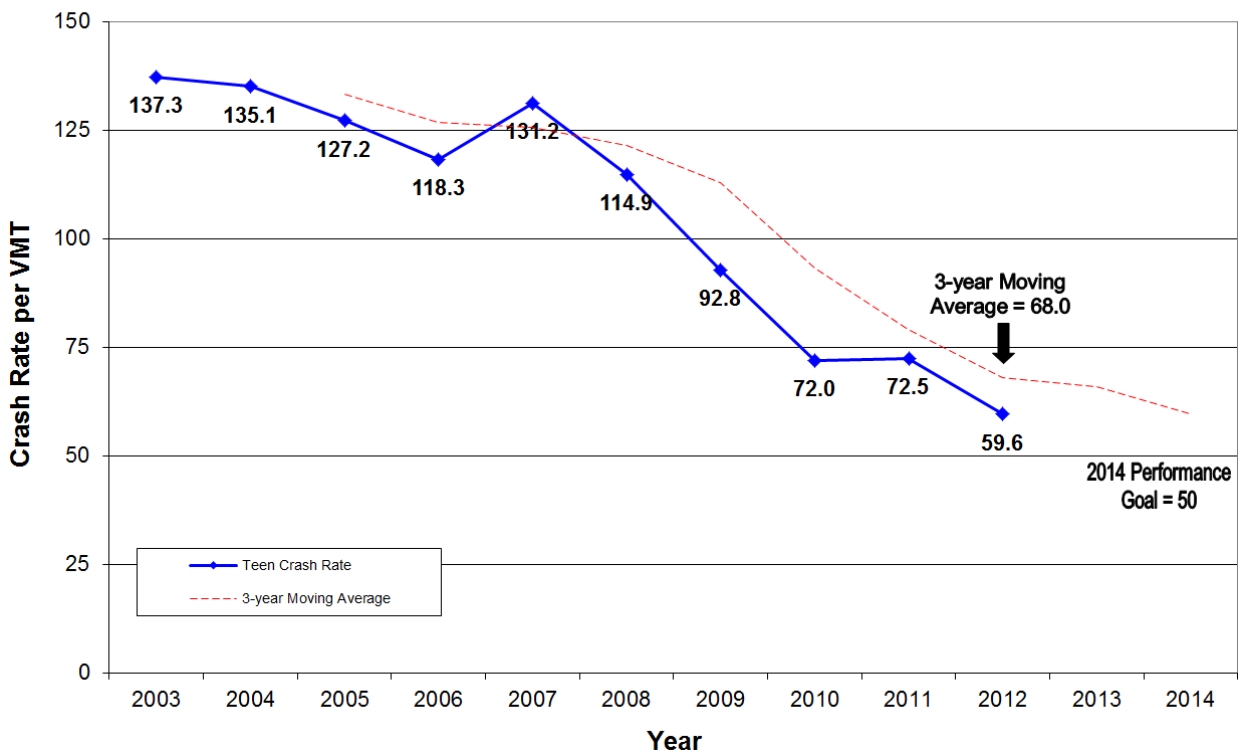
## PERFORMANCE MEASURES:

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

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



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



**DATA SOURCES CONSIDERED:**

The data sources used for the performance measures and considered during the problem identification process regarding motorcycle crashes included:

- 2012 Utah Crash Summary—Utah Department of Public Safety
- Fatality Analysis Reporting System (FARS) Database—NHTSA
- Preliminary 2013 State Data—Highway Safety Office, Utah Department of Public Safety
- Vehicle Miles Traveled in Utah—Utah Department of Transportation
- Vehicles Miles Traveled Nationwide—NHTSA
- Driver Information—Driver License Division, Utah Department of Public Safety
- Motor Vehicle Registration—Motor Vehicle Division, Utah State Tax Commission
- Cost of Treatment—Utah Department of Health

**UTAH'S PERFORMANCE TARGET:**

Utah's performance target for drivers age 20 or younger **C-9 is 25 in 2015.**

**TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

**C-9:** Using a linear trendline for the number of Utah traffic fatalities involving younger drivers over the previous 10 years (2004-2013) of data produces the predicting equation of:  $y = -3.1152x + 62.333$ . Putting the year 2015 into this formula produces a value of 24.95. Therefore Utah's performance target for 2015 was set at 25.

**PROBLEM IDENTIFICATION FOR TEEN DRIVERS:**

**What is/are the specific traffic safety problem(s)?** The number of drivers in fatal crashes under 21 years of age has shown a dramatic decrease over the last 10 years.

**Who is involved in the traffic safety problem?** The majority of drivers in fatal crashes under 21 years of age are males. Younger drivers are usually not involved in many fatal crashes in Utah, however the same cannot be said for drivers 18 to 20 years of age. Drivers 18 to 20 years of age have the highest rate of fatal crashes per licensed driver in Utah.

**When does the traffic safety problem most often occur?** Saturday has the highest number of fatal crashes involving younger drivers in Utah. 5:00-6:59 p.m. are the hours with the highest number of fatal crashes involving younger drivers.

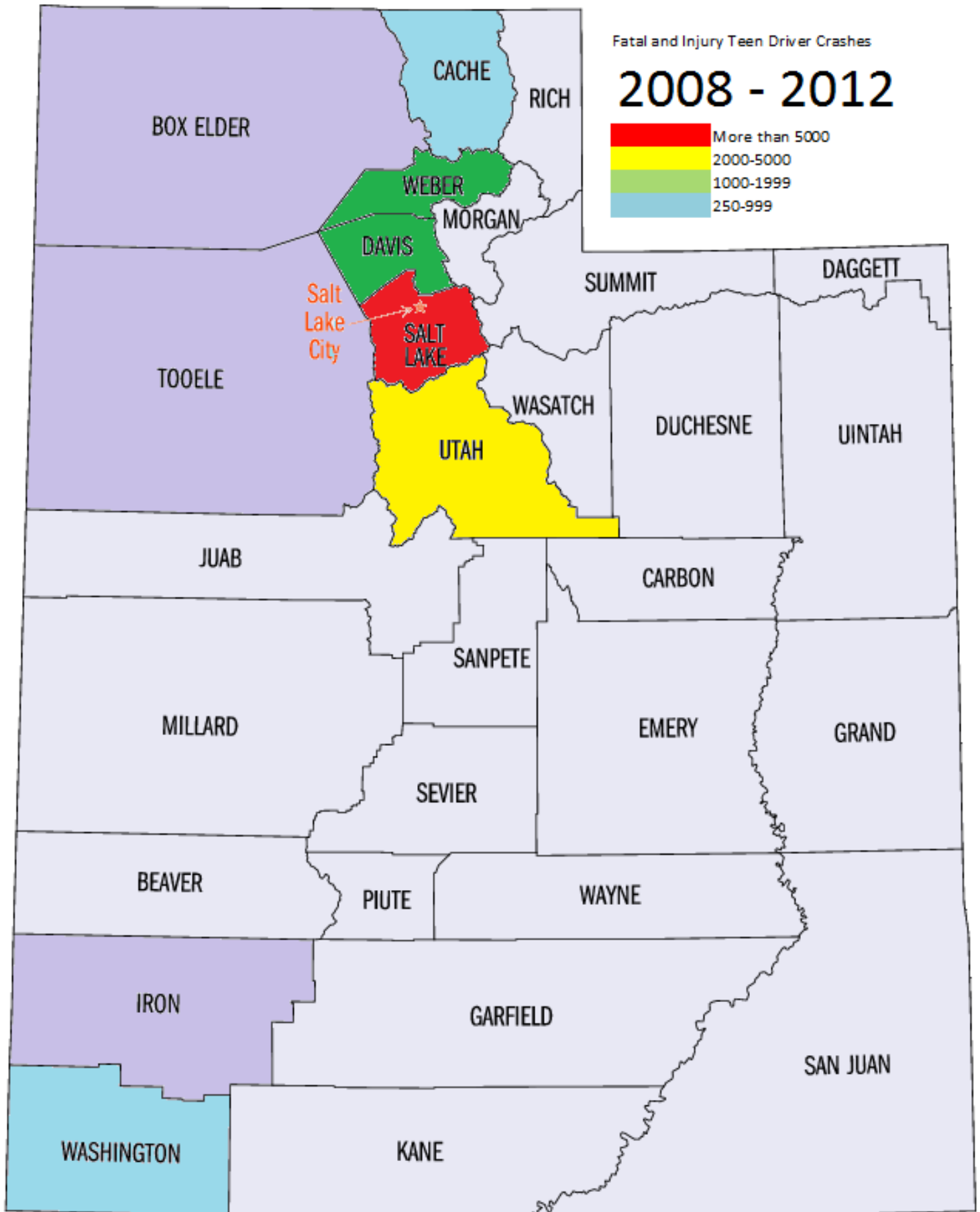
**Where does this traffic safety problem take place?** A major portion of fatal crashes involving younger drivers in Utah occur in the highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis, and Weber.

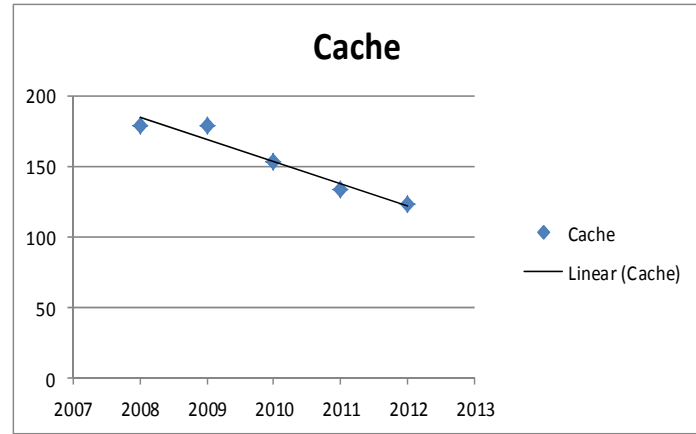
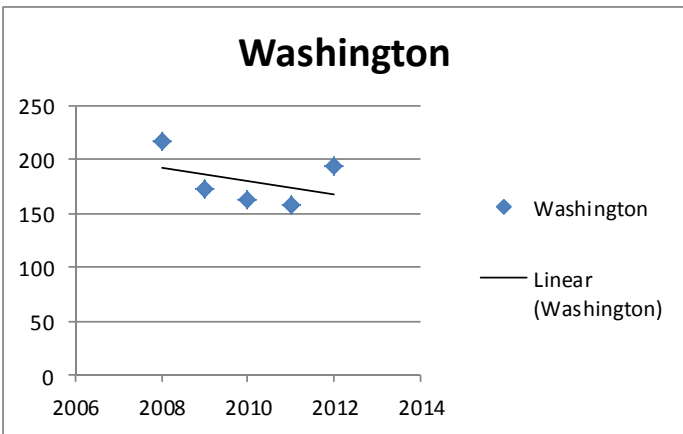
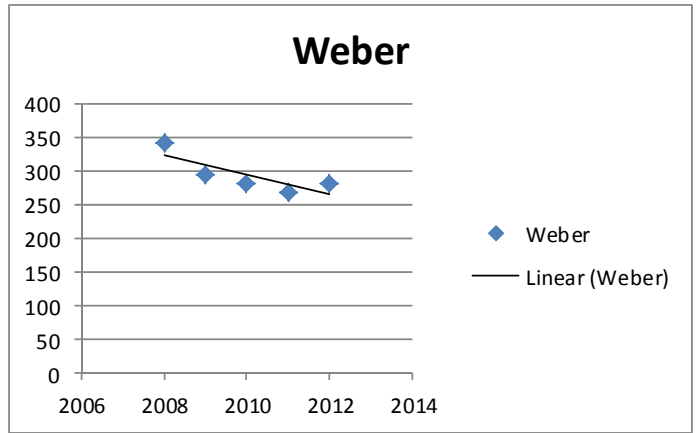
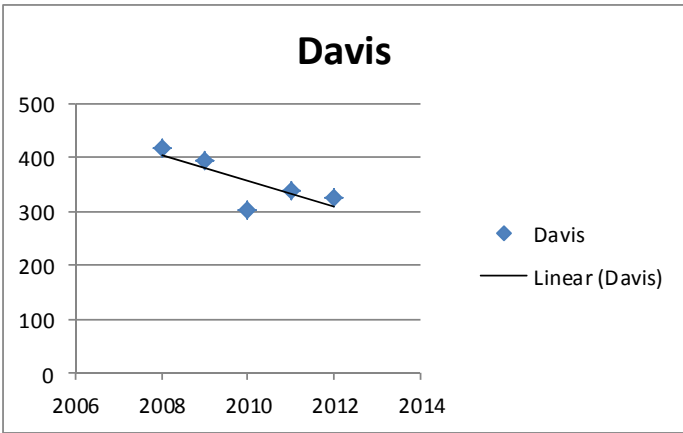
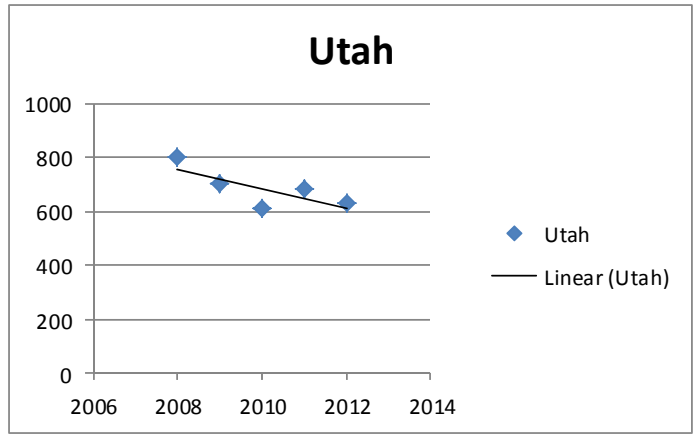
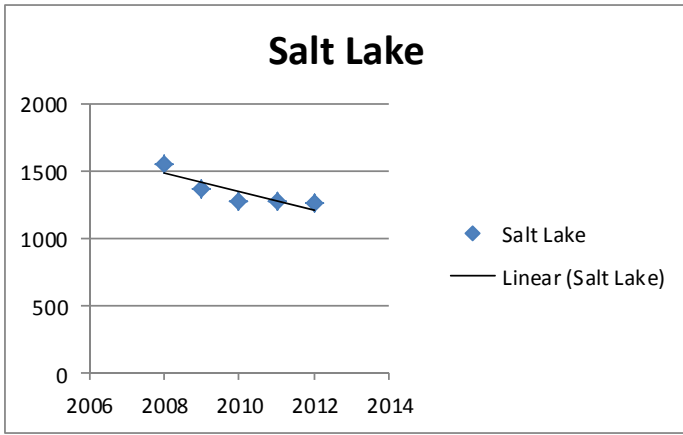
**Why does this traffic safety problem happen?** The leading factors for younger drivers in Utah fatal crashes were speed and failed to keep in proper lane.

**ENVIRONMENTAL FACTORS REGARDING TEEN DRIVERS:**

- Teen driver crashes have decreased over the past 10 years, and 2012 was the first year that drivers ages 15-19 did not have the highest crash rate.
- Drivers age 18 had the highest total crash rate per licensed driver in 2012.
- Crashes involving a motor vehicle traveling 40 MPH or faster, and driven by a teen, were almost 8 times more likely to be fatal in 2012.
- Over 55% of teen drivers and their passengers killed in crashes were unrestrained.

OPPORTUNITY TARGET ZONES:





# Countermeasures and Projects:

## PLANNED COUNTERMEASURES:

- Graduated Driver Licensing (Countermeasures That Work, NHTSA, 2013)
- GDL Learner's Permit Length, Supervised Hours (Countermeasures That Work, NHTSA, 2013)
- Intermediate License Nighttime Restrictions (Countermeasures That Work, NHTSA, 2013)
- Intermediate License Passenger Restrictions (Countermeasures That Work, NHTSA, 2013)
- GDL Cell Phone Restrictions (Countermeasures That Work, NHTSA, 2013)
- GDL Belt Use Requirements (Countermeasures That Work, NHTSA, 2013)
- GDL Intermediate License Violation Penalties (Countermeasures That Work, NHTSA, 2013)
- Pre-Licensure Driver Education (Countermeasures That Work, NHTSA, 2013)
- Post-Licensure or Second-Tier Driver Education (Countermeasures That Work, NHTSA, 2013)
- Parental Role in Teaching and Managing Young Drivers (Countermeasures That Work, NHTSA, 2013)
- Enforcement of GDL and Zero-Tolerance Laws (Countermeasures That Work, NHTSA, 2013)

<b>CP150210</b>	<b>TEEN DRIVING OUTREACH (HELEN)</b>
<b>FUNDING SOURCE</b>	<b>402 (\$28,000)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$28,000</b>

Teen drivers are over represented in crashes in Utah – in 2012, they accounted for only 9% of licensed drivers but were involved in 20% of all motor vehicle crashes. Teenage drivers are a special concern because of their high crash rates and lack of driving experience, and 57% of teen drivers and their passengers killed in crashes were unrestrained. Experts suggest that teens are more likely than older drivers to underestimate dangerous situations or not be able to recognize hazardous situations, and that they are more likely to speed and allow shorter vehicle intervals. Teens who thrill seek, act aggressively, succumb to peer pressure, or fail to view deviant behavior as inappropriate, are more likely to be involved in motor vehicle crashes, and the presence of male teenage passengers increases the likelihood of this risky driving behavior.

This project will work to decrease motor vehicle crashes involving teen drivers by promoting increased parental involvement in, and awareness of, teen driving as each new group of young drivers hit the roadways. The project will provide support for various activities and campaigns that work to increase teen driver skills, especially hazard recognition, vehicle handling, space management, and awareness of distracted and impaired driving. It will promote the Ford Driving Skills for Life online curriculum, work to increase parent involvement in teen driving through Teen Driver/Parent Programs at high schools, and conduct at least one earned media event to promote parent involvement in teen driving. Special focus will be given to educating on the dangers of distracted driving, and also promoting seat belt use.

<b>INFORMATIONAL</b>	<b>DRIVER EDUCATION PROGRAM FOR HIGH SCHOOL STUDENTS (MAYNES)</b>
<b>FUNDING SOURCE</b>	<b>STATE</b>
<b>PROGRAM YEAR</b>	<b>ONGOING</b>

According to extensive research summarized in Hedlund, Shults, & Compton, 2003, young drivers have high crash risks for two main reasons: First, they are inexperienced, just learning to drive. The mechanics of driving require much of their attention, so safety considerations frequently are secondary. They do not have experience in recognizing potentially risky situations or in reacting appropriately and controlling their vehicles in these situations. Second, they are immature, sometimes seeking risks for their own sake, often not able or willing to think ahead to the potentially harmful consequences of risky actions. In fact, research on adolescent development suggests that key areas of the brain involved in judgments and decision making are not fully developed until the mid-20s (Dahl, 2008; Keating, 2007; Steinberg, 2007).

The State Office of Education, in partnership with the Utah Driver License Division, oversees the driver education program in Utah's public schools. Successful completion of this course is required for licensure of new drivers in Utah.

**INFORMATIONAL**            **COALITION FOR UTAH TRAFFIC SAFETY (FAIRCLOUGH)**  
**FUNDING SOURCE**        **N/A**  
**PROGRAM YEAR**           **ONGOING**

Graduated driver licensing addresses both the inexperience and immaturity of young drivers, and provides a structure in which beginning drivers gain substantial driving experience in less-risky situations. By raising the minimum age of full licensure, and providing parents with tools to manage their teenage drivers, GDL has shown effective in reducing teen driver crashes. One of the Coalition for Utah Traffic Safety's core purposes is to act as a primary watchdog group for promoting and advocating graduated driver licensing laws in Utah.

**INFORMATIONAL**            **ZERO FATALITIES/DON'T DRIVE STUPID PROGRAM (HULL)**  
**FUNDING SOURCE**        **N/A**  
**PROGRAM YEAR**           **ONGOING**

The Zero Fatalities program is a united effort from state agencies and public and private businesses that attacks the top five contributing factors to fatalities on Utah roads: drowsy driving, distracted driving, aggressive driving, impaired driving and not buckling up. These fatal crashes are preventable—not inevitable.

This extensive public education program is designed to convince adults, teens, children, community, business and political leaders of the need to change unsafe driving behaviors. When someone in the community is killed from a violent crime, the result is breaking news coverage, public outcries and a concerted effort to shun those who committed such a crime. However, when someone causes a fatal crash by falling asleep at the wheel, driving recklessly or unbuckled, the community just accepts it as just a "tragic accident." Why? The loss of just one life is unacceptable, and the program enlists everyone to be as vigilant at ridding communities of unsafe driving behavior, just as happens with violent criminals. The program's vision is: "We won't stop until we reach Zero Fatalities - it's a goal we can all live with."

**INFORMATIONAL**            **DEFENSIVE DRIVING COURSE (HAMSON)**  
**FUNDING SOURCE**        **N/A**  
**PROGRAM YEAR**           **ONGOING**

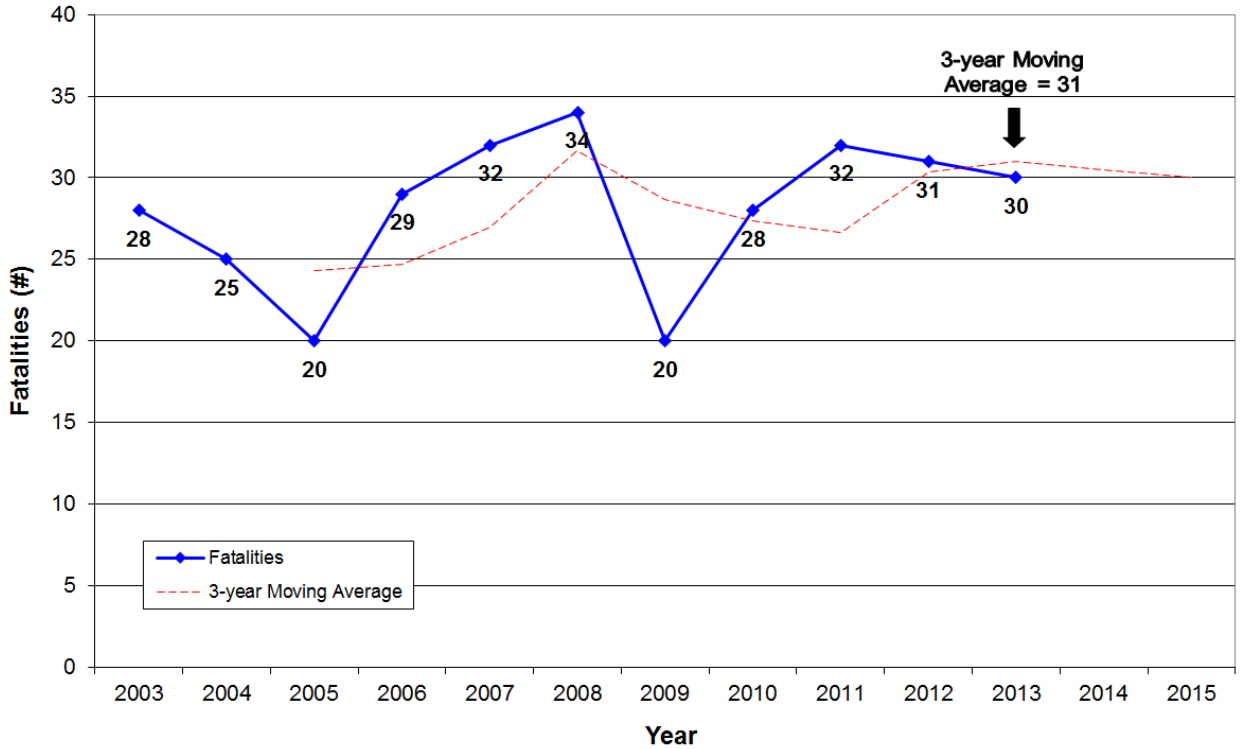
The National Safety Council's Defensive Driving program offers practical strategies to reduce collision-related injuries and fatalities. It addresses the importance of attitude in preventing crashes, and reinforces good driving skills. Most importantly, DDC shows students the consequences of the choices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

# C-10: Number of Utah Pedestrian Fatalities

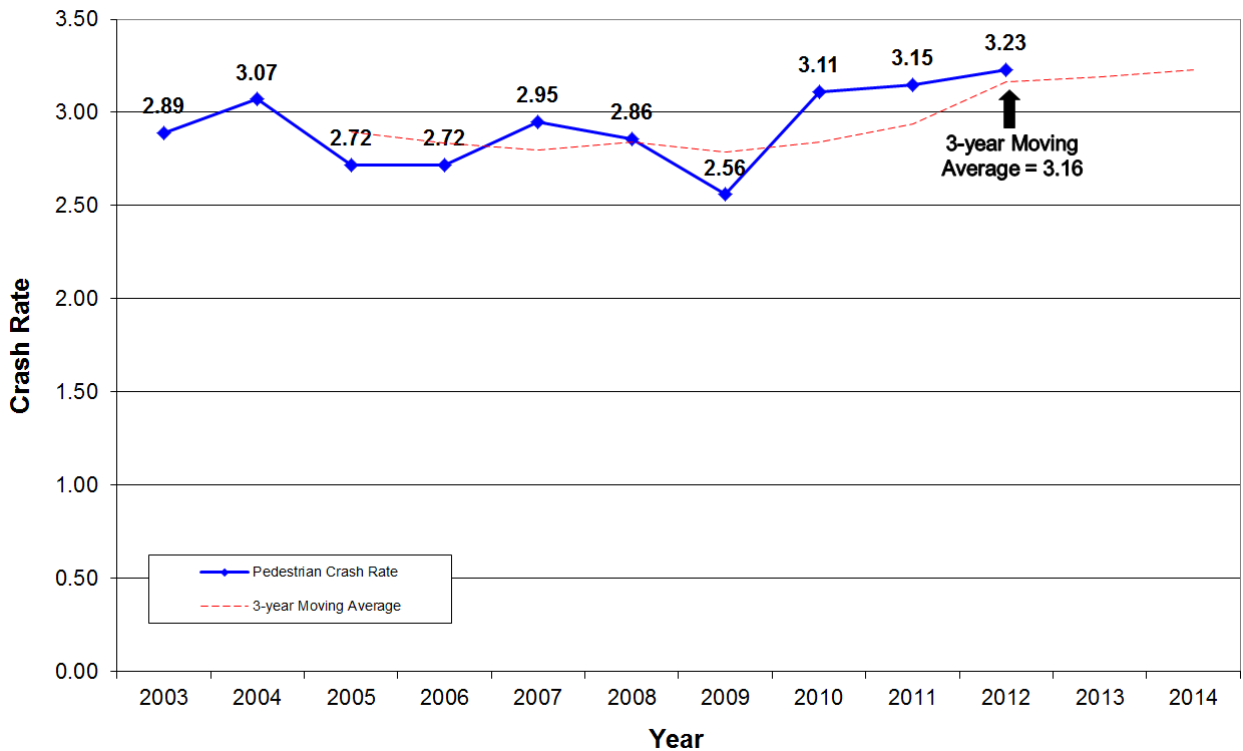
## PERFORMANCE MEASURES:

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

### C-10: Number of Utah Pedestrian Fatalities



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



**S**  
SET PERFORMANCE MEASURES & TARGETS

**U**  
UNIFY RESOURCES

**C**  
CONCEIVE STRATEGY

**C**  
CONNECT COUNTERMEASURES

**E**  
ENHANCE EDUCATION & ENFORCEMENT

**S**  
SYNCHRONIZE PROJECTS WITH TARGETS

**S**  
SUSTAIN FOCUS THROUGH EVALUATION

**zero Fatalities**  
A Goal We Can All Live With

**DATA SOURCES CONSIDERED:**

The data sources used for the performance measures and considered during the problem identification process regarding pedestrian-motor vehicle crashes included:

- 2012 Utah Crash Summary—Utah Department of Public Safety
- Fatality Analysis Reporting System (FARS) Database—NHTSA
- Preliminary 2013 State Data—Highway Safety Office, Utah Department of Public Safety
- Vehicle Miles Traveled in Utah—Utah Department of Transportation
- Vehicles Miles Traveled Nationwide—NHTSA
- Driver Information—Driver License Division, Utah Department of Public Safety
- Motor Vehicle Registration—Motor Vehicle Division, Utah State Tax Commission
- Cost of Treatment—Utah Department of Health

**UTAH'S PERFORMANCE TARGET:**

Utah's performance target for pedestrian fatalities **C-10 is 28 in 2015.**

**TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

**C-10:** The number of pedestrian deaths has fluctuated over the previous 10 years (2004-2013) between 20 and 34. Due to the fluctuation in data, a trend line is not reliable. The change in the number of deaths has been: -5, +9, +3, +2, -14, +8, +4, -1, -1. During this time span Utah has averaged 0.5 more deaths per year. Taking the 3-year moving averages of 27, 31.7, 28.7, 27.3, 26.7, 30.3, and 31 deaths per year over the last 10 years and assuming Utah can reverse the trend of increasing deaths to decreasing deaths (as seen in the years 2005, 2009, 2012, 2013) by 1 less death per year for the years 2014 and 2015, Utah's performance target for 2015 was set at 28.

**PROBLEM IDENTIFICATION FOR PEDESTRIAN SAFETY:**

**What is/are the specific traffic safety problem(s)?** Everyday Utahns choose whether they want to drive a motor vehicle, be a motor vehicle occupant, ride a motorcycle or a bicycle, yet almost all of us are a pedestrian for much of every day. While Utah's overall traffic fatalities decreased about 30% from 2003 to 2012, during this same time period pedestrian fatalities increased about 11%, and the rate of total crashes involving a pedestrian per 10,000 population is increasing.

**Who is involved in the traffic safety problem?** Over the past 5 years, pedestrians ages 10-24 have been consistently over-represented as they account for 35-42% of pedestrians involved in a crash, skewing slightly male. Interestingly, drivers ages 15-29 are over-represented and account for 30-45% crashes involving a pedestrian, again skewing slightly male.

**When does the traffic safety problem most often occur?** Based on the most recent 5 years of data, pedestrian -motor vehicle crashes occur more frequently in September, October, November and December. The days of highest incidence are Tuesday through Friday, peaking between 3:00pm and 6:00pm.

**Where does this traffic safety problem take place?** A major portion of pedestrian fatalities in Utah occur in the highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis, and Weber.

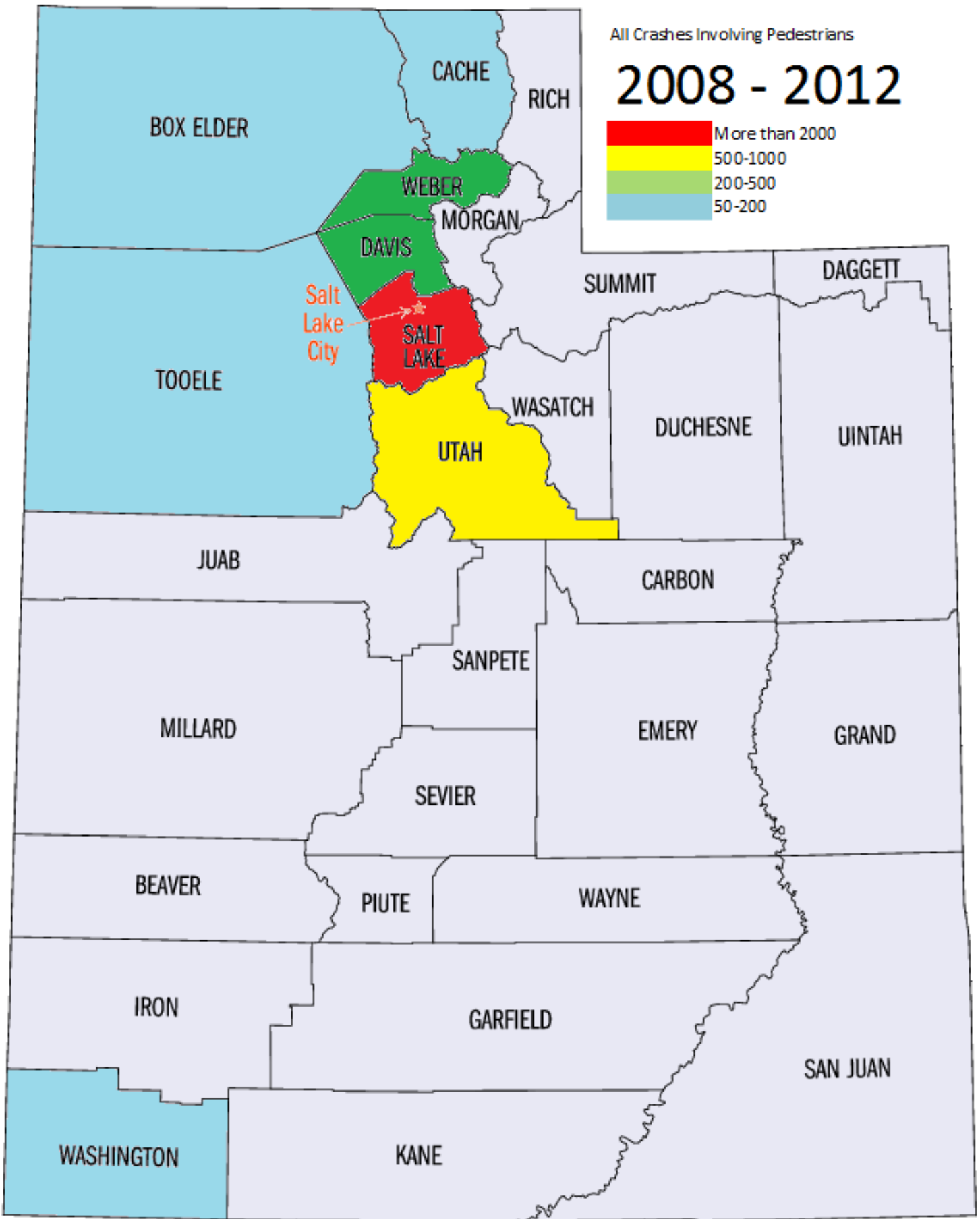
**Why does this traffic safety problem happen?** Both drivers and pedestrians share a responsibility in preventing pedestrian fatalities. The leading contributing factors for pedestrians in fatalities are failing to yield and darting. The leading contributing factors for drivers in pedestrian fatalities are failing to yield and speed.

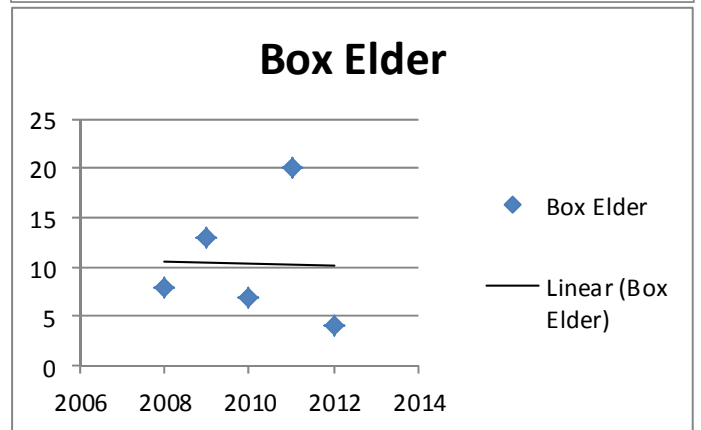
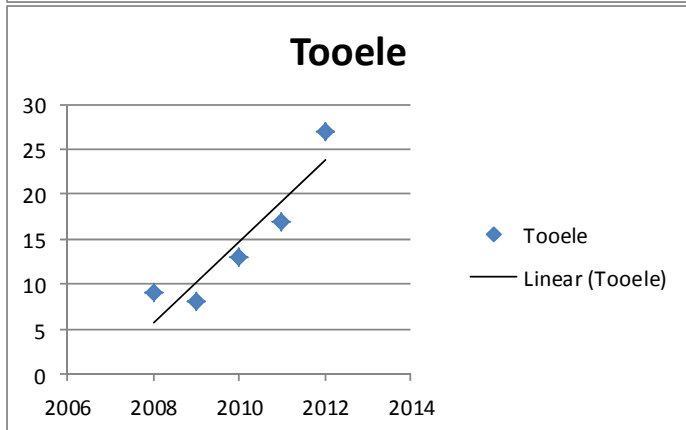
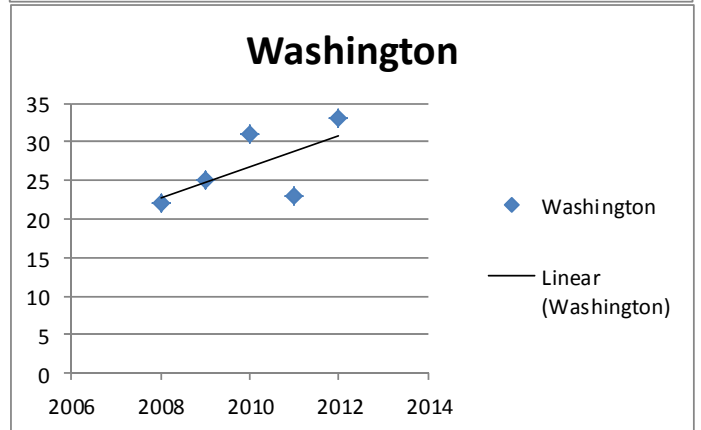
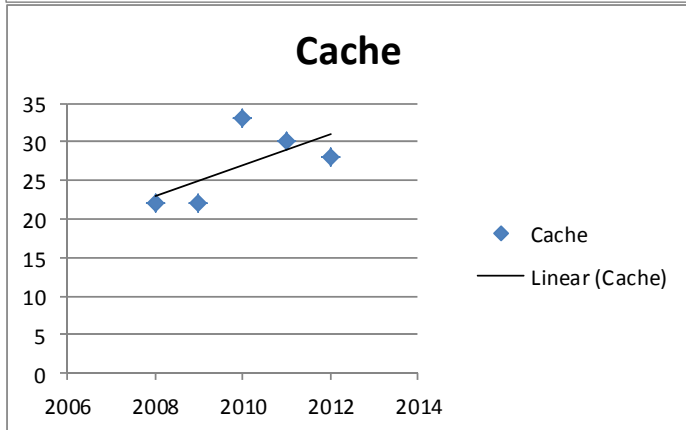
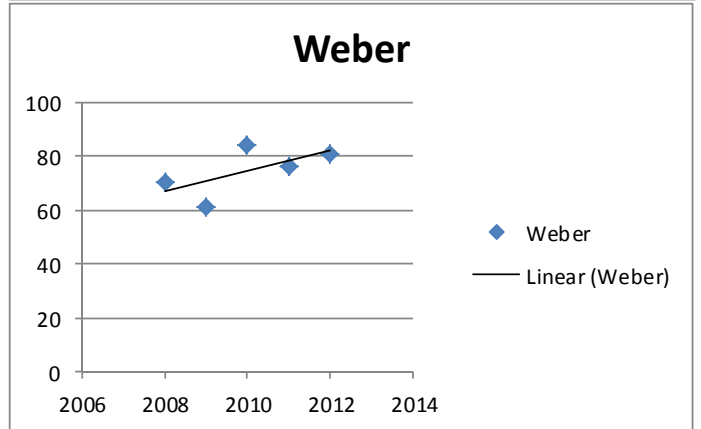
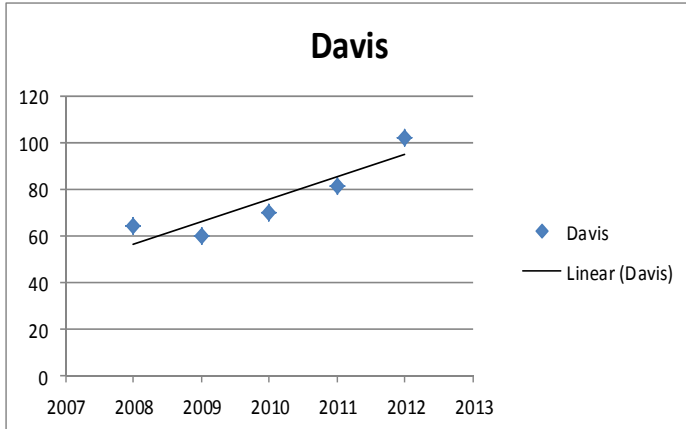
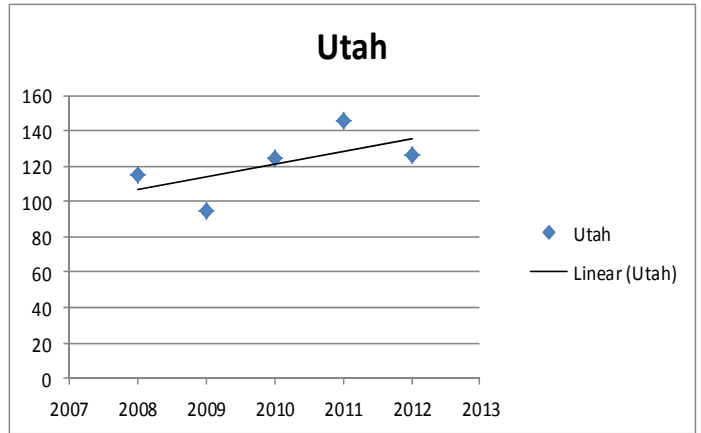
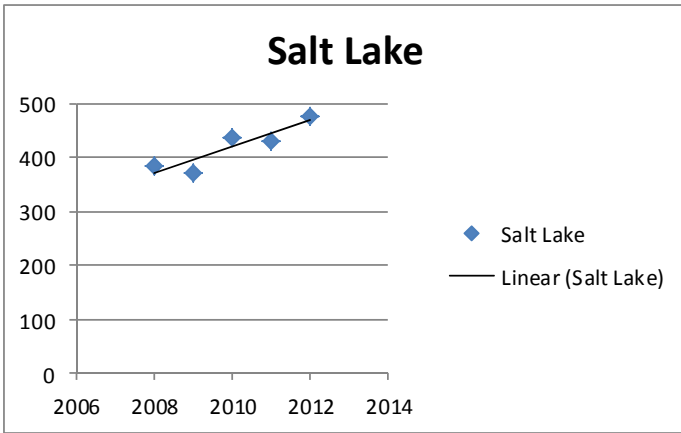
**ENVIRONMENTAL FACTORS REGARDING PEDESTRIAN SAFETY:**

- Higher traffic volume increases risks for pedestrian injuries and fatalities.
- Intersection design (right-turn only lanes, width and number of lanes, signal cycle time) can reduce the pedestrian injury and fatality rates.
- A recent study in Utah indicates that a narrower sidewalk has a calming effect on the rate of crashes involving pedestrians.
- Road construction increases the crash risk for pedestrians.



OPPORTUNITY TARGET ZONES:





# Countermeasures and Projects:

## PLANNED COUNTERMEASURES:

- Elementary-Age Child Pedestrian Training (Countermeasure That Work, NHTSA, 2013)
- Safe Routes to School (Countermeasure That Work, NHTSA, 2013)
- "Sweeper" Patrols of Impaired Pedestrians (Countermeasure That Work, NHTSA, 2013)
- Pedestrian Safety Zones (Countermeasure That Work, NHTSA, 2013)
- Reduce and Enforce Speed Limits (Countermeasure That Work, NHTSA, 2013)
- Conspicuity Enhancement (Countermeasure That Work, NHTSA, 2013)
- Targeted Enforcement (Countermeasure That Work, NHTSA, 2013)
- Driver Training (Countermeasure That Work, NHTSA, 2013)
- Pedestrian Gap Acceptance Training (Countermeasure That Work, NHTSA, 2013)

<b>PS150701</b>	<b>PEDESTRIAN SAFETY PI&amp;E (KERI)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>FUNDING YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$56,000</b>

Almost all of us are a pedestrian at one point or another during the course of a day. While Utah's overall traffic fatalities decreased about 30% from 2003 to 2012, during this same time period pedestrian fatalities increased about 11% and the rate of total crashes involving a pedestrian per 10,000 population is also increasing. Everyone is part of this traffic safety problem, with young males contributing the most to auto/ped crashes. Pedestrians ages 10-24 account for 35-42% of pedestrians involved in a crash. Interestingly, driver ages 15-29 account for 30-45% of crashes involving a pedestrian.

This project will focus on reducing pedestrian-related serious injury and fatality rates by implementing one or more of the evidence-based countermeasure (see above). Priority will be placed on the highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis and Weber where a major portion of the pedestrian fatalities occur. The project director will continue to advance the Pedestrian Task Force Committee, and collaborate with the Utah Department of Transportation in combining pedestrian safety efforts. These efforts will support increasing driver, pedestrian and parent awareness on safety issues, particularly that of pedestrians being visible to drivers. Educational materials, supplies and fixed-price deliverable mini-grants will be offered to local health departments, law enforcement agencies and other partners involved with pedestrian programs.

<b>INFORMATIONAL</b>	<b>HEADS UP PEDESTRIAN SAFETY CAMPAIGN (KERI)</b>
<b>FUNDING SOURCE</b>	<b>UDOT</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>

Pedestrian fatalities continue to account for about 15% of all traffic-related collisions in Utah, and these crashes can be prevented through education and awareness directed at both pedestrians and drivers. The *Heads Up* pedestrian safety campaign is a collaborative effort between the Utah Department of Transportation and the Highway Safety Office, and focuses on educating pedestrians and drivers by creating awareness and identifying the traffic responsibilities of each group.

<b>INFORMATIONAL</b>	<b>SAFE ROUTES TO SCHOOL (WOOD)</b>
<b>FUNDING SOURCE</b>	<b>FEDERAL</b>
<b>PROJECT YEAR</b>	<b>N/A</b>

The safety of children walking and bicycling to and from school is a major concern for parents, school administrators, and public officials due to the volume and speed of vehicular traffic around schools. Students who choose to walk or bike have limited safe routes to choose from. To assist schools with addressing this public safety and health issue, UDOT participates in the federally-funded Safe Routes To School (SRTS)

program. SRTS funding is used to create programs that educate children about how to safely walk or bike and that encourage children to use these healthy modes of transportation to get to school. Schools can also apply for SRTS grants to construct infrastructure improvements such as sidewalks that would increase the safety of children walking and bicycling to school.

**INFORMATIONAL            STUDENT NEIGHBORHOOD ACCESS PROGRAM (WOOD)**  
**FUNDING SOURCE        STATE**  
**PROJECT YEAR            N/A**

The Student Neighborhood Access Program (SNAP™) provides tools and resources to assist schools in the planning, education, and encouragement of students walking and biking safely to school. Schools create plans that detail the safest walking and biking routes within a one-mile radius of the school and distribute maps to parents. SNAP works to encourage the safety and health benefits of walking, as well as decrease air pollution and traffic congestion around schools, and coordinates closely with the Safe Routes To School (SRTS) program.

**INFORMATIONAL            SAFE SIDEWALKS PROGRAM (WOOD)**  
**FUNDING SOURCE        STATE**  
**PROJECT YEAR            N/A**

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

**INFORMATIONAL            LIVABLE COMMUNITIES (AARP)**  
**FUNDING SOURCE        N/A**  
**PROJECT YEAR            N/A**

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

**S**  
SET PERFORMANCE MEASURES & TARGETS

**U**  
UNIFY RESOURCES

**C**  
CONCEIVE STRATEGY

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CONNECT COUNTERMEASURES

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ENHANCE EDUCATION & ENFORCEMENT

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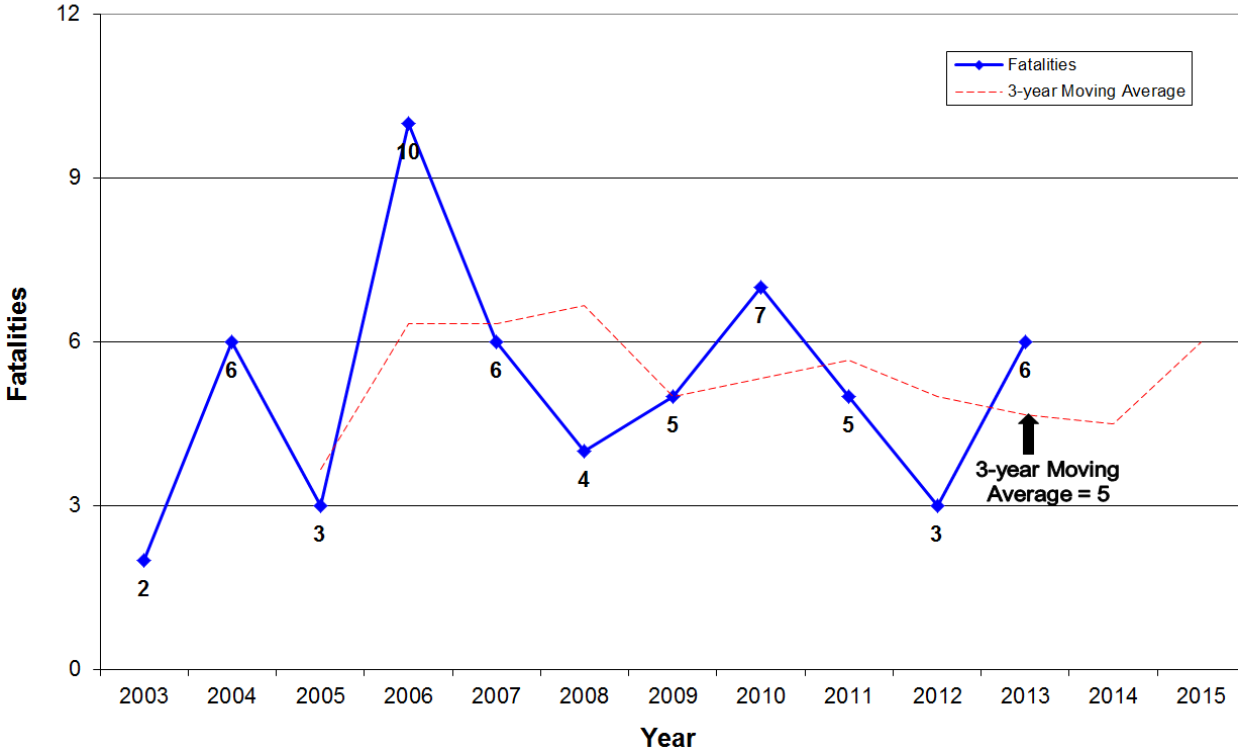
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# C-11: Number of Utah Motor Vehicle-Bicycle Crash Fatalities

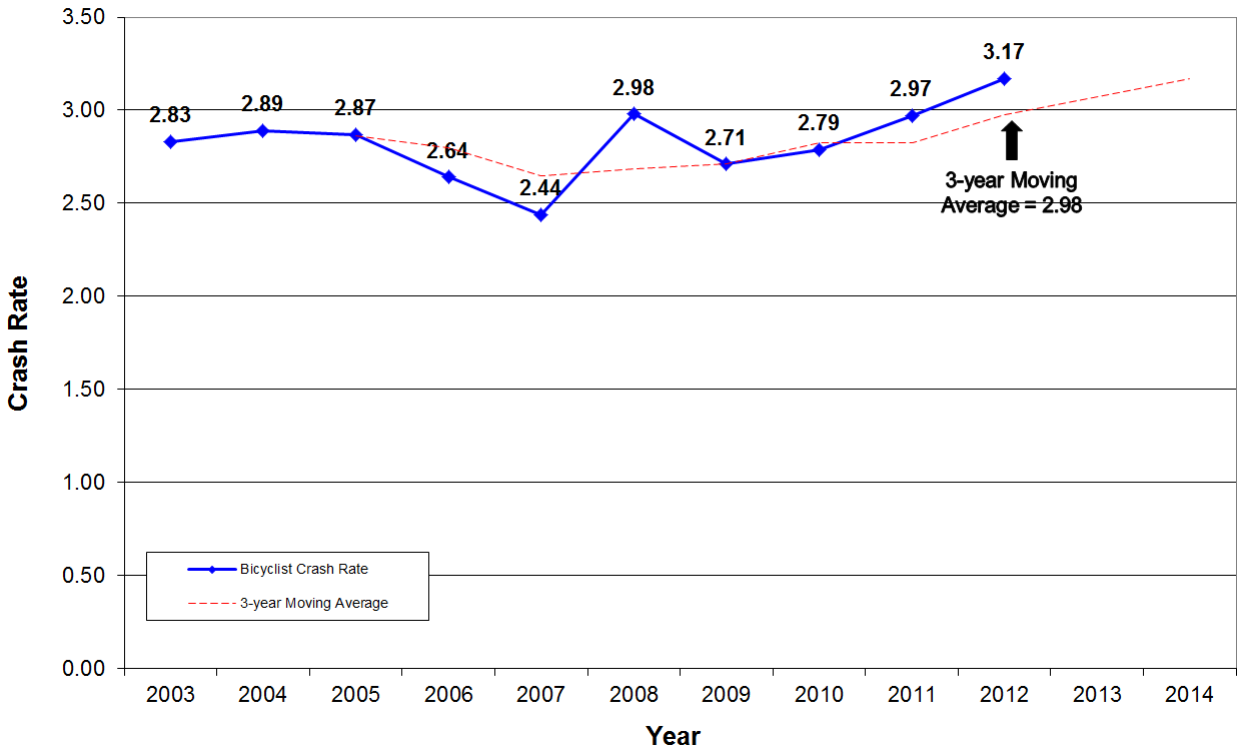
## PERFORMANCE MEASURES:

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

**C-11: Number of Utah Motor Vehicle-Bicycle Crash Fatalities**



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



#### **DATA SOURCES CONSIDERED:**

The data sources used for the performance measures and considered during the problem identification process regarding bicyclist-motor vehicle crashes included:

- 2012 Utah Crash Summary—Utah Department of Public Safety
- Fatality Analysis Reporting System (FARS) Database—NHTSA
- Preliminary 2013 State Data—Highway Safety Office, Utah Department of Public Safety
- Vehicle Miles Traveled in Utah—Utah Department of Transportation
- Vehicles Miles Traveled Nationwide—NHTSA
- Driver Information—Driver License Division, Utah Department of Public Safety
- Motor Vehicle Registration—Motor Vehicle Division, Utah State Tax Commission
- Cost of Treatment—Utah Department of Health

#### **UTAH'S PERFORMANCE TARGET:**

Utah's performance target for bicycle safety **C-11 is 5 in 2015.**

#### **TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

**C-11:** Using a linear trendline for the number of motor vehicle-bicycle crash fatalities over the previous 10 years (2004-2013) of data produces the predicting equation of:  $y = -0.1273x + 6.2$ . Putting the year 2015 into this formula produces a value of 4.67. Therefore Utah's performance target for 2015 was set at 5.

#### **PROBLEM IDENTIFICATION FOR BICYCLE SAFETY:**

**What is/are the specific traffic safety problem(s)?** The rising popularity of using bicycles for recreation, exercise and as an alternate or active means of commuting to work has increased the number of bicycles on Utah roadways. While the number of fatalities resulting from a bicycle-motor vehicle crash have remained relatively low, the rate of bicycle-motor vehicle crashes per 10,000 population is rising.

**Who is involved in the traffic safety problem?** Bicyclists age 10-34 are involved in about 60% of all bicycle-motor vehicle crashes in Utah, and about 75% male. Over 40% of the drivers involved in the crashes were age 15-34, and about 50% were male.

**When does the traffic safety problem most often occur?** Bicycle-motor vehicle crashes occur more frequently May through October, likely due to winter weather issues. The highest frequency of the crashes is Tuesday through Friday, peaking between 3 and 6 pm.

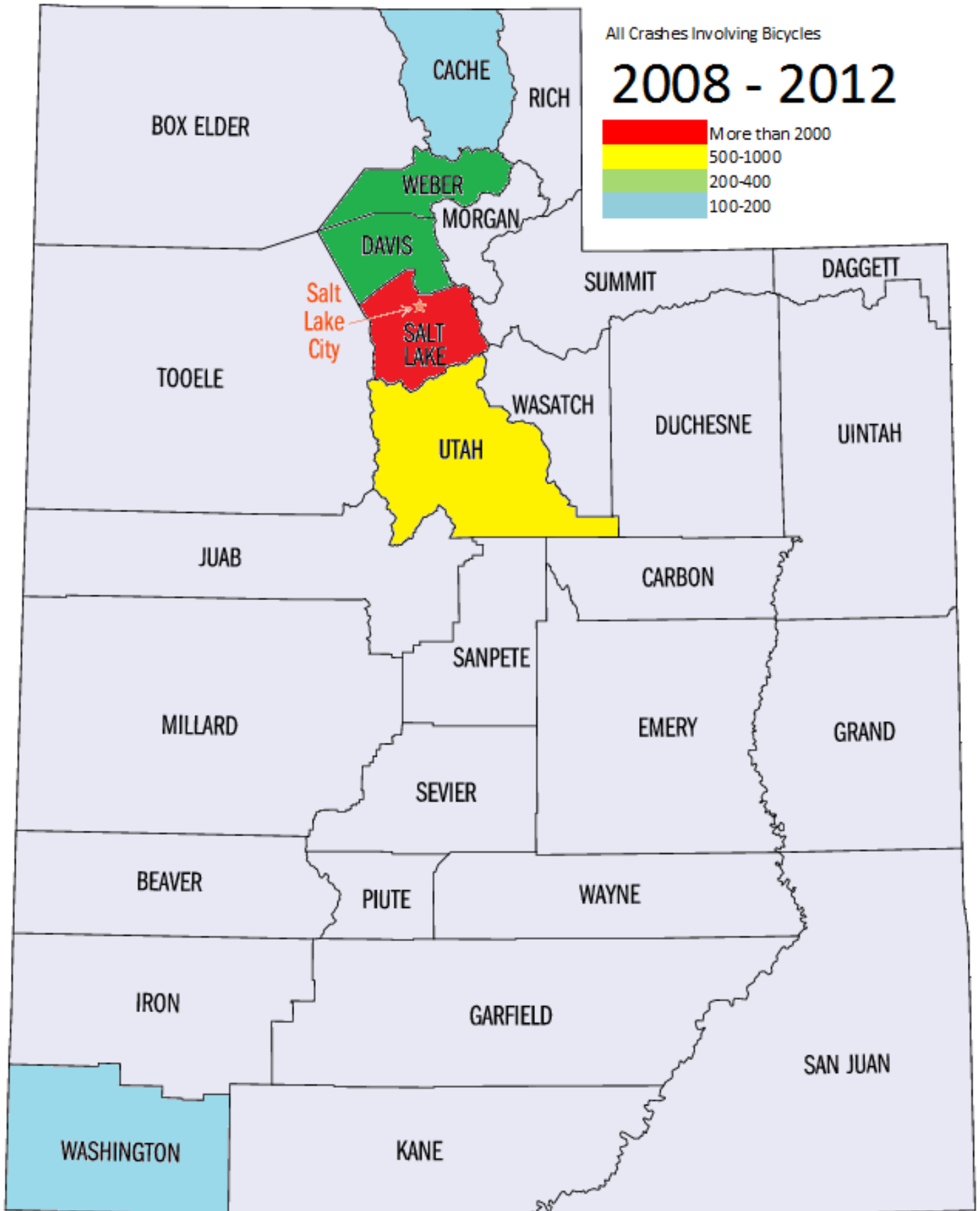
**Where does this traffic safety problem take place?** The six most populated counties, Salt Lake, Utah, Weber, Davis, Cache and Washington, are also the where the majority (94%) of bicycle-motor vehicle crashes occur, with about 70% taking place on roads with speed limits between 20-45 mph. Interestingly, the largest number (24.3%) of all bicycle-motor vehicle crashes occur in a marked crosswalk.

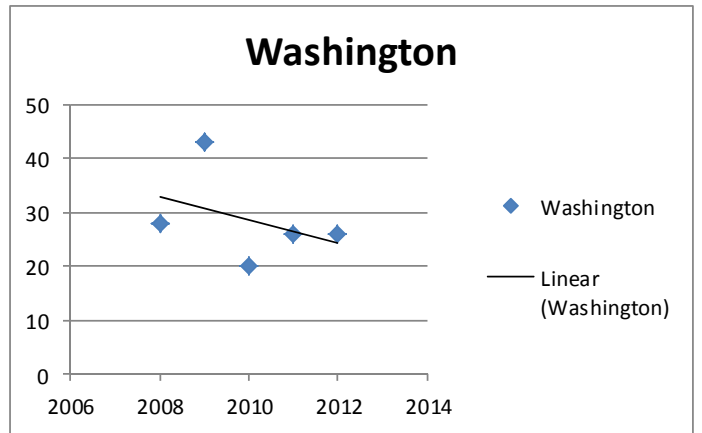
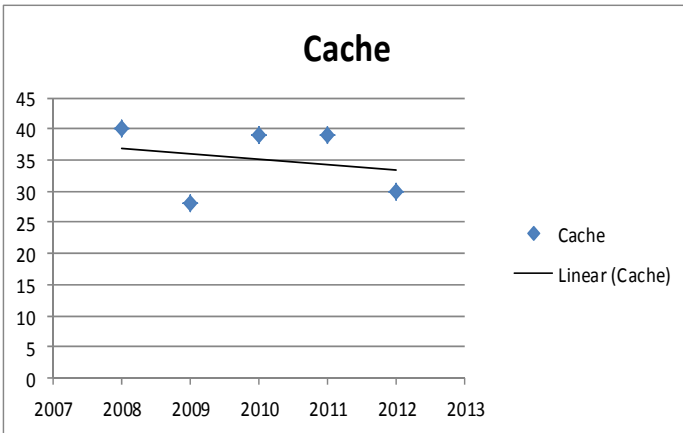
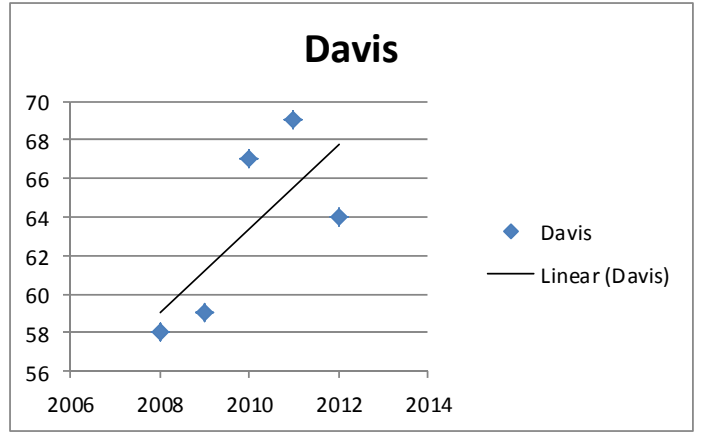
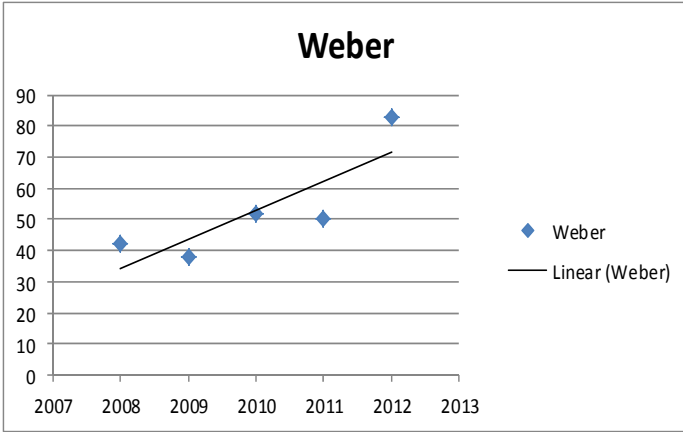
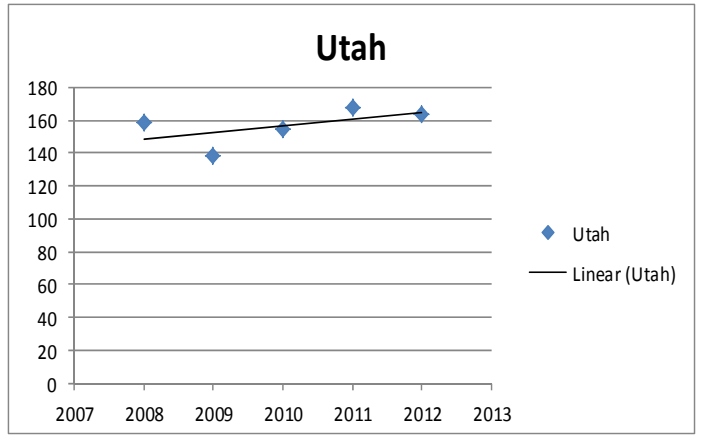
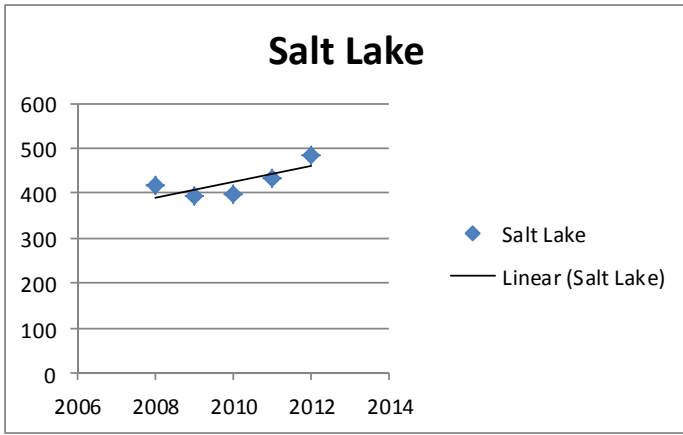
**Why does this traffic safety problem happen?** The most common contributing factor (44.4%) in bicycle-motor vehicle crashes is failure to yield the right of way by the motor vehicle driver, and in 33.2% of the crashes the motor vehicle was making a right turn.

#### **ENVIRONMENTAL FACTORS REGARDING BICYCLE SAFETY:**

- The Utah Legislature passed the 3-foot law in 2006, which specifies: "An operator of a motor vehicle may not knowingly, intentionally, or recklessly operate a motor vehicle within three feet of a moving bicycle." The law was intended to reduce bicycle-motor vehicle crashes by providing a buffer zone, and the number of bicycle-motor vehicle crashes did decrease in 5 of the 6 most populous counties in Utah over the next few years.
- Bicycling in Utah has increased in popularity recently, and bicycle-motor vehicle crashes have also increased in 5 of the 6 most populous counties over the past 4 years.
- A larger portion of Utahns are embracing the bicycle as their means of commuting to work, according to the Salt Lake Tribune (The Number of Utahns Commuting By Bike Up 65% in 7 Years, November 22, 2013) and the Associated Press (Utah Ranks 9th on Percentage of Bicycle Commuters, November 24, 2013).

OPPORTUNITY TARGET ZONES:







# Countermeasures and Projects:

## PLANNED COUNTERMEASURES:

- Bicycle Education for Children (Countermeasure That Work, NHTSA, 2013)
- Cycling Skills Clinics, Bike Fairs, and Bike Rodeos (Countermeasure That Work, NHTSA, 2013)
- Bicycle Safety Education for Bike Commuters (Countermeasure That Work, NHTSA, 2013)
- Lighting and Rider Conspicuity (Countermeasure That Work, NHTSA, 2013)
- Promote Bicycle Helmet Use with Education (Countermeasure That Work, NHTSA, 2013)
- Enforcement Strategies (Countermeasure That Work, NHTSA, 2013)
- Bicyclist Passing Laws (Countermeasure That Work, NHTSA, 2013)

<b>PS150702</b>	<b>BICYCLE SAFETY PI&amp;E (KERI)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>FUNDING YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$55,000</b>

Bicyclists age 10-34 are involved in about 60% of all bicycle-motor vehicle crashes in Utah, and 75% are male. Over 40% of the drivers involved in the crashes were age 15-34, and equally mixed male-female. Bicycle-motor vehicle crashes occur more frequently May through October, likely due to winter weather issues. The highest frequency of the crashes is Tuesday through Friday, peaking between 3 and 6 pm. The six most populated counties, Salt Lake, Utah, Weber, Davis, Cache and Washington, are also the where the majority (94%) of bicycle-motor vehicle crashes occur in Utah, with about 70% taking place on roads with speed limits between 20-45 mph.

Interestingly, the largest number (24.3%) of all bicycle-motor vehicle crashes occurred in a marked crosswalk. The most common contributing factor (44.4%) in bicycle-motor vehicle crashes is failure to yield the right of way by the motor vehicle driver, and in 33.2% of the crashes the motor vehicle was making a right turn.

This project will focus on at least two or more of the evidence-based countermeasures (see above). Priority will be given to the six most populated counties, Salt Lake, Utah, Weber, Davis, Cache and Washington, where the majority (94%) of bicycle-motor vehicle crashes occur. Educational materials, supplies and fixed-price deliverable mini-grants will be offered to local health departments, law enforcement agencies and other partners involved with bicycle safety, and must include a minimum of two countermeasures referenced above.

<b>INFORMATIONAL</b>	<b>ROAD RESPECT (KERI)</b>
<b>FUNDING SOURCE</b>	<b>UDOT and UHP</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>

The Utah Department of Public Safety and Utah Department of Transportation have partnered together to promote *Road Respect*. "*Road Respect* Cars and Bikes Rules to Live By" is a grassroots campaign that aims to educate drivers and cyclists about the rules of the road and also encourage mutual respect so that everyone arrives safely at their destination. Drivers and cyclists have a mutual responsibility as roadway users to respect the safety of others.

This project will promote a culture of mutual respect through education about Utah's laws regarding passing a bicyclist, sponsoring cycling skills clinics, bike fairs and bike rodeos for commuter and recreational riders, and encouraging use of helmets, lighting and conspicuous clothing. The program has a dedicated website [www.roadrespect.utah.gov](http://www.roadrespect.utah.gov), social media including Facebook and Twitter, and will seek out earned media opportunities created by bicycle safety events in communities statewide. Another important aspect is the recruitment of *Road Respect* Ambassadors for community duty including spreading the *Road Respect* message at key events during the year, distributing car and bike safety tips and law cards, and partnering

with law enforcement agencies to encourage enforcement of traffic laws as they pertain to motorists and cyclists.

**INFORMATIONAL**            **SAVE A LIFE HELMET SAFETY CAMPAIGN (DEBRY)**  
**FUNDING SOURCE**        **N/A**  
**PROJECT YEAR**            **N/A**

While 15-year-old Tony Hyde of Salt Lake City was riding his bike toward home from an afternoon of shooting hoops, he collided with a jogger and fell from his bicycle. Tony died five days later from the traumatic brain injuries he sustained in the fall, injuries that a bike helmet could have prevented. As a firm interested in preventing accidents before they happen, and deeply affected by Tony's death, they elected to sponsor an ongoing children's helmet safety program, the Save a Life Helmet Safety Campaign. This campaign provides useful safety tips for parents and children, as well as the opportunity to purchase high-quality, certified children's helmets at a reduced cost.

**INFORMATIONAL**            **BIKE UTAH (SARNOFF)**  
**FUNDING SOURCE**        **N/A**  
**PROJECT YEAR**            **N/A**

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

**INFORMATIONAL**            **BICYCLE SAFETY IN SALT LAKE CITY (ROOLF)**  
**FUNDING SOURCE**        **N/A**  
**PROJECT YEAR**            **N/A**

This program provides bicycle education programs to improve road safety while also promoting inexpensive, healthy and fun ways to travel in Salt Lake City. The multi-tiered program includes more than 20 bicycle safety rodeos conducted each year by the Salt Lake City Police Department, a Salt Lake City Bikeways Map offered by the Salt Lake City Transportation Division, bicycle safety brochures and law cards for distribution at community events, bike rack messages, a series of online videos demonstrating safe bicycling behaviors, traffic skills and rules of the road through short, informative segments, and Bicycle Pit Stops to provide free snacks, refreshments, promotional materials and bicycle safety information on selected mornings throughout the year.

**S**  
SET PERFORMANCE MEASURES & TARGETS

**U**  
UNIFY RESOURCES

**C**  
CONCEIVE STRATEGY

**C**  
CONNECT COUNTERMEASURES

**E**  
ENHANCE EDUCATION & ENFORCEMENT

**S**  
SYNCHRONIZE PROJECTS WITH TARGETS

**S**  
SUSTAIN FOCUS THROUGH EVALUATION

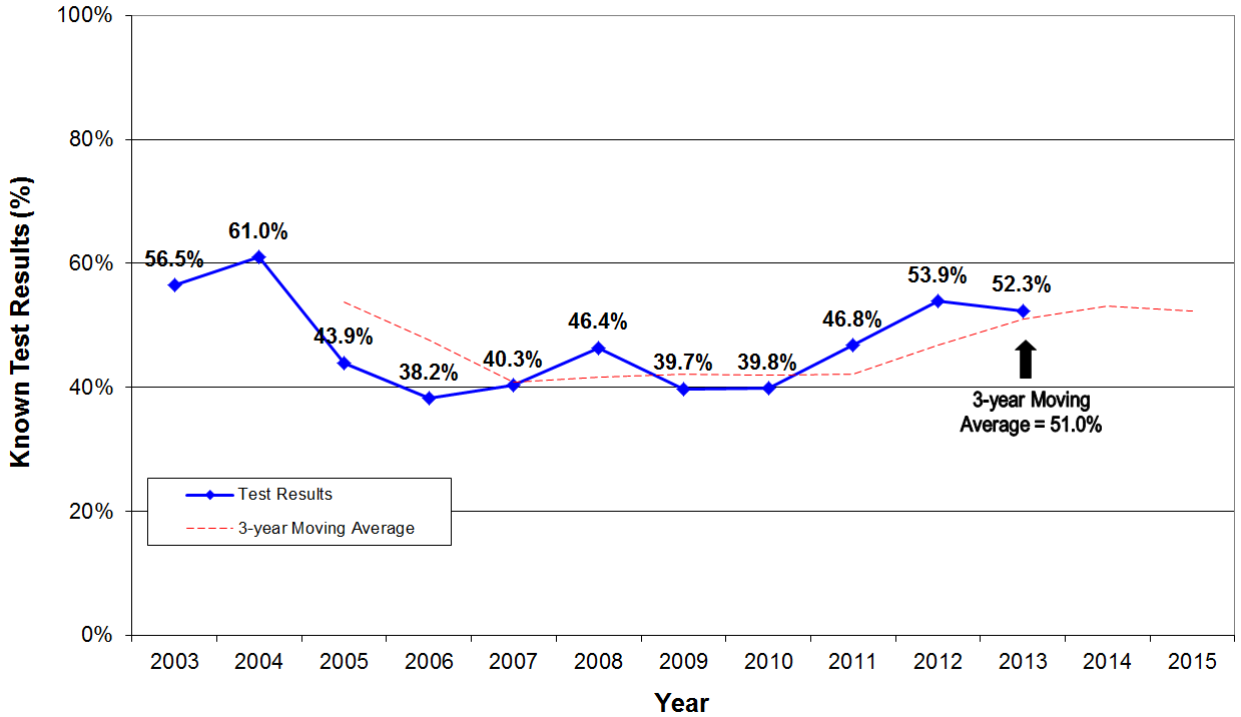
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# U-11: Number Drivers in Utah Fatal Crashes With Known BAC Results

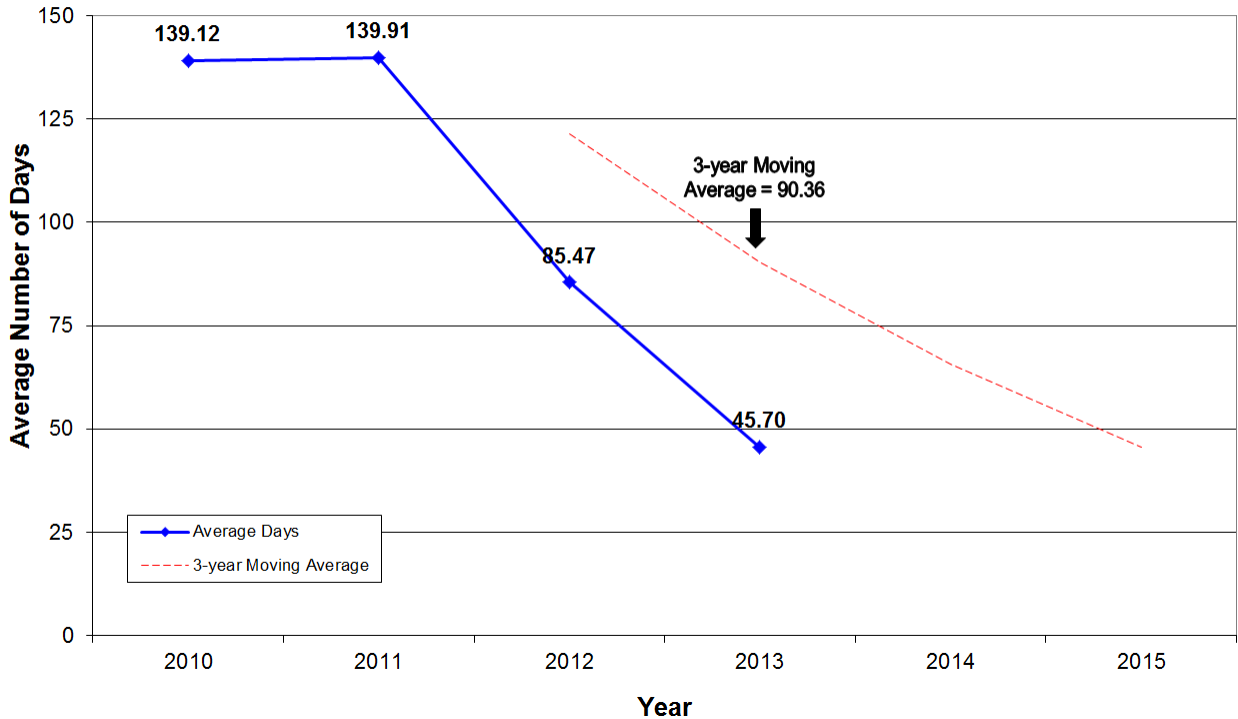
## PERFORMANCE MEASURES:

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

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



**U-29: Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes**



#### **DATA SOURCES CONSIDERED:**

The data sources used for the performance measures and considered during the problem identification process regarding bicyclist-motor vehicle crashes included:

- 2012 Utah Crash Summary—Utah Department of Public Safety
- Fatality Analysis Reporting System (FARS) Database—NHTSA
- Preliminary 2013 State Data—Highway Safety Office, Utah Department of Public Safety
- Vehicle Miles Traveled in Utah—Utah Department of Transportation
- Vehicles Miles Traveled Nationwide—NHTSA
- Driver Information—Driver License Division, Utah Department of Public Safety
- Motor Vehicle Registration—Motor Vehicle Division, Utah State Tax Commission
- Cost of Treatment—Utah Department of Health

#### **UTAH'S PERFORMANCE TARGET:**

Utah's performance target for **U-11 is 53.3% in 2015.**

Utah's performance target for **U-29 is 24.5 days in 2015.**

#### **TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

**U-11:** Using a linear trendline for the percent of drivers in fatal crashes with known BAC results over the previous 9 years (2005-2013) of data produces the predicting equation of:  $y=0.0145x + 0.3733$ . Putting the year 2015 into this formula produces a value of 0.5328. Therefore Utah's performance target for 2015 was set at 53.3%.

**U-29:** Using a exponential trendline for the average number of days between submission and occurrence for Utah motor vehicle crashes over the previous 4 years (2010-2013) of data produces the predicting equation of:  $y=243.42e^{-0.383x}$ . Putting the year 2015 into this formula produces a value of 24.4544. Therefore Utah's performance target for 2015 was set at 24.5.

#### **PROBLEM IDENTIFICATION FOR CRASH REPORTS:**

**What is/are the specific problem(s)?** Utah completed a transition to all-electronic crash reporting in mid-2013, but subsequent crash data reviews have shown that accuracy level of the reports is low. Limited IT support has hampered the ability to use innovative tools to analyze and distribute accuracy information to stakeholder and data-user agencies.

Performance measures for accuracy, completeness and timeliness are either not in place or ineffective in both the crash information and the injury surveillance information systems. The emphasis in these systems over the past several years has been to transition to an all-electronic reporting or access system, and there has been little emphasis on setting system performance measures due to the limited resources.

Utah's traffic records systems do not integrate with one another at a level to be efficient or effective. While Roadway may integrate many of the crash data features, the effectiveness of this integration is only felt at the roadway system level. The same can be said for several of the injury surveillance systems. Emergency Room and Hospital Data may integrate with the Pre-hospital Data, but that integration remains at the Injury Surveillance level only and is not timely. An effective traffic records system would have data integration opportunities that cross data systems. For example, roadway data integrating with crash data and then with injury surveillance data.

**Who is involved in the problem?** Law enforcement agencies and officers statewide, state IT stakeholders, state and local data-user agencies, emergency medical services responders, and hospital IT stakeholders.

**When does the problem most often occur?** The accuracy problem has appeared in reviews of all agency crash reports and subsequent crash data user group meetings have shown the need for innovative analysis tools and effective performance measures.

**Where does this problem take place?** The inability to integrate traffic data records systems effectively and efficiently occurs in each of the data systems.

**Why does this problem happen?** Standardized, statewide electronic crash report training has not previously been offered to officers during initial or in-service training, but rather has been left up to the individual law enforcement agencies. Prior to the electronic submission process, the databases were fragmented and did not lend themselves to timely analysis and the priorities to develop innovative analysis tools within a statewide framework were low.

As mentioned previously, the focus for several data systems has been the transition to electronic processes. Integration of information systems is the next step. However, in many cases this step is as resource-heavy as the initial move to an electronic process. The processes to evaluate systems for commonality and differences can take time. In many cases, conversions to specific data elements are required to match the data. Again, the limited IT support has hampered the ability to use innovative tools to integrate many of these information systems. The ability to integrate data systems has not been a realistic option until the last year or two, as data systems have been transitioning to electronic submission formats.

**ENVIRONMENTAL FACTORS REGARDING CRASH REPORTS:**

- With the support of the Utah Department of Public Safety, the Legislature passed a law requiring all crash reports to be submitted electronically and which went into effect July 1, 2013.
- The 2014 Legislative session amended the requirement to submit citations electronically, adding that if the officer cannot reasonably submit a citation electronically, the agency is allowed to submit it manually.
- The State transitioned to a centralized technology department which has not allowed executive departments to develop their specific priorities and assets.
- While Utah’s electronic crash and citation submission specification are standardized, the state does not have a common crash vendor or system, complicating the logistics of electronic data submissions.

## *Countermeasures and Projects:*

**PLANNED COUNTERMEASURES:**

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

<b>3DA150501</b>	<b>CRASH INFORMATION MANAGEMENT SYSTEM (CARRIE)</b>
<b>FUNDING SOURCE</b>	<b>405(c)(\$240,000)/408(\$110,000)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$350,000</b>

Analysis of Utah’s current crash file database indicates the need for continued improvement in Utah’s crash data, and this project will work to improve the accuracy, completeness and accessibility of the crash file database, using a multi-tiered approach. The traffic information system law enforcement liaison will continue with technical outreach and education, including conducting seminars at local agencies on crash reporting and its importance to officers on the street. Additionally, monitoring reports will be created by the LEL and distributed to agencies statewide, highlighting the areas in which the agencies can perform training or improve quality control.

Another method the project will use to improve the quality of the crash data is to coordinate with the State IT staff and crash application vendors to improve the validation rules as part of the electronic submission process. A recent review of the validation rules revealed there were ineffective and unclear. By implementing more effective validation rules, the data entered at the roadside will improve greatly.

To promote continued communication with law enforcement agencies and stakeholder organizations on crash records issues, the project will promote participation in working groups in conjunction with the TRCC, provide data quality reports, create crash reporting training videos, etc. And, with an eye to the future and improving data accessibility, the project will also support an effort to consolidate a crash data analysis group at a university in Utah.

<b>3DA150502</b>	<b>EMS PRE-HOSPITAL DATA REPORTING (CARRIE)</b>
<b>FUNDING SOURCE</b>	<b>405(c)</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>
<b>PLANNED BUDGET</b>	<b>\$189,000</b>

The National EMS Information System (NEMSIS) data standard has changed over the past two years, and thus Utah is not compliant with the information systems data standards. This project will: enable automated integration between pre-hospital (ambulance), emergency department, trauma registry, dispatch, and crash data; make amalgamated data available to stakeholders and the public for analysis and reporting; and will enable the Emergency Medical Services and Preparedness Bureau to implement a prehospital data system upgrade.

<b>3DA150503</b>	<b>DDACTS MAPPING (CARRIE)</b>
<b>FUNDING SOURCE</b>	<b>405(c)</b>
<b>PROJECT YEAR</b>	<b>FIRST</b>
<b>PLANNED BUDGET</b>	<b>\$30,000</b>

The DDACTS model is a proven tool for overlaying crash, citation, incident and crime location information to more efficiently deploy law enforcement resources. Legacy systems have transitioned to electronic data reporting, making DDACTS a valuable tool to both rural and urban agencies statewide. Utah's Automated Geographic Reference Center (AGRC) will create a digital mapping application for a two-fold audience: command staff to make strategic decisions regarding the most efficient deployment of resources; patrol officers in need of the most current information during routine patrol activities. This project will advance the completion and availability of the mapping application.

<b>INFORMATIONAL</b>	<b>FATALITY ANALYSIS REPORTING SYSTEM (FARS) (CARRIE)</b>
<b>FUNDING SOURCE</b>	<b>FEDERAL</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>

This project provides for the collection and research of information related to Utah traffic fatalities, and interpreting and analyzing this crash data. Information is entered into the FARS database for state and national statistical analysis, and information is provided to fulfill requests from the news media, governmental agencies and other requestors regarding Utah traffic fatalities and statistics. This project may fund personnel such as a FARS supervisor, a FARS analyst, and a financial officer.

# U-15: Fatalities Involving a Distracted/Drowsy Driver

## PERFORMANCE MEASURES:

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

**S**  
SET PERFORMANCE MEASURES & TARGETS

**U**  
UNIFY RESOURCES

**C**  
CONCEIVE STRATEGY

**C**  
CONNECT COUNTERMEASURES

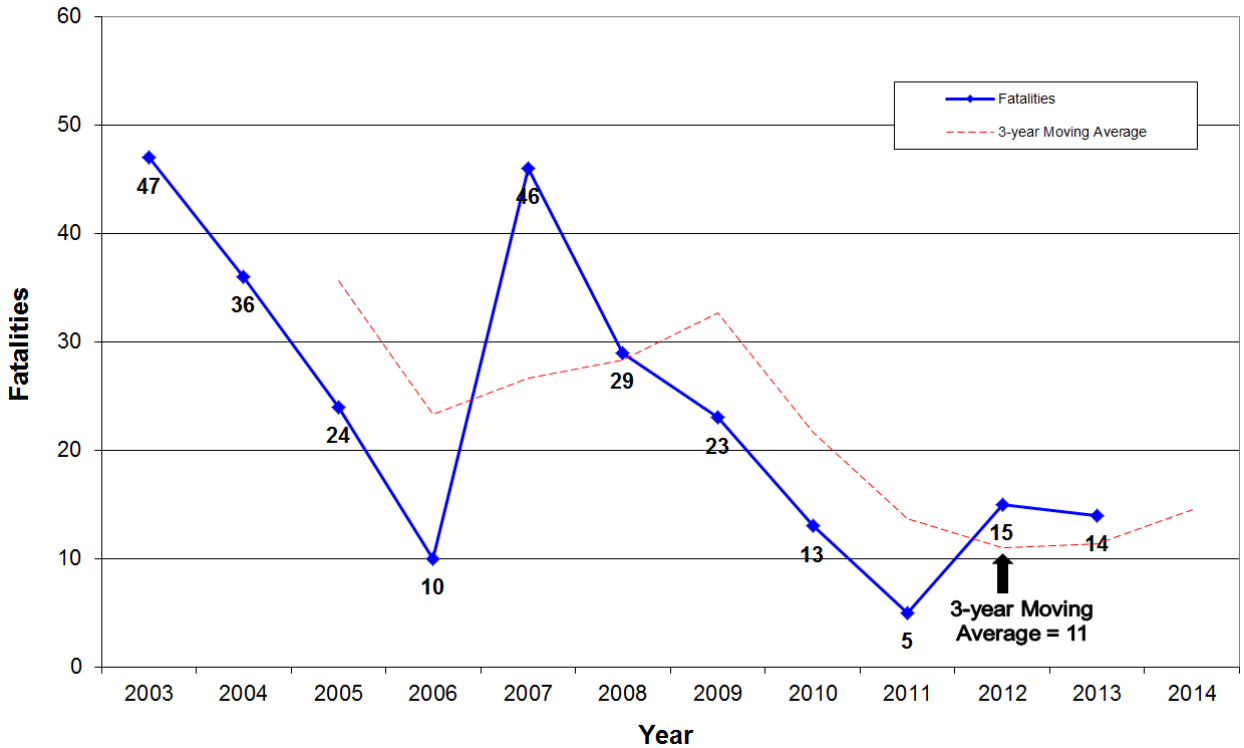
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**S**  
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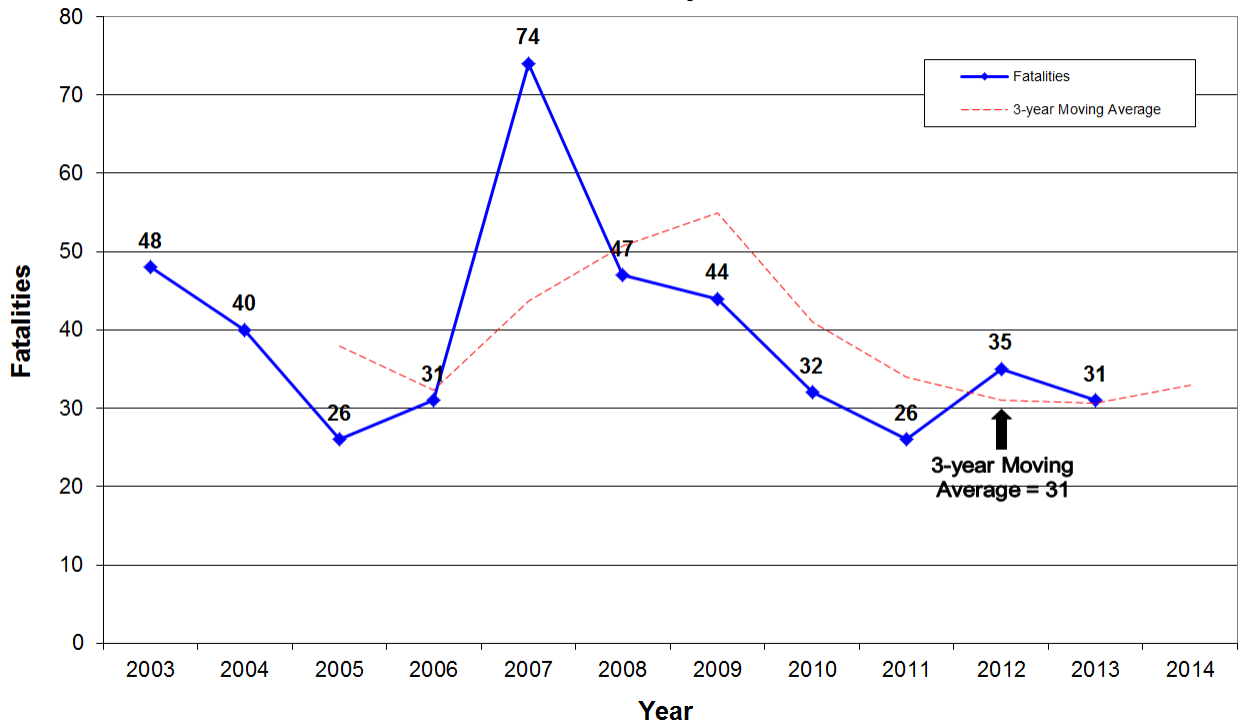
**S**  
SUSTAIN FOCUS THROUGH EVALUATION

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



### U-15a: Number of Utah Traffic Fatalities Involving a Distracted or Drowsy Driver



#### **DATA SOURCES CONSIDERED:**

The data sources used for the performance measures and considered during the problem identification process regarding bicyclist-motor vehicle crashes included:

- 2012 Utah Crash Summary—Utah Department of Public Safety
- Fatality Analysis Reporting System (FARS) Database—NHTSA
- Preliminary 2013 State Data—Highway Safety Office, Utah Department of Public Safety
- Vehicle Miles Traveled in Utah—Utah Department of Transportation
- Vehicles Miles Traveled Nationwide—NHTSA
- Driver Information—Driver License Division, Utah Department of Public Safety
- Motor Vehicle Registration—Motor Vehicle Division, Utah State Tax Commission
- Cost of Treatment—Utah Department of Health

#### **UTAH'S PERFORMANCE TARGET:**

Utah's performance target for drowsy driving crash prevention **U-15 is 17 in 2015.**

Utah's performance target for drowsy or distracted driving crash prevention **U15a is 40 in 2015.**

#### **TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

**U-15:** Using a polynomial trendline for the number of fatalities involving a drowsy driver over the previous 10 years (2004-2013) of data produces the predicting equation of:  $y=0.0808x^3 - 1.4318x^2 + 4.8813x + 25.433$ . Putting the year 2015 into this formula produces a value of 17.45. Therefore Utah's performance target for 2015 was set at 17.

**U-15a:** Using a polynomial trendline for the number of fatalities involving a drowsy or distracted driver over the previous 10 years (2004-2013) of data produces the predicting equation of:  $y=0.1851x^3 - 3.7931x^2 + 21.188x + 12.2$ . Putting the year 2015 into this formula produces a value of 40.102. Therefore Utah's performance target for 2015 was set at 40.

#### **PROBLEM IDENTIFICATION FOR BICYCLE SAFETY:**

**What is/are the specific traffic safety problem(s)?** Traffic fatalities in Utah are on a downward trend, yet the subset of fatal and injury crashes involving a distracted driver trends upward.

**Who is involved in the traffic safety problem?** Drivers ages 15-34 were involved in over 60% of distracted driving crashes in Utah, yet only represent about 40% of the licensed drivers in Utah. The gender split slightly leans toward males.

**When does the traffic safety problem most often occur?** Distracted driver crashes are fairly evenly distributed over weekdays, while Saturday and Sunday are markedly lower. These crashes are also more frequent during warm-weather months, and from Noon to 6 pm each day.

**Where does this traffic safety problem take place?** The six most populated counties, Salt Lake, Utah, Weber, Davis, Cache and Washington, are also the where the majority (85%) of distracted driving injury and fatal crashes occur.

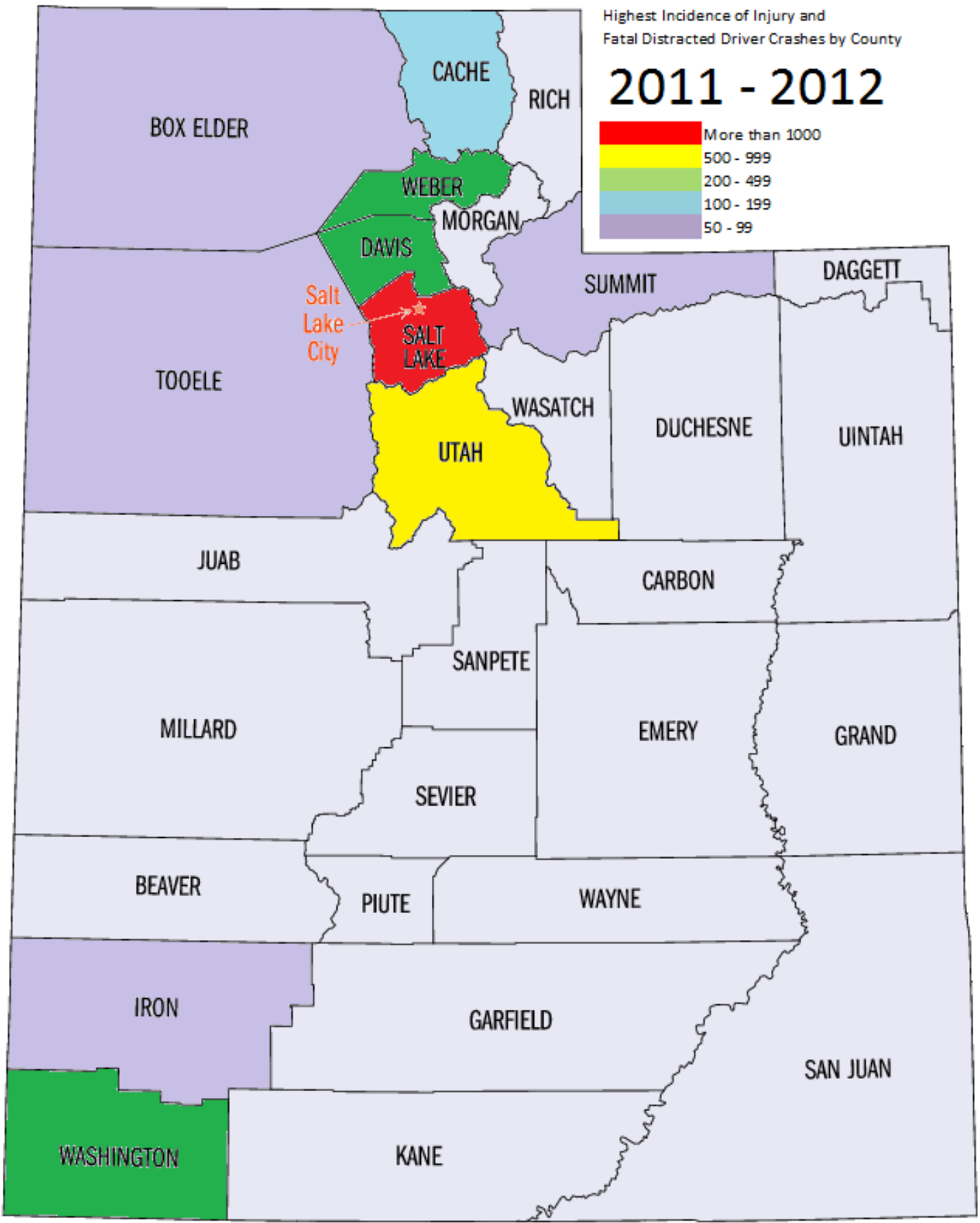
**Why does this traffic safety problem happen?** Drivers become over-confident of their ability to perform other tasks while operating a motor vehicle, itself a complex task. Cell phones and smartphones are the most common source of distraction, often having an effect similar to alcohol impairment according to research.

#### **ENVIRONMENTAL FACTORS REGARDING DISTRACTED/DROWSY DRIVING:**

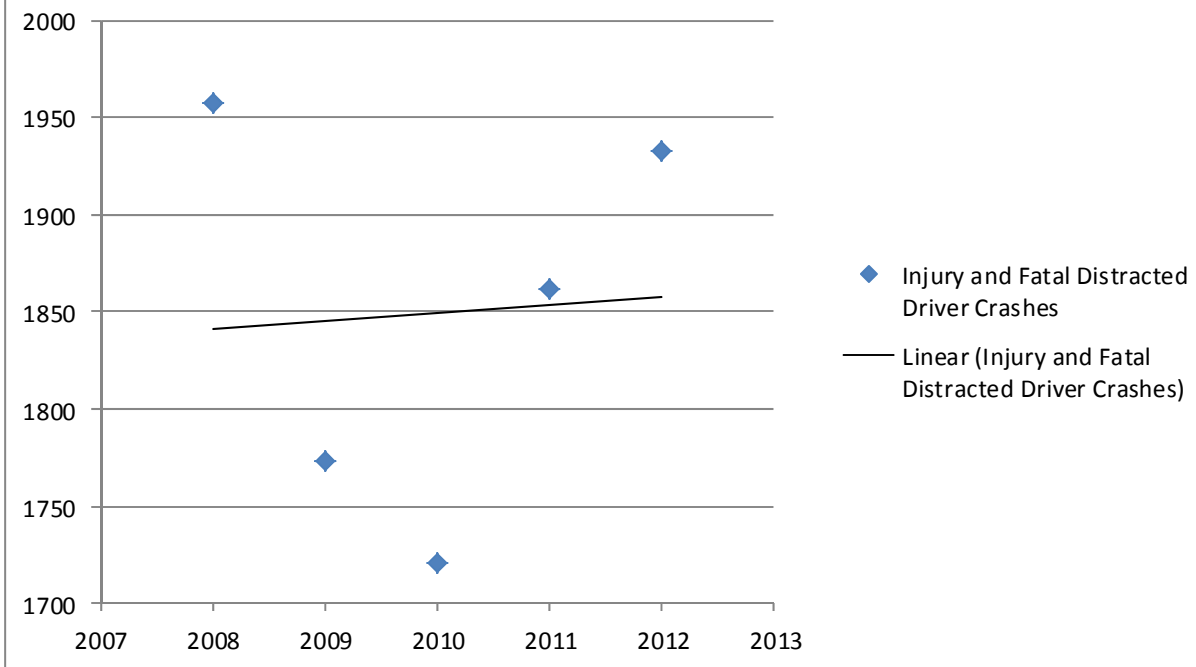
- Utah's distracted driving law exempted hands-on and hands-free driving using a cell phone to May 13, 2014.
- Effective May 13, 2014, only hands-off operation can be used for cell phones while driving.
- Many law enforcement agencies in the target counties are unable to fund effective distracted driving prevention high visibility programs.
- Instant information and communication have an addictive element, which is difficult to overcome.



# OPPORTUNITY TARGET ZONES:



## Injury and Fatal Distracted Driver Crashes



# Countermeasures and Projects:

## PLANNED COUNTERMEASURES:

- Graduated Driver Licensing Requirements for Beginning Drivers (Countermeasure That Work, NHTSA, 2013)
- Cell Phone and Text Messaging Laws (Countermeasure That Work, NHTSA, 2013)
- High Visibility Cell Phone and Text Messaging Enforcement (Countermeasure That Work, NHTSA, 2013)
- General Driver Drowsiness and Distraction Laws (Countermeasure That Work, NHTSA, 2013)
- Communications and Outreach on Drowsy Driving (Countermeasure That Work, NHTSA, 2013)
- Communications and Outreach on Distracted Driving (Countermeasure That Work, NHTSA, 2013)
- Employer Programs (Countermeasure That Work, NHTSA, 2013)
- Education Regarding Medical Conditions and Medications (Countermeasure That Work, NHTSA, 2013)

<b>DD150801</b>	<b>CENTERVILLE CITY DISTRACTED DRIVING PROGRAM (LAWRENCE)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>PROJECT YEAR</b>	<b>FIRST</b>
<b>PLANNED BUDGET</b>	<b>\$20,000</b>

Centerville City is located in Davis County, and is a main thoroughfare corridor for all for traffic moving North-South along the Wasatch Front. The city has experienced a 7% increase in population since 2010, and these two factors have served to increase the number of traffic crashes. In 2010, there were 205 crashes reported. In 2013, that number rose to 306 crashes, representing a 49% increase. These crashes were caused by following too close, lane travel violations, drivers failing to yield to the right of way, and other violations. Distracted driving is a main factor in many of these violations and there has been an increase of 48% of distracted driving crashes in the last four years

The campaign will focus on all distracted driving, with an emphasis on distracted drivers traveling along Parrish Lane, the main road leading into Centerville off the interstate and a popular food/fuel/shopping location. It will focus on male drivers in the 15-24 age range who have the highest rate of injury and fatal distracted driving crashes.

The campaign will be presented through a variety of media types, including radio ads, tv commercials, social media and a campaign website. Centerville will coordinate with community partners like Megaplex theaters to reach even more drivers. High visibility enforcement will be used to reinforce the message that distracted driving is against the law.

<b>DD150802</b>	<b>ST. GEORGE CITY DISTRACTED DRIVING PROGRAM (LAWRENCE)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>PROJECT YEAR</b>	<b>SECOND</b>
<b>PLANNED BUDGET</b>	<b>\$20,000</b>

Distracted driving is a main factor in many of the crashes in St. George, and distracted driving crashes have increased by 24% in the last four years. The 2012 crash data shows that 27% of crashes were caused by following too closely and lane travel violations. In addition, 21% of the crashes occurred due to drivers failing to yield to the right of way. These violations have been corroborated by officers' experience to be directly related to the drivers being distracted behind the wheel. Nearly 50% of the crashes occurring in St. George are potentially caused by distracted drivers.

This project will focus on all distracted driving, with an emphasis on male drivers in the 15-24 age range who have the highest rate of injury and fatal distracted driving crashes. The campaign's theme is "Heads Up Thumbs Up" and will be presented through a variety of media types, including radio ads, tv commercials, social media and a campaign website. High visibility enforcement will be used to reinforce the message that distracted driving is against the law.

<b>INFORMATIONAL</b>	<b>DROWSY DRIVING PREVENTION (ROBYN)</b>
<b>FUNDING SOURCE</b>	<b>UDOT</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>

The highest risk demographic for drowsy driving is young drivers age 25 and under with male drivers being 2.2 times more likely to be involved in a drowsy driving crash. Crashes occurring in rural Utah were 2.4 times more likely to involve drowsy driving. A survey performed in 2009 by Dan Jones & Associates showed that 59% of Utah drivers admitted to nodding off momentarily while driving on multi-lane highways with a speed at 55 mph or higher. A study by the National Sleep Foundation concluded that being awake for 24 hours is equal to a blood alcohol concentration (BAC) of .10, above Utah's legal limit. The "Sleep Smart. Drive Smart." Alliance, a partnership of public and private sector agencies, work together to promote drowsy driving awareness and education to various high schools, colleges and universities; encourage businesses to educate their employees about the dangers of drowsy driving; continue to support an annual Drowsy Driving Prevention Week; will hold a media event that depicts drowsy driving dangers; Zero Fatalities will continue to include drowsy driving awareness in their outreach presentations.

<b>INFORMATIONAL</b>	<b>LOGAN POLICE DEPARTMENT STOP THE MAIN DISTRACTION (FRANKE)</b>
<b>FUNDING SOURCE</b>	<b>N/A</b>
<b>PROJECT YEAR</b>	<b>N/A</b>

"Stop the Main Distraction" has seen a reduction in accidents on Logan's roadways. Logan will continue their education programs in the local schools, university, and community groups, along with the partnership they have established with the courts, to educate drivers on the dangers of distracted driving and other traffic safety issues.

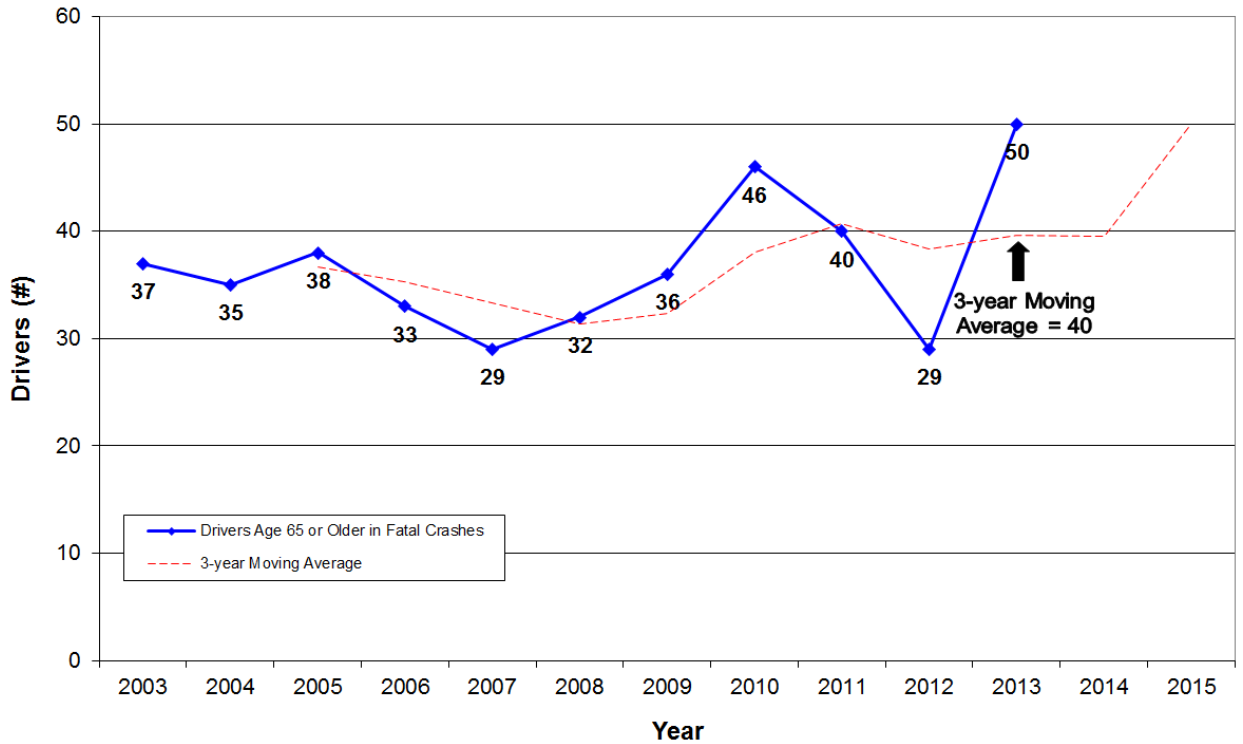


# U-22: Number of Drivers Age 65 or Older in Utah Fatal Crashes

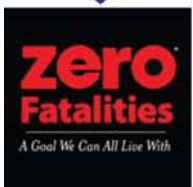
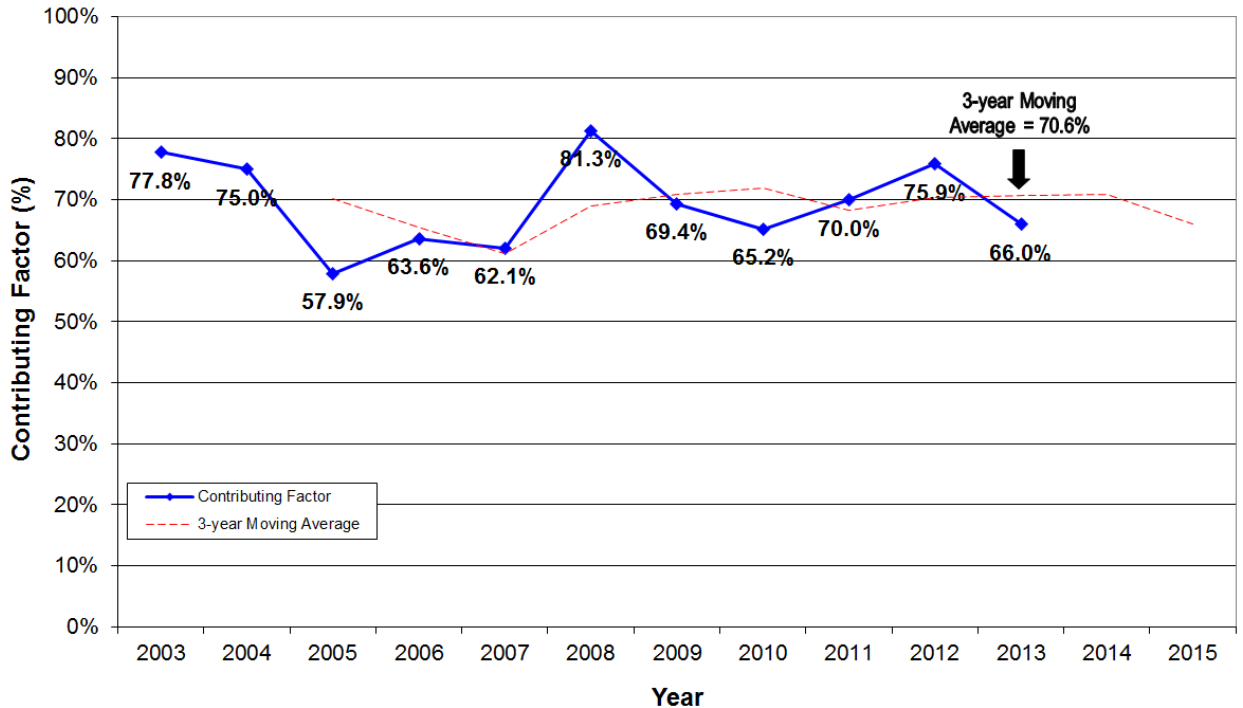
## PERFORMANCE MEASURES:

Below are the statewide performance measures used to gauge Utah's current safety levels, and also set a baseline for the performance targeting process.

### U-22: Number of Drivers Age 65 or Older in Utah Fatal Crashes



### U-23: Percent of Drivers Age 65 or Older in Utah Fatal Crashes with a Contributing Factor



**DATA SOURCES CONSIDERED:**

The data sources used for the performance measures and considered during the problem identification process regarding bicyclist-motor vehicle crashes included:

- 2012 Utah Crash Summary—Utah Department of Public Safety
- Fatality Analysis Reporting System (FARS) Database—NHTSA
- Preliminary 2013 State Data—Highway Safety Office, Utah Department of Public Safety
- Vehicle Miles Traveled in Utah—Utah Department of Transportation
- Vehicles Miles Traveled Nationwide—NHTSA
- Driver Information—Driver License Division, Utah Department of Public Safety
- Motor Vehicle Registration—Motor Vehicle Division, Utah State Tax Commission
- Cost of Treatment—Utah Department of Health

**UTAH'S PERFORMANCE TARGET:**

Utah's performance target for **U-22 is 38 in 2015.**

**TRENDLINE METHODOLOGY AND PERFORMANCE TARGET JUSTIFICATION:**

**U-22:** Using a linear trendline for the number of drivers age 65 years or older in fatal crashes over the previous 11 years (2003-2013) of data produces the predicting equation of:  $y=0.7273x + 32.455$ . Putting the year 2015 into this formula produces a value of 41.91. Assuming Utah can decrease this trend as shown in 2012, Utah's performance target for 2015 was set at 38.

**PROBLEM IDENTIFICATION FOR OLDER DRIVERS:**

**What is/are the specific problem(s)?** Fatal traffic crashes involving an older driver increased by more than 10% from 2008 to 2012 in Utah, and injury crashes 2010 to 2012 increased 22.5%.

**Who is involved in the problem?** Drivers age 65-74 were involved in over 2/3rds of all the fatal and injury crashes involving a driver age 65 or older.

**When does the problem most often occur?** Weekdays have a much higher incidence of older driver crashes.

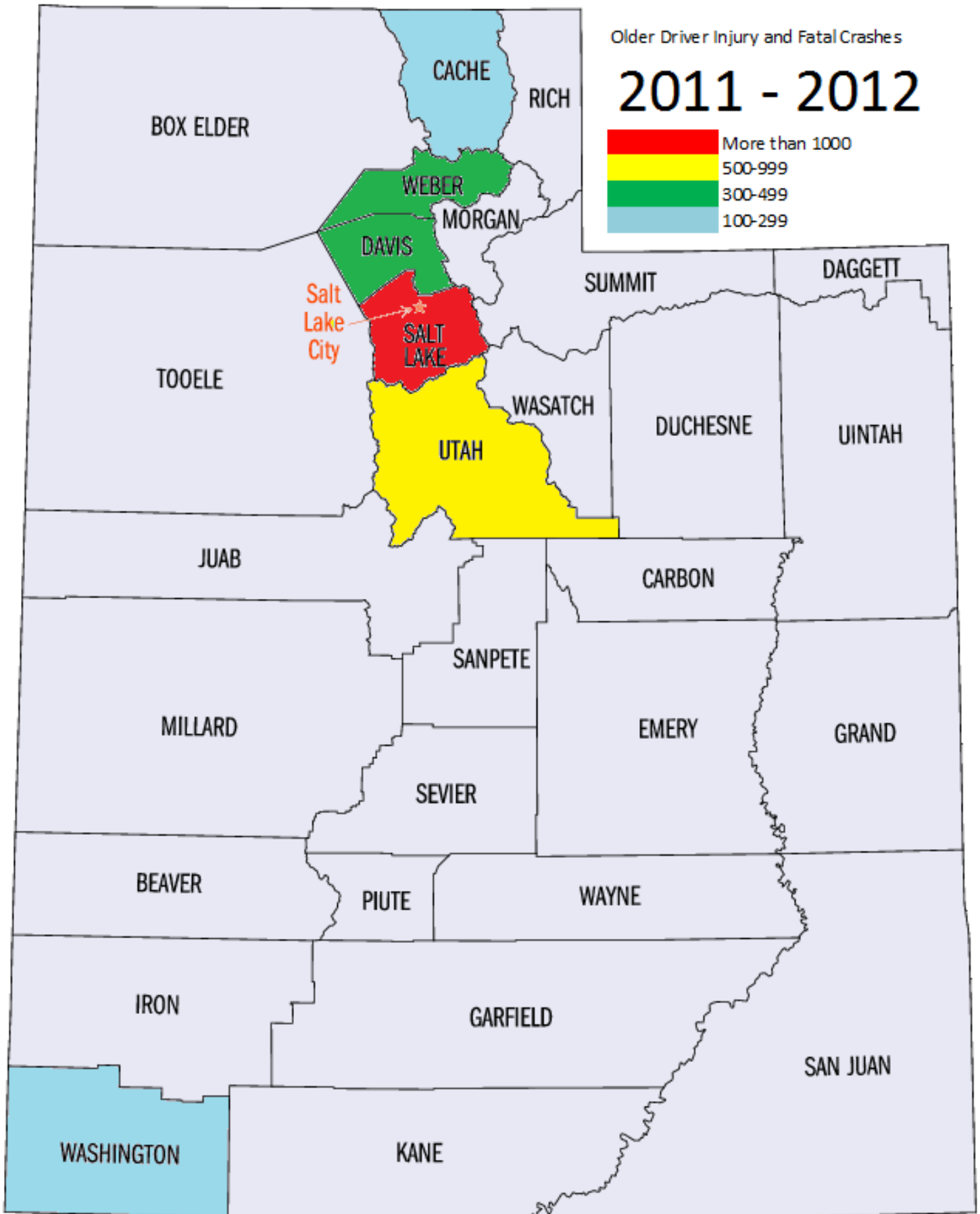
**Where does this problem take place?** The four counties which comprise the Wasatch Front also represent those with the highest number of injury/fatal crashes involving a driver age 65 or older, followed by Cache and Washington Counties.

**Why does this problem happen?** As drivers age there are issues with diminished eyesight, slower reaction times, and reduced physical mobility, all of which have an affect on driving safety.

**ENVIRONMENTAL FACTORS REGARDING OLDER DRIVERS:**

- Older driver crashes were 15% more likely to result in injury or death, compared to all other crashes.
- Older drivers have the lowest crash rate per licensed driver.
- Older crashes occur more often in the afternoon, and less often at night.
- Compared to drivers of all ages, older drivers were more likely to have a contributing factor of failure to yield right of way, disregarding a traffic signal/sign, improper turn, improper backing and improper lane change.

OPPORTUNITY TARGET ZONES:



# Countermeasures and Projects:

## PLANNED COUNTERMEASURES:

- Communications and Outreach (Countermeasure That Work, NHTSA, 2013)
- Formal Courses for Older Drivers (Countermeasure That Work, NHTSA, 2013)
- General Communications and Education (Countermeasure That Work, NHTSA, 2013)
- License Screening and Testing (Countermeasure That Work, NHTSA, 2013)
- Referring Older Drivers to Licensing Agencies (Countermeasure That Work, NHTSA, 2013)
- License Restrictions (Countermeasure That Work, NHTSA, 2013)
- Medical Advisory Boards (Countermeasure That Work, NHTSA, 2013)
- License Renewal Policies: In-Person Renewal, Vision Test (Countermeasure That Work, NHTSA, 2013)
- Traffic Law Enforcement (Countermeasure That Work, NHTSA, 2013)

<b>CP150205</b>	<b>OLDER DRIVER PI&amp;E (JILL)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>PROJECT YEAR</b>	<b>THIRD</b>
<b>PLANNED BUDGET</b>	<b>\$16,000</b>

Utah's roadway environment continues to evolve with new continuous flow, diverging diamond and roundabout intersections, high-occupancy lanes on freeways, multi-use lanes on surface roads, and light and commuter rail crossings, all adding to the complexity of driving. Adjusting to the roadway changes is a challenge for the growing number of older drivers in Utah (about 13% in 2012), in addition to the eyesight, hearing and physical mobility changes which age brings. Also, the increasing physical frailty of age make older motor vehicle occupants more prone to injury and death in any crash.

Traffic crashes in Utah involving a driver age 65 or older were 15% more likely to result in injury or death, compared to all other crashes, even though older drivers have the lowest crash rate per licensed driver. These crashes occur more often in the afternoon, and less often at night. Compared to drivers of all ages, older drivers were more likely to have a contributing factor of failure to yield right of way, disregarding a traffic signal/sign, improper turn, improper backing and improper lane change.

This project will focus on reducing older driver crashes by promoting awareness, communication and outreach through continuing education and training available from a variety of providers. The project will also promote seatbelt use, one of the most effective countermeasures for older occupants to survive a motor vehicle crash.

<b>CP150206</b>	<b>YELLOW DOT PROGRAM (LEVANO)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>PROJECT YEAR</b>	<b>THIRD</b>
<b>PLANNED BUDGET</b>	<b>\$10,000</b>

Motor vehicle injuries are third leading cause of death among Utahns, and motor vehicle crashes represent a significant portion of them. Getting timely medical care in the "golden hour" after a crash is often the difference between an injury crash and a fatal one, especially in the more rural areas of Utah. To assist first responders in treating crash victims in all areas of the State, the Yellow Dot program helps motor vehicle occupants establish a "personal representative", which resides in their vehicle's glove box, to provide information about medications, medical conditions and emergency contact information, all to assist first responders. This is especially helpful for those age 65+ who represent almost 10% of Utah's population, yet accounted for over 22% of Utah traffic fatalities in 2011. The Yellow Dot project will promote training, education and information to emergency responders statewide regarding the program, maintain a website with program information and resources ([www.utahyellowdot.com](http://www.utahyellowdot.com)), and provide materials and support to state and local agencies and organizations who serve as Yellow Dot distribution and support centers.



<b>INFORMATIONAL</b>	<b>LICENSING OLDER DRIVERS (ROLFE)</b>
<b>FUNDING SOURCE</b>	<b>STATE</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>

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

<b>INFORMATIONAL</b>	<b>SENIOR DRIVER PROGRAM (AAA)</b>
<b>FUNDING SOURCE</b>	<b>N/A</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>

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

<b>INFORMATIONAL</b>	<b>DRIVER SAFETY PROGRAM (AARP)</b>
<b>FUNDING SOURCE</b>	<b>N/A</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>

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

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## Performance Report Briefing on Meeting FFY2014 Targets

**1200.11(d) Performance report. A program-area-level report on the State's success in meeting State performance targets from the previous fiscal year's Highway Safety Plan.**

This section provides a description of Utah's Success in making progress towards, or meeting, the FFY2014 Performance Targets:

- **B-1:** The Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles was 82.4% in 2013, and Utah does not appear on track to meet its goal of 85%.
- **C-1:** The Number of Utah Traffic Fatalities experienced an increase in 2013 with fatalities rising to 220 after falling to a decades low of 217 in 2012. Utah does not appear on track to meet its goal of 212 deaths.
- **C-2:** The Number of Injuries in Utah Traffic Crashes increased in 2012 to 22,336, and Utah does not appear on track to meet its goal of 21,500.
- **C-3:** The Utah Total Fatality Rate per 100 Million VMT decreased in 2012 to 0.81, and Utah does appear on track to meet its goal of 0.80. When consider urban and rural separately, the rural rate goal of 1.28 was met in 2012, while the urban rate goal of 0.66 was also met in 2012.
- **C-4:** The Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions FFY2014 goal of 68 was met, as this number had fallen to 59 in CY2013.
- **C-5:** The Number of Utah Fatalities Involving a Driver with a BAC of .08 and Above was 23 in 2013, and Utah met its goal of 25.
- **C-6:** The Number of Utah Speeding Related Fatalities increased in 2013 to 76 and Utah does not appear on track to meet its goal of 65.
- **C-7:** The Number of Utah Motorcyclist Fatalities decreased slightly in 2013 to 31, and it does not appear Utah will meet its goal of 26 in 2014.
- **C-8:** The Number of Utah Unhelmeted Motorcyclist Fatalities increased dramatically in 2013 to 19, and it does not appear Utah will meet its goal of 9.
- **C-9:** The Number of Drivers Age 20 or Younger in Utah Fatal Crashes had an increase in 2013 to 33, and it does not appear Utah will meet its goal of 25.
- **C-10:** The Number of Utah Pedestrian Fatalities reflected a reduction in CY2013 to 30, and Utah appears on track to meet its goal of 28.

# APPENDICES

## Appendix 1

### Behavior/Attitude Survey

This survey collected 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 below report the sampled data from the vendor's report to the UHSO.

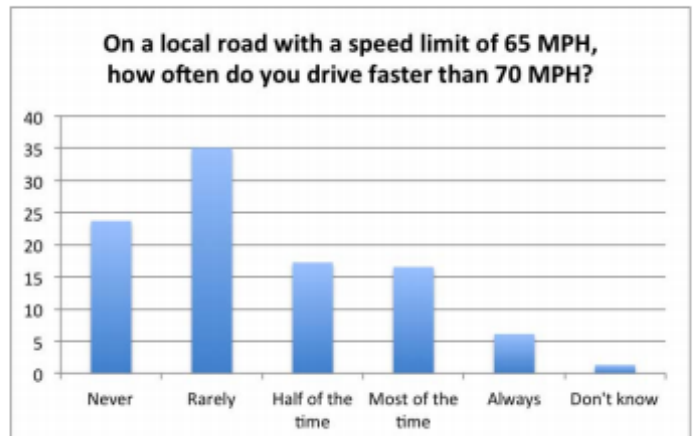
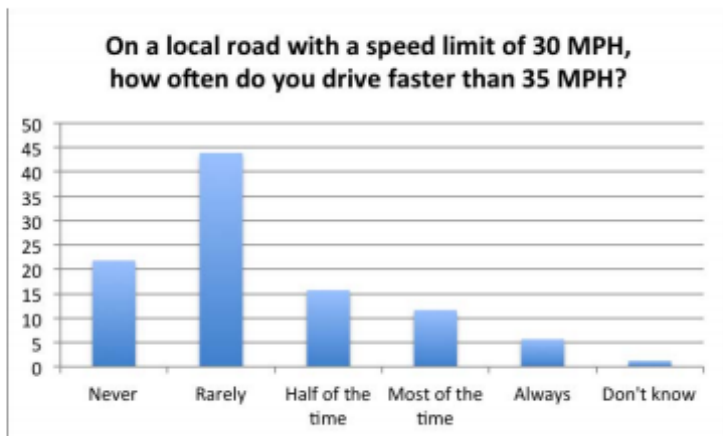
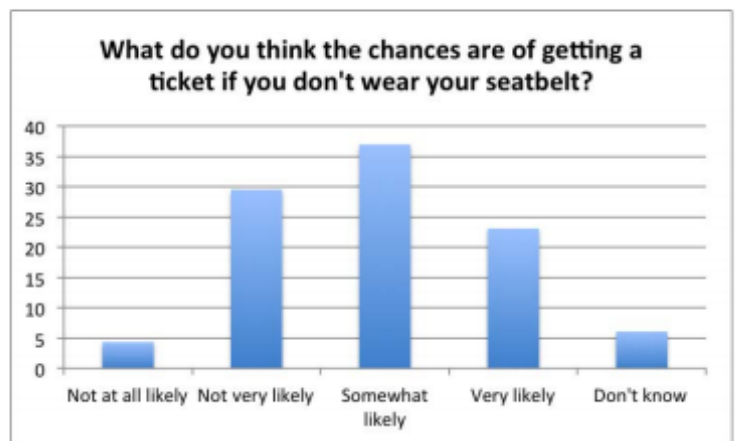
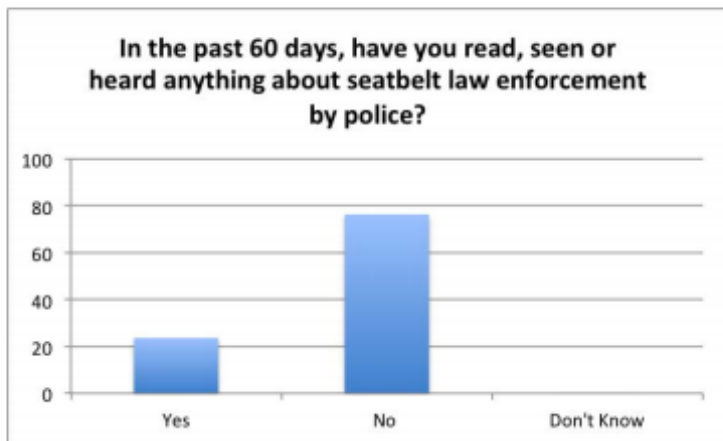
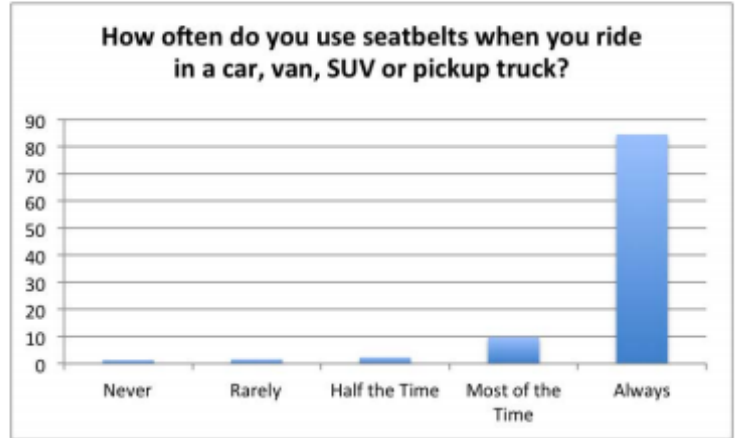
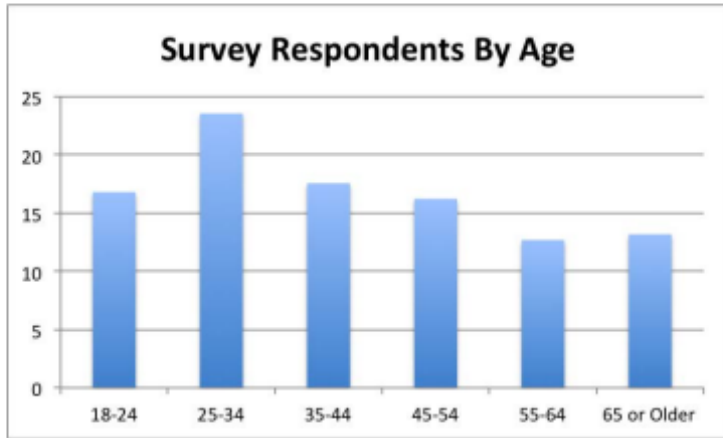
The UHSO is pleased to report a summary of the data collected and utilize this information in planning sessions to combat roadway fatalities and injuries.

# Driver Behavior & Attitude Survey

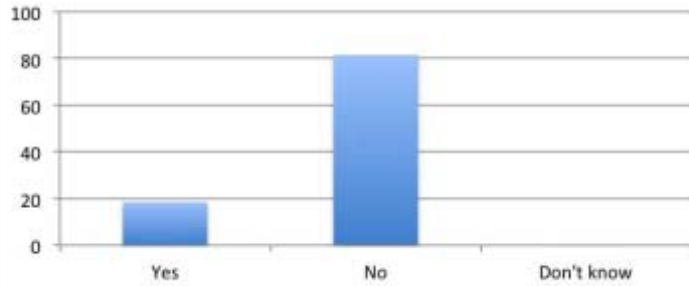
As states continue to develop Traffic Safety Performance Measures to incorporate performance-oriented programs, Utah is committed to a performance-based approach and conduct a statewide attitude survey periodically. The survey collects data following the recommended set of questions distributed by the 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.

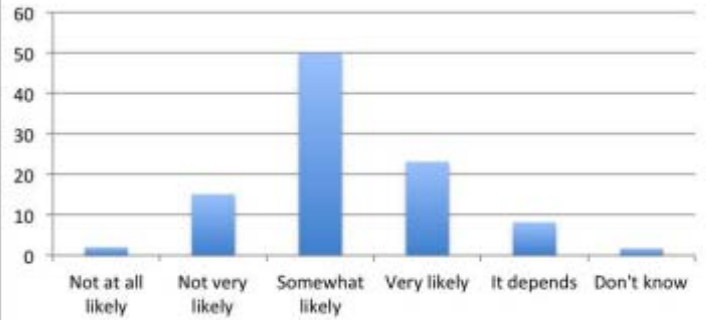
The HSO is pleased to present a summary of the data collected and utilize this information in planning sessions to combat roadway fatalities and injuries.



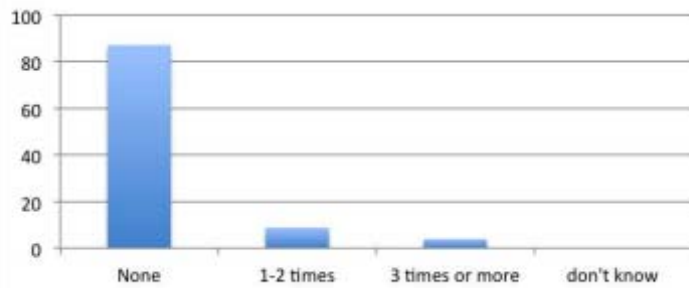
**In the past 30 days, have you read, seen or heard anything about speed enforcement by police?**



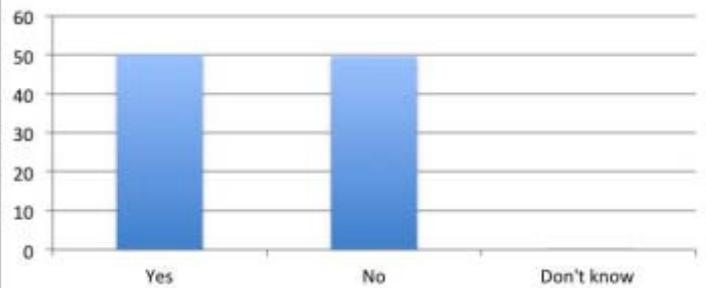
**What do you think the chances are of getting a ticket if you drive over the speed limit?**



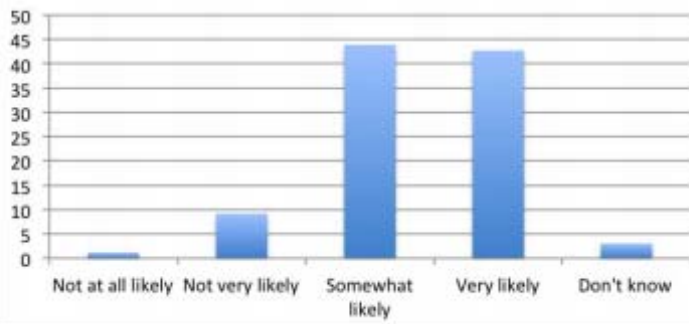
**In the past 60 days, how many times have you driven a motor vehicle within two hours of drinking an alcoholic beverage?**



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



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



# APPENDICES

## Appendix 2

### Share to Local Estimates

#### Share to Local Political Subdivisions Detail

Project Name	Project Number	Project Amount	Subdivision or Documentation?
Police Traffic Services & Equipment	PT150101	\$50,000	Documentation
Salt Lake/Davis Counties MATF	PT150102	\$12,000	Documentation
Utah County MATF	PT150103	\$8,000	Documentation
Weber County MATF	PT150104	\$8,000	Documentation
Personnel - 402 OP	CP150201	\$160,000	Documentation
Personnel - 402 PS	CP150201	\$73,000	Documentation
Personnel - 402 MC	CP150201	\$39,000	Documentation
Personnel - 402 PT	CP150201	\$95,000	Documentation
Operation Lifesaver	CP150203	\$20,000	Documentation
UHP PI&E/Adopt-a-High School	CP150204	\$20,000	Documentation
Older Driver PI&E	CP150205	\$16,000	Documentation
Yellow Dot	CP150206	\$10,000	Documentation
Public Information and Education Project	CP150208	\$5,000	Documentation
Rural Traffic Safety Coordinator - Terry Smith	CP150209	\$18,000	Documentation
Centerville City Distracted Driving Program	DD150801	\$20,000	Subdivision
St. George City Distracted Driving Program	DD150802	\$20,000	Subdivision
Teen Driving Outreach	CP150210	\$28,000	Documentation
Occupant Protection Media, Materials & Support	OP150402	\$170,000	Documentation
Rural Seat Belt Program	OP150404	\$128,000	Documentation
Weber/Morgan Hispanic Occupant Protection	OP150405	\$25,000	Subdivision
Salt Lake County Hispanic Occupant Protection	OP150406	\$25,000	Subdivision
Utah County Hispanic Occupant Protection	OP150407	\$25,000	Subdivision
Pedestrian Safety PI&E	PS150701	\$56,000	Documentation
Bicycle Safety PI&E	PS150702	\$55,000	Documentation
Motorcycle Safety Media and PI&E	MC150901	\$31,000	Documentation
	<b>Total</b>	<b>\$1,117,000</b>	

# APPENDICIES

## Appendix 3

### Carryover Funding Estimates

Carryover Funding Estimates	
Section 402	\$1,000,000
Section 405(b)	\$150,000
Section 405©	\$800,000
Section 405(d)	\$75,000
Section 405(f)	\$5,000
Section 408	\$110,000



# APPENDICIES

## Appendix 4

### Utah's FFY2015 Comprehensive Enforcement Plan

#### OVERVIEW:

Utah is one of the fastest growing states in the country, with a current estimated population of almost 3 million people. This State, comprised of 29 counties, is classified as an urban state due to having about 75% of the population centered within 4 counties known as the Wasatch Front. The Wasatch Front, comprised of Weber, Davis, Salt Lake and Utah Counties, is about 100 miles long and 30 miles wide and represents the majority of fatal and injury crashes in Utah. However, other areas of the State are experiencing growth, especially the more rural areas, and this growth can create problems for smaller law enforcement agencies that are not positioned with the personnel and financial resources to handle the effects of this additional growth and traffic flow.

This Enforcement Plan is a summary of urban and rural law enforcement agencies' efforts to plan, coordinate and implement a "sustained, year-round high visibility enforcement effort" in order to reduce vehicular crashes and prevent injuries and deaths from occurring. For project level detail, please refer to the FFY 2015 Highway Safety Plan.

#### MOST AT-RISK ANALYSIS:

In 2013, Utah had 221 fatalities which was one of the lowest rates recorded since 1959. The number of fatal and serious injury traffic crashes warrants continued attention to sustain this downward trend. An analysis of crashes, crash fatalities, and injuries in areas of highest risk includes:

- The highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis, and Weber account for the majority of traffic deaths in Utah.
- People driving in rural areas have a fatality rate double of drivers in urban areas.
- Nearly two-thirds of drivers in speeding-related fatal crashes were traveling 60+ miles per hour; an astounding 18% of drivers in speeding-related fatal crashes were traveling 80+ MPH.
- Over half of vehicle occupants killed in crashes in Utah in past five years were unrestrained.
- Unrestrained crash occupants were 45 times more likely to be killed than restrained crash occupants.
- Around 13% of fatalities in Utah involve a driver with a BAC of .08 and above.
- Fatal crashes involving drivers who test positive for drugs (prescription and illegal) are on the upswing, and exceeded alcohol-impaired crashes by 65% in 2012.

The most at-risk areas which need continued attention in Utah are speed, occupant protection and impaired driving.

#### SPEED ENFORCEMENT PLAN:

Multi-agency task forces established in the three largest counties within the State (Salt Lake, Utah and Davis),

and including Weber County in 2015, meet regularly to analyze data and develop creative speed interdiction strategies, keeping speed at the forefront of law enforcement efforts for each agency. This enforcement is critical in the driver behavioral change process as speed continues to be the major factor in all deaths and crashes within the State of Utah.

The task forces and their member agencies, which represent about 80% of Utah's population, are committed to performing speed enforcement as part of regular patrols. The law enforcement agencies schedule this intervention based on data and an awareness of local needs. Examples include:

- Participation in the 11 state I-80 Challenge to reduce speed on this Interstate through Utah.
- Involvement in corridor enforcement initiatives where problems are evidenced.

State and federal monies for overtime enforcement and appropriate equipment support these local initiatives and are intended to reduce the speeding-related fatal crashes.

#### **OCCUPANT PROTECTION PLAN:**

Over one-half of vehicle occupants killed in crashes in Utah in past five years were unrestrained, and enforcement efforts for occupant protection are conducted in conjunction with the two national mobilizations and during periods of high traffic flow, such as holidays and state events. The goal is to use enforcement, in conjunction with innovative messaging, to target the hard core non-users in an effort to reduce unrestrained fatalities. The Utah Highway Patrol coordinates with the UHSO to plan seat belt enforcement mobilizations, and the multi-agency task forces established in the three largest counties within the State (Salt Lake, Utah and Davis), and including Weber County in 2015, meet regularly to plan their participation in seat belt enforcement initiatives. State and national enforcement periods include:

- November 2014—Thanksgiving Holiday Travel national mobilization (Utah using Click It or Ticket branding), with Utah Highway Patrol performing statewide selective enforcement patrols, and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties. All other law enforcement agencies in Utah will be asked to pledge their support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.
- February 2015—Buckle Up for The Ones You Love state initiative targeting male hard-core non-users in conjunction with Valentines Day, with the Utah Highway Patrol performing statewide enforcement patrols.
- March 2015—Click It or Ticket nighttime enforcement focusing on Salt Lake City, West Valley City, and Ogden City, all identified high risk locations.
- May 2015—Click It or Ticket national mobilization, with Utah Highway Patrol, six urban counties (Cache, Davis, Salt Lake, Utah, Washington, and Weber) and three pilot program rural counties (Box Elder, Sanpete, and San Juan) performing statewide selective enforcement patrols. All other law enforcement agencies in Utah will be asked to pledge their support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.
- August 2015—Rural-specific messaging in the three pilot rural counties (Box Elder, Sanpete and San Juan) with local law enforcement agencies performing enforcement shifts.

Unrestrained occupants were more than 45 times more likely to be killed than those who chose to use their seat belt, therefore further work is needed in this arena. State and federal funds are apportioned on an ongoing basis to the occupant protection program specifically to address un-restrained motor vehicle occupants and increase seat belt usage rates.

#### **IMPAIRED DRIVING PLAN:**

Alcohol and drug-impaired driving is not unique to the more densely populated Wasatch Front area, it includes the more rural areas of the State, thus statewide countermeasures are deployed on a regular basis. They include ongoing, statewide high visibility enforcement and checkpoint operations. Law enforcement efforts benefit from a strong network of support agencies including driver licensing, toxicology lab, courts, etc. The goal is to use this high visibility enforcement to affect behavior change so people make the choice to not

drink and drive. The Utah Highway Patrol performs statewide, sustained impaired driving enforcement, and uses the dedicated DUI squad to concentrate activities along the Wasatch Front. Also, the multi-agency task forces established in the three largest counties within the State (Salt Lake, Utah and Davis), and including Weber County in 2015, meet regularly to plan their participation in impaired driving initiatives. State and national enforcement periods include:

- October 2014—Drive Sober or Get Pulled Over state initiative targeting Halloween celebrations along the Wasatch Front, with enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.
- December 2014—Drive Sober or Get Pulled Over mobilization with the Utah Highway Patrol performing statewide enforcement patrols, and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.
- February 2015—Drive Sober or Get Pulled Over initiative targeting Super Bowl activities, with Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.
- March 2015—Drive Sober or Get Pulled Over initiative targeting St. Patrick's Day activities, with Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.
- April 2015—Drive Sober or Get Pulled Over initiative targeting Easter activities, with targeted enforcement focusing in areas commonly used for recreational activities.
- June 2015—Drive Sober or Get Pulled Over initiative targeting graduation parties and kicking off the 100 days of Summer, with Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.
- July 2015—Drive Sober or Get Pulled Over initiative targeting July 4th celebrations with the Utah Highway Patrol performing statewide enforcement patrols, and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.
- September 2015—Drive Sober or Get Pulled Over initiative targeting Labor Day celebrations with the Utah Highway Patrol performing statewide enforcement patrols, and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.

While few people set out to drive while impaired, nearly 80% of the drunk drivers in fatal crashes had BAC levels twice or more of the legal limit and further work is needed in this area.

#### **Continuous Follow-up and Adjustment:**

The Highway Safety Office continually monitors and evaluates the three enforcement programs to assure data, funding, equipment and other resources are being utilized to their fullest potential by each law enforcement agency. A sample of this ongoing follow-up and adjustment includes:

- Reviewing high visibility enforcement efforts at monthly multi-agency task force meetings and collecting adjustment recommendations from member agencies.
- Monitoring specific agency performance during high visibility activities through GEARS, the electronic grant management system.
- Evaluating media coverage and earned media portions.

# APPENDICIES

## Appendix 5

### Utah's FFY2015 Communication Plan

#### Overview

The Utah Department of Public Safety's mission is to provide a safe and secure environment for all people in Utah. As a specific part of DPS' mission, the Highway Safety Office's mission is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on Utah's roadways. Communication remains an integral part of this mission and comprises large parts of each of the UHSO's program focus areas. This annual communication plan will serve to guide the office's overall communication activities with the ultimate goal of making traffic safety information and knowledge a daily part of the lives of the people of Utah.

#### Guiding Theme: Knowledge

Knowledge is defined as "information and skills acquired through experience and education; the theoretical or practical understanding of a subject." Whereas information is primarily just general data which cannot be elaborated on, knowledge refers to the practical use of information and frequently involves an experience.

As the UHSO implements elements of its communication plan, knowledge should be the guiding theme: imparting it, sharing it, generating it, creating an interest in it, leading people to it. Knowledge should be at the heart of each campaign, message or Facebook post. Much of what the UHSO shares through communication will be in the form of information, but the ultimate goal of the messaging should be to transform information into knowledge.

The more people know about traffic safety topics in general, the more all aspects of traffic safety are on their minds, the better off for the UHSO.

#### Overall Communication Program

**Strategic Direction:** The UHSO will utilize all forms of media – paid, earned and social – to increase Utah roadway users' awareness and knowledge of all aspects of traffic safety, while focusing specific messages on groups to whom particular messages apply.

**Primary Audience:** Roadway users in Utah – to include drivers, passengers bicyclists, pedestrians, & motorcyclists – of all ages.

**Secondary Audience:** For specific program areas, specific types of roadway users and messages tailored to the specific traffic safety issues they face.

**Goal:** Utilize federal highway safety funding to facilitate paid and bonus media campaigns for Click It or Ticket, Drive Sober or Get Pulled Over, and motorcycle safety awareness.

- ◆ *Action Item:* Form or maintain contracts with professional advertising firms to produce cutting-edge, engaging media elements to support the designated campaigns.
- ◆ *Action Item:* Provide guidance to media contractors through teams comprised of UHSO staff, which will always include the communication coordinator.
- ◆ *Action Item:* Share materials and creative concepts produced by media contractors with traffic safety partners throughout the State so they can utilize them in their areas.

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

- ◆ *Action Item:* Utilize materials produced by NHTSA, the UHSO, the Ad Council and other entities which provide free resources.
- ◆ *Action Item:* Share materials produced by NHTSA, the UHSO, the Ad Council and other entities with traffic safety partners throughout the State and provide information on how they can utilize them in their areas.
- ◆ *Action Item:* Plan earned media opportunities, in the form of press conferences or press releases, independently or in conjunction with safety partners for all official campaign enforcement or education periods.
- ◆ *Action Item:* Maintain awareness of current traffic safety topics and issues in order to provide partners and media entities with topical, timely information.
- ◆ *Action Item:* Create resources to be placed in the media and to be used by traffic safety partners throughout the State in their areas: items such as opinion articles, letters to the editor, fact sheets, and sample news releases.
- ◆ *Action Item:* Create video content that is educational, informative and entertaining for use by the UHSO and partners throughout the State.
- ◆ *Action Item:* Create a listing of media opportunities available, to include things such as newsletter, websites, local papers, etc.
- ◆ *Action Item:* Take advantage of opportunities such as holidays or seasonal events to promote traffic safety messages.

**Goal:** Recognize that to be most effective, marketing and media campaigns may need to present different messages to different communities in Utah.

- ◆ *Action Item:* Whenever possible within budget and time constraints and when data indicates an issue, generate different messaging focusing on urban and rural areas of the State.
- ◆ *Action Item:* Include this goal in any requests for proposals for media campaigns.

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

- ◆ *Action Item:* Maintain one presence on each social media platform in order to maximize the exposure of messages and avoid dividing our audience.
- ◆ *Action Item:* Develop clear, consistent messages that are delivered in one clear voice.
- ◆ *Action Item:* Create engaging, timely content that resonates with users and will keep users interested in UHSO postings.
- ◆ *Action Item:* Create a content calendar that will help guide posting.
- ◆ *Action Item:* Maintain an active awareness of current traffic safety issues, popular culture and Internet memes in order to post timely, relevant content.
- ◆ *Action Item:* Cross-promote all aspects of social media program across all platforms.

## Occupant Protection

**Goal:** Increase the awareness of seat belt and seat belt enforcement messages.

- ◆ *Action Item:* Utilize paid, earned and social media, which will include websites, to share messages about seat belt safety throughout the year.
- ◆ *Action Item:* Share campaign resources with traffic safety partners throughout the State and encourage their use throughout the year.

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

- ◆ *Action Item:* Support and participate in National Click It or Ticket high-visibility enforcement mobilization in November 2014 and May 2015.
- ◆ *Action Item:* Support a nighttime enforcement mobilization by developing targeted messaging in March 2015.
- ◆ *Action Item:* Utilize Click It or Ticket as a secondary message in other enforcement and media events throughout the year.

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

- ◆ *Action Item:* Work with Montana State University and other state and local partners to support an occupant protection campaign targeting rural communities.

**Goal:** Increase booster seat use throughout the State and increase the percentage of children ages 5-8 involved in motor vehicle crashes who were secured in an appropriate child car seat to 54% from 41%.

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

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

- ◆ *Action Item:* Support the Zero Fatalities Don't Drive Stupid program.
- ◆ *Action Item:* Support the UHP's Adopt-A-High School program.
- ◆ *Action Item:* Support local health department implementation of Countdown2Drive program or other evidence-based programs.
- ◆ *Action Item:* Develop and distribute resources for driver education teachers to promote seat belt usage.
- ◆ *Action Item:* Develop and distribute resources for parents of pre-teens and teens to promote seat\_belt usage.

**Goal:** Promote seat belt and child passenger safety device usage among Utah's minority populations.

- ◆ *Action Item:* Provide materials and media messages in other languages.
- ◆ *Action Item:* Seek opportunities and venues to promote seatbelt safety to minorities.

## Alcohol Program

**Goal:** Increase the awareness of DUI enforcement in Utah.

- ◆ *Action Item:* Utilize paid, earned and social media to share messages about impaired driving throughout the year.
- ◆ *Action Item:* Share campaign resources with traffic safety partners throughout the State and encourage their use throughout the year.

**Goal:** Increase the perception of the risk of being arrested for DUI.

- ◆ *Action Item:* Support and participate in national Drive Sober or Get Pulled Over high-visibility enforcement mobilizations.
- ◆ *Action Item:* Utilize Drive Sober or Get Pulled Over as a secondary message in other enforcement and media events throughout the year.
- ◆ *Action Item:* Promote messages about impaired driving enforcement utilizing channels that reach these specific demographics and use messages that will resonate with them.

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

- ◆ *Action Item:* Continue existing and develop new partnerships with Department of Alcoholic Beverage Control and venues that serve alcohol.
- ◆ *Action Item:* Encourage media contractor to develop creative messaging that can be incorporated in venues that sell and serve alcohol.

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

- ◆ *Action Item:* Continue support and promotion of Utah's Parents Empowered underage drinking prevention and education campaign.
- ◆ *Action Item:* Support State strategic prevention framework program Utah Prevention Advisory Council working to reduce the incidence of underage drinking and alcohol-related fatalities.

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

- ◆ *Action Item:* Support the Use Only As Directed campaign.
- ◆ *Action Item:* Encourage drivers to check with their physician for alternate medications that will not impair them to drive.
- ◆ *Action Item:* Educate drivers that heavy equipment **includes** a vehicle, and is not limited to things such as road graders or jack hammers.

## Motorcycle Safety

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

- ◆ *Action Item:* Utilize paid, earned and social media to share messages about motorcycle safety throughout the year, focusing primarily on Utah's riding season.
- ◆ *Action Item:* Support and participate in national Motorcycle Safety Awareness month in May.
- ◆ *Action Item:* Share campaign resources with traffic safety partners throughout the State and encourage their use throughout the year.

**Goal:** Increase driver awareness of motorcyclists.

- ◆ *Action Item:* Educate drivers to consider the possible presence of motorcycles and the need to look for them.
- ◆ *Action Item:* Educate drivers about situations when motorcycles may be obscured.
- ◆ *Action Item:* Educate drivers about techniques for detecting motorcycles.

**Goal:** Promote and support motorcycle rider education and training.

- ◆ *Action Item:* Continue partnership with Driver License Division to promote Utah's motorcycle rider training program.

- ◆ *Action Item:* Increase awareness of the benefits of motorcycle rider education and training for both new and experienced riders.
- ◆ *Action Item:* Educate motorcyclists that riders must assume responsibility of avoiding a crash situation caused by another motorist.
- ◆ *Action Item:* Educate motorcyclists about crash avoidance skills, the value of lane positioning and proper braking and panic-braking techniques.
- ◆ *Action Item:* Continue to discourage mixing alcohol and other drugs with motorcycle riding.

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

- ◆ *Action Item:* Increase motorcyclist awareness about how conspicuity affects their safety.
- ◆ *Action Item:* Encourage motorcyclists to employ conspicuity strategies.
- ◆ *Action Item:* Increase peer acceptance of conspicuous colors.

**Goal:** Promote motorcyclist use of personal protective equipment.

- ◆ *Action Item:* Educate motorcyclists about the benefits of protective gear, including helmets, jackets, gloves, boots, eye protection, and pants.
- ◆ *Action Item:* Increase the voluntary use of DOT approved helmets and communicate the dangers of non-compliant helmets.
- ◆ *Action Item:* Repudiate misinformation about personal protective equipment.

## **Pedestrian Safety**

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

- ◆ *Action Item:* Utilize earned and social media to share messages about pedestrian safety throughout the year.
- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote pedestrian safety throughout the year.
- ◆ *Action Item:* Support and promote the Heads Up Utah pedestrian safety campaign.
- ◆ *Action Item:* Partner with UDOT, law enforcement, local health departments and entities to promote bike safety.
- ◆ *Action Item:* Support and participate in Green Ribbon Month and Walk Your Child to School Day activities statewide.
- ◆ *Action Item:* Develop and distribute resources about distracted pedestrians.

**Goal:** Increase driver awareness of pedestrians.

- ◆ *Action Item:* Educate drivers to consider the possible presence of pedestrians and the need to look for them.
- ◆ *Action Item:* Educate drivers about situations when pedestrians may be obscured.

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

- ◆ *Action Item:* Increase pedestrian awareness about how conspicuity affects their safety.
- ◆ *Action Item:* Encourage pedestrians to employ conspicuity strategies.

## **Bicycle Safety**

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

*Action Item:* Utilize earned and social media to share messages about bicycle safety throughout the year.

- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote bicycle safety throughout the year.
- ◆ *Action Item:* Support and participate in the Road Respect campaign.
- ◆ *Action Item:* Promote sharing the road for both cyclists and drivers.

**Goal:** Partner with local health departments and entities to promote bicycle safety.

- ◆ *Action Item:* Educate young and new cyclists about proper cycling and following all laws.
- ◆ *Action Item:* Promote use of the bicycle rodeo trailers for educational activities throughout the State.

**Goal:** Promote conspicuity as a crash prevention tool for cyclists.

- ◆ *Action Item:* Increase cyclist awareness about how conspicuity affects their safety.
- ◆ *Action Item:* Encourage cyclists to employ conspicuity strategies.

## **Speeding**

**Goal:** Increase the awareness of speed enforcement in Utah.

- ◆ *Action Item:* Utilize earned and social media to share messages about speeding throughout the year.
- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote speed enforcement throughout the year.
- ◆ *Action Item:* Make speed a secondary or tertiary message in other enforcement or media campaigns throughout the year.

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

- ◆ *Action Item:* Utilize earned and social media to share messages about speeding throughout the year.
- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote speed enforcement throughout the year.
- ◆ *Action Item:* Make speed a secondary or tertiary message in other enforcement or media campaigns throughout the year.

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

- ◆ *Action Item:* Promote the “When there’s ice and snow, take it slow” message.
- ◆ *Action Item:* Utilize social media before and during weather events to emphasize the importance of speed reduction as a crash prevention tool.

## Teen Driving

**Goal:** Increase awareness of teen drivers issues in Utah.

- ◆ *Action Item:* Utilize earned and social media to share messages about teen driver safety throughout the year.
- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote teen driver safety throughout the year.
- ◆ *Action Item:* Support and promote the Don’t Drive Stupid program.
- ◆ *Action Item:* Support the production and promote the use of the Teen Memorial Booklet.

**Goal:** Increase parental knowledge of teen driver issues.

- ◆ *Action Item:* Educate parents about Utah’s graduated driver license program.
- ◆ *Action Item:* Support Zero Fatalities parent program presentations.
- ◆ *Action Item:* Develop and distribute educational resources for parents of teens and pre-teens.
- ◆ *Action Item:* Promote parental involvement in teen drivers’ experience.

**Goal:** Increase seatbelt use among Utah’s teens.

- ◆ *Action Item:* Support Zero Fatalities Don’t Drive Stupid program.
- ◆ *Action Item:* Support local health department implementation of Countdown2Drive program.
- ◆ *Action Item:* Develop and distribute resources for driver education teachers to promote seatbelt usage.
- ◆ *Action Item:* Develop and distribute resources for parents of pre-teens and teens to promote seatbelt usage.

## Distracted Driving

**Goal:** Increase awareness of distracted driving issues in Utah.

- ◆ *Action Item:* Utilize paid, earned and social media to share messages about distracted driving throughout the year.
- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote distracted driving awareness throughout the year.
- ◆ *Action Item:* Educate drivers about the dangers of distracted driving.
- ◆ *Action Item:* Educate drivers about the Utah’s distracted driving law and the legal consequences of engaging in this behavior.
- ◆ *Action Item:* Educate pedestrians about the emerging issue of distracted pedestrians.

## Older Drivers

**Goal:** Increase awareness of senior driving issues throughout the State.

- ◆ *Action Item:* Utilize earned media to share messages about senior drivers throughout the year.
- ◆ *Action Item:* Share any resources with and encourage traffic safety partners throughout the State to promote senior driver awareness throughout the year.
- ◆ *Action Item:* Develop and distribute resources for senior drivers to promote increased knowledge and awareness of the issues they face.
- ◆ *Action Item:* Establish and maintain partnerships to enhance older driver safety efforts.



**Goal:** Increase awareness of the ways in which age can affect drivers and senior drivers' abilities to drive safely.

- ◆ *Action Item:* Educate older drivers to assess their driving capabilities and limitations, improve their skills when possible, and voluntarily limit their driving to circumstances in which they can drive safely.
- ◆ *Action Item:* Educate family members of older drivers to recognize the signs that a family member may need to adjust his or her driving habits due to issues arising from aging.
- ◆ *Action Item:* Support and promote the Yellow Dot program.

**Goal:** Increase seatbelt use among senior drivers.

- ◆ *Action Item:* Educate senior drivers about the fact that seatbelts are even more effective for older drivers than for younger occupants.

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

- ◆ *Action Item:* Promote the "Use Only As Directed" campaign with a focus on seniors and driving.
- ◆ *Action Item:* Educate family members of older drivers of the ways in which prescription drugs can affect their relatives' driving.

# APPENDICES

## Appendix 6

### HS-217 Budget Details

Note: HS-217 begins on next page

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Utah

Highway Safety Plan Transaction

Page: 1

2015-HSP-1

Report Date: 06/23/2014

For Approval

Program Area	Line	Action	Project	Description	State	Current Fiscal Year Funds	Carry Forward Funds	Share to Local
<b>NHTSA</b>								
<b>NHTSA 402</b>								
<b>Planning and Administration</b>								
	1	Plan	PA-2015-10-01-00	FED15 - P&A		\$291,500.00	\$0.00	\$0.00
	48	Plan	PA-2015-10-02-00	402 - STATE MATCH P&A		\$104,500.00	\$0.00	\$0.00
	49	Plan	PA-2015-10-03-00	402 - STATE MATCH (000025, 000064, 00010		\$249,700.00	\$0.00	\$0.00
	<b>Planning and Administration Total</b>					<b>\$354,200.00</b>	<b>\$291,500.00</b>	<b>\$0.00</b>
<b>Motorcycle Safety</b>								
	2	Plan	MC-2015-09-01-00	MCP15 - MOTORCYCLE SAFETY MEDIA PI&E		\$34,100.00	\$0.00	\$0.00
	<b>Motorcycle Safety Total</b>					<b>\$34,100.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Occupant Protection</b>								
	3	Plan	OP-2015-04-02-00	BOB15 - OCCUPANT PROTECTION MEDIA, MATER		\$187,000.00	\$0.00	\$187,000.00
	4	Plan	OP-2015-04-04-00	JED15 - RURAL SEAT BELT PROGRAM		\$140,800.00	\$0.00	\$140,800.00
	5	Plan	OP-2015-04-05-00	WHP15 - WEBER/MORGAN HISPANIC OCCUPANT P		\$27,500.00	\$0.00	\$27,500.00
	6	Plan	OP-2015-04-06-00	SHP15 - SALT LAKE COUNTY HISPANIC OCCUPA		\$27,500.00	\$0.00	\$27,500.00
	7	Plan	OP-2015-04-07-00	UHP15 - UTAH COUNTY HISPANIC OCCUPANT PR		\$27,500.00	\$0.00	\$27,500.00
	<b>Occupant Protection Total</b>					<b>\$410,300.00</b>	<b>\$0.00</b>	<b>\$410,300.00</b>
<b>Pedestrian/Bicycle Safety</b>								
	8	Plan	PS-2015-07-01-00	PED15 - PEDESTRIAN SAFETY PI&E		\$61,600.00	\$0.00	\$61,600.00
	9	Plan	PS-2015-07-02-00	BKS15 - BICYCLE SAFETY PI&E		\$60,500.00	\$0.00	\$60,500.00
	<b>Pedestrian/Bicycle Safety Total</b>					<b>\$122,100.00</b>	<b>\$0.00</b>	<b>\$122,100.00</b>
<b>Police Traffic Services</b>								
	10	Plan	PT-2015-01-01-00	PTS15 - PT SERVICES & EQUIPMENT		\$77,000.00	\$0.00	\$77,000.00
	11	Plan	PT-2015-01-02-00	MAF15 - SALT LAKE/DAVIS MATF		\$13,200.00	\$0.00	\$13,200.00

198

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Utah

Highway Safety Plan Transaction

Page: 2

2015-HSP-1

Report Date: 06/23/2014

For Approval

Program Area	Line	Action	Project	Description	State	Current Fiscal Year Funds	Carry Forward Funds	Share to Local
	12	Plan	PT-2015-01-03-00	UTF15 - UTAH COUNTY MATF	\$ .00	\$8,800.00	\$ .00	\$8,800.00
	13	Plan	PT-2015-01-04-00	WTF15 - WEBER COUNTY MATF	\$ .00	\$8,800.00	\$ .00	\$8,800.00
<b>Police Traffic Services Total</b>					<b>\$ .00</b>	<b>\$107,800.00</b>	<b>\$ .00</b>	<b>\$107,800.00</b>
<b>Community Traffic Safety Project</b>								
	14	Plan	CP-2015-02-01-00	PER15 - PERSONNEL 402	\$ .00	\$43,400.00	\$1,050,000.00	\$367,000.00
	15	Plan	CP-2015-02-02-00	TTR15 - ADMINISTRATIVE SUPPORT	\$ .00	\$192,500.00	\$ .00	\$ .00
	16	Plan	CP-2015-02-03-00	LFS15 - OPERATION LIFESAVER	\$ .00	\$22,000.00	\$ .00	\$22,000.00
	17	Plan	CP-2015-02-04-00	UPE15 - UHP PI&E/ADOPT-A-HIGH SCHOOL	\$ .00	\$22,000.00	\$ .00	\$22,000.00
	18	Plan	CP-2015-02-05-00	OLD15 - OLDER DRIVER PI&E	\$ .00	\$17,600.00	\$ .00	\$17,600.00
	19	Plan	CP-2015-02-06-00	YEL15 - YELLOW DOT	\$ .00	\$11,000.00	\$ .00	\$11,000.00
	20	Plan	CP-2015-02-08-00	PUB15 - PI&E	\$ .00	\$5,500.00	\$ .00	\$5,500.00
	21	Plan	CP-2015-02-09-00	RTS15 - RURAL TRAFFIC SAFETY COORDINATOR	\$ .00	\$19,800.00	\$ .00	\$19,800.00
	22	Plan	CP-2015-02-10-00	TEE15 - TEEN DRIVING EDUCATION & OUTREAC	\$ .00	\$30,800.00	\$ .00	\$30,800.00
<b>Community Traffic Safety Project Total</b>					<b>\$ .00</b>	<b>\$364,600.00</b>	<b>\$1,050,000.00</b>	<b>\$495,700.00</b>
<b>Distracted Driving</b>								
	23	Plan	DD-2015-08-01-00	CDD15 - CENTERVILLE CITY DD PROGRAM	\$ .00	\$22,000.00	\$ .00	\$22,000.00
	24	Plan	DD-2015-08-02-00	SDD15 - ST. GEORGE CITY DD PROGRAM	\$ .00	\$22,000.00	\$ .00	\$22,000.00
<b>Distracted Driving Total</b>					<b>\$ .00</b>	<b>\$44,000.00</b>	<b>\$ .00</b>	<b>\$44,000.00</b>
<b>NHTSA 402 Total</b>					<b>\$354,200.00</b>	<b>\$1,374,400.00</b>	<b>\$1,050,000.00</b>	<b>\$1,179,900.00</b>
<b>408 Data Program SAFETEA-LU</b>								
<b>408 Data Program Incentive</b>								
	25	Plan	K9-2015-05-01-00	CSM15 - CRASH INFORMATION SYSTEMS MANAGE	\$ .00	\$ .00	\$110,000.00	\$ .00
	50	Plan	K9-2015-10-03-00	408 - STATE MATCH	\$30,250.00	\$ .00	\$ .00	\$ .00
<b>408 Data Program Incentive Total</b>					<b>\$30,250.00</b>	<b>\$ .00</b>	<b>\$110,000.00</b>	<b>\$ .00</b>

199

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Utah

Highway Safety Plan Transaction

Page: 3

2015-HSP-1

Report Date: 06/23/2014

For Approval

Program Area	Line	Action	Project	Description	State	Current Fiscal Year Funds	Carry Forward Funds	Share to Local
<b>408 Data Program SAFETEA-LU Total</b>					<b>\$30,250.00</b>	<b>\$0.00</b>	<b>\$110,000.00</b>	<b>\$0.00</b>
<b>MAP 21 405b OP Low</b>								
<b>405b Low HVE</b>								
	29 Plan		M2HVE-2015-04-01-00	STS15 - CIOT STEP SUPPORT	\$0.00	\$187,000.00	\$0.00	\$0.00
<b>405b Low HVE Total</b>					<b>\$0.00</b>	<b>\$187,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>405b Low Public Education</b>								
	26 Plan		M2PE-2015-02-04-00	HPE15 - UHP PI&E/ADOPT-A-HIGH SCHOOL	\$0.00	\$5,500.00	\$0.00	\$0.00
	27 Plan		M2PE-2015-02-07-00	NET15 - UTAH SAFETY COUNCIL TRAFFIC SAFE	\$0.00	\$19,250.00	\$0.00	\$0.00
	28 Plan		M2PE-2015-02-09-00	TSC15 - RURAL TRAFFIC SAFETY COORDINATOR	\$0.00	\$19,800.00	\$0.00	\$0.00
	30 Plan		M2PE-2015-04-02-00	JIM15 - OCCUPANT PROTECTION MEDIA, MATER	\$0.00	\$107,500.00	\$52,000.00	\$0.00
	32 Plan		M2PE-2015-04-04-00	NED15 - RURAL SEAT BELT PROGRAM	\$0.00	\$35,200.00	\$0.00	\$0.00
	33 Plan		M2PE-2015-04-08-00	PPE15 - OCCUPANT PROTECTION PROGRAM EVAL	\$0.00	\$49,500.00	\$0.00	\$0.00
	51 Plan		M2PE-2015-10-03-00	405b - STATE MATCH	\$191,812.50	\$0.00	\$0.00	\$0.00
<b>405b Low Public Education Total</b>					<b>\$191,812.50</b>	<b>\$236,750.00</b>	<b>\$52,000.00</b>	<b>\$0.00</b>
<b>405b Low Community CPS Services</b>								
	31 Plan		M2CPS-2015-04-03-00	CPS15 - UTAH CPS PROGRAM	\$0.00	\$0.00	\$198,000.00	\$0.00
<b>405b Low Community CPS Services Total</b>					<b>\$0.00</b>	<b>\$0.00</b>	<b>\$198,000.00</b>	<b>\$0.00</b>
<b>MAP 21 405b OP Low Total</b>					<b>\$191,812.50</b>	<b>\$423,750.00</b>	<b>\$250,000.00</b>	<b>\$0.00</b>
<b>MAP 21 405c Data Program</b>								
<b>405c Data Program</b>								
	34 Plan		M3DA-2015-02-01-00	PAY15 - PERSONNEL 405c	\$0.00	\$107,800.00	\$0.00	\$0.00
	35 Plan		M3DA-2015-05-01-00	CSC15 - CRASH INFORMATION SYSTEMS MANAGE	\$0.00	\$21,900.00	\$242,100.00	\$0.00
	36 Plan		M3DA-2015-05-02-00	PHD15 - EMS PRE-HOSPITAL DATA REPORTING	\$0.00	\$0.00	\$207,900.00	\$0.00
	37 Plan		M3DA-2015-05-03-00	CTS15 - DDACTS MAPPING	\$0.00	\$33,000.00	\$0.00	\$0.00

200

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Utah

Highway Safety Plan Transaction

Page: 4

2015-HSP-1

Report Date: 06/23/2014

For Approval

Program Area	Line	Action	Project	Description	State	Current Fiscal Year Funds	Carry Forward Funds	Share to Local
	52	Plan	M3DA-2015-10-03-00	405c - STATE MATCH	\$153,175.00	\$0.00	\$0.00	\$0.00
<b>405c Data Program Total</b>					<b>\$153,175.00</b>	<b>\$162,700.00</b>	<b>\$450,000.00</b>	<b>\$0.00</b>
<b>MAP 21 405c Data Program Total</b>					<b>\$153,175.00</b>	<b>\$162,700.00</b>	<b>\$450,000.00</b>	<b>\$0.00</b>
<b>MAP 21 405d Impaired Driving Low 405d Low Other Based on Problem ID</b>								
	38	Plan	M6OT-2015-02-01-00	PNL15 - PERSONNEL 405d	\$0.00	\$0.00	\$105,600.00	\$0.00
	39	Plan	M6OT-2015-02-07-00	USC15 - UTAH SAFETY COUNCIL TRAFFIC SAFE	\$0.00	\$0.00	\$19,250.00	\$0.00
	40	Plan	M6OT-2015-03-01-00	AEC15 - DUI ENFORCEMENT, CHECKPOINTS & S	\$0.00	\$0.00	\$385,000.00	\$0.00
	41	Plan	M6OT-2015-03-02-00	RMF15 - RURAL TARGETED MATF'S	\$0.00	\$0.00	\$121,000.00	\$0.00
	42	Plan	M6OT-2015-03-03-00	DRT15 - DRE/ARIDE/SFST/PHLEBOTOMY	\$0.00	\$0.00	\$55,000.00	\$0.00
	43	Plan	M6OT-2015-03-04-00	DMD15 - IMPAIRED DRIVING MEDIA CAMPAIGN	\$0.00	\$0.00	\$418,000.00	\$0.00
	44	Plan	M6OT-2015-03-05-00	TSR15 - TRAFFIC SAFETY RESOURCE PROSECUT	\$0.00	\$0.00	\$143,000.00	\$0.00
	45	Plan	M6OT-2015-03-06-00	CCD15 - SIP/TRACE, YOUTH ALCOHOL SUPPRES	\$0.00	\$35,350.00	\$3,150.00	\$0.00
	46	Plan	M6OT-2015-03-07-00	CPE15 - COMMUNITY PI&E PROJECTS	\$0.00	\$55,000.00	\$0.00	\$0.00
	53	Plan	M6OT-2015-10-03-00	405d - STATE MATCH	\$335,087.50	\$0.00	\$0.00	\$0.00
<b>405d Low Other Based on Problem ID Total</b>					<b>\$335,087.50</b>	<b>\$90,350.00</b>	<b>\$1,250,000.00</b>	<b>\$0.00</b>
<b>MAP 21 405d Impaired Driving Low Total</b>					<b>\$335,087.50</b>	<b>\$90,350.00</b>	<b>\$1,250,000.00</b>	<b>\$0.00</b>
<b>MAP 21 405f Motorcycle Programs 405f Motorcyclist Awareness</b>								
	47	Plan	M9MA-2015-09-01-00	MSM15 - MOTORCYCLE SAFETY MEDIA CAMPAIGN	\$0.00	\$0.00	\$40,700.00	\$0.00
	54	Plan	M9MA-2015-10-03-00	405f - STATE MATCH	\$10,175.00	\$0.00	\$0.00	\$0.00
<b>405f Motorcyclist Awareness Total</b>					<b>\$10,175.00</b>	<b>\$0.00</b>	<b>\$40,700.00</b>	<b>\$0.00</b>
<b>MAP 21 405f Motorcycle Programs Total</b>					<b>\$10,175.00</b>	<b>\$0.00</b>	<b>\$40,700.00</b>	<b>\$0.00</b>
<b>NHTSA Total</b>					<b>\$1,074,700.00</b>	<b>\$2,051,200.00</b>	<b>\$3,150,700.00</b>	<b>\$1,179,900.00</b>

201

State: Utah

U.S. Department of Transportation National Highway Traffic Safety Administration

Highway Safety Plan Transaction

2015-HSP-1

For Approval

Page: 5

Report Date: 06/23/2014

Program Area	Line	Action	Project	Description	State	Current Fiscal Year Funds	Carry Forward Funds	Share to Local
<i>Total</i>					\$1,074,700.00	\$2,051,200.00	\$3,150,700.00	\$1,179,900.00

202