

# FY2023 Highway Safety Plan



## **Wyoming Department of Transportation**

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## **Highway Safety Behavioral Grants Program**



**Mark Gordon, Governor**

**Matthew D. Carlson, P.E.**  
**State Highway Safety Engineer**  
**Governor's Representative for Highway Safety**

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## Overview



Mark Gordon was elected Wyoming's 33rd Governor, on Nov. 6, 2018 and was sworn into office on January 7, 2019.

Governor Gordon grew up on the family ranch in Wyoming where he learned the values of hard work and integrity and the importance of working together. As Governor, he brings those values to the table and his commitment to ensuring that Wyoming must always be a place where its citizens can pursue their dreams while retaining its unique character. He is a strong believer that Wyoming must chart its own course and he is a steadfast defender of its interests to do so.

As a conservative, Governor Gordon has worked tirelessly to set Wyoming on a sustainable fiscal path. He is committed to making government more transparent, accessible, productive and efficient. He believes government is best when it is closest to the people and is committed to giving local communities the tools they need to thrive. He is a staunch advocate of quality education for all children from bottom to top, K-12 through all forms of post-secondary education, private and public.

Governor Gordon served as Wyoming State Treasurer from October 2012 until January 2019 when he was sworn in as Governor. In his time in office, he transformed and modernized the management of the state's financial portfolio. This work was recognized when the Peterson Institute ranked Wyoming number one in the United States and third in the world among all sovereign funds.

Elected Governor in 2018, he has successfully led his state through two of its most significant challenges in decades: the COVID crisis and the largest decline in mineral revenue in the state's history. He has spearheaded efforts to diversify Wyoming's economy in technology, finance, agriculture, energy, research, education, tourism, carbon capture and sequestration as well as making it an exceptional place to raise kids.


Governor Gordon and his wife Jennie have four grown children, Anne, Aaron with wife Megan, Bea with husband Austen, and Spencer with wife Sarah, their son Everett, and just recently, twin daughters Violet and Eloise.

## WYDOT

The Wyoming Department of Transportation (WYDOT) Mission is to provide a safe and effective transportation system. WYDOT is one of the largest state agencies with approximately 2,000 employees dispersed throughout the State. Employees are responsible for overseeing approximately 7,600 miles of federal-aid roadways, which includes city and county roads, and more than 900 miles of interstate highways. Engineering, finance, technology, aeronautics, construction, maintenance, and law enforcement are a few agencies that make WYDOT a thriving department. The transportation system serves the citizens of Wyoming in addition to facilitating interstate commerce and travel.

WYDOT is dedicated to promoting safe use of Wyoming roads with the continuing goal of reducing fatalities, injuries, and property damage crashes by providing a safe and effective transportation system through the "Five E's" - engineering, education, enforcement, emergency medical services (EMS), and everything else.





## WYDOT Purpose, Vision, Mission, Values and Goals

### Purpose:

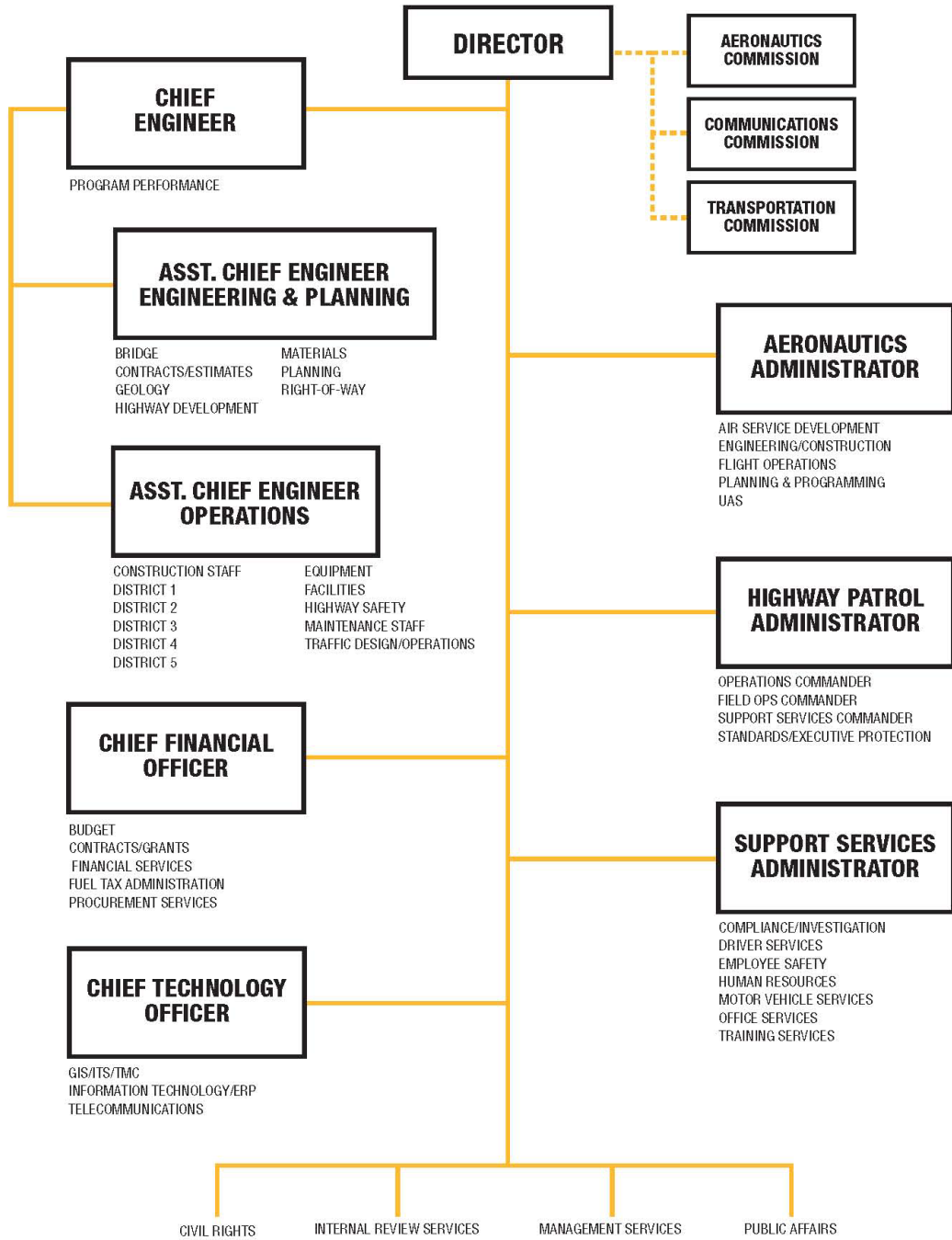
Support Wyoming's economy while safely connecting communities and improving the quality of life.

<b>Vision Statement</b>  Excellence in Transportation	<b>Mission</b>  Provide a safe and effective transportation system.
<b>Goals</b> <ul style="list-style-type: none"><li>▪ Ensure a vibrant, safe and competent workforce.</li><li>▪ Acquire and responsibly manage resources.</li><li>▪ Provide safe, reliable and effective transportation systems</li><li>▪ Provide essential public safety services and effective communication systems.</li><li>▪ Create and enhance partnerships with transportation stakeholders.</li><li>▪ Encourage and support innovation.</li><li>▪ Preserve our history and heritage.</li></ul>	<b>Values (RIDES)</b> <p><b>Respect:</b> respectfully considering the opinions of other, selflessly serving the citizens of Wyoming, and acting with humility.</p> <p><b>Integrity:</b> Being honest and trustworthy in all our dealings with each other and the public. Having the courage to hold ourselves and each other accountable for doing the right thing, even when no one is looking.</p> <p><b>Dedication:</b> Commitment to achieving our mission and serving the people of Wyoming. Loyalty to mission and agency is important, and is both given and earned.</p> <p><b>Excellence:</b> Striving for excellence in everything we do, always giving the very best of ourselves. Identifying problems, but focusing on solutions, toward which we are innovative, resourceful, and unrelenting.</p> <p><b>Safety:</b> Valuing people as our greatest resource, and as such everyone in the workplace should be safe while performing their job duties and in their physical surroundings as well as free from the mental and emotional harm of harassment, discrimination, or intimidation. Additionally, valuing the safety of those we serve as a top priority.</p>





# WYOMING DEPARTMENT OF TRANSPORTATION

January 2021



## Highway Safety Program

### **Office Structure**

The Wyoming Department of Transportation Highway Safety Program houses the Highway Safety Behavioral Grants, Crash Records, and Motorcycle Safety Programs. The Highway Safety Behavioral Grants Program consists of four staff members who report to the Governor's Representative. The staff, listed below, are focused managing all aspects of the federal and state grant application processes, agreements, and project management:

#### **Governor's Representative for Highway Safety:**

**Matthew D. Carlson, P.E.**

Governor's Representative for Highway Safety  
State Highway Safety Engineer

#### **Highway Safety Behavioral Grants Program Office Staff:**

**Karson James**

Highway Safety Behavioral Grants Program Manager

**Melissa Gribble**

Senior Financial Analyst

Focus Areas: Program Financials, Grants Tracking System (GTS), PeopleSoft, Governor's Council on Impaired Driving, Wyoming Seat Belt Coalition, Engineering Services, etc...

**Stephanie Lucero**

Senior Grants Manager

Focus Areas: Highway Safety Plan, Law Enforcement, Impaired Driving, Occupant Protection, Data Analysis, Traffic Records, WYTRCC, etc...

**Vacant**

Grants Manager

Focus Areas: Annual Report, Community Outreach and Education, Impaired Driving, Occupant Protection, Teen Drivers, Motorcycle Safety, Distractive Driving, Media, etc...

Each employee works well beyond the parameters noted above to improve the efforts of the office and is deeply committed to 'Towards Zero Deaths' on Wyoming roadways.

## Wyoming Legislative Update

**Governor:** Mark Gordon

### U.S. Congressional Delegation

**Senators:** John Barrasso, MD (R)  
Cynthia Lummis (R)

**Representative:** Liz Cheney (R)

<b>Seat Belt</b>	
Safety Belt Law	Yes, secondary enforcement
Child Safety Seat Law	Yes
Booster Seat Law	Yes (Until 9 <sup>th</sup> birthday)
<b>GDL</b>	
Graduated licensing (GDL)	Yes
<b>Impaired Driving</b>	
0.08 BAC <i>per se</i> law (Section 163)	Yes
Zero tolerance for drivers < age 21	Yes (0.02)
Open Container (Section 154)	Yes (Note: Not compliant with Section 154)
Repeat Intoxicated Driver Laws (Section 164)	Partial (Note: Not compliant with Section 164)
24/7	Yes (Note: Legislative Update FY2019)
Ignition Interlock	Yes (Note: Legislative Update FY2019)
Administrative license revocation	Yes
<b>Texting</b>	
Texting While Driving	Yes
<b>Cell Phone</b>	
Cell Phone Use While Driving	Partial (Note: No statewide ban but select municipalities have enacted law)
<b>Move Over Law</b>	
Move Over Requirement	Yes
<b>Construction Zones</b>	
Increased fines through construction zones	Yes





## Highway Safety Plan

Wyoming is applying for the following National Priority Safety Program Incentive Grants for FY2023:

- S. 405(b) Occupant Protection: Yes – Low Use State
- S. 405(c) State Traffic Safety Information System Improvements: Yes
- S. 405(d) Impaired Driving Countermeasures: Yes – Mid Range State
- S. 405(d) Alcohol-Ignition Interlock Law: No
- S. 405(d) 24-7 Sobriety Programs: Yes
- S. 405(e) Distracted Driving: No
- S. 405(f) Motorcyclist Safety Grants: Yes
- S. 405(g) State Graduated Driver Licensing Incentive: No
- S. 405(h) Nonmotorized Safety: No
- S. 1906 Racial Profiling Data Collection: No



# Highway Safety Plan

## **Highway Safety Planning Process**

The Highway Safety Plan (HSP) is an application for federal funding to address specific behavioral traffic safety issues: Impaired Driving, Occupant Protection, Distracted Driving, Traffic Records, Young Drivers, Vulnerable Road Users, Motorcycle Safety, and other traffic safety related projects supported by data. This document details the process to implement, monitor, and adjust proven countermeasure strategies that will guide us ‘Towards Zero Deaths’ on Wyoming roadways. It will provide qualitative and quantitative measurements to determine goals, safety impacts, rationale for funding decisions, and present descriptions of all proposed activities.


## **List of Information, Data Sources, and Processes**

The Highway Safety Behavioral Grants Office (HSO) conducts a data driven problem identification by analyzing the most current traffic safety data available. The data includes, but is not limited to the following resources:

- Wyoming Electronic Crash Data (WECRS)
- WYDOT 2022 Driver Survey
- WYDOT Driver Services driver registrations and DUI arrests
- WYDOT Motor Vehicle Services vehicle registrations
- Fatality Analysis Reporting System (FARS)
- Alcohol and Crime in Wyoming arrest data
- Survey of Seat Belt Use
- Department of Revenue Liquor Division
- Census Bureau
- Center for Disease Control
- Insurance Institute for Highway Safety

The HSO begins the process of problem identification by meeting with the WYDOT Crash Data Management Office to discuss specific crash data necessary to identify Wyoming’s traffic safety problems. The Crash Data Management Office provides a statewide report on traffic crashes as well as ad hoc reports in all requested program areas that provides the first look at who, where, when, and why traffic crashes are occurring. Supplemental crash data is requested, when warranted, to provide clarification in problematic or high-risk areas of the State with special attention afforded to critical crashes (fatal and serious injuries combined). Other pertinent data sources are analyzed independently from crash data and then by supplementing with the crash data to identify over or under representation of certain demographics, locations or time. This information is then developed into the State’s statewide problem identification and then by program area. The High Visibility Enforcement funding formula was revamped in FY2021 and reviewed for FY2023 to ensure federal funds are effectively and prudently utilized in the locations throughout the State.

The HSO collaborates with various organizations such as the Wyoming Trucking Association, Wyoming Association of General Contractors, Wyoming Department of Health, and Department of Work Force Services who not only promote traffic safety through internal policies, publishing



reports documenting occupational injuries and fatalities but also support initiatives developed through traffic safety coalitions.

### **Processes Participants**

The HSO is an office of four who manage all aspects of the federal funding from the grant application process, program development, report writing, fiscal administration, to program management. The HSO works closely with stakeholders and traffic safety partners in the data collection and the grant review process includes, but not limited to:

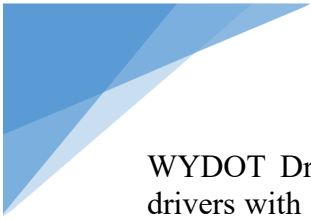
- WYDOT Crash Data Management Section
- WYDOT Budget & Financial Services
- WYDOT Internal Review, WYDOT Planning Department
- WYDOT Driver Services
- WYDOT Motor Vehicle Services
- Wyoming Highway Patrol
- Wyoming Attorney General
- State of Wyoming Department of Revenue-Liquor Division
- Governor's Council on Impaired Driving
- Wyoming Seat Belt Coalition
- Wyoming Traffic Records Coordinating Committee

### **Description of Highway Safety Problems**

Wyoming is a large rural state with a land area of 97,903 square miles and 30,034 miles of public roads, which poses unique challenges for the Highway Safety Office to affect change in driving behaviors statewide. Every year Wyoming has a large number of deaths and serious injuries on our roadways that could be prevented or reduced through the proper use of occupant restraints, attentive driving, reduced speeds, choosing not to be an impaired driver, or awareness of motorcyclists and vulnerable road users.

According to the Wyoming Department of Health “Wyoming has 17 (of 23) counties with fewer than six people per square mile; and the overall state averages 5.8 people per square mile. Forty-seven percent (47%) of Wyoming’s residents live in frontier areas of the state. With the exception of people living in Cheyenne and Casper, the remaining population lives in rural areas.” The Wyoming Crash Data Management Section categorizes crash data into ‘In Community’ versus ‘Rural’. In Community is defined as whether or not a crash occurred in the corporate/urban limits of a city/town and all others as rural. Both definitions prove a challenge for the HSO to reach areas of the state that do not have the resources or infrastructure in place providing traffic safety education and/or high visibility overtime traffic safety enforcement. Additionally, resources in those areas have the desire to work with the HSO on traffic safety education but are over tasked with other duties. One example is the Wyoming Department of Health Public Health Nurse Programs located in each county.

The Census Bureau estimated Wyoming’s 2021 population at 578,803 persons with the demographic composition as follows: White 83.7%; Hispanic 10.1%; American Indian 2.7%; Black/African Americans 1.3%; and Asian 1.1%. The top five counties (Albany, Campbell, Laramie, Natrona, and Sweetwater) represent 53% of the population and 52% of the traffic crashes.



WYDOT Driver Services 2021 data indicates Wyoming has 474,957 licensed drivers (7,107 drivers with an instructional permit and 5,344 drivers with a graduated driver's license) which is a 0.9% increase over 2020 total drivers. WYDOT Motor Vehicle Services 2021 data indicates Wyoming has 957,667 licensed vehicles compared to 944,402 licensed vehicles in 2020 with passenger vehicles representing 39.5% of vehicles, pickup trucks at 27.0% and motorcycles at 2.8%.

In March of 2020, the COVID-19 pandemic changed the way normal business was conducted. New variants, Delta and Omicron, have subsequently emerged requiring countermeasure activities to adjust and find new innovative ways of modifying dangerous driving behaviors. Much of Wyoming has slowly returned back to pre-pandemic activities with some lingering after effects, however, it remains to be seen what effects of the current energy crisis brings about with record high gas prices.

The WYDOT 2022 Driver Survey provided an insight into Wyomingites drivers' knowledge, risk perceptions, attitudes, and campaign awareness. Key findings include:

- In unaided recall, 70% of drivers recall seeing a message about seat belts, and 85% recall seeing a message about drunk driving in the past 6 months.
- Women were more convinced that they would get a ticket for not wearing a seat belt, compared to men.
- 86% of drivers strongly agree that seat belts save lives, although only 72% ask others to put on their seat belts when a vehicle, with women more likely than men to ask others to buckle up.
- Drivers who have driven after consuming alcohol in the past month were less likely to believe that they would get a ticket for any of the tested behaviors.
- Drivers with higher levels of education were more likely to have driven recently after consuming alcohol.
- Men were more likely to say they could drink more alcoholic drinks and still be safe to drive.
- Younger drivers thought driving under the influence of alcohol, marijuana, illegal drugs, and meth was slightly less dangerous, compared to older drivers.

In addition to considering Wyoming demographics during the problem identification process, the HSO reviews all traffic crashes and in some instances categorize traffic crashes as critical crashes/injuries which means only fatal and serious injuries are included due to the small data sets. This allows the HSO to identify the various contributing factors with a primary focus on critical crashes in Wyoming.

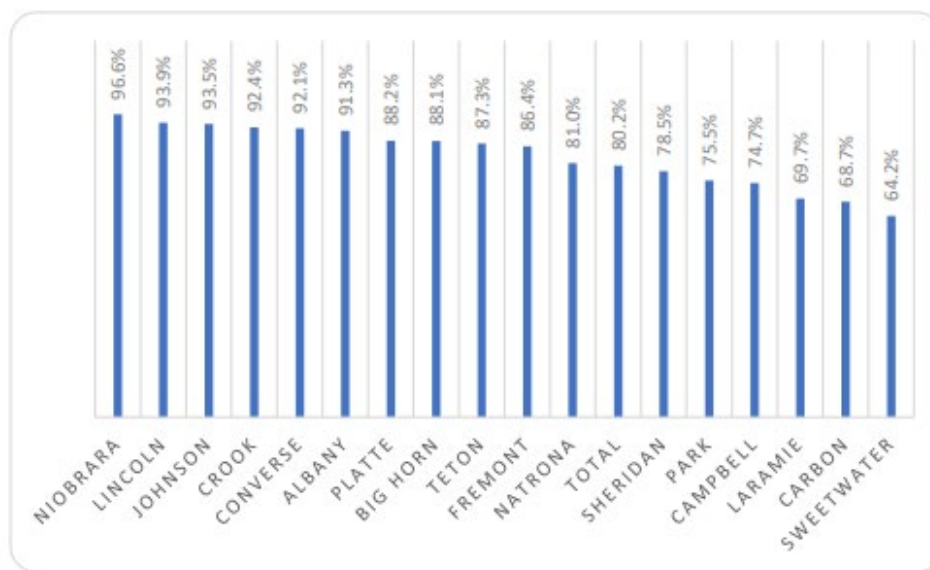
Wyoming observed seat belt use continues to be well below the national average while driving under the influence (DUI) arrests accounted for a third of all arrests statewide. The WECRS database shows there were 27,361 individuals involved in the 13,881 traffic crashes in 2021 which is a decrease of 12% over 2019 crash data. Urban crashes represented 53.6% of all crashes while rural crashes represented 46.4% (fatal rural crashes represented 74.7% versus 25.3% for urban).

Low seat belt usage, impaired driving, and speed were main contributing factors to the 111 fatalities with 46 unbelted fatalities, 48 speed related fatalities, and 46 impaired driving fatalities. Other factors in the fatal crashes included 18 motorcycle fatalities, 7 distracted driving fatalities, and 13 young drivers were involved in fatal crashes of which 6 were fatalities.

Seat belt usage is the single most effective and easiest way to protect yourself in a traffic crash and is key to reducing injuries and fatalities. NHTSA has estimated that lap/shoulder seat belts, when used, reduce the risk of fatal injury to front-seat passenger car occupants by 45 percent (Kahane, 2015) and the risk of moderate-to-critical injury by 50 percent. For light-truck occupants, seat belts reduce the risk of fatal injury by 60 percent (Kahane, 2015) and moderate-to-critical injury by 65 percent (NHTSA, 1984).

Wyoming has one of the lowest seat belt compliance rates in the country. Wyoming’s Observed Seat Belt use for 2021 was calculated at 80.2%, which is 2.3% decrease from 2020 at 82.5% and is still significantly below the 2021 national observed seat belt use rate at 90.4%. The survey provided some key findings in the 17 of 23 counties and 29,255 vehicle occupants observed:

Figure 4: Occupant Belt Use by County



- The difference in seat belt use rate for occupants in the county with the highest rate, Niobrara (96.6%), and the county with the lowest rate, Sweetwater (64.2%), is 32.4 percent.
- Sheridan (78.5%), Park (75.5%), Campbell (74.7%), Laramie (69.7%), Carbon (68.7%), and Sweetwater (64.2%). The occupants in these counties are belted at a rate below the average for Wyoming in 2021.
- In Wyoming, areas with more than 5,000 residents are defined as "urban." In comparison, sites with fewer than 5,000 residents are designated as "rural." The rural rate is 89.1 percent belted, and the urban rate is 75.3 percent belted, a difference of 13.8 percentage points.
- The seat belt use rate on weekends was 90.5 percent belted; on weekdays, 78.6 percent belted, a difference of 11.9 points.

- Seat belt use rate is greater for passengers (87.5%) than for drivers (78.5%)
- The seat belt use for male occupants is 75.2 percent belted, and for female occupants, it is 86.7 percent belted, a difference of 11.5 percentage points.
- Seat belt use is highest for vehicle occupants in vans (86.9%) and SUVs (88.5%). Seat belt use is lower for occupants of automobiles (75.9%) and pickup trucks (74.3%).
- The lowest seat belt use rates are by males in automobiles (66.6 percent belted) and pickup trucks (74.2%). About half of all male occupants (49.8%) are observed in pickup trucks. Female occupants are belted at a rate more significant than the overall rate in three of the four types of vehicles. Females in pickup trucks were belted at a rate of 75.1 percent, unusually low for females.

Analysis of Wyoming’s 2021 unbelted traffic crashes demonstrates the problems and affected demographics:

- 963 crashes with unbelted vehicle occupants
- 443 unbelted injuries with 152 critical injuries
- 310 critical unbelted crash injuries by age group:
  - 0-13 represent – 13 (3.7%)
  - 14-20 represent – 48 (17.7%)
  - 21-34 represent – 84 (37.9%)
  - 35-44 represent – 36 (16.5%)
  - 45-54 represent – 26 (7.4%)
  - 55-64 represent – 14 (8.2%)
  - 65+ represent – 9 (8.6%)
- Fremont (132), Laramie (120), Carbon (108), Sweetwater (96), Natrona (79), and Campbell (79), are the six highest counties with unbelted vehicle occupants in 2021 in critical crashes.

Children are our most vulnerable roadway users. Census data reports that the age group 0-9 represents 13% of Wyoming’s population. NHTSA has estimated that child safety seats reduce the risk of fatal injury by 71 percent for infants (younger than 1 year old) and by 54 percent for toddlers (1 to 4 years old) in passenger cars. For infants and toddlers in light trucks, the corresponding reductions are 58% and 59%, respectively (Kahane, 2015). The FY2021 Child Passenger Safety Program showed a 53.16% misuse rate for child restraints as reported by the 221 technicians statewide. Technician trainings and recertification opportunities are designed to address this challenge and maintain or increase the technician re-certification rate of 45% which is slightly below the national rate of 46%.

Impaired driving remains a serious threat to the traveling public. The 2021 Wyoming Department of Revenue, Liquor Division 2021 Annual Report reports that “Sales continued to be strong in FY2021 with a total of 1,120,165 standard nine liter cases sold. This is a 6.47% increase in cases. The Liquor division was on track for another record breaking year prior to the pandemic, but during the pandemic, growth in sales have reached unprecedented numbers never seen before in Wyoming's history.” Additionally, the statewide Alcohol Sales Tax Revenue increased 15.25% from 2018 to 2021.





## Alcohol and Crime in Wyoming - 2021 states:

“Alcohol and/or other drugs were involved in 68.46% of the 7,135 custodial arrests in 2021. Although alcohol continues to be the drug most often present in situations which result in someone going to jail, drug-involved arrests in Wyoming have increased significantly in recent years.”

The report documents that DUI's accounted for 32.36% of all statewide arrests with an average blood alcohol content (BAC) of 0.16. Fifty-one percent (51%) of persons arrested for DUI had a reported BAC level above 0.16 and 14% had a BAC of 0.24 or greater. The age group with the highest percentage of DUI arrests were ages 31-35 (15%), followed by ages 21-25 (14%) and 26-30 (14%). Disturbingly, the 34.25% percent of persons arrested for DUI had been previously arrested for a DUI. This statistic supports the data that the average reported BAC for 314 persons who were arrested for DUI after being involved in a traffic crash was 0.1749.

A continuing trend in impaired driving are DUI's involving drugs with 18.32% of persons arrested for DUI's involved drugs. Drugs (other than alcohol) were involved in 25.53% of the reported arrests statewide.

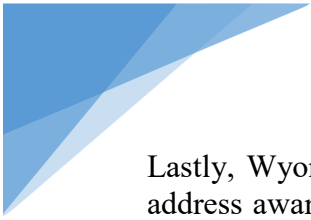
Fatality Analysis Reporting System reports Wyoming's 2020 alcohol-impaired driving fatality rate at 0.44 which is significantly higher than the national rate at 0.40. The 2021 WECRS reports that impaired driving crashes (alcohol and/or drug) contributed to 40% of fatal crashes (31% alcohol only) and 14% of injury crashes (12% alcohol only).

Teen drivers are about 3 times as likely as drivers 20 and older to die in a crash according to the Insurance Institute for Highway Safety. Per mile driven, teen drivers ages 16-19 are nearly three times more likely than drivers ages 20 and older to be in a fatal crash. Maturity and inexperience make for a high-risk combination.

Wyoming Driver Services reports 14-20 year old drivers represent 8.0% (38,096) of licensed drivers of which 52% are male and 48% are female drivers. Wyoming Electronic Crash Report System reports young drivers represent 14% of drivers involved in traffic crashes. There were 2,501 young drivers involved in traffic crashes: 6 were fatalities; 13 were involved in fatal crashes; 514 were involved in injury crashes; and 1,974 were in property damage only crashes. In addition, 57 young drivers were impaired drivers (alcohol and/or drugs).

Distracted driving is a risky behavior that includes anything that takes your attention away from driving and is very difficult to measure. Distracted driving was a contributing factor in 922 traffic crashes in 2021. This behavior contributed to the 7 documented fatalities and 367 injuries (52 serious injuries). Distracted driving continues to be a problem, trend data shows over the last five years distracted driving averaged 912 yearly crashes causing 48 fatalities/serious injuries each year.

Distracted driving can also be hazardous to vulnerable road users (pedestrian and bicyclists). Wyoming experienced 89 injured pedestrians and 61 bicycle injuries in 2021 alone.



Lastly, Wyoming is a minimally funded state and receives approximately \$35,000 annually to address awareness of increased motorcycle traffic during our short riding season. Wyoming has 61,712 licensed motorcycle drivers and 26,610 registered motorcycles. The Wyoming Electronic Crash Report System 2021 data shows that there were 231 motorcycle crashes with 18 fatalities and 220 injuries where 116 were unhelmeted motorcycle injuries (10 fatalities and 37 serious injuries). Laramie (28) and Natrona (33) which are Wyoming's most populous counties, represent the counties with the most motorcycle crashes. Campbell County is close behind with 24 motorcycle crashes.

### **Methods for Project Selection**


The HSO began planning for the FY2023 year by conducting a Grants Writing Workshop for any individual, organization, governmental or non-profit agency interested in implementing traffic safety projects that have an ability to impact Wyoming's Core and State Performance Measures.

A solicitation for the FFY2023 grant applications began on February 2, 2022 through March 31, 2022. The Solicitation of grant applications was advertised through the WYDOT website and a call for proposals directly to various governmental agencies, non-profit organizations, foundations, and traffic safety partners. The HSO expanded its direct outreach to hundreds more potential partners through public databases for non-profit and government agencies.

The Highway Safety Program staff conducted an evidenced based project selection review of grant applications to determine the ability of the proposed projects to impact Wyoming's Core Performance Measures. The in-depth evaluation of the projects included the following questions, but were not limited to:

- Is the project data driven?
- Does the project impact Wyoming's Core Performance Measures?
- Is the project evidence-based (Countermeasures that Work or provides documentation to show effectiveness)? If not, is the project innovative, data driven and does it have a strong evaluation?
- How many years project has been funded?
- Are the project activities and associated costs reasonable?
- Does the project have the ability to be self-sufficient?
- Does the project have program income?
- Does grant application contain any local match for the project?
- Was the grant application complete with all required information?
- Is the project evaluation data driven and sufficient to determine success?
- Are the projects over or under represented for the focus area and demographic?
- If a continuing project, past grant performance and report timeliness are considered.
- Allocation of funding.

In addition to the criteria above, the HSO conducts a risk assessment for each grant application utilizing the WYDOT Risk Assessment form. A score was assigned to each grant application based on the selected criteria. The resources are aligned with the proposed project activity based on the significance of the problem, the availability of funding, and a three-year average of prior grant expenditures with increased consideration given to projects that show a propensity for



success and innovative ideas. Funds for existing over/under performing projects will continue to be monitored for appropriateness, modified when necessary, and the HSO will redirect funds to program areas not meeting goals or that are experiencing little to no change. As a general rule, the HSO makes exceptions for late grant applications based on a case by case basis.

All activities will fall into one of the following proven countermeasure strategies that will be implemented to reduce the occurrence of traffic crashes due to impaired driving, unbelted vehicle occupants, distracted driving, young drivers, and motorcycle awareness.

- High Visibility Enforcement
- Observed Seat Belt Survey
- Impaired Driving Training
- Law Enforcement Liaison
- Post DUI Interventions
- Child Restraint System Inspection Station(s)
- Communication and Outreach
- Mass Media and Outreach
- Coalitions
- Data and Outreach
- Comprehensive Traffic Records Projects
- Youth Programs

Some projects may appear in multiple focus areas due to some projects having multi-focused activities.

The HSO declined funding to the following projects:


- Manderson Police Department – Citizen Safety
- Mother’s Against Drunk Driving – Victim Services and Preventative Program Specialist
- JAMAR – Speed Detection/Data Equipment

### **Traffic Safety Enforcement Program (TSEP)**

Traffic safety is a problem for law enforcement across the board whether it is dealing with impaired driving, seat belt usage, speeding, distracted driving, or other traffic infractions. Law enforcement has a unique advantage to affect driver’s behavior in these focus areas. During 2021, many agencies continued review of their operating policies dealing with the public and updating strategies for policing their communities due to staffing challenges.

The Insurance Institute for Highway Safety states, “Research has shown that the perceived likelihood of apprehension is more important in deterring offenders than the severity of punishment. The key to creating this perception is sustained and well publicized enforcement.”

In 2021, there were 13,881 traffic crashes on Wyoming roadways of which urban crashes account for 53.6% and rural crashes accounted for 46.4% (74.7% of fatal crashes).



Alcohol and Crime in Wyoming 2021 Report shows that impaired driving remains a problem for law enforcement with DUI arrests accounting for 32.36% of all arrests. The results from those arrests include:

- The average reported blood alcohol content for the 2,315 persons arrested for a DUI statewide was 0.1639.
- 51% of persons arrested for DUI had a reported BAC level above 0.16 and 13% had a BAC of 0.24 or greater.
- 18.32% of persons arrested for DUI involved drugs.
- 22.61% of traffic crashes resulting in custodial arrests involved drugs.
- The average reported BAC for 314 persons who were arrested for DUI after being involved in a traffic crash was 0.1749.
- 74.3% of all arrests are men while women are at 25.7%.

Wyoming's 2021 Observed Seat Belt Usage Rate is at 80.2%. This is a slight decrease of 2.3% from 2020. A review of the data shows:

- Urban populations observed seat belt usage is at 75.3% compared to the rural population at 89.1%.
- Women buckle up more than men at 90.8% compared to 79.2%.
- Pickup truck occupants buckle up 74.3% compared to the statewide average of 80.2%. Male pickup drivers buckle up at 74.0% compared to female pickup drivers at 69.4%.

The Traffic Safety Enforcement Program foundation remains strong with the Wyoming Highway Patrol and local law enforcement agencies continuing to enforce Wyoming traffic laws. The Wyoming Highway Patrol and local law enforcement agencies are required to participate in the three NHTSA national campaigns (Holiday, May Mobilization, and National August Crackdown) as a condition for receiving federal grant funds. These high visibility overtime enforcement campaigns for Click It or Ticket, Drive Sober or Get Pulled Over and Buzzed Driving is Drunk Driving include saturation patrols by state, county, and municipal law enforcement agencies targeting data driven enforcement efforts in high volume traffic areas. If an agency is unable to participate in the mandatory event, the HSO reviews, documents and works towards a solution to ensure the extraordinary circumstances are addressed.

In FY2021, the HSO brought the local law enforcement high-visibility enforcement grants in-house mid-year and they have transitioned successfully. The funding formula was developed based on the agencies data driven problem identification ensuring funding was distributed to make the most impact on the occupant protection and impaired driving problems statewide. A minimum funding of \$500 in FY2021 was increased to \$1,000 in FY2022 and increased once again in FY2023 to \$1,500 for Occupant Protection and \$2,000 for Impaired Driving. The high-visibility overtime enforcement agency productivity and documentation have warranted the increase to the local law enforcement agencies participating in the grants.

These programs support sustained enforcement efforts of Wyoming impaired driving and occupant protection laws. In FY2022, the WHP and 34 local agencies participated in the high visibility overtime grants. The local agencies participated in national campaigns and yearlong sustained


enforcement versus event based community activities. The national and state media programs support these campaigns throughout the fiscal year. The following agencies have requested to participate in the High Visibility Overtime Enforcement Program in FY2023 and as time progresses agencies maybe added during this fiscal year:

Afton Police Department	Lander Police Department
Albany County Sheriff's Office	Laramie County Sheriff's Office
Carbon County Sheriff's Office	Laramie Police Department
Casper Police Department	Lincoln County Sheriff's Office
Cheyenne Police Department	Manderson Police Department
Cokeville Police Department	Moorcroft Police Department
Converse County Sheriff's Office	Natrona County Sheriff's Office
Douglas Police Department	Powell Police Department
Evanston Police Department	Rawlins Police Department
Fort Laramie Police Department	Riverton Police Department
Fremont County Sheriff's Office	Rock Springs Police Department
Gillette Police Department	Sheridan Police Department
Glenrock Police Department	Shoshoni Police Department
Goshen County Sheriff's Office	Thermopolis Police Department
Hanna Marshal's Office	Torrington Police Department
Hot Springs County Sheriff's Office	Uinta County Sheriff's Office
Jackson Police Department	Washakie County Sheriff's Office
	Wheatland Police Department

The Cheyenne Police Department DUI Mobile Command Vehicle continues participation in DUI Task Force and educational events within Laramie County and statewide by request. The Cheyenne Police Department, when logistically possible, has made DUI Mobile Command Vehicle available to all local law enforcement for educational or DUI Task Force Events. The Cheyenne PD continues to be flexible and work with local agencies that continue to deal with staffing shortages. The Cheyenne Police Department has a large following and support on their social media pages and promotes traffic safety. Their advertising helps in providing awareness to reduce impaired driving and supports the overall goal of the TSEP.

The Law Enforcement Liaison (LEL) project conducts a visit to at least 90% of law enforcement agencies across the state throughout the fiscal year. He supports agencies through assistance in organizing multi-agency task force events, multi-state task force events, media releases, Data Driven Analysis of Crime and Traffic Safety (DDACTS) training and other directives given by the Governor's Representative for Highway Safety. The LEL assists in the continued program development of the high-visibility overtime enforcement grants as well as assisting the HSO monitor grant activity for compliance with federal rules and regulations.

The Impaired Driving Program provides the Standardized Field Sobriety Test, Standardized Field Sobriety Test Refresher, Advanced Roadside Impaired Driving Enforcement, Drug Recognition



Expert, and Instructor training to ensure law enforcement has the skills to detect and arrest impaired drivers through up-to-date training.

The HSO continues to monitor all TSEP for effectiveness and will make adjustments when warranted through on-site and desk monitoring during the fiscal year by the HSO Grant Manager and Law Enforcement Liaison. This includes a review of all expenditures, Police Activity Reports (PAR), annual assessment of the funding formula, and adjustments to the TSEP by reallocation of unexpended high visibility overtime funds to high-risk locations based on a data, if deemed necessary.

A review of the strengths and weaknesses of Wyoming's TSEP is ongoing as well as continued review of the projects with priority considerations to include:

- The management of all aspects of the High-Visibility Enforcement Program. A thorough review was conducted on lessons learned during the last couple of years managing the grants, feedback from local law enforcement, and development of best practices for the Program.
- In FY2023, the high visibility overtime enforcement funding formula was reviewed for focus areas: Impaired Driving, Occupant Protection, and equipment supporting these projects.

Projects that make up the Traffic Safety Enforcement Program are as follows:

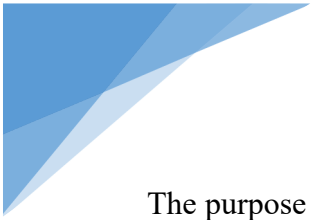
- WHP Impaired Driving Overtime
- WHP Occupant Protection Overtime
- Local Law Enforcement Driving HVE Overtime
- Local Law Enforcement Occupant Protection HVE Overtime
- DUI Mobile Command Vehicle
- WHP Impaired Driving Program
- Law Enforcement Liaison (LEL)
- Equipment – Video Camera's
- Equipment – Radar's

### **Description of Outcomes regarding the Wyoming Strategic Highway Safety Plan and Highway Safety Improvement Program Coordination**

The Strategic Highway Safety Plan (SHSP) is a major component and requirement of both the Highway Safety Improvement Program (HSIP) (23 U.S.C. § 148) and the Highway Safety Plan (HSP) submittal.

It is a safety plan compiled by a statewide coordinated effort and provides a cohesive and comprehensive framework intended to reduce critical crashes on Wyoming roadways. The SHSP identifies Wyoming's key safety needs and guides investment decisions to choose the most effective strategies and countermeasures focused on saving lives and preventing injuries. The WYDOT SMS Committee (SMS) assumed the responsibility to be the coordinating body for the Wyoming Strategic Highway Safety Plan development.





The purpose of this SHSP is to steer the state of Wyoming “Towards Zero Deaths”. All travelers in the state of Wyoming, whether they drive, ride, walk, or bike should safely arrive at their destination. The Wyoming SHSP strives to work towards this goal. This plan is written to actively guide the strategies the state will take to achieve the goal of zero traffic fatalities. State and local agencies, counties, private-sector partners and non-profit organizations, corporations, residents, and visitors to the state of Wyoming all benefit from a safe and efficient roadway system. **The HSO evaluates grants to ensure they comply with the safety needs shown in the SHSP.**

Wyoming’s primary safety emphasis areas include occupant protection and impaired driving, with attention afforded to speeding, motorcycles, distracted driving, vulnerable road users, and teen drivers. The HSP is consistent with the SHSP for the Core Performance Measures C1 - Reduce the number of Traffic Fatalities (FARS), C2 - Reduce the number of Serious Injuries (State), C2a - Reduce the rate of Serious Injuries/VMT (State), and C3 - Reduce the rate of Fatalities/VMT (FARS).

The purpose of this SHSP is to steer the state of Wyoming “Towards Zero Deaths.” All travelers in Wyoming, whether they drive, ride, walk, or ride a bike should safely arrive at their destinations. The Wyoming SHSP strives to work towards this goal.

This plan is written to actively guide the strategies the state will take to achieve the goal of zero traffic fatalities. State and local agencies, counties, private sector, and non-profit organizations, corporations, residents, and visitors to Wyoming all benefit from a safe and efficient roadway system. There are four main processes forming a cycle related to the SHSP: Coordination, Implementation, Evaluation, and Revision. The process is vital to the success of reducing critical crashes in Wyoming:

- Coordination - Meeting the goal of reducing all crashes, especially critical crashes, is a shared responsibility. To help achieve this goal, WYDOT has created strategic partnerships with safety partners throughout the state. Cooperation and communication between key local, state, and federal agencies, as well as our safety advocates and safety organizations, is paramount to facilitate the implementation and deployment of the strategies with the highest pay-off in terms of reducing critical crashes.
- Implementation - The SHSP is a collective effort of transportation agencies, highway safety advocates, and safety partners throughout the state. The SMS committee supports the SHSP and encourages safety partners to focus their safety activities and programs in a way that supports the safety goals in the most efficient manner possible.
- Evaluation - The effectiveness of the strategies developed from the guidance in the SHSP is evaluated through performance measures and program review activities. The success of the SHSP is judged based on key performance measure of reducing the number of annual critical crashes.

- Revision - Upon evaluation and review, the SHSP guidance is revised as necessary to meet the evolving challenges presented by an ever-changing transportation system in the state of Wyoming.

## Highway Safety Plan FY2022 Performance Report Chart

Performance Measure:	2023 HSP				
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source FY22 Progress Results	On Track to Meet FY22 Target YES/NO/ In-Progress
C-1) Total Traffic Fatalities	5 year	2018-2022	128	2017-2021 State – 124	Yes
C-2) Serious Injuries in Traffic Crashes	5 year	2018-2022	450	2017-2021 State - 405	Yes
C-3) Fatalities/VMT	5 year	2018-2022	1.35	2015-2019 State – 1.25	Yes
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2018-2022	57	2017-2021 State - 46	Yes
C-5) Alcohol-Impaired Driving Fatalities	5 year	2018-2022	42	2017-2021 State - 39	Yes
C-6) Speeding-Related Fatalities	5 year	2018-2022	44	2017-2021 State - 41	Yes
C-7) Motorcyclist Fatalities	5 year	2018-2022	19	2017-2021 State – 17	Yes
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2018-2022	13	2017-2021 State - 10	Yes
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2022	14	2017-2021 State - 13	Yes
C-10) Pedestrian Fatalities	5 year	2018-2022	8	2017-2021 State - 8	Yes
C-11) Bicyclist Fatalities	5 year	2018-2022	1	2017-2021 State – 0	Yes
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	5 year	2018-2022	82.5%	2021 State - 80.2%	No
S-1) Number of fatalities in Distracted Driving Crashes	5 year	2018-2022	12	2017-2021 State - 11	Yes
S-2) Number of Drug Involved Fatal & Serious Injuries	5 year	2018-2022	80	2017-2021 State- 63	Yes
S-3) Crash Report Accuracy	5 year	2018-2022	97	2022 State - 97.34	Yes
S-4) State Roadway Integration (Linkable Non-Mire Features)	5 year	2022	59	2022 State - 59	Yes



## **Performance report**

The FY2022 performance targets were created by the Safety Management System (SMS) Committee by analyzing the crash data 5 and 10 year running averages while taking into consideration current trend data. In effort to determine if HSO is on course to meet the Core Performance Measures, the HSO took into consideration the 2021 Wyoming State crash data with final crash counts not available until Spring 2023.

The Highway Safety Office will continue to fund projects in FY2022 and FY2023 that have a propensity to make an impact on Wyoming's Core and State Performance Measures. The HSO is on course to meet all but one (1) of the Core Performance Measures, one (1) State Performance Measure, and the Observed Seat Belt Use.

### **C-1) Number of traffic fatalities (FARS)**

On Track: Yes

Wyoming had 111 fatalities in 2021 per WECRS and as of May 31, 2022, there have been approximately 36 fatalities per the Wyoming Highway Patrol (WHP) records. Wyoming is on course to meet the goal of a five (5) year running average of less than 128 fatalities for FY2022.

State and local programs support projects and activities that target the primary focus areas: occupant protection and impaired driving as well as an emphasis on distracted driving, speeding, motorcycle safety, traffic record improvements, and vulnerable roadway users. The HSO used data driven analysis focusing efforts and resources on projects such as high visibility overtime enforcement of Wyoming traffic laws, coordinated multi-county/state DUI Task Force Events, prosecutor outreach and training, in person and virtual traffic safety educational events, strategic media placement, strengthen traffic safety laws, and technical trainings for law enforcement, prosecutor, and child passenger safety programs.


The HSO and sub-recipients continue to navigate the challenges brought on by the pandemic and the on again/off again mask mandates. The HSO and its sub-recipients are still dealing with this uncertain future. People's behaviors have been affected by the pandemic and to what extent still remains to be seen. The HSO will assist sub-recipients and their projects in adapting to the needs of their individual communities on a project-by-project basis.

Proactive countermeasure strategies are being conversed, created, modified and/or implemented for traffic safety programs to focus on new and innovative ways of reaching the public such as Virtual Traffic Safety Sessions, social media, and reduced class sizes. For instance, technical trainings for Child Passenger Safety and the Impaired Driving Program have adapted by either canceling, rescheduling, and/or modifying each class as warranted.

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

On Track: Yes

Wyoming had 477 serious injuries in 2021 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of less than 450 serious injuries for FY2022.



Same as noted above for C-1 Number of Traffic Fatalities (FARS)

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

On Track: Yes

FARS data indicates the 2020 Fatalities/VMT was 1.30. Wyoming is on course to meet the goal of a five (5) year running average of less than 1.35 fatalities/MVT in FY2022.

Final FARS numbers are not available at this date to determine the full extent of the impact of fatalities per VMT, however, 2020 FARS Fatalities/VMT is at 1.30.

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

On Track: Yes

Wyoming had 45 unrestrained fatalities in 2021 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of less than 57 unrestrained fatalities for FY2022.

The HSO takes a comprehensive approach to traffic safety in reducing unbelted fatalities and injuries in projects selected in FY22 to include high visibility overtime enforcement of Wyoming Seat Belt law's, public education through the Wyoming Seat Belt Coalition, Injury Prevention Resources Traffic Safety Events, WHP Safety Education, and Students Against Destructive Decision projects. Targeted print, radio, and social media have also been utilized to reach the masses as well as the high-risk demographics identified in the problem identification. The WHP continues to be the only law enforcement agency in the State to provide Child Passenger Safety training to all new recruits coming out the Academy.


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

On Track: Yes

Wyoming had 35 alcohol-impaired driving fatalities in 2021 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of less than 42 fatalities involving a driver or motorcycle operator with a BAC of .08 and above for FY2022.

State and local law enforcement participated in FY2021 high visibility overtime grants in both NHTSA required impaired driving enforcement campaigns and localized events which resulted in 291 DUI arrests. Support for these campaigns are provided by the WYDOT Public Affairs Office, Governor's Council on Impaired Driving (GCID), Injury Prevention Resources, Traffic Safety Resource Prosecutor, and Law Enforcement Liaison. DUI Task Force events are conducted throughout the State, as well as, local traffic safety events, and safety education classes.

The State Chemical Testing Lab has secured funding for the purchase of portable intoximeters to replace failing units. The older intoximeters will be placed in Port of Entry's to be used as a tool to remove truck drivers that were driving impaired.



The 24/7 Program is active in Campbell, Fremont, Sheridan, and Teton counties. The counties of Albany, Laramie, Natrona, Park, and Weston are interested in starting the Program. Additionally, Fremont County has been expanding the program to include the town of Lander and is close to adding drug testing. The GCID supports the 24/7 Program and is working on new initiatives to include judicial training, website refresh, and conducting outreach/education at various statewide conferences. Lastly, the GCID and WYDOT PAO is producing a video to promote the Program.

The WHP Impaired Driving Program provides up-to-date DRE/ARIDE/SFST training and recertification for law enforcement officers to improve impaired driving arrests. Every attempt is made to provide training as close to an agency's location to lessen the amount of time an officer is away from patrol duties as well as travel time and costs. Efforts have also been made to partner with neighboring states to conduct joint DRE certifications and training due to challenges with class size, timing and the prudent use of grant funds. A Rocky Mountain Prevention and Traffic Safety Summit will now be conducted yearly targeting all aspects of the impaired driving problem.

The Traffic Safety Resource Prosecutor assists with educating law enforcement officers with the prosecution aspect of arrests as well as assisting prosecutors with successful prosecutorial strategies and combatting defense tactics.

#### **C-6) Number of speeding-related fatalities (FARS)**

On Track: Yes

Wyoming had 40 speeding related fatalities in 2021 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of less than 44 if the current trend remains in FY2022.

Speed is a commonly used trigger offense to enforce Wyoming's secondary seat belt law. In FY2021, law enforcement garnered 2,091 speeding citations issued on grant funded overtime enforcement.

#### **C-7) Number of motorcyclist fatalities (FARS)**

On Track: Yes

Wyoming had 18 motorcyclist fatalities in 2021 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of less than 19 motorcyclist fatalities for FY2022.

The Highway Safety Office continued to work towards lowering crashes, particularly fatal crashes, through efforts focused on motorcyclist awareness for the traveling public along with the high visibility overtime enforcement focusing on impaired riding during high motorcycle traffic months. Additional efforts and activities that addressed motorcyclist awareness and impaired riding included working directly with Wyoming's Motorcycle Safety Program Coordinator on projects that go beyond standard motorcycle training courses.

Activities include traffic safety education at motorcycle rallies such as Ham 'n Jam, working with the motorcycle industry to partner at events attended by motorcycle enthusiasts, as well as working to develop and implement an educational program during off season on motorcycle safety. The Motorcycle Safety Program also promotes and educates via social media.



### **C-8) Number of unhelmeted motorcyclist fatalities (FARS)**

On Track: Yes

Wyoming had 10 unhelmeted motorcyclist fatalities in 2021 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of less than 13 unhelmeted motorcyclist fatalities for FY2022.

Same as noted above for C-7 Number of motorcyclist fatalities (FARS)

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

On Track: Yes

Wyoming had 15 driver's age 20 or younger involved in fatal crashes in 2021 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of less than 14 drivers age 20 or younger involved in fatal crashes for FY2022.

The HSO is partnering and funding work with the Wyoming Highway Patrol Safety Education, Injury Prevention Resources, and Students Against Destructive Decisions (SADD), The Road Ahead, Inc., to reach young drivers through traffic safety rodeo's and GDL education. SADD staffing challenges are being addressed through hiring Youth Engagement Specialists to conduct boots on the ground educational events statewide and Injury Prevent Resources has developed a project in which they are physically and routinely present in schools promoting traffic safety to a high risk demographic.

### **C-10) Number of pedestrian fatalities (FARS)**

On Track: Yes

Wyoming had 12 pedestrian fatalities in 2021 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of less than 8 pedestrian fatalities for FY2022.

WYDOT intends to integrate consideration of the needs of pedestrians and bicyclists in its planning and project development processes to produce a transportation system with true modal choices. This plan will not propose specific improvement projects to better accommodate bicycling and walking in the Wyoming transportation system. Instead, it provides general principles and guidance for WYDOT to provide for and improve bicycle and pedestrian transportation. This plan also provides guidance for local governments in Wyoming for developing their own bicycle and pedestrian plans and facilities.

In addition, the Native American Outreach Project has developed and is continuing a campaign to educate pedestrians and bicyclists on how to be seen in their rural community.





### **C-11) Number of bicycle fatalities (FARS)**

On Track: Yes

Wyoming had zero bicycle fatalities in 2021 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of one (1) for FY2021.

Same as noted above for C-10) Number of pedestrian fatalities (FARS)

### **S-1) Distracted Driving (State)**

On Track: Yes

Wyoming had 7 distracted driving fatalities in 2021 per WECRS. Wyoming is not on course to meet the goal of a five (5) year running average of twelve (12) or less for FY2022.

Crashes caused by human error addressed through projects administered by the Wyoming Highway Patrol Safety Education, Injury Prevention Resources, and SADD. Not only do these organizations work independently but also collaboratively as often as possible to bring knowledge and awareness to all Wyomingites. New innovative projects and partnerships are actively being developed to reach the public.

### **S-2) Drug Involved Fatal & Serious Injuries (State)**

On Track: Yes

Wyoming had 53 drug involved fatal and serious injuries in 2021. Wyoming is on course to meet the goal of a five (5) year running average of eighty (80) or less for FY2022

The WHP Impaired Driving Program conducted statewide trainings for SFST, ARIDE, and DRE's with field certifications occurring in FY2021 and a DRE class in FY2022. Drug Involved Arrests include field information collected at the time of the arrest, which includes Drug Recognition Expert evaluations and if drugs on board. In addition to the Impaired Driving High Visibility Overtime grants, DUI task force events conducted throughout the State targeted high-risk demographics.

### **S-3) Crash Location Accuracy (State)**


On Track: Yes

Wyoming is on course to meet the goal of 97% for FY2021 Crash Location Accuracy entered with one or more of three methods: Route and milepost, latitude/longitude, or intersection (on street and at street). The methods for calculating the performance is a single query that combines all the different error detection methods. Wyoming is currently at 97.03%.

### **S-4) Roadway Integration (Linkable Non-MIRE Features) (State)**

On Track: Yes

Wyoming is on course to meet the goal for FY2022. As of March 31, 2022, the FY2022 Traffic Records Performance Measures Report indicates there are 59 Linkable Mire Features. This



performance measure counts the number (and completeness) of data sets that are available for safety analysis, and that are LRS compliant, enabling integration by location.

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

On Track: No

In 2021, the overall estimate for all vehicle occupants based on the Wyoming's Survey of Seat Belt Use was 80.2%. Wyoming is not on course to meet the FY2022 goal of a five (5) year running average of 82.5%.

The HSO is working with law enforcement and traffic safety advocates through enforcement, and education on the consequences of not wearing a seat belt. Countermeasure strategies implemented throughout the state include high visibility overtime enforcement, Injury Prevention Resources Road Warrior events, SADD, and work to strengthen Wyoming seat belt laws.

**FY2021 Grant Program Activity Reporting**

A1 – Number of seat belt citations issued during grant-funded enforcement activities Results: The number of seat belt and child restraint citations issued during FY2021 was one thousand one hundred twenty (1,120).

Note: one thousand eighteen (1,018) seat belt and one hundred two (102) child restraints.

A2 – Number of impaired driving arrests made during grant-funded enforcement activities Results: The number of DUI arrests during the FY2021 grant-funded overtime enforcement activities was two hundred ninety-one (291).

A3 – Number of speeding citations issued during grant-funded enforcement activities Results: The number of speed citations issued during FY2021 was four thousand six hundred six-eight (4,668).

Note: speeding can be used as a trigger offense to educate and cite individuals not wearing their seat belts.



## **Performance Plan**

The 2 CFR - Grants and Agreements Title 23 Part 1300 sets forth administration requirements for the Performance Plan in which highway safety problems are identified while performance measures and targets are established. NHTSA and FHWA collaborate to harmonize three (3) common performance measures (fatalities, fatality rate, and serious injuries) to provide the highway safety community uniform measures of progress.

The SMS Committee (SMS) is the coordinating body for the Strategic Highway Safety Plan. The purpose of the SHSP is to identify Wyoming's key safety needs and guide investment decisions toward choosing the most effective strategies and countermeasures focused on saving lives and preventing injuries. The SMS Committee analyzes the five (5) and ten (10) year running averages, 2017-2021 and 2012-2021 respectively, along with recent trends to determine the new performance targets. This process is applied to all performance targets.

To determine targets for the remaining Core Performance Measures, WYDOT evaluates the crash history and trends over the last 10 years. The target for the Observed Seat Belt Use is based on the five (5) year running average. Counter-measure strategies and activities are tied directly to the performance targets.



GHS/NHTSA PERFORMANCE FY2023 Highway Safety Performance Report			BASE YEARS				
			FARS 2017	FARS 2018	FARS 2019	FARS 2020	State 2021
C-1	Traffic Fatalities	State/FARS	123	111	147	127	111
	Maintain or reduce total fatalities trend to 128 or less (2019 - 2023 averages) by 2023	5-Year Avg.	123	128	128	124	124
C-2	Serious Injuries in Traffic Crashes	State/FARS	382	314	410	440	477
	Maintain or reduce serious injury trend to 450 or less (2019 - 2023 averages) by 2023	5-Year Avg.	434	404	391	387	405
C-3	Fatalities/100M VMT	State/FARS	1.26	1.06	1.44	1.30	1.25
	Maintain or reduce fatalities/100 MVMT trend to 1.35 or less (2019 - 2023 averages) by 2023.	5-Year Avg.	1.30	1.33	1.30	1.25	1.26
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	State/FARS	55	37	47	44	46
	Maintain or reduce unrestrained passenger vehicle occupant fatalities trend to 55 or less (2019 - 2023 averages) by 2023.	5-Year Avg.	58	57	53	46	46
C-5	Alcohol-Impaired Driving Fatalities	State/FARS	46	36	33	44	35
	Maintain or reduce alcohol impaired driving fatalities trend to 42 or less (2019 - 2023 averages) by 2023.	5-Year Avg.	42	44	41	39	39
C-6	Speeding-Related Fatalities	State/FARS	37	38	49	42	48
	Maintain or reduce speeding-related fatalities trend to 46 or less (2019 - 2023 averages) by 2023.	5-Year Avg.	40	39	40	39	43
C-7	Motorcyclist Fatalities	State/FARS	17	15	15	19	18
	Maintain or reduce motorcyclist fatalities trend to 19 or less (2019 - 2023 averages) by 2023.	5-Year Avg.	18	19	19	18	17
C-8	Unhelmeted Motorcyclist Fatalities	State/FARS	13	9	8	10	10
	Maintain or reduce unhelmeted, motorcyclist fatalities trend to 13 or less (2019 - 2023 averages) by 2023.	5-Year Avg.	12	13	13	11	10



GHSA/NHTSA PERFORMANCE FY2023 Highway Safety Performance Report			BASE YEARS				
			FARS 2017	FARS 2018	FARS 2019	FARS 2020	State 2021
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	State/FARS	11	14	14	13	15
	Maintain or reduce drivers age 20 and younger involved in fatal crashes trend to 15 or less (2019 - 2023 averages) by 2023.	5-Year Avg.	13	13	13	13	13
C-10	Pedestrian Fatalities	State/FARS	6	6	11	6	12
	Reduce pedestrian fatalities to 10 or less (2019 – 2023 average) by 2023.	5-Year Avg.	5	5	6	7	8
C-11	Bicyclist Fatalities	State/FARS	0	0	0	1	0
	Reduce bicyclist fatalities to 1 or less (2019 – 2023 average) by 2023.	5-Year Avg.	1	1	0	0	0
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	State Annual	84.8%	86.3%	78.3%	82.5%	80.2%
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants to 82.4% (2019 – 2023 average) by 2023.	5 – Year Avg.	81.2%	82.1%	81.9%	82.5%	82.4%
S-1	Number of Fatalities in Distracted Driving	State	9	9	12	17	7
	Reduce distracted driving fatalities to 12 or less (2019-2023 average) by 2023	5-Year Avg.	9	9	10	11	11
S-2	Number of Drug Involved Fatal & Serious Injuries	State	60	35	87	80	53
	Reduce drug involved fatal & serious injuries to 80 or less (2019-2023 average) by 2023	5-Year Avg.	70	63	66	66	63
S-3	Roadway / Completeness – Wyoming LRS Coverage	State					Base- line
	Complete project by 2023	1-Year					Yes



Mark Gordon  
Governor

# WYOMING Department of Transportation

"Provide a safe and effective transportation system"

5300 Bishop Boulevard, Cheyenne, Wyoming 82009-3340



K. Luke Reiner  
Director

## AGREEMENT – SECTION 120(b)(2) OF TITLE 23 UNITED STATES CODE


This agreement between the State of Wyoming, acting by and through its Governor's Representative for Highway Safety, and the National Highway Traffic Safety Administration for the U.S. Department of Transportation, shall take effect on October 1, 2022 and extend through September 30, 2023, the end of the first full fiscal year of the State.

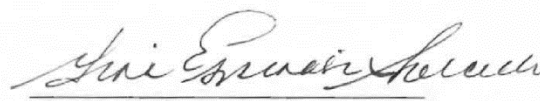
Whereas the State of Wyoming has elected to match Federal highway safety funds in accordance with paragraph (b) (2) of Section 120 (b) of Title 23, United States Code, as amended, and NHTSA Order 462-6C;

Therefore, the State of Wyoming hereby agrees to apply the difference between the State's share as provided in paragraph (b) (2) and what its share would be if it had elected to pay the share provided in paragraph (b) (1) of Section 120(b) of Title 23, U.S.C., solely for highway safety purpose other than paying its share of highway safety projects.


The State agrees to furnish to the National Highway Traffic Safety Administration annual expenditure reports annotated to show that the savings in the State's Federal aid matching share during the period have been applied solely to highway safety in fulfillment of the terms of this agreement.

Executed this 1st day of June, 2022

  
Governor's Representative for  
Highway Safety

  
NHTSA Regional Administrator





**Planned Activity:** Planning & Administration  
**Planned Activity Number:** PA-2023-BI-PA-01  
**Subrecipient:** Highway Safety Office (HSO)  
**Funding Source:** BIL NHTSA 402 P&A

**Total Project:** \$111,000.00  
**Federal Share:** \$84,604.20

**Benefit to Local:** \$0.00  
**State Share:** \$26,395.80

The HSO administers highway safety program funding for the state of Wyoming. The HSO is committed to reducing deaths and injuries on Wyoming roadways through professional staff development, effective management of federal highway safety funds, data driven programs and funding, and partnerships with other traffic safety groups and organizations.

The Planning and Administration Program area provides funding for employee travel and training, invitational travel, vehicle, vehicle operation expenses, Highway Safety Office equipment and other elements contributing to the overall management of the HSO's Highway Safety Plan.



## **PROGRAM AREA: OCCUPANT PROTECTION**

### **Problem Identification**

According to NHTSA, seat belt usage is the single most effective and easiest way to protect yourself in a traffic crash and is key to reducing injuries and fatalities. If you buckle up in the front seat of a passenger car, you can reduce your risk of:

- Fatal injury by 45% (Kahane, 2015)
- Moderate to critical injury by 50%

If you buckle up in a light truck, you can reduce your risk of:

- Fatal injury by 60% (Kahane, 2015)
- Moderate to critical injury by 65% (NHTSA, 1984)

The 2021 national observed seat belt use rate is at 90.4% compared to Wyoming's Observed Seat Belt use at 80.2%. The Wyoming Observed Seat Belt survey provided some key findings of buckling habits of Wyoming drivers:

- In every county except Converse and Lincoln, the seat belt use rate is greater for passengers than for drivers.
- The overall seat belt use rate is greater for females (86.7%) than for males (75.2%)
- The lowest seat belt use rates are for males in automobiles (66.6%) and pickup trucks (74.2%). Male seat belt use in pickup trucks is particularly significant because almost half (49.8%) of all male vehicle occupants were observed in pickup trucks. Male seat belt use is 80.5% in vans and 84.0% in SUVs.
- Seat belt use rates are higher for females than for males in three of the four vehicle types automobiles, vans, and SUVs.
- Results, by population density, show higher rates for vehicle occupants in rural sites than vehicle occupants in urban sites. A difference of 13.8%.
- The occupant rate in vehicles registered in Wyoming is 78.4% percent belted and 88.7% in out-of-state vehicles.

Analysis of Wyoming's 2021 unbelted traffic crashes demonstrates the problems and affected demographics:

- 963 crashes with unbelted vehicle occupants
- 443 unbelted injuries with 152 critical injuries
- 310 critical unbelted crash injuries by age group:
  - 0-13 represent – 13 (3.7%)
  - 14-20 represent – 48 (17.7%)
  - 21-34 represent – 84 (37.9%)
  - 35-44 represent – 36 (16.5%)
  - 45-54 represent – 26 (7.4%)
  - 55-64 represent – 14 (8.2%)
  - 65+ represent – 9 (8.6%)

- Fremont (132), Laramie (120), Carbon (108), Sweetwater (96), Natrona (79), and Campbell (79), are the six highest counties with unbelted vehicle occupants in 2021 in critical crashes.

The age group 0-9 represents 13% of Wyoming’s population. The FY2021 Child Passenger Safety Program indicated a 53.16% misuse rate for child restraints as reported by the 221 technicians statewide. Technician trainings and recertification opportunities throughout the State are designed to address this challenge and maintain or increase the technician re-certification rate at 45%.

**Countermeasure Strategies**

To reduce the number of persons in unbelted traffic crashes the HSO will implement the following countermeasure strategies:

- Occupant Protection Assessment
- Mass Media Campaigns
- Observed Seat Belt Survey
- Law Enforcement Liaison
- Sustained High Visibility Enforcement
- Communication and Outreach (Educational Activities)
- Child Restraint Inspection Station(s)
- Coalitions
- Safety and Prevention

Countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- C4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)
- C6 Number of Speeding Related Fatalities, (FARS)
- B1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Occupant Protection Assessment (C1, C2, C4, B1)	Occupant Protection Assessment

**Project Safety Impacts**

Wyoming has a history of low seatbelt usage by its residents, well below the national average, and the state has consistently ranked above national fatality rate for all passenger vehicles. Wyoming’s observed seat belt use for 2021 was 80.2% which continues to be significantly lower than the national rate at 90.4%. This activity will assist Wyoming with program improvements.



### Linkage Between Program Area

The results of this project will be used to assess occupant protection projects and guide the HSO on decisions towards future projects that have the propensity for success. Targeted enforcement, outreach, awareness, and education will assist in increasing Wyoming’s Observed Seat Belt use rate of 80.2% thus reducing fatal and serious injuries.

### Rationale for Selection

Occupant protection assessments are important to identify strengths and weaknesses within program areas related to occupant protection: Program Management, Legislation & Policy, Enforcement, Communications, Child Passenger Safety, Outreach, and Data. The Occupant Protection Assessment is a requirement for federal funding.

**Planned Activity:** Occupant Protection Assessment

**Planned Activity Number:** OP-2023-BI-OP-03

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Occupant Protection Assessment

**Funding Source:** BIL NHTSA 402

**Total Project:** \$38,850.00

**Benefit to Local:** \$0.00

**Federal Share:** \$35,155.37

**State Share:** \$3,694.64

This project will conduct a required NHTSA facilitated Occupant Protection Assessment to assess Wyoming’s Occupant Protection Program.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Mass Media Campaigns (C1, C2, C4, B1)	Statewide Media - General Native American Media Outreach

### Project Safety Impacts

This comprehensive countermeasure strategy will conduct media campaigns that are a tried and true strategy that influences positive behavior change. Media campaigns providing education on bad traffic safety behavior coupled with support of high visibility overtime enforcement will reduce fatalities and serious injuries.

### Linkage Between Program Area

The countermeasure strategy will focus on multi-media communication outreach utilizing social media, TV, radio, billboards, newspapers, and other print media. Communication and outreach are important successful strategies providing education and outreach to high risk demographics and the general public, and to support high visibility enforcement campaigns. The FY2022 WYDOT Driver Survey is a key data source to target demographics with misperceptions, lack of knowledge, and dangerous driving behaviors.

Awareness and education will increase Wyoming’s Observed Seat Belt use rate of 80.2% thus reducing fatal and serious injuries.

### Rationale for Selection

Communication and Outreach is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. Social media and streaming services have become a cost effective way to reach targeted demographics as evidenced by reported results.

**Planned Activity:** Statewide Media - General

**Planned Activity Number:** PM-2023-BI-PM-01

**Subrecipient:** WYDOT Public Affairs Office

**Primary Countermeasure Strategy:** Mass Media Campaigns

**Funding Source:** BIL NHTSA 402

**Total Project:** \$777,000.00

**Benefit to Local:** \$351,553.65

**Federal Share:** \$703,107.30

**State Share:** \$73,892.70

The WYDOT Public Affairs Office works to educate the public on highway safety issues related to occupant protection, impaired driving, distracted driving, bicycle safety and winter driving through multi-media communication and outreach. The project activities include developing, producing, and distributing traffic safety messaging that will modify the behaviors of targeted demographics.

**Planned Activity:** Native American Outreach

**Planned Activity Number:** PM-2023-BI-PM-02

**Subrecipient:** WYDOT District 5

**Primary Countermeasure Strategy:** Mass Media Campaigns

**Funding Source:** BIL NHTSA 402

**Total Project:** \$166,500.00

**Benefit to Local:** \$150,665.85

**Federal Share:** \$150,665.85

**State Share:** \$15,834.15

**Major Equipment:** \$40,000.00

This project will retain services of a creative consultant for relevant campaign messaging that will focus on occupant protection, impaired driving, and vulnerable road users traffic safety messaging through radio, print, billboard, bus and social media for the high risk demographic located in District 5. Additionally, two message sign trailers (major equipment) will be purchased for traffic safety messaging during high pedestrian happenings and other traffic safety related events. Major Equipment: Make, model, and cost is to be determined. Purchase will follow WYDOT's Procurement Policy.

Countermeasure Strategy	Planned Activity
Observed Seat Belt Survey (C4)	Observed Seat Belt Survey

### Project Safety Impacts

Analysis of data received from utilizing the observed seat belt survey NHTSA will assist Wyoming in understanding where to target countermeasure strategies throughout the State in underperforming areas thus effectively using federal funds and reducing fatalities and serious injuries.



### Linkage Between Program Area

The observed seat belt survey will assist in data driven analysis of Wyoming’s Occupant Protection Program. Wyoming’s statewide observed seat belt use is significantly lower than the national rate.

### Rationale for Selection

The Observational Seat Belt Survey is a requirement of federal funding and provides data to target activities to improve seat belt use.

**Planned Activity:** Observed Seat Belt Survey

**Planned Activity Number:** M2X-2023-BI-MX-01

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Observed Seat Belt Survey

**Funding Source:** BIL NHTSA 405b

**Total Project:** \$155,400.00

**Benefit to Local:** \$0.00

**Federal Share:** \$140,621.46

**State Share:** \$14,778.54

The Highway Safety Office will retain the services of a consultant to conduct the annual seat belt observation survey. The consultant will conduct observer training, field monitoring training, software upgrades, and all administrative tasks necessary to successfully accomplish this project providing a final report utilizing NHTSA approved methodology.

Countermeasure Strategy	Planned Activity
Law Enforcement Liaison (C1, C2, C4)	Law Enforcement Liaison (LEL)

### Project Safety Impacts

This countermeasure strategy fosters and strengthens relationships with local law enforcement for duties not necessarily a priority for agencies with limited staff and allowing law enforcement to focus on the targeted high visibility enforcement events thus reducing fatalities and serious injuries.

### Linkage Between Program Area

The Law Enforcement Liaison (LEL) Program serves as a link between the Highway Safety Office and local law enforcement. The Wyoming LEL Program conducts on-site visits to approximately 90% of local law enforcement agencies on traffic safety initiatives, assists the HSO with program monitoring, provides technical assistance to local law enforcement participating in high visibility enforcement campaigns ensuring coordinated successful high visibility enforcement events aimed at reducing fatalities and serious injuries.

### Rationale for Selection

The Law Enforcement Liaison promotes initiatives directed by the Governor’s Representative for Highway Safety. This strategy encourages aggressive enforcement of Wyoming’s traffic laws during national, state, and local traffic safety campaigns and sustained enforcement throughout the year.



**Planned Activity:** Law Enforcement Liaison

**Planned Activity Number:** PT-2023-BI-PT-03

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Law Enforcement Liaison

**Funding Source:** BIL NHTSA 402

**Total Project:** \$144,300.00

**Benefit to Local:** \$0.00

**Federal Share:** \$130,577.07

**State Share:** \$13,722.93

The Law Enforcement Liaison Program will foster relationships with state and local law enforcement agencies providing on-site technical assistance and training in the areas of Impaired Driving and Occupant Protection Enforcement. Support to law enforcement will also include, but not limited to, assisting with generating local press involvement for mobilizations, coordinating task force events, participating in Coalitions, and other traffic safety related directives given by the Governor’s Representative for Highway Safety.

The LEL will work with the HSO to monitor local law enforcement high visibility overtime enforcement for compliance with federal regulations. In addition, the LEL will attend meetings on behalf of the Highway Safety Behavioral Grants Program as requested by the Governor's Representative for Highway Safety and will travel to traffic safety conferences to strengthen knowledge base and utilize networking opportunities as requested.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Sustained High Visibility Enforcement (C1, C2, C4, C6)	Occupant Protection High Visibility Overtime Enforcement WHP Occupant Protection High Visibility Overtime Enforcement Equipment – Radar’s

### **Project Safety Impacts**

The law enforcement coordination and high visibility enforcement strategy will effectively deploy law enforcement resources using a data driven funding formula to reduce fatalities and serious injuries due to unbelted fatalities.

This strategy will target locations throughout the State that are high risk for fatalities and serious injuries. Sustained high visibility enforcement supported by mass media has shown to be effective in modifying traffic safety behaviors, reducing fatalities and serious injuries. Seventy four point seven percent (74.7%) of fatalities occur on rural roads. In addition, Wyoming’s Observed Seat Belt use at 80.2% is well below the national average of 90.4%.

### **Linkage Between Program Area**

This strategy will focus on participation by law enforcement agencies in NHTSA's national impaired driving and occupant protection enforcement campaigns and localized events during which data has shown an increase in traffic crashes on the roadways. Sustained high visibility enforcement along with support programs have shown to be effective in modifying traffic safety behaviors, reducing fatalities and serious injuries.

### Rationale for Selection

Sustained high visibility enforcement supported by other law enforcement efforts has shown to be effective in modifying traffic safety behaviors reducing fatalities and serious injuries. High visibility enforcement is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work.

**Planned Activity:** Occupant Protection High Visibility Overtime Enforcement

**Planned Activity Number:** M2HVE-2023-BI-HV-01

**Subrecipient:** Local Law Enforcement Agencies

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** BIL NHTSA 402

**Total Project:** \$333,000.00

**Benefit to Local:** \$301,331.70

**Federal Share:** \$301,331.70

**State Share:** \$31,668.30

Local law enforcement will participate in sustained year-long high visibility overtime enforcement that will focus on NHTSA occupant protection enforcement campaigns, task forces and localized events during which data has shown an increase in traffic crashes and fatalities on the Wyoming roadways. Speed can be used as a trigger offense to enforce Wyoming's secondary seat belt law. The following agencies will participate in FY2023 and as time progresses agencies may be added during this fiscal year:

Afton Police Department	Lander Police Department
Albany County Sheriff's Office	Laramie County Sheriff's Office
Carbon County Sheriff's Office	Laramie Police Department
Casper Police Department	Lincoln County Sheriff's Office
Cheyenne Police Department	Manderson Police Department
Cokeville Police Department	Moorcroft Police Department
Converse County Sheriff's Office	Natrona County Sheriff's Office
Douglas Police Department	Powell Police Department
Evanston Police Department	Rawlins Police Department
Fort Laramie Police Department	Riverton Police Department
Fremont County Sheriff's Office	Rock Springs Police Department
Gillette Police Department	Sheridan Police Department
Glenrock Police Department	Shoshoni Police Department
Goshen County Sheriff's Office	Thermopolis Police Department
Hanna Marshal's Office	Torrington Police Department
Hot Springs County Sheriff's Office	Uinta County Sheriff's Office
Jackson Police Department	Washakie County Sheriff's Office
	Wheatland Police Department

**Planned Activity:** WHP Occupant Protection High Visibility Overtime Enforcement

**Planned Activity Number:** M2HVE-2023-BI-HV-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** BIL NHTSA 405b

**Total Project:** \$144,300.00

**Benefit to Local:** \$0.00

**Federal Share:** \$130,577.07

**State Share:** \$13,722.93

The Wyoming Highway Patrol will conduct sustained year-long high visibility overtime enforcement that will focus on NHTSA's occupant protection high visibility enforcement campaigns, task forces and localized events during which data has shown an increase in traffic crashes on the roadways. Speed can be used as a trigger offense to enforce Wyoming's secondary seat belt law.

**Planned Activity:** Equipment – Radar's

**Planned Activity Number:** PT-2023-BI-PT-01

**Subrecipient:** Local Law Enforcement Agencies

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** BIL NHTSA 402

**Total Project:** \$55,500.00

**Benefit to Local:** \$50,221.95

**Federal Share:** \$50,221.95

**State Share:** \$5,278.05

Radars will be purchased and used to enforce Wyoming's speed laws. Radars will also be utilized as a trigger offense in support of Wyoming's secondary seat belt law and work in conjunction with HSP Project: Local Law Enforcement Occupant Protection High Visibility Overtime Enforcement HSP Project #OP-2023-BI-OP-01.

Only agencies with active law enforcement overtime grants are eligible for equipment. Equipment purchases for local law enforcement agencies are part of the Strategic Traffic Enforcement Program assisting with Occupant Protection High Visibility Overtime Enforcement Project. Radars will be considered for local law enforcement agencies that have not received equipment in the previous three grant cycles. The agency must be a city or county within the 2021 Top 8 Counties for Total Crashes or 2021 Top 8 Counties for Fatal Crashes to qualify for equipment and the agency must have participated and completed all National Campaigns for FY20 and FY21, and active in FY2023 High Visibility Overtime Grants.

The following agencies have qualified: Evanston Police Department, Laramie County Sheriff's Office, Moorcroft Police Department, and Uinta County Sheriff's Office.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Communication and Outreach (C1, C2, C4)	IPR Traffic Safety Education WHP Safety Education Sheridan Traffic Safety Education SADD – Peer to Peer Prevention Wyoming Think First: Driver Safety Comprehensive OP/DUI



## Project Safety Impacts

The Traffic Safety Events will be conducted through comprehensive projects at both state and local levels impacting a wide array of Wyomingites to include teen drivers, male drivers, and the general public. This educational countermeasure strategy, when applicable, will be supported with other proven countermeasure strategies of media and/or high visibility enforcement reducing fatalities and serious injuries.

## Linkage Between Program Area

Traffic safety education provides first-hand experience to the consequences of driving impaired, lack of seat belt use, distracted driving, speeding, etc. Awareness, knowledge and consequences are the first steps in changing driving behaviors thus reducing fatalities and injuries. In 2020<sup>1</sup> alone there were 111 fatalities and 3,119 injuries on Wyoming roadways. Project support is important to successful activities.

## Rationale for Selection

Communication and Outreach is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. The activities within this strategy are proven, evidence based, and will include partnerships of law enforcement agencies, schools, government officials, health and medical providers, businesses, media, community leaders, and others interested in educating the public.

**Planned Activity:** IPR Traffic Safety Events

**Planned Activity Number:** CP-2023-BI-CP-01

**Subrecipient:** Injury Prevention Resources

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$249,084.00

**Benefit to Local:** \$225,396.11

**Federal Share:** \$225,396.11

**State Share:** \$23,687.89

This activity will focus on comprehensive, localized, targeted and data driven occupant protection, distracted driving, speed related and impaired driving educational events in communities' data deems high risk. Activities include partnering with traffic safety advocates, the education system, providing personnel to man safety booths, media to support events, developing and producing educational materials, etc. Virtual traffic safety education will be developed and target the counties of Carbon, Fremont, Park, Natrona, and Sweetwater.

**Planned Activity:** WHP Safety Education

**Planned Activity Number:** RS-2023-BI-RS-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402


**Total Project:** \$294,150.00

**Benefit to Local:** \$0.00

**Federal Share:** \$266,176.33

**State Share:** \$27,973.66

**Major Equipment:** \$26,200.00



The WHP Safety Education Program will educate the general public, teens, and adult drivers through a variety of classes, training, programs, and media to promote proper restraint usage, in addition to the dangers and consequences of speeding, distracted, and impaired driving. This project will purchase supplies in addition to training and travel expenses to further program goals. **Major Equipment:** One (1) Tallgrass Solutions, Inc. AMI-001 Seat Belt Convincer.

**Planned Activity:** Sheridan Traffic Safety Education

**Planned Activity Number:** CP-2023-BI-CP-02

**Subrecipient:** Sheridan Police Department

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$8,912.19

**Benefit to Local:** \$8,064.64

**Federal Share:** \$8,064.64

**State Share:** \$847.55

The Sheridan Police Department would conduct ten monthly traffic safety classes open to the public and available for local courts to use as a sentencing referral option for traffic offenders.

The classes would be offered free of charge to those attending. Expenses include supplies and overtime salary for uniformed Sheridan police officers teaching the class.

**Planned Activity:** Peer to Peer Prevention

**Planned Activity Number:** TSP-2023-BI-TS-01

**Subrecipient:** Students Against Destructive Decisions (SADD)

**Primary Countermeasure Strategy:** Communication and Outreach/Youth Programs

**Funding Source:** BIL NHTSA 402

**Total Project:** \$124,475.40

**Benefit to Local:** \$112,637.79

**Federal Share:** \$112,637.79

**State Share:** \$11,837.61

SADD will implement a comprehensive, data-driven response to address teen traffic safety through new programming efforts and activities that will focus on the leading causes of teen crashes and fatalities in Wyoming - distractions, impairment, seat belt use, and speeding. SADD will conduct sustained year-long activities.

This project will retain the services of personnel, who will cover all aspects of grant related activities to raise awareness of teen traffic safety through activities and programs that promote teen traffic safety. SADD will continue to build and strengthen relationships with school districts, law enforcement, and Safe Community partners. This project will also provide for travel expenses, conference expenses, and contractors to assist in traffic safety events.

**Planned Activity:** Wyoming Think First: Driver Safety

**Planned Activity Number:** CP-2023-BI-CP-03

**Subrecipient:** Wyoming Department of Health

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$43,426.53

**Benefit to Local:** \$39,296.67

**Federal Share:** \$39,296.67

**State Share:** \$4,129.86

ThinkFirst has two different evidence based modules that will help educate teen drivers and parents on traffic safety. The training explains the three collisions of a crash (vehicle collision, human collision, and internal organ collision), how injuries occur, how they affect the body, and how they can be prevented. Students will learn that one poor choice can change your life forever, so each person learns to make safe choices.

**Planned Activity:** Comprehensive Occupant Protection/Impaired Driving

**Planned Activity Number:** RS-2023-BI-RS-02

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$88,800.00

**Benefit to Local:** \$0.00

**Federal Share:** \$80,355.12

**State Share:** \$8,444.88

The Highway Safety Office will collaborate with many traffic safety advocates to reduce fatalities and injuries due to lack of seat belt use, impaired driving, distracted driving, speeding and other behavioral traffic safety issues. This project will augment planned traffic safety activities for local, state, and national events.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Coalitions (C4)	WYSBC Facilitator

### **Project Safety Impacts**

This countermeasure strategy will work to identify, coordinate, and priorities issues with proven prevention strategies to reduce unbelted fatalities and injuries.

### **Linkage Between Program Area**

Coalitions provide a multi-discipline platform to leverage legislation action, public education, law enforcement, health aspects and other tactics to reduce fatalities and serious injuries. This strategy will assist in reducing Wyoming's traffic crashes as identified in the Occupant Protection Problem Identification.

### **Rationale for Selection**

Coalitions are low cost and an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. This strategy coordinates state efforts with local initiatives, ensures the efforts compliment and reinforces each other where traffic safety partners bring resources such as expertise, funding, infrastructure.



**Planned Activity:** WYSBC Facilitator  
**Planned Activity Number:** OP-2023-BI-OP-02  
**Subrecipient:** Highway Safety Office  
**Primary Countermeasure Strategy:** Coalitions  
**Funding Source:** BIL NHTSA 402

**Total Project:** \$333,000.00  
**Federal Share:** \$301,331.70

**Benefit to Local:** \$0.00  
**State Share:** \$31,668.30

This project will retain the services of a coordinator responsible for the functions of the Wyoming Task Force on Occupant Protection to include drafting of a state-wide Strategic Plan, facilitate presentations and discussions at meetings, provide a forum for research, discussion, and planning to reduce the incidence of unbelted vehicle occupants in Wyoming, identify priority issues and prevention strategies related to occupant protection and travel as required as facilitator of the WYSBC.

Countermeasure Strategy	Planned Activity
Child Restraint System Inspection Station(s) (C4)	Child Passenger Safety (CPS) Instructor Training & Education Child Passenger Safety Education

**Project Safety Impacts**

This strategy will work to increase the number of CPS technicians statewide, to reduce youth fatalities and serious injuries with the proper use of child restraint systems. This strategy will directly impact children < 9 years old through proper child restraint usage.

**Linkage Between Program Area**

CPS inspection stations are critical to ensure the proper installation of child passenger seats to mitigate misuse of child restraint systems. Research has shown that correctly using an appropriate child restraint or seat belt is the single most effective way to save lives and reduce injuries in crashes. Technician trainings and recertification opportunities are designed to address this challenge and maintain or increase the technician re-certification rate of 45% which is slightly below the national rate of 46%.

**Rationale for Selection**

This project will satisfy BIL 405b NHTSA requirements for grant funding. The Child Restraint System Inspection Station(s) is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work.



**Planned Activity:** Child Passenger Safety (CPS) Instructor Training & Education

**Planned Activity Number:** M2X-2023-BI-MX-02

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Child Restraint System Inspection Station(s)

**Funding Source:** BIL NHTSA 405b

**Total Project:** \$122,100.00

**Benefit to Local:** \$0.00

**Federal Share:** \$110,488.29

**State Share:** \$11,611.71

The Highway Safety Office will retain the services of a consultant to implement Standardized Child Passenger Safety Technician Training Classes on a statewide basis; host an annual instructor meeting; collaborate on the progress of the program; implement regional renewal or refresher training; provide administrative, fiscal, technical, and material support to CPS Technicians, Instructor Candidates, and Instructors on conducting awareness classes; facilitate community-based child safety clinics; and travel in-state to trainings. Consultant will complete grant objectives as directed by the Highway Safety Behavioral Grants Manager.

**Planned Activity:** Child Passenger Safety Education

**Planned Activity Number:** CR-2023-BI-CR-01

**Subrecipient:** Cheyenne Regional Medical Center

**Primary Countermeasure Strategy:** Child Restraint System Inspection Station(s)

**Funding Source:** BIL NHTSA 402

**Total Project:** \$34,188.00

**Benefit to Local:** \$30,936.72

**Federal Share:** \$30,936.72

**State Share:** \$3,251.28

Cheyenne Regional Medical Center will partner with child care services to provide data driven education and inspections to new or expecting parents, grandparents, and guardians. The program will purchase, maintain, and prep all inventory for all educational events for car seat and classroom events. In addition, CRMC will conduct car seat check-up events throughout the State, produce and distribute educational materials, create, produce, and conduct four advertising campaigns throughout the fiscal year to include social media.

## **PROGRAM AREA: TRAFFIC RECORDS**

### **Problem Identification**

The main sets of data within the Traffic Records system are Crash, Citation and Adjudication, Roadway Features, Driver, Vehicle, and Injury Surveillance. These diverse data sets provide the foundation for safety analyses that helps drive the actions identified in the Strategic Highway Safety Plan. The Wyoming Traffic Records Coordinating Committee (WYTRCC), by definition, is tasked with improving Wyoming’s Traffic Records Systems. It is the role of the committee to help with communication, coordination, and assistance among collectors, managers, and users of traffic records data in Wyoming and also to review and evaluate new technologies to streamline the highway safety data and keep traffic records systems up-to-date.

### **Countermeasure Strategies**

To improve coordination, linkage and quality assurance in traffic records data the following countermeasure strategy will be implemented:

- Comprehensive Traffic Records Projects

Countermeasure strategies and activities will address and impact the following Traffic Records Performance Measures:

- Roadway / Completeness – Wyoming LRS Coverage

<b>Counter Measure Strategy</b>	<b>Planned Activity</b>
Roadway/Completeness– Wyoming LRS Coverage (S3)	Traffic Records Project Manager Traffic Records Database Improvements

### **Project Safety Impacts**

This strategy will provide improved coordination, linkage and quality assurance to all traffic records data which will result in improved data analysis thus allowing the HSO to focus federal funds on projects that will reduce fatalities and serious injuries on Wyoming roads.

### **Linkage Between Program Area**

The Traffic Records Coordinating Committee (WYTRCC) identifies projects to ensure a robust, accessible and quality traffic records system. Considerations and recommendations outlined in the FY2019 Traffic Assessment included:

- Work to identify resolution of linkage challenges with driver and vehicle systems.
- Continue to integrate the crash data system with the emergency medical systems data. This will enhance injury data quality and support the crash system.
- Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.



### Rationale for Selection

This strategy addresses considerations and recommendations identified in the FY2019 Traffic Records Assessment working towards a high-quality traffic records system.

**Planned Activity:** Traffic Record Project Manager

**Planned Activity Number:** M3DA-2023-BI-DA-01

**Subrecipient:** WYDOT Highway Safety Office

**Primary Countermeasure Strategy:** Comprehensive Traffic Records Projects

**Funding Source:** BIL 405c Data Program

**Total Project:** \$166,500.00

**Benefit to Local:** \$0.00

**Federal Share:** \$150,665.85

**State Share:** \$15,834.15

This project will fund a subject matter expert for traffic records systems that will assist with on-going and future activities to ensure the success of traffic records projects as identified in the WYTRCC Strategic Plan.

**Planned Activity:** Traffic Records Data Improvements

**Planned Activity Number:** M3DA-2023-BI-DA-02

**Subrecipient:** WYDOT Highway Safety Office

**Primary Countermeasure Strategy:** Comprehensive Traffic Records Projects

**Funding Source:** BIL 405c Data Program

**Total Project:** \$333,000.00

**Benefit to Local:** \$0.00

**Federal Share:** \$301,331.70

**State Share:** \$31,668.30

This project will migrate the Safety Portal from using GIS/LRS data based upon the ELRS, to using the newer ALRS data. There are three major work elements related to the task of migrating to the ALRS data. These work tasks are identified as:

- Build an interface to transfer ALRS from WYDOT to the SAFETY PORTAL.
- Modify Core LRS & Intersections Processing within the Safety Portal to support the ALRS.
- Modifying the Applications and Supporting Data within the Safety Portal to support the ALRS.
- Migrating the map-based crash reporting system (WIGLS, or Wyoming Incident GeoLocating System) to the ALRS, as well as migrating the historical crash linear locations (route and milepost) to the ALRS.

The structure of the ALRS is a major change from the ELRS. The primary difference is the basic change from a route network based upon homogeneous sections, to a route network which is based upon continuous route paths, based upon directionality.



## **PROGRAM AREA: IMPAIRED DRIVING**

### **Problem Identification**

The level of alcohol abuse in Wyoming, as well as the inordinate number of persons who drive impaired pose significant risks to public safety in Wyoming. Repeat offenders lead this risk with 34.24% of DUI's in 2021 according to Alcohol & Crime in Wyoming – 2021.

The Wyoming Department of Revenue, Liquor Division 2021 Annual Report states:

“Sales continued to be strong in FY 2021 with a total of 1,120,165 standard nine liter cases sold. This is a 6.47% increase in cases. The Liquor division was on track for another record breaking year prior to the pandemic, but during the pandemic, growth in sales have reached unprecedented numbers never seen before in Wyoming's history.”

In 2021 impaired driving crashes (alcohol and/or drug) contributed to 40% of the fatal crashes (31% alcohol only) and 14% of the injury crashes (12% alcohol only) – WECRS. Impaired driving crashes have averaged 52 fatalities a year and 830 crashes over the last five years.

The profile of the average person taken to jail in Wyoming continues to be relatively consistent with previous years. About three out of four times it was a male with the average age of 37. DUI's accounted for 32.36% of all statewide arrests with an average blood alcohol content (BAC) of 0.16. Fifty-one percent (51%) of persons arrested for DUI had a reported BAC level above 0.16 and 14% had a BAC of 0.24 or greater. The age group with the highest percentage of DUI arrests were ages 31-35 (15%), followed by ages 21-25 (14%) and 26-30 (14%). Disturbingly, the 34.25% percent of persons arrested for DUI had been previously been arrested for the same offense.

The BAC for the 314 persons arrested for DUI after being involved in a traffic crash was 0.1749. In addition, 18.32% of the arrests for DUI involved drugs.

Underage youth accounted for 130 DUI arrests with an average BAC of .1331 – 31 of those arrests involved drugs.

Fremont County is one of the poorest counties within the State and per capita is the highest in impaired driving crashes. Critical crashes accounted for 74 of the 2021 impaired driving (alcohol and drug involved) fatalities and serious injuries.

### **Countermeasure Strategies**

To reduce the number of persons in impaired driving traffic crashes the HSO will implement the following countermeasure strategies:

- High Visibility Enforcement
- Post DUI Interventions
- Data and Outreach
- Mass Media
- Impaired Driving Training

- Coalitions
- Communication and Outreach

Countermeasure strategies and activities will address and impact the following Core Performance Measures:

C1 Number of Traffic Fatalities (FARS)

C2 Number of Serious Injuries in Traffic Crashes (State)

C5 Number of fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above (FARS)

S2 Number of Fatalities and Serious Injuries Involving Drugs

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

Countermeasure Strategy	Planned Activity
High Visibility Enforcement (C1, C2, C5, S2)	WHP Impaired Driving High Visibility Overtime Enforcement Local Law Enforcement Impaired Driving High Visibility Overtime Enforcement Equipment – Video Camera’s

### Project Safety Impacts

The law enforcement coordination and high visibility enforcement strategy will effectively deploy law enforcement resources using a data driven funding approach to reduce fatalities and serious injuries.

### Linkage Between Program Area

This strategy will focus on participation by law enforcement agencies in NHTSA's national impaired driving and occupant protection enforcement campaigns and localized events during which data has shown an increase in traffic crashes on the roadways. Sustained high visibility enforcement along with support programs have shown to be effective in modifying traffic safety behaviors reducing fatalities and serious injuries. This strategy will strategically target locations and times throughout the year and around the State that are high risk for fatalities and serious injuries. Equipment will provide support in DUI arrests and subsequent successful prosecutions.

### Rationale for Selection

Law enforcement has a unique advantage to affect driver behavior. Sustained high visibility enforcement supported by other enforcement efforts has shown to be effective in modifying traffic safety behaviors reducing fatalities and serious injuries. High visibility enforcement is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work.



**Planned Activity:** Impaired Driving Overtime  
**Planned Activity Number:** AL-2023-BI-AL-01  
**Subrecipient:** Wyoming Highway Patrol  
**Primary Countermeasure Strategy:** High Visibility Enforcement  
**Funding Source:** BIL NHTSA 402

**Total Project:** \$244,200.00                      **Benefit to Local:** \$0.00  
**Federal Share:** \$220,976.58                      **State Share:** \$23,223.42

The Wyoming Highway Patrol will conduct year-long sustained high visibility overtime enforcement that will focus on NHTSA impaired driving enforcement campaigns, DUI task forces and localized events during which data has shown an increase in traffic crashes and fatalities on the Wyoming roadways.

**Planned Activity:** Local Law Enforcement Impaired Driving High Visibility Overtime Enforcement

**Planned Activity Number:** M5HVE-2023-BI-HV-02  
**Subrecipient:** Local Law Enforcement Agencies  
**Primary Countermeasure Strategy:** High Visibility Enforcement  
**Funding Source:** BIL NHTSA 405d

**Total Project:** \$499,500.00                      **Benefit to Local:** \$0.00  
**Federal Share:** \$451,997.55                      **State Share:** \$47,502.45

Local law enforcement will participate in year-long sustained high visibility overtime enforcement that will focus on NHTSA impaired driving enforcement campaigns, task forces and localized events during which data has shown an increase in traffic crashes and fatalities on the Wyoming roadways. The following agencies will participate in FY2023 and as time progresses agencies maybe added during this fiscal year:

Afton Police Department	Lander Police Department
Albany County Sheriff's Office	Laramie County Sheriff's Office
Carbon County Sheriff's Office	Laramie Police Department
Casper Police Department	Lincoln County Sheriff's Office
Cheyenne Police Department	Manderson Police Department
Cokeville Police Department	Moorcroft Police Department
Converse County Sheriff's Office	Natrona County Sheriff's Office
Douglas Police Department	Powell Police Department
Evanston Police Department	Rawlins Police Department
Fort Laramie Police Department	Riverton Police Department
Fremont County Sheriff's Office	Rock Springs Police Department
Gillette Police Department	Sheridan Police Department
Glenrock Police Department	Shoshoni Police Department
Goshen County Sheriff's Office	Thermopolis Police Department
Hanna Marshal's Office	Torrington Police Department
Hot Springs County Sheriff's Office	Uinta County Sheriff's Office
Jackson Police Department	Washakie County Sheriff's Office
	Wheatland Police Department

**Planned Activity:** DUI Mobile Command Vehicle  
**Planned Activity Number:** 154AL-2023-BI-AL-04  
**Subrecipient:** Cheyenne Police Department  
**Primary Countermeasure Strategy:** High Visibility Enforcement  
**Funding Source:** BIL 154AL

**Total Project:** \$65,490.00                      **Benefit to Local:** \$65,490.00  
**Federal Share:** \$65,490.00                      **State Share:** \$0.00

This project will support high visibility enforcement of Wyoming DUI laws through participation in DUI Task Force and educational events locally and statewide in order to significantly reduce the percentage of alcohol-involved crashes in Wyoming in addition to providing educational opportunities to the traveling public on the consequences of impaired driving. Expenditures include overtime salary for vehicle operation, travel expenses to DUI Task Force and Educational Events outside of Laramie County, and paid media.

**Planned Activity:** Equipment - Video Camera's  
**Planned Activity Number:** PT-2023-BI-PT-02  
**Subrecipient:** Local Law Enforcement Agencies  
**Primary Countermeasure Strategy:** High Visibility Enforcement  
**Funding Source:** BIL NHTSA 402

**Total Project:** \$55,500.00                      **Benefit to Local:** \$50,221.95  
**Federal Share:** \$50,221.95                      **State Share:** \$5,278.05

This activity will purchase video cameras in support of the impaired driving high visibility overtime enforcement arrest and prosecution efforts based on updated and more stringent criteria.

Only agencies with active law enforcement overtime grants are eligible for equipment. Equipment purchases for local law enforcement agencies are part of the Strategic Traffic Enforcement Program assisting with the Impaired Driving High Visibility Overtime Enforcement Project. Video camera's will be considered for local law enforcement agencies that have not received equipment in the previous 3 grant cycles, the agency must be a city or county within the 2021 Top Counties for Total Crashes or 2021 Top 10 Counties for Fatal Crashes to qualify for equipment and the agency must have participated and completed all National Campaigns for FY20 and FY21, and active in FY2023 High Visibility Overtime Grants.

This project will support HSP Projects: Local Law Enforcement Impaired Driving High Visibility Overtime Enforcement HSP Project # M5HVE-2023-BI-HV-02. The following agencies have qualified for video camera's: Evanston Police Department, Fremont County Sheriff's Office, Gillette Police Department, Lander Police Department, Laramie Police Department, Lincoln County Sheriff's Office, Moorcroft Police Department, and Uinta County Sheriff's Office.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Law Enforcement Liaison (C1, C2, C4)	Law Enforcement Liaison (LEL)



### Project Safety Impacts

This countermeasure strategy fosters and strengthens relationships with local law enforcement for duties not necessarily a priority for agencies with limited staff and allowing law enforcement to focus on the targeted high visibility enforcement events thus reducing fatalities and serious injuries.

### Linkage Between Program Area

The Law Enforcement Liaison (LEL) Program serves as a link between the Highway Safety Office and local law enforcement. The Wyoming LEL Program conducts on-site visits to approximately 90% of local law enforcement agencies on traffic safety initiatives, assists the HSO with program monitoring, provides technical assistance to local law enforcement participating in high visibility enforcement campaigns ensuring coordinated successful high visibility enforcement events aimed at reducing fatalities and serious injuries.

### Rationale for Selection

The Law Enforcement Liaison promotes initiatives directed by the Governor’s Representative for Highway Safety. This strategy encourages aggressive enforcement of Wyoming’s traffic laws during national, state, and local traffic safety campaigns and sustained enforcement throughout the year.

**Planned Activity:** Law Enforcement Liaison

**Planned Activity Number:** PT-2023-BI-PT-03

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Law Enforcement Liaison

**Funding Source:** BIL NHTSA 402

**Total Project:** \$144,300.00

**Benefit to Local:** \$0.00

**Federal Share:** \$130,577.07

**State Share:** \$13,722.93

The Law Enforcement Liaison Program will foster relationships with state and local law enforcement agencies providing on-site technical assistance and training in the areas of Impaired Driving and Occupant Protection Enforcement. Support to law enforcement will also include, but not limited to, assisting with generating local press involvement for mobilizations, coordinating task force events, participating in Coalitions, and other traffic safety related directives given by the Governor’s Representative for Highway Safety.

The LEL will work with the HSO to monitor local law enforcement high visibility overtime enforcement for compliance with federal regulations. In addition, the LEL will attend meetings on behalf of the Highway Safety Behavioral Grants Program as requested by the Governor's Representative for Highway Safety and will travel to traffic safety conferences to strengthen knowledge base and utilize networking opportunities as requested.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Post DUI Interventions (C1, C2, C5, S2)	Traffic Safety Resource Prosecutor 24/7 Program IPR DUI Monitoring MADD Court Monitoring



### **Project Safety Impacts**

This countermeasure strategy is a comprehensive effort from the different traffic safety partners that are affected after an impaired driver is arrested. The combined efforts provides accountability for the DUI offender thus reducing recidivism and keeping Wyoming roadways safer from impaired drivers.

### **Linkage Between Program Area**

This countermeasure strategy will target drivers convicted of a DUI by making them accountable and addressing their behaviors through testing, sentencing, and supervised probation. Repeat offenders accounted for 34.24% of all impaired driving arrests.

Post DUI interventions have success in improved testing and recidivism rates. The success rate for participants in the 24/7 Program in Campbell, Fremont, Sheridan and Teton counties was 99.97% as of February 2022. Testing equipment is a critical link in the conviction of impaired drivers.

### **Rationale for Selection**

Post DUI Interventions are an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. The HSO considers improved public safety through reduced incidents of crime, alcohol and drug-related traffic crashes and cost effectiveness. Enforcement alone will not eliminate impaired driving. Consequences, supervision, and education together provide a solid foundation for working with DUI offenders.

**Planned Activity:** Traffic Safety Resource Prosecutor

**Planned Activity Number:** M5CS-2023-BI-CS-01

**Subrecipient:** City of Laramie

**Primary Countermeasure Strategy:** Post DUI Interventions

**Funding Source:** BIL NHTSA 405d

**Total Project:** \$210,900.00

**Benefit to Local:** \$0.00

**Federal Share:** \$190,843.41

**State Share:** \$20,056.59

The TSRP project will address the needs of stakeholders who contend with impaired driving problems in Wyoming. The TSRP program will provide prosecutors, local law enforcement and the community with a veteran prosecutor specializing in traffic safety issues with an emphasis in impaired driving to support their efforts through local outreach, training, education, legal research, and technical assistance. The TSRP program will develop strategies and tactics aimed at reducing impaired driving and to improve the quality of the investigations and prosecutions around the state.

**Planned Activity:** 24/7 Program

**Planned Activity Number:** F24SP-2023-FA-SP-01/F24SP-2023-BI-SP-01

**Subrecipient:** Attorney General of Wyoming

**Primary Countermeasure Strategy:** Post DUI Interventions


**Funding Source:** FAST ACT405d/BIL NHTSA 405d

**Total Project:** \$10,212.00/\$28,638.00.00

**Benefit to Local:** \$0.00

**Federal Share:** \$9,240.84/\$25,914.53

**State Share:** \$971.16/\$2,723.47



The Attorney General, with assistance from the Governor’s Council on Impaired Driving, continues expansion of a court-based management program designed for repeat DUI offenders statewide. The 24/7 Program sets the standard of no use of alcohol as a condition of continuing to drive while remaining in the community, rather than being incarcerated. The standard is enforced by intensive monitoring through law enforcement agencies with alcohol testing mandated for each participant. This combination of strict monitoring and a no-use standard with swift, certain, and meaningful, but usually not severe, consequences has been extremely successful. The project activities will purchase software and tests, provide training to county officials implementing the 24/7 Program, purchase computers, peripheral equipment, supplies and travel expenses as required to facilitate the startup of additional 24/7 Programs.

**Planned Activity:** DUI Supervised Probation & DUI Monitoring

**Planned Activity Number:** AL-2023-BI-AL-03

**Subrecipient:** Injury Prevention Resources

**Primary Countermeasure Strategy:** Post DUI Interventions

**Funding Source:** BIL NHTSA 402

**Total Project:** \$133,089.00

**Benefit to Local:** \$120,432.24

**Federal Share:** \$120,432.24

**State Share:** \$12,656.76

DUI Supervised Probation monitors individuals through BAC testing, transdermal alcohol content monitoring, observance of ignition interlock, random drug and alcohol testing while providing case management services for those convicted of a DUI that are on probation. This activity ensures clients are monitored, educated and held accountable for consumption of alcohol, drug use, and legal vehicle operation while on probation.

**Planned Activity:** MADD Court Monitoring

**Planned Activity Number:** RS-2023-BI-RS-03

**Subrecipient:** Mother’s Against Drunk Drivers (MADD)

**Primary Countermeasure Strategy:** Post DUI Interventions

**Funding Source:** BIL NHTSA 402

**Total Project:** \$27,350.40

**Benefit to Local:** \$24,749.38

**Federal Share:** \$24,749.38

**State Share:** \$2,601.02

This project will implement a Court Monitoring Program to reduce suspected impairment fatalities by strengthening DUI adjudication by placing court monitors in the courtroom. MADD will hire one full-time Court Monitoring Program Specialist to implement and coordinate this program with volunteers. The Court Monitoring Program will engage with prosecutors and judges throughout the year.

The program will begin implementation in Fremont and Laramie County. Court monitoring would address three problems:

- Lack of community standards for prosecutors and judges,
- Adjudication that fails to connect DUI offenders with the appropriate countermeasures to prevent repeat offenses

- Inconsistencies in the court system that burden officers with more documentation, paperwork and court appearances and takes resources away from lifesaving enforcement initiatives.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Data and Outreach (C5, S2)	Alcohol Factors

### **Project Safety Impacts**

This comprehensive countermeasure strategy will collect, analyze, and disseminate arrest data which will provide an important aspect to the impaired driving problem in Wyoming.

### **Linkage Between Program Area**

Knowledge about the extent of impaired driving traffic crashes and high visibility enforcement support will assist in targeting the high risk demographic and implementing countermeasure strategies to reach impaired drivers.

### **Rationale for Selection**

This project provides a data driven approach to target Wyoming’s impaired driving problem. Data is a critical component for identifying the who, what, when, and where of impaired driving arrests. Alcohol and Crime in Wyoming 2021 reported DUI’s accounted for 32.36% of all statewide arrests with an average blood alcohol content (BAC) of 0.16.

**Planned Activity:** Alcohol Factors

**Planned Activity Number:** 154AL-2023-BI-AL-05

**Subrecipient:** Wyoming Association of Sheriffs and Chiefs of Police

**Primary Countermeasure Strategy:** Data and Outreach

**Funding Source:** 154 Alcohol

**Total Project:** \$42,735.00

**Benefit to Local:** \$42,735.00

**Federal Share:** \$42,735.00

**State Share:** \$0.00

This project will collect and analyze the alcohol/drug-related data for all custodial arrests from January 1 through December 31, 2022. An Executive Summary and two year end reports of the alcohol-related arrest data will be produced and distributed to traffic safety advocates to provide education and enforcement to Wyoming's impaired driving population. This project is dually funded by the Wyoming Department of Health and the Wyoming Department of Transportation HSO.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Mass Media Campaigns (C1, C2, C5)	GCID Media Statewide Media – Alcohol Only Native American Media Outreach





## Project Safety Impacts

This comprehensive countermeasure strategy will educate the general public about the importance of impaired driving, changing risky behaviors and providing support for the high visibility overtime enforcement and communication & outreach programs.

## Linkage Between Program Area

Media campaigns are important to successful impaired driving strategies providing education and outreach to high risk demographics and the general public. Knowledge about the consequences of impaired driving and high visibility enforcement support will assist in improved driving behaviors thus reducing impaired driving fatalities and serious injuries as noted in the WYDOT 2022 Driver Survey “Drivers who have driven after consuming alcohol in the past month were less likely to believe that they would get a ticket for any of the tested behaviors.”

## Rationale for Selection

Mass media campaigns are an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. Educating the public about roadway safety increases awareness and consequences of impaired driving.

**Planned Activity:** GCID Media

**Planned Activity Number:** M5PEM-2023-BI-PM-03

**Subrecipient:** WYDOT Highway Safety Office

**Primary Countermeasure Strategy:** Mass Media Campaigns

**Funding Source:** BIL NHTSA 405d

**Total Project:** \$777,000.00

**Benefit to Local:** \$0.00

**Federal Share:** \$703,107.30

**State Share:** \$73,892.70

GCID is working to educate the public on highway safety issues related to impaired driving through multi-media communication and outreach. The project activities include retaining a consultant to use data to develop, produce, and distribute impaired driving media messaging that will modify the behaviors of targeted demographics.

**Planned Activity:** Native American Outreach

**Planned Activity Number:** PM-2023-BI-PM-02

**Subrecipient:** WYDOT District 5

**Primary Countermeasure Strategy:** Mass Media Campaigns

**Funding Source:** BIL NHTSA 402

**Total Project:** \$166,500.00

**Benefit to Local:** \$150,665.85

**Federal Share:** \$150,665.85

**State Share:** \$15,834.15

**Major Equipment:** \$40,000.00

This project will retain services of a creative consultant for relevant campaign messaging that will focus on occupant protection, impaired driving, and vulnerable road users traffic safety messaging through radio, print, billboard, bus and social media for the high risk demographic located in District 5. Additionally, two message sign trailers (major equipment) will be purchased for traffic safety messaging to be located on the reservation during high pedestrian happenings and other



traffic safety related events. Major Equipment: Make, model, and cost is to be determined. Purchase will follow WYDOT’s Procurement Policy.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Impaired Driving Training (C1, C2, C5, S2)	Impaired Driving Program DCI Impaired Driving Efforts Breath Alcohol Program

**Project Safety Impacts**

This countermeasure strategy will reduce the number of impaired drivers on Wyoming’s roadways by ensuring law enforcement officers are trained in alcohol and drug detection methods as well as court room testimony.

**Linkage Between Program Area**

Removing impaired drivers from Wyoming roads requires the ability to detect drivers under the influence of alcohol, drugs and/or prescription medication. An emerging trend in impaired driving are DUI’s involving drugs. Twelve percent (12%) of persons arrested for DUI’s involved drugs.

**Rationale for Selection**

Law enforcement training is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work.

**Planned Activity:** Impaired Driving Program

**Planned Activity Number:** M5TR-2023-BI-TR-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Law Enforcement Training

**Funding Source:** BIL NHTSA 405d

**Total Project:** \$333,000.00

**Benefit to Local:** \$0.00

**Federal Share:** \$301,331.70

**State Share:** \$31,668.30

This project will obtain the services of an Impaired Driving Program Manager to lead the efforts in training new and veteran peace officers, judicial officials and traffic safety advocates on the emerging trends of impaired driving on the road and in courtroom tactics.

The Impaired Driving Program Manager and program participants will attend conferences, trainings and meetings as needed.

**Planned Activity:** DCI Toxicology

**Planned Activity Number:** FDMDATR-2023-BI-FD-01

**Subrecipient:** Attorney General of Wyoming – Division of Criminal Investigation

**Primary Countermeasure Strategy:** Impaired Driving Training

**Funding Source:** BIL NHTSA 405d

**Total Project:** \$15,540.00

**Benefit to Local:** \$0.00

**Federal Share:** \$14,062.15

**State Share:** \$1,477.85

DCI will send toxicology analysts to professional toxicology training. These trainings are method development and/or measurement uncertainty classes through but not limited to the ANSI National Accreditation Board (ANAB), and the Borkenstein Institute for alcohol or drug testing (University of Indiana).

This training will ensure they have the increased knowledge and competency required for method development in confirmatory drug analysis to identify impairing compounds and/or metabolites.

**Planned Activity:** Breath Alcohol Program

**Planned Activity Number:** M5BAC-2023-BI-BA-01

**Subrecipient:** Chemical Testing Program (CTP)

**Primary Countermeasure Strategy:** Impaired Driving Training

**Funding Source:** BIL NHTSA 405d

**Total Project:** \$18,881.10

**Benefit to Local:** \$0.00

**Federal Share:** \$17,085.51

**State Share:** \$1,795.59

This project will provide Senior Operator training enhancing CTP institutional knowledge and staff expertise to repair instruments on-site and expand its trained workforce. CTP will send staff to trainings and conferences to support the mission of the Impaired Driving Program. The CTP will conduct Senior Operator training throughout the state in order to retain staff certifications and complete repairs. Training funds will allow the CTP to maintain its ability to complete in-house maintenance and will purchase the required equipment and protective cases for instrument transportation. Completion of the majority of repairs will reduce instrument downtime and costly shipment to and repair by the instrument manufacturer by staff.

Countermeasure Strategy	Planned Activity
Coalitions (C5)	GCID Facilitator

### Project Safety Impacts

This countermeasure strategy will work to facilitate the Governor’s initiatives focusing on identifying, coordinating, and prioritizing issues with proven prevention strategies related to traffic safety to reduce injuries and fatalities.

### Linkage Between Program Area

Coalitions provide a multi-discipline platform to leverage legislation action, public education, law enforcement, health aspects and other tactics to reduce fatalities and serious injuries.

### Rationale for Selection

Coalitions are low cost and an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. This strategy coordinates state efforts with local initiatives ensures the efforts compliment and reinforce each other where traffic safety partners bring resources such as expertise, funding, infrastructure.

**Planned Activity:** GCID Facilitator

**Planned Activity Number:** AL-2023-BI-AL-02

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Coalitions

**Funding Source:** BIL NHTSA 402

**Total Project:** \$111,000.00

**Federal Share:** \$100,443.90

**Benefit to Local:** \$0.00

**State Share:** \$10,556.10

This planned activity will coordinate state efforts with local initiatives ensuring the impaired driving efforts enforce the culture of responsible drinking and communicate the message impaired driving is not acceptable, won't be tolerated and to assist with prosecution efforts. This position reports directly to the Governor's Office, has the authority to effectively deliver the Governor's policy directives on impaired driving and work closely on impaired driving countermeasures to leverage each State agency's budget more effectively.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Communication and Outreach (C1, C2, C5, S2)	IPR Traffic Safety Education WHP Safety Education Sheridan Traffic Safety Education SADD – Peer to Peer Prevention Wyoming Think First: Driver Safety Fremont County Safe Ride Preventative Program Specialist Comprehensive OP/DUI

### **Project Safety Impacts**

The Traffic Safety Events will be conducted through comprehensive projects at both state and local levels impacting a wide array of Wyomingites to include teen drivers, male drivers, and the general public. This educational countermeasure strategy, when applicable, will be supported with other proven countermeasure strategies of media and/or high visibility enforcement reducing fatalities and serious injuries.

### **Linkage Between Program Area**

Traffic safety education provides first-hand experience to the consequences of driving impaired, lack of seat belt use, distracted driving, speeding, etc. Awareness, knowledge and consequences are the first steps in changing behaviors thus reducing fatalities and injuries. In 2020 alone there were 127 fatalities and 3,119 injuries on Wyoming roadways. Project support is important to successful activities.

### **Rationale for Selection**

Communication and Outreach is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. The activities within this strategy are proven, evidence based, and will include partnerships of law enforcement agencies, schools, government officials, health and medical providers, businesses, media, community leaders, and others interested in educating the public to reduce traffic crashes and fatalities.



**Planned Activity:** IPR Traffic Safety Events

**Planned Activity Number:** CP-2023-BI-CP-01

**Subrecipient:** Injury Prevention Resources

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$249,084.00

**Benefit to Local:** \$225,396.11

**Federal Share:** \$225,396.11

**State Share:** \$23,687.89

This activity will focus on comprehensive, localized, targeted and data driven occupant protection, distracted driving, speed related and impaired driving educational events in communities' data deems high risk. Activities include partnering with traffic safety advocates, providing personnel to man safety booths, media to support events, developing and producing educational materials, etc. Virtual traffic safety education will be developed and target the counties of Carbon, Fremont, Park, Natrona, and Sweetwater.

**Planned Activity:** WHP Safety Education

**Planned Activity Number:** RS-2023-BI-RS-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$294,150.00

**Benefit to Local:** \$0.00

**Federal Share:** \$266,176.34

**State Share:** \$27,973.67

**Major Equipment:** \$26,200.00

The WHP Safety Education Program will educate the general public, teens, and adult drivers through a variety of classes, training, programs, and media to promote proper restraint usage, in addition to the dangers and consequences of speeding, distracted, and impaired driving. This project will purchase supplies in addition to training and travel expenses to further program goals. Major Equipment: **Major Equipment:** One (1) Tallgrass Solutions, Inc., AMI-001 Seat Belt Convincer.

**Planned Activity:** Sheridan Traffic Safety Education

**Planned Activity Number:** CP-2023-BI-CP-02

**Subrecipient:** Sheridan Police Department

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$8,912.19

**Benefit to Local:** \$8,064.64

**Federal Share:** \$8,064.64

**State Share:** \$847.55

The Sheridan Police Department would conduct ten monthly traffic safety classes open to the public and available' for local courts to use as a sentencing referral option for traffic offenders.

The classes would be offered free of charge to those attending. Expenses include supplies and overtime salary for uniformed Sheridan police officers teaching the class.

**Planned Activity:** Peer to Peer Prevention



**Planned Activity Number:** TSP-2023-BI-TS-01

**Subrecipient:** Students Against Destructive Decisions (SADD)

**Primary Countermeasure Strategy:** Communication and Outreach/Youth Programs

**Funding Source:** BIL NHTSA 402

**Total Project:** \$124,475.40

**Benefit to Local:** \$112,637.79

**Federal Share:** \$112,637.79

**State Share:** \$11,837.61

SADD will implement a comprehensive, data-driven response to address teen traffic safety through new programming efforts and activities that will focus on the leading causes of teen crashes and fatalities in Wyoming - distractions, impairment, seat belt use, and speeding. SADD will conduct sustained year-long activities.

This project will retain the services of personnel and/or contractors, who will cover all aspects for all grant related activities to raise awareness of teen traffic safety through activities and programs that promote teen traffic safety. SADD will continue to build and strengthen relationships with school districts, law enforcement, and Safe Community partners. This project will also provide for travel expenses, conference expenses, and contractors to assist in traffic safety events.

**Planned Activity:** Wyoming Think First: Driver Safety

**Planned Activity Number:** CP-2023-BI-CP-03

**Subrecipient:** Wyoming Department of Health

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$43,426.53

**Benefit to Local:** \$39,296.67

**Federal Share:** \$39,296.67

**State Share:** \$4,129.86

ThinkFirst has two different evidence based modules that will help educate teen drivers and parents on traffic safety. The training explains the three collisions of a crash (vehicle collision, human collision, and internal organ collision), how injuries occur, how they affect the body, and how they can be prevented. Students will learn that one poor choice can change your life forever, so each person learns to make safe choices.

**Planned Activity:** Fremont County Safe Ride

**Planned Activity Number:** AL-2023-BI-SA-01

**Subrecipient:** Fremont County Association of Governments

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402


**Total Project:** \$31,080.00

**Benefit to Local:** \$28,124.29

**Federal Share:** \$28,124.29

**State Share:** \$2,955.71

This project will be responsible for planning, training and media outreach to educate teens, adults, local liquor retailers, and servers about the dangers of impaired driving. This project will also implement a Safe Ride Program for individuals who find themselves to impaired to drive, targeting specific events where data driven analysis indicates a problem.



Fremont County Safe Ride will also work to increase seat belt usage through education and participate in traffic safety events throughout the high-risk county.

**Planned Activity:** Comprehensive Occupant Protection/Impaired Driving

**Planned Activity Number:** RS-2023-BI-RS-02

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$88,800.00

**Benefit to Local:** \$0.00

**Federal Share:** \$80,355.12

**State Share:** \$8,444.88

The Highway Safety Office will collaborate with many traffic safety advocates to reduce fatalities and injuries due to lack of seat belt use, impaired driving, distracted driving, speeding and other behavioral traffic safety issues. This project will augment planned traffic safety activities for local, state, and national events.



## **PROGRAM AREA: DISTRACTED DRIVING**

### **Problem Identification**

NHTSA defines distracted driving as “Anything that takes your attention away from driving can be a distraction. Sending a text message, talking on a cell phone, using a navigation system, and eating while driving are a few examples of distracted driving. Any of these distractions can endanger you, your passengers, and others on the road. SafeKids indicates that “on average, texting while driving takes your eyes off the road for 5 seconds.” while Cambridge Mobile Telematics reports distracted driving is at an all-time high in February 2022 reaching one minute and 38 seconds per driving hour.

### **There are three main types of distraction:**

- **Visual:** taking your eyes off the road
- **Manual:** taking your hands off the wheel
- **Cognitive:** taking your mind off driving”

Distracted driving is a dangerous, unnecessary, and preventable behavior within all 23 Wyoming counties. Distracted driving was a contributing factor in 922 traffic crashes in 2021 which resulted in 7 fatalities and 367 injuries (52 serious injuries) - WECRS.

During the most recent five-year period (2017-2021), 4,561 crashes were reported as suspected distracted driving, which accounts for approximately 6.5% of all crashes. These distracted driving crashes included 185 critical crashes, 1,083 serious crashes, and 3,293 damage crashes and resulted in 50 fatal injuries, 193 suspected serious injuries, 790 suspected minor injuries, and 810 possible injuries.

Across all age groups, male drivers were more likely to be distracted (59%) than female drivers (41%). Fifty-eight percent (58%) of distracted drivers were aged 34 years or less. Drivers aged 24 years and under were the most distraction-prone age group, accounting for approximately 36% of all distracted drivers. Drivers aged 25-34- years were the next most distraction-prone group, accounting for approximately 22% of distracted drivers, followed by drivers aged 35-44 years (~15%), drivers aged 55-64 years (~10%), drivers aged 45-54 year (~9%), and drivers aged 65 years or more (8%).

### **Countermeasure Strategies**

To reduce the number of persons in distracted driving crashes the HSO will implement the following countermeasure strategies:

- Communication and Outreach

Countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- S1 Number of fatalities in Distracted Driving Crashes (State)



Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Communication and Outreach (C1, C2, S1)	IPR Traffic Safety Events WHP Safety Education Sheridan Traffic Safety Education SADD: Peer to Peer Prevention Wyoming Think First Driver Safety Comprehensive OP/DUI

### **Project Safety Impacts**

The Traffic Safety Events will be conducted through comprehensive projects at both state and local levels impacting a wide array of Wyomingites to include teen drivers, male drivers, and the general public. This educational countermeasure strategy, when applicable, will be supported with other proven countermeasure strategies of media and/or high visibility enforcement reducing fatalities and serious injuries.

### **Linkage Between Program Area**

Traffic safety education provides first-hand experience to the consequences of driving impaired, lack of seat belt use, distracted driving, speeding, etc. Awareness, knowledge and consequences are the first steps in changing behaviors thus reducing fatalities and injuries. In 2020 alone there were 127 fatalities and 3,119 injuries on Wyoming roadways. Project support is important to successful activities as communication and outreach programs are not as successful stand alone.

### **Rationale for Selection**

Communication and Outreach is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. Social media and streaming services have become the way to reach targeted demographics as evidenced by reported results as well as being cost effective. The countermeasure strategy and projects will foster and develop partnerships with other traffic safety professionals making a greater impact on project results.

Projects selected can cross several program areas and may be listed in other countermeasure strategies.

**Planned Activity:** IPR Traffic Safety Events

**Planned Activity Number:** CP-2023-BI-CP-01

**Subrecipient:** Injury Prevention Resources

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

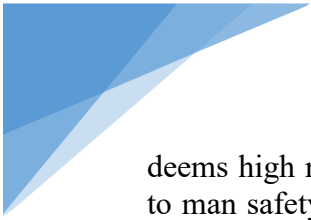
**Total Project:** \$249,084.00

**Federal Share:** \$225,396.11

**Benefit to Local:** \$225,396.11

**State Share:** \$23,687.89

This activity will focus on comprehensive, localized, targeted and data driven occupant protection, distracted driving, speed related and impaired driving educational events in communities' data



deems high risk. Activities include partnering with traffic safety advocates, providing personnel to man safety booths, media to support events, developing and producing educational materials, etc. Virtual traffic safety education will be developed and target the counties of Carbon, Fremont, Park, Natrona, and Sweetwater.

**Planned Activity:** WHP Safety Education

**Planned Activity Number:** RS-2023-BI-RS-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$294,150.00

**Benefit to Local:** \$0.00

**Federal Share:** \$266,176.34

**State Share:** \$27,973.67

**Major Equipment:** \$26,200.00

The WHP Safety Education Program will educate the general public, teens, and adult drivers through a variety of classes, training, programs, and media to promote proper restraint usage, in addition to the dangers and consequences of speeding, distracted, and impaired driving. This project will purchase supplies in addition to training and travel expenses to further program goals. Major Equipment: **Major Equipment:** One (1) Tallgrass Solutions, Inc., AMI-001 Seat Belt Convincer.

**Planned Activity:** Sheridan Traffic Safety Education

**Planned Activity Number:** CP-2023-BI-CP-02

**Subrecipient:** Sheridan Police Department

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$8,912.19

**Benefit to Local:** \$8,064.64

**Federal Share:** \$8,064.64

**State Share:** \$847.55

The Sheridan Police Department would conduct ten monthly traffic safety classes open to the public and available for local courts to use as a sentencing referral option for traffic offenders.

The classes would be offered free of charge to those attending. Expenses include supplies and overtime salary for uniformed Sheridan police officers teaching the class.

**Planned Activity:** Peer to Peer Prevention

**Planned Activity Number:** TSP-2023-BI-TS-01

**Subrecipient:** Students Against Destructive Decisions (SADD)

**Primary Countermeasure Strategy:** Communication and Outreach/Youth Programs

**Funding Source:** BIL NHTSA 402


**Total Project:** \$124,475.40

**Benefit to Local:** \$112,637.79

**Federal Share:** \$112,637.79

**State Share:** \$11,837.61

SADD will implement a comprehensive, data-driven response to address teen traffic safety through new programming efforts and activities that will focus on the leading causes of teen crashes and



fatalities in Wyoming - distractions, impairment, seat belt use, and speeding. SADD will conduct sustained year-long activities.

This project will retain the services of personnel and/or contractors, who will cover all aspects for all grant related activities to raise awareness of teen traffic safety through activities and programs that promote teen traffic safety. SADD will continue to build and strengthen relationships with school districts, law enforcement, and Safe Community partners. This project will also provide for travel expenses, conference expenses, and contractors to assist in traffic safety events.

**Planned Activity:** Wyoming Think First: Driver Safety

**Planned Activity Number:** CP-2023-BI-CP-03

**Subrecipient:** Wyoming Department of Health

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$43,426.53

**Benefit to Local:** \$39,296.67

**Federal Share:** \$39,296.67

**State Share:** \$4,129.86

ThinkFirst has two different evidence based modules that will help educate teen drivers and parents on traffic safety. The training explains the three collisions of a crash (vehicle collision, human collision, and internal organ collision), how injuries occur, how they affect the body, and how they can be prevented. Students will learn that one poor choice can change your life forever, so each person learns to make safe choices.

**Planned Activity:** Comprehensive Occupant Protection/Impaired Driving

**Planned Activity Number:** RS-2023-BI-RS-02

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$88,800.00

**Benefit to Local:** \$0.00

**Federal Share:** \$80,355.12

**State Share:** \$8,444.88

The Highway Safety Office will collaborate with many traffic safety advocates to reduce fatalities and injuries due to lack of seat belt use, impaired driving, distracted driving, speeding and other behavioral traffic safety issues. This project will augment planned traffic safety activities for local, state, and national events.

## **PROGRAM AREA: TEEN TRAFFIC SAFETY**

### **Problem Identification**

According to Insurance Institute for Highway Safety teen drivers are about 3 times as likely as drivers 20 and older to die in a crash. Per mile driven, teen drivers ages 16-19 are nearly three times more likely than drivers ages 20 and older to be in a fatal crash. Maturity and inexperience make for a high-risk combination. SafeKids reports that the seven (7) dangerous things teens do are: not wearing a seat belt, distracted driving, not speaking up, too many passenger, driving when dark, drinking and driving, and speeding.

In 2021, Wyoming had 38,096 young drivers (ages 14-20) of which 52% are male and 48% are female drivers. Young drivers 14-15 years old represent 11% of those drivers.

Wyoming Driver Services reports 14-20 year old drivers represent 8.0% of licensed drivers (38,096 young drivers - ages 14-20) of which 52% are male and 48% are female drivers. Young drivers 14-15 years old represent 11% of those drivers. According to the 2021 Wyoming Electronic Crash Report System data young drivers represent 14% of drivers involved in traffic crashes. There were 2,501 young drivers involved in traffic crashes: 6 were fatalities; 13 were involved in fatal crashes; 514 were involved in injury crashes; and 1,974 were in property damage only crashes. In addition, 57 young drivers were impaired drivers (alcohol and/or drugs).

### **Countermeasure Strategies**

To reduce the number of persons in unbelted traffic crashes the HSO will implement the following countermeasure strategy:

- Youth Programs

Fast Act NHTSA 402 countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- C9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

<b>Counter Measure Strategy</b>	<b>Planned Activity</b>
Youth Programs (C1, C2, C9)	SADD-Peer to Peer Prevention WHP Safety Education Wyoming Think First: Driver Safety

### **Project Safety Impacts**

This strategy will implement a comprehensive, data-driven approach to address teen traffic safety with a combination of peer-to-peer empowerment, engagement of parents, and mobilization of communities thus reducing traffic crashes and associated fatalities and injuries. Project success will be enhanced with partnering with other traffic safety advocates.



### **Linkage Between Program Area**

Youth organizations whose aim is to prevent traffic crashes from students taking potentially destructive decisions will assist in reducing teen crashes through sustained innovative activities aimed at improving driving behaviors through awareness and accountability. These activities will mitigate the risk of motor vehicle crashes among young drivers providing them educational tools to stay safe.

### **Rationale for Selection**

Youth Programs are countermeasure strategies that work when partnered with evidence-based strategies as identified in NHTSA's Countermeasures That Work. This strategy will also work with numerous traffic safety advocates thus increasing the reach and the impact of the projects conducted. In-person events are increasing statewide to include a presence in schools.

**Planned Activity:** Peer to Peer Prevention

**Planned Activity Number:** TSP-2023-BI-TS-01

**Subrecipient:** Students Against Destructive Decisions (SADD)

**Primary Countermeasure Strategy:** Youth Programs

**Funding Source:** BIL NHTSA 402

**Total Project:** \$124,475.40

**Benefit to Local:** \$112,637.79

**Federal Share:** \$112,637.79

**State Share:** \$11,837.61

SADD will implement a comprehensive, data-driven response to address teen traffic safety through new programming efforts and activities that will focus on the leading causes of teen crashes and fatalities in Wyoming - distractions, impairment, seat belt use, and speeding. SADD will conduct sustained year-long activities.

This project will retain the services of personnel and/or contractors, who will cover all aspects for all grant related activities to raise awareness of teen traffic safety through activities and programs that promote teen traffic safety. SADD will continue to build and strengthen relationships with school districts, law enforcement, and Safe Community partners. This project will also provide for travel expenses, conference expenses, and contractors to assist in traffic safety events.

**Planned Activity:** WHP Safety Education

**Planned Activity Number:** RS-2023-BI-RS-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$294,150.00


**Benefit to Local:** \$0.00

**Federal Share:** \$266,176.34

**State Share:** \$27,973.66

**Major Equipment:** \$26,200.00

The WHP Safety Education Program will educate the general public, teens, and adult drivers through a variety of classes, training, programs, and media to promote proper restraint usage, in addition to the dangers and consequences of speeding, distracted, and impaired driving. This project will purchase supplies in addition to training and travel expenses to further program



goals. Major Equipment: **Major Equipment:** One (1) Tallgrass Solutions, Inc., AMI-001 Seat Belt Convincer.

**Planned Activity:** Wyoming Think First: Driver Safety

**Planned Activity Number:** CP-2023-BI-CP-03

**Subrecipient:** Wyoming Department of Health

**Primary Countermeasure Strategy:** Youth Programs/Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$43,426.53

**Benefit to Local:** \$39,296.67

**Federal Share:** \$39,296.67

**State Share:** \$4,129.86

ThinkFirst has two different evidence based modules that will help educate teen drivers and parents on traffic safety. The training explains the three collisions of a crash (vehicle collision, human collision, and internal organ collision), how injuries occur, how they affect the body, and how they can be prevented. Students will learn that one poor choice can change your life forever, so each person learns to make safe choices.

## **PROGRAM AREA: MOTORCYCLE SAFETY**

### **Problem Identification**

Wyoming has 61,712 licensed motorcycle drivers and 51,287 registered motorcycles. WECRS 2021 data shows that there were 231 motorcycle crashes with 18 fatalities and 220 injuries of which 10 were unhelmeted motorcycle fatalities. Laramie (34) and Natrona (39), which are Wyoming's most populous counties, represent the counties with the most motorcycle crashes. All Wyoming counties experienced motorcycle crashes.

To reduce the number of persons in motorcycle crashes the HSO will implement the following countermeasure strategies:

- Communication and Outreach: Motorist Awareness of Motorcyclists

Fast Act NHTSA 405f countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- C7 Number of Motorcycle Fatalities (FARS)
- C8 Number of Unhelmeted Motorcycle Fatalities (FARS)

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed.

<b>Counter Measure Strategy</b>	<b>Planned Activity</b>
Communication and Outreach: Motorist Awareness of Motorcyclists (C7, C8)	Motorcycle Safety Media

### **Project Safety Impacts**

This media campaign will target the general public to provide public awareness of motorcyclists on Wyoming roadways thus reducing Wyoming's motorcycle fatalities and serious injuries.


### **Linkage Between Program Area**

Motorcycles are a popular mode of transportation during Wyoming's short riding season. Awareness campaigns will assist in reducing motorcycle fatalities and serious injuries by reminding and educating the public of increased motorcycle activity during the peak riding season. The five year average (2016-2020) of motorcycle crashes is 227 with 76 critical (fatal and serious) injuries. In 2020 alone there were 201 injuries including 93 critical injuries.

### **Rationale for Selection**

Communication and Outreach: Motorist Awareness of Motorcyclists is an evidence-based countermeasure as identified in NHTSA's Countermeasures That Work. This countermeasure strategy is the most effective use of funding due to the fact that Wyoming is a minimally funded state and WYDOT's Motorcycle Program conducts activities to assist in motorcycle safety.





This countermeasure strategy will support WYDOT’s Motorcycle Safety Program, which provides motorcyclist training as well as public education of Wyoming laws, to reduce motorcycle crashes. The WYDOT Motorcycle Safety Program also provides traffic safety education at motorcycle rallies such as Ham ‘n Jam, working with the motorcycle industry to partner at events attended by motorcycle enthusiasts, as well as working to develop and implement an educational program during off season on motorcycle safety. The Motorcycle Safety Program also promotes and educates via social media.

**Planned Activity:** Motorcycle Media

**Planned Activity Number:** M11MA-2023-FA-MA-01/M11MA-2023-BI-MA-01

**Subrecipient:** WYDOT Public Affairs

**Primary Countermeasure Strategy:** Communication and Outreach: Motorist Awareness of Motorcyclists

**Funding Source:** FAST ACT NHTSA 405f/BIL NHTSA 405f

**Total Project:** \$6,130.53/\$60,469.47

**Benefit to Local:** \$0.00

**Federal Share:** \$5,547.52/\$54718.82

**State Share:** \$583.01/\$6,333.66

The WYDOT Public Affairs Office will create and conduct a media campaign that heightens awareness of motorcycles on the roadway. In addition, WYDOT will supplement this campaign with DMS messaging statewide during high motorcycle activity with Sturgis Motorcycle Rally at the top of the list.



## **PROGRAM AREA: SPEED**

### **Problem Identification**

Speed can be defined as exceeding the posted speed limit or driving too fast for conditions. In 2021, Wyoming experienced 2,574 speed related crashes with speed being a main contributing factor for 48 fatalities, 882 injuries (164 of those being considered serious).

To reduce the number of persons in speed related crashes the HSO will implement the following countermeasure strategies:

- Communication and Outreach
- Sustained High Visibility Enforcement

Countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- C6 Number of Speeding Related Fatalities (FARS)

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

<b>Counter Measure Strategy</b>	<b>Planned Activity</b>
Communication and Outreach: (C1, C2, C6)	IPR Traffic Safety Events WHP Safety Education Sheridan Traffic Safety Education

### **Project Safety Impacts**

Traffic safety outreach is an essential part of successful traffic safety education programs. Reaching high risk demographics as well as the general public on the dangers of speed related crashes can reduce fatalities and serious injuries by changing driver behavior.

### **Linkage Between Program Area**

The countermeasure strategy will focus on outreach utilizing social media and traffic safety events strategically located to ensure the most impact. These planned activities will provide education and outreach to high risk demographics and to the general public.

### **Rationale for Selection**

Public outreach is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. Social media and streaming services have become a cost effective way to reach targeted demographics as evidenced by reported results as well as in person traffic safety events and education classes.



**Planned Activity:** IPR Traffic Safety Events

**Planned Activity Number:** CP-2023-BI-CP-01

**Subrecipient:** Injury Prevention Resources

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$249,084.00

**Benefit to Local:** \$225,396.11

**Federal Share:** \$225,396.11

**State Share:** \$23,687.89

This activity will focus on comprehensive, localized, targeted and data driven occupant protection, distracted driving, speed related and impaired driving educational events in communities' data deems high risk. Activities include partnering with traffic safety advocates, providing personnel to man safety booths, media to support events, developing and producing educational materials, etc. Virtual traffic safety education will be developed and target the counties of Carbon, Fremont, Park, Natrona, and Sweetwater.

**Planned Activity:** WHP Safety Education

**Planned Activity Number:** RS-2023-BI-RS-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$294,150.00

**Benefit to Local:** \$0.00

**Federal Share:** \$266,176.34

**State Share:** \$27,973.67

**Major Equipment:** \$26,200.00

The WHP Safety Education Program will educate the general public, teens, and adult drivers through a variety of classes, training, programs, and media to promote proper restraint usage, in addition to the dangers and consequences of speeding, distracted, and impaired driving. This project will purchase supplies in addition to training and travel expenses to further program goals. Major Equipment: **Major Equipment:** One (1) Tallgrass Solutions, Inc., AMI-001 Seat Belt Convincer.

**Planned Activity:** Sheridan Traffic Safety Education

**Planned Activity Number:** CP-2023-BI-CP-02

**Subrecipient:** Sheridan Police Department

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** BIL NHTSA 402

**Total Project:** \$8,912.19

**Benefit to Local:** \$8,064.64

**Federal Share:** \$8,064.64

**State Share:** \$847.55

The Sheridan Police Department would conduct ten monthly traffic safety classes open to the public and available' for local courts to use as a sentencing referral option for traffic offenders.

Countermeasure Strategy	Planned Activity
Sustained High Visibility Enforcement (C1, C2, C6)	Equipment – Radar’s Occupant Protection High Visibility Overtime Enforcement WHP Occupant Protection High Visibility Overtime Enforcement

### Project Safety Impacts

There are many causal factors involved in traffic related crashes. Speed and a lack of seat belt usage in crashes are top traffic safety priorities in every county in Wyoming.

### Linkage Between Program Area

Radar units are a proven tool for law enforcement agencies to reduce crash injuries and fatalities through the enforcement of traffic safety laws.

### Rationale for Selection

Enforcement of Wyoming’s traffic safety laws through the use of high visibility enforcement and radar equipment can be used to reduce fatalities and serious injuries all the while being utilized as a trigger offense to enforce Wyoming’s Secondary Seat Belt law.

**Planned Activity:** Equipment – Radar’s

**Planned Activity Number:** PT-2023-BI-PT-01

**Subrecipient:** Local Law Enforcement Agencies

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** BIL NHTSA 402

**Total Project:** \$55,500.00

**Benefit to Local:** \$50,221.95

**Federal Share:** \$50,221.95

**State Share:** \$5,278.05

Radars will be purchased and used to enforce Wyoming’s speed laws. Radars will also be utilized as a trigger offense in support of Wyoming’s secondary seat belt law and work in conjunction with HSP Project: Local Law Enforcement Occupant Protection High Visibility Overtime Enforcement HSP Project #OP-2023-BI-OP-01.

Only agencies with active law enforcement overtime grants are eligible for equipment. Equipment purchases for local law enforcement agencies are part of the Strategic Traffic Enforcement Program assisting with Occupant Protection High Visibility Overtime Enforcement Project. Radars will be considered for local law enforcement agencies that have not received equipment in the previous three grant cycles. The agency must be a city or county within the 2021 Top 8 Counties for Total Crashes or 2021 Top 8 Counties for Fatal Crashes to qualify for equipment and the agency must have participated and completed all National Campaigns for FY20 and FY21, and active in FY2023 High Visibility Overtime Grants.

The following agencies have qualified: Evanston Police Department, Laramie County Sheriff’s Office, Moorcroft Police Department, and Uinta County Sheriff’s Office.

**Planned Activity:** Occupant Protection High Visibility Overtime Enforcement

**Planned Activity Number:** M2HVE-2023-BI-HV-01

**Subrecipient:** Local Law Enforcement Agencies

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** BIL NHTSA 402

**Total Project:** \$333,000.00

**Benefit to Local:** \$301,331.70

**Federal Share:** \$301,331.70

**State Share:** \$31,668.30

Local law enforcement will participate in sustained year-long high visibility overtime enforcement that will focus on NHTSA occupant protection enforcement campaigns, task forces and local events during which data has shown an increase in traffic crashes and fatalities on the Wyoming roadways. Speed can be used as a trigger offense to enforce Wyoming's secondary seat belt law. The following agencies will participate in FY2023 and as time progresses agencies may be added during this fiscal year:

Afton Police Department	Lander Police Department
Albany County Sheriff's Office	Laramie County Sheriff's Office
Carbon County Sheriff's Office	Laramie Police Department
Casper Police Department	Lincoln County Sheriff's Office
Cheyenne Police Department	Manderson Police Department
Cokeville Police Department	Moorcroft Police Department
Converse County Sheriff's Office	Natrona County Sheriff's Office
Douglas Police Department	Powell Police Department
Evanston Police Department	Rawlins Police Department
Fort Laramie Police Department	Riverton Police Department
Fremont County Sheriff's Office	Rock Springs Police Department
Gillette Police Department	Sheridan Police Department
Glenrock Police Department	Shoshoni Police Department
Goshen County Sheriff's Office	Thermopolis Police Department
Hanna Marshal's Office	Torrington Police Department
Hot Springs County Sheriff's Office	Uinta County Sheriff's Office
Jackson Police Department	Washakie County Sheriff's Office
	Wheatland Police Department

**Planned Activity:** WHP Occupant Protection High Visibility Overtime Enforcement

**Planned Activity Number:** M2HVE-2023-BI-HV-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** BIL NHTSA 405b

**Total Project:** \$144,300.00

**Benefit to Local:** \$0.00

**Federal Share:** \$130,577.07

**State Share:** \$13,722.93

The Wyoming Highway Patrol will conduct sustained year-long high visibility overtime enforcement that will focus on NHTSA's occupant protection high visibility enforcement campaigns, task forces and localized events during which data has shown an increase in traffic crashes on the roadways. Speed can be used as a trigger offense to enforce Wyoming's secondary seat belt law.



## **PROGRAM AREA: VULNERABLE ROAD USERS (Pedestrians/Bicyclists)**

### **Problem Identification**

According to the Wyoming Highway Safety Report and crash data pedestrians and cyclists are considered vulnerable road users due to their high risk of injury if struck by a vehicle. They have little or no protective shell to absorb and diffuse energy created during a crash. This is why both groups experience a higher proportion of fatal and suspected serious injuries when a crash occurs. In 2021, vulnerable road users accounted for 150 injuries on Wyoming roads of which 12 (11%) were fatalities. There were 89 injured pedestrians with 12 pedestrian fatalities and 61 bicycle injuries with zero bicycle fatalities. Males trend higher than females in both pedestrian and bicycle crashes: Male pedestrian injuries accounted for 57% of all injuries and male bicycle injuries accounted for 77% of all injuries.

A total of 375 pedestrian-involved crashes occurred during the five-year period of 2017-2021, averaging about 75 pedestrian involved crashes each year. Of this total, about 32% (120) were critical crashes, resulting in fatal or serious injuries. When all pedestrian involved crashes were examined, the majority (87%) occurred within the city limits of a Wyoming community. Over half of these crashes (55%) were intersection-related. Men were almost twice as likely to be a driver or pedestrian in a pedestrian-involved crashes with age also identified as a risk factor. Individuals under the age of 35 were more likely to be involved, either as a driver or as a pedestrian.

In addition to WYDOT's Completed Safety Treatment Locations efforts, the HSO will implement the following counter measure strategy to reduce the number of pedestrian and bicycle fatalities and injuries:

- Mass Media Campaigns

WYDOT also intends to integrate consideration of the needs of pedestrians and bicyclists in its planning and project development processes to produce a transportation system with true modal choices. This plan will not propose specific improvement projects to better accommodate bicycling and walking in the Wyoming transportation system. Instead, it provides general principles and guidance for WYDOT to provide for and improve bicycle and pedestrian transportation. This plan also provides guidance for local governments in Wyoming for developing their own bicycle and pedestrian plans and facilities.

Countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- C10 Number of Pedestrian Fatalities (FARS)
- C11 Number of Bicycle Fatalities (FARS)

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

<b>Counter Measure Strategy</b>	<b>Planned Activity</b>
Mass Media Campaigns (C1, C2, C10, C11)	Native American Outreach Paid Media

### **Project Safety Impacts**

This countermeasure strategy has been proven to be effective through awareness and education targeting the vulnerable demographic. Public awareness and educating vulnerable road users on tactics to reduce the occurrence of motor vehicle versus pedestrians/bicyclists will reduce fatalities and injuries.

### **Linkage Between Program Area**

This countermeasure strategy directly impacts pedestrian and bicycle safety on Wyoming roads through a media campaign educating the traveling public and vulnerable road users on the dangers of motor vehicle versus pedestrian/bicycle crashes.

### **Rationale for Selection**

Communication and mass media strategies are a tried and true way in which to reach certain demographics. This project has developed a campaign to educate vulnerable road users on how to be seen in their rural community thus reducing fatalities and serious injuries through changed behaviors.

**Planned Activity:** Native American Outreach

**Planned Activity Number:** PM-2023-BI-PM-02

**Subrecipient:** WYDOT District 5

**Primary Countermeasure Strategy:** Mass Media Campaigns

**Funding Source:** BIL NHTSA 402

**Total Project:** \$166,500.00

**Benefit to Local:** \$150,665.85


**Federal Share:** \$150,665.85

**State Share:** \$15,834.15

**Major Equipment:** \$40,000.00

This project will retain services of a creative consultant for relevant campaign messaging that will focus on occupant protection, impaired driving, and vulnerable road users traffic safety messaging through radio, print, billboard, bus and social media for the high risk demographic located in District 5. Additionally, two message sign trailers (major equipment) will be purchased for traffic safety messaging during high pedestrian happenings and other traffic safety related events. Major Equipment: Make, model, and cost is to be determined. Purchase will follow WYDOT's Procurement Policy.





**Planned Activity:** Statewide Media - General

**Planned Activity Number:** PM-2023-BI-PM-01

**Subrecipient:** WYDOT Public Affairs Office

**Primary Countermeasure Strategy:** Mass Media Campaigns

**Funding Source:** BIL NHTSA 402

**Total Project:** \$777,000.00

**Benefit to Local:** \$351,553.65

**Federal Share:** \$703,107.30

**State Share:** \$73,892.70

The WYDOT Public Affairs Office works to educate the public on highway safety issues related to occupant protection, impaired driving, distracted driving, bicycle safety and winter driving through multi-media communication and outreach. The project activities include developing, producing, and distributing traffic safety messaging that will modify the behaviors of targeted demographics.