Utah Highway Safety Plan 2017

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MESSAGE FROM THE DIRECTOR

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The mission of the Utah Department of Public Safety's Highway Safety Office (UHSO) is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on the state's roadways. Our ultimate goal is to reach zero traffic fatalities, as the loss of one life is too many. Each year, under the authority and approval of Governor Gary R. Herbert and Governor's Representative and Public Safety Commissioner Keith D. Squires, the Utah Highway Safety Office (UHSO) produces a Highway Safety Plan (HSP) designed to help us reach that goal. This Plan also serves as our 2017 application for federal grant funding from the National Highway Traffic Safety Administration (NHTSA) and represents the state's guide for the implementation of evidence-based highway safety initiatives.

This one-year Plan was developed utilizing the MAP-21 requirements with consideration of changes brought on by the FAST Act. It utilizes four years of federal funding, as allowed by NHTSA including carry-over funds from previous years, and contains an estimate of what may be received in Federal Fiscal Year 2017.

Utah's HSP is directly aligned with the priorities and strategies in the Utah Strategic Highway Safety Plan (SHSP) and includes a wide variety of proven strategies and countermeasures. The HSP is used to justify, develop, implement, monitor and evaluate activities aimed at improving traffic safety throughout the federal fiscal year. National, state and county level crash and injury data along with other information, such as seat belt use rates, are used to ensure that the planned projects are data-driven with focus on areas of greatest need. Some of the improvements to this annual plan include:

- *Four additional applications for federal funding to support the impaired driving (Section 405 Ignition Interlock and 405 24/7 Grants), distracted driving (Section 405e Grant) and non-motorized roadway users (Section 405h Grant) programs;*
- *Description of efforts to educate motorists regarding the dangers of unsecured loads;*
- *Crash data enhancements through a new website, CrashMapping.utah.gov;*
- *Formal application review process, utilizing a newly developed tool;*
- *Expanded Law Enforcement Liaison program to improve outreach and coordination with state, county and municipal law enforcement agencies in the state's rural areas;*

Together with our partners in safety the UHSO staff look forward to another successful year of working towards Zero Fatalities.

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SECTION I – CURRENT CONDITION

As Utah works toward the goal of Zero Fatalities, we are seeing progress in decreasing the number of fatalities from 2014 to 2015 in some categories. There were nine fewer motorcycle deaths, eight fewer deaths involving drunk drivers, and seven fewer speed deaths. Unfortunately, after several years of record-breaking low numbers in roadway deaths, Utah has been experiencing an alarming trend of increased fatalities overall.

- **Motorcycle deaths down by 9 in 2015**
- **Drunk driving involved deaths down by 8 in 2015**
- **Pedestrian fatalities had an increase of 11 deaths compared to 2014, for the highest total since 1987**
- **31% of traffic fatalities in Utah were attributed to unrestrained occupants, 14 more since 2014**
- **Speeding continues to be a leading contributing factor, accounting for 37% of the deaths in 2015**

In 2015, the state saw an 8 percent increase in traffic fatalities, reaching 276 which is the highest number in seven years. Some of the areas of concern include speeding, unrestrained occupants, and pedestrians. Compared to 2014, 11 more pedestrians and 14 more unrestrained occupants died on our roadways.

To address the increasing number of pedestrian fatalities, a cross section of state agencies formed the Pedestrian Safety Task Force with the goal of identifying strategies to reduce pedestrian fatalities and improve overall safety statewide. The collaboration resulted in a Utah Pedestrian Safety Action Plan, which was finalized this past year. The plan includes goals and tasks specific to the following emphasis areas: data, analysis, and evaluation; driver education and licensing; highway and traffic engineering; law enforcement and emergency services; communications; education and outreach programs; and legislation, regulation, and policy. Several tasks were implemented in 2016, with the plan to deploy the remaining items as scheduled.

One of the most effective countermeasures used to increase the number of motorists who buckle up and ultimately save lives is a Primary Seat Belt Law. With just one year into Utah's Primary Seat Belt Law, we have continued to work diligently to promote and demonstrate the importance of this law. Through partnerships with the Utah Department of Transportation, Utah Department of Health, local health departments, Driver License Division, Utah Safety Council, and other organizations, the UHSO has been able to spread the word that wearing seat belts saves lives. State and local law enforcement agencies have stepped up their efforts to enforce the law, as well. With the law having a provision that requires officers to issue a warning on the first seat belt offense, law enforcement agencies statewide have used this opportunity to provide education to drivers and passengers regarding the importance of wearing seat belts. Outreach material was developed to assist the agencies with these educational efforts.

A goal of increasing seat belt use by 10 percent over a three-year period was established in effort to demonstrate the effectiveness of this life-saving legislation. We are on our way to achieving that goal, as the 2015 Utah Seat Belt Survey reported an 87.2 percent seat belt use rate. This demonstrates an increase of 3.8 percentage points from the previous year.

Performance Report

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

The table below provides a statistical review of these performance measures, as well as the progress made from year to year and the current target for 2017. Where possible, four years of data is shown. In the measures with only three years of data, the 2015 data was not available at the time this plan was prepared. Core Measures beginning with C-1 through the Utah Non-Motorized Serious Injuries uses a baseline and target established in coordination with the Utah Department of Transportation.

FFY2017 UTAH CORE PERFORMANCE MEASURES A COLLABORATIVE EFFORT BETWEEN THE HIGHWAY SAFETY OFFICE AND THE UTAH DEPARTMENT OF TRANSPORTATION						
Year		**Baseline 2012**	**Baseline 2013**	**Baseline 2014**	**Baseline 2015**	**Target 2017**
C-1	Utah Fatalities, 5 Year Average Number of Traffic Fatalities	247 217	235 220	238 256	242 276	242*
C-2	Utah Serious Injuries, 5 Year Average Number of Serious Injuries in Traffic Crashes (level 4 only)	1328 1386	1291 1343	1305 1431	1355 n/a	1355*
	Utah Serious Injury Rate, 5 Year Average	5.04	4.86	4.86	4.97	4.97*
C-3	Fatality Rates, 5 year Average Total Fatality Rate per 100 Million VMT	.94 .81	.89 .81	.89 .93	.89 n/a	.89*
	Urban Fatality Rate per 100 Million VMT (FARS only)	0.64	.57	.65		.64
	Rural Fatality Rate per 100 Million VMT (FARS only)	1.22	1.48	1.71		1.63
	Utah Non-Motorized Fatalities, 5 Year Average	34	33	38	41	41*
	Utah Non-Motorized Serious Injuries, 5 Year Average	172	167	171	167	167*
FFY2017 UTAH CORE PERFORMANCE MEASURES STATISTICS MAINTAINED BY THE UTAH HIGHWAY SAFETY OFFICE ONLY						
C-4	Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions	72	59	72	86	81
C-5	Number of Fatalities Involving a Driver with a BAC of .08 and Above	20	22	42	37	30

C-6	Number of Speeding-Related Fatalities (FARS only)	70	76	88	58	54*
C-7	Number of Motorcyclist Fatalities	32	31	45	36	35
C-8	Number of Unhelmeted Motorcyclist Fatalities	11	19	25	17	15
C-9	Number of Drivers in Fatal Crashes Age 20 or Younger	30	33	38	40	37
C-10	Number of Pedestrian Fatalities	31	30	37	48	42
C-11	Number of Bicycle Fatalities	3	6	9	5	3
B-1	Observed Belt Use for Passenger Vehicles, Front Seat Occupants	0.819	0.824	0.834	.872	0.92
A-1	Number of Seat Belt Citations During Grant-funded Enforcement Activities	3341	2088	1865	1770	N/A
A-2	Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities	1366	1473	1629	1325	N/A
A-3	Number of Speeding Citations Issued During Grant-funded Enforcement Activities	2781	2309	2881	3377	N/A

FFY2017 STATE-IDENTIFIED PERFORMANCE TRENDS AND TARGETS
STATISTICS MAINTAINED BY THE UTAH HIGHWAY SAFETY OFFICE ONLY

Year		Baseline 2012	Baseline 2013	Baseline 2014	Baseline 2015	Target 2017
U-1	Percent of Children in Utah Crashes in Child Safety Seats	65.7%	68.8%	69.1		70%
U-2	Ages 0-1	81.9%	88.5%	92.7		92.7%*
U-2	Ages 2-4	81.9%	84.4%	84.2		84.8%
U-2	Ages 5-8	41.0%	43.2%	41.9		42.4%
U-3	Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 That Were Unrestrained	53.3%	75%	42.3%	61.1%	61.1%*
U-4	Percent of Utah Unrestrained Motor Vehicle Occupant Fatalities Occurring at Night	80.6%	69.2%	70.3%	55.3%	46.9%
U-5	Percent of Unrestraint Use Among Seriously Injured and Killed Occupants in Crashes, Rural	33.8%	30.2%	34.7%		34.7%*
U-5	Versus Urban	19.9%	15.3%	15.4%		13.9%
U-6	Number of Utah Fatalities Involving a Drug Positive Driver	40	53	47	84	69
U-7	Percent of Utah Helmeted Motorcycle Fatalities	64.5%	38.7%	44.4%	48.5%	43.2%
U-8	Overall Rate of Motorcyclists in Crashes per 1,000 Registered Motorcycles	15.2	16.0	17.1		17.1*
U-9	Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers	59.6	76.2	75		74.2
U-10	Rate of Pedestrians in Utah Crashes per 10,000 Population	3.23	3.11	3.41		2.6
U-11	Rate of Bicyclists in Utah Crashes per 10,000 Population	3.16	2.68	2.59		2.15

U-12	Percent of Drivers in Utah Fatal Crashes With Known BAC Results	53.9%	52.3%	54.2%	61.9	65.6%
U-13	Average number of Days Between Submission and Occurrence for Utah MV Crashes	85.47	45.70	8.06	7.89	7.89*
U-14	Number of Utah Drowsy Driving-related Fatalities	15	14	6		5
U-15	Number of Fatalities Involving a Distracted Driver	20	17	22		21
U-16	Number of Drivers in Fatal Crashes Age 65 or Older	29	50	46		44

The significant increase in overall fatalities and serious injuries in the past year negatively impacted the target goals for many performance measures that involved overall fatality and injury statistics such as:

- Fatalities
- Injuries
- VMT rates - Urban vs. Rural

Other performance measures not reaching their goals due to this increase were program specific such as:

- Speed
- BAC Related Fatalities
- Unrestrained Fatalities
- Motorcyclist Fatalities
- Unhelmeted Fatalities
- Teen Fatalities
- Pedestrian Fatalities

Utah did meet or exceed several performance measures despite the increases as previously mentioned. One of the largest factors for this accomplishment was the result of Utah passing its Primary Seat Belt Law.

- Number of Bicycle Fatalities
- Observed Use for Passenger Vehicles, Front Seat Occupants
- Percent of Utah Motor Vehicle Occupant Fatalities Occurring at Night That Were Restrained
- Percent of Drivers in Utah Fatal Crashes With Known BAC Results
- Average number of Days between Submission and Occurrence for Utah Motor Vehicle Crashes
- Number of Utah Drowsy Driving-related Fatalities
- Number of Fatalities Involving a Distracted Driver
- Number of Drivers in Fatal Crashes Age 65 or Older

SECTION II – HIGHWAY SAFETY PLANNING PROCESS

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

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

The Utah Highway Safety Office (UHSO) collected data from a variety of sources as a prelude to the planning for the FFY2017 Highway Safety Plan, including:

- Fatality Analysis Reporting System (FARS)
- Statewide Crash Repository Database
- Utah Department of Health
- Utah GEARS (electronic grant management tracking system)
- Seat belt and other observational studies
- Public Attitudinal and Awareness Surveys
- NHTSA
- Other information and data from governmental and private sector safety organizations
- Utah Department of Transportation Safety Management System

Establish Performance Measures

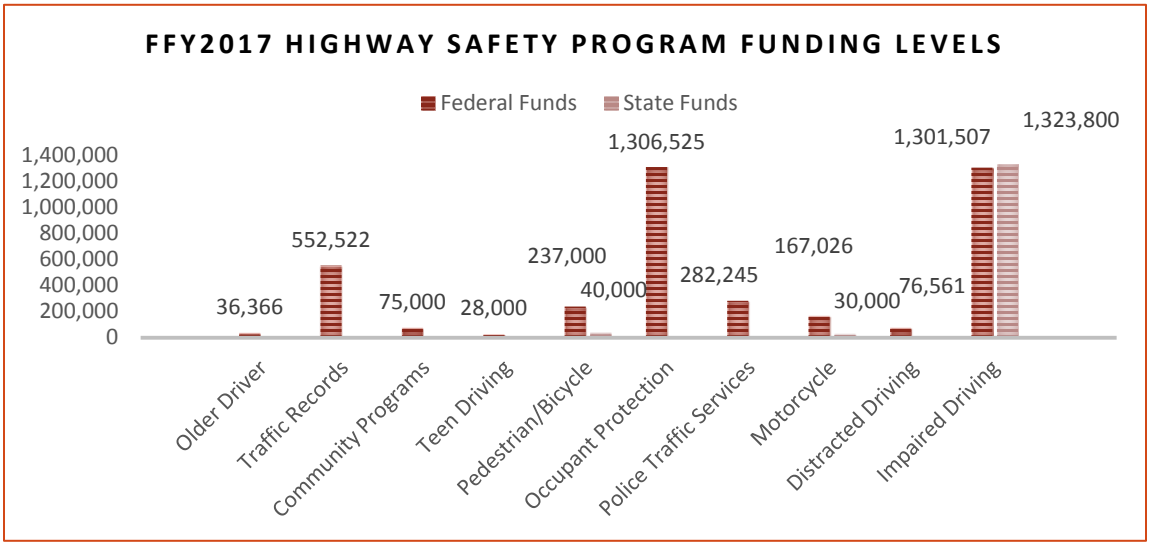
Raw crash and injury data is collected, analyzed and compiled by the UHSO to support the performance measures used in the development and implementation of Utah's Highway Safety Plan and related programs. This includes 11 Core Performance Measures that the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA) agreed upon (C-1 through C-11), as well as three Activity Measures (A-1 through A-3), one Behavioral Measure (B-1), and sixteen performance measures specific to Utah programs (U-1 through U-16). Each Performance Measure includes a graph (located in Section IV of this plan) that illustrates a 3 or 5 year historical trend line reflecting the most current crash data available.

Using the information from the data analysis process, trends are evaluated in each of the performance measures. To further scrutinize and analyze the data, an environmental scan was conducted to determine other influencing factors such as urban and rural geography, the number of young and older licensed drivers, changes in population, and non-behavioral factors such as weather, time of day and road construction, all intended to more accurately identify Utah's behavioral traffic crash problems.

Funding Strategy

The state's highway safety program is supported with both federal and state funds with the majority (74 percent) of the funding consisting of awards from the National Highway Traffic Safety Administration (NHTSA). Of the federal NHTSA dollars received, both 402 and 405 grant funds are used to support the state's Highway Safety Plan. Whereas 405 funding is dedicated to specific programs (i.e. occupant protection, impaired driving, traffic records, distracted driving, non-motorized roadway users), 402 funds must be distributed to the various program areas. Utah's strategy for allocating these 402 funds to the programs is based on using a process to identify statewide fatal crash characteristics, especially as they relate to driver behavior performance areas. The seven programs that were identified and include common fatal crash characteristics were speed, unrestrained occupants, older drivers, impaired drivers, pedestrians/bicyclists, motorcycles and distracted drivers. Other programs considered when establishing funding levels include, traffic records, teen driving, and community programs.

To determine the level of funding provided to each of the program areas, the UHSO took into account its role in the individual programs. This was assessed using a five tier rating system ranging from minimal to primary. For example, the UHSO's role in speed enforcement was rated as low since law enforcement statewide are performing this task during normal, daily patrols. While the UHSO's role in pedestrian and bicycle safety is high with the state's Vulnerable Roadway Program Manager housed within the Division and there is minimal support from other agencies in overseeing these program areas. Using this information, each characteristic was weighted and a percentage target of available funding was established. Based on the analysis process, areas that receive enough dedicated 405 and/or state monies to manage the program goals, are given no additional Section 402 funding. After removing such programs, a final available funding split is established. The breakdown of the funding levels by program area is provided below and includes both 402 and 405 allocations. The funding levels include new monies awarded in FFY2017 plus some carry-forward from the previous years.

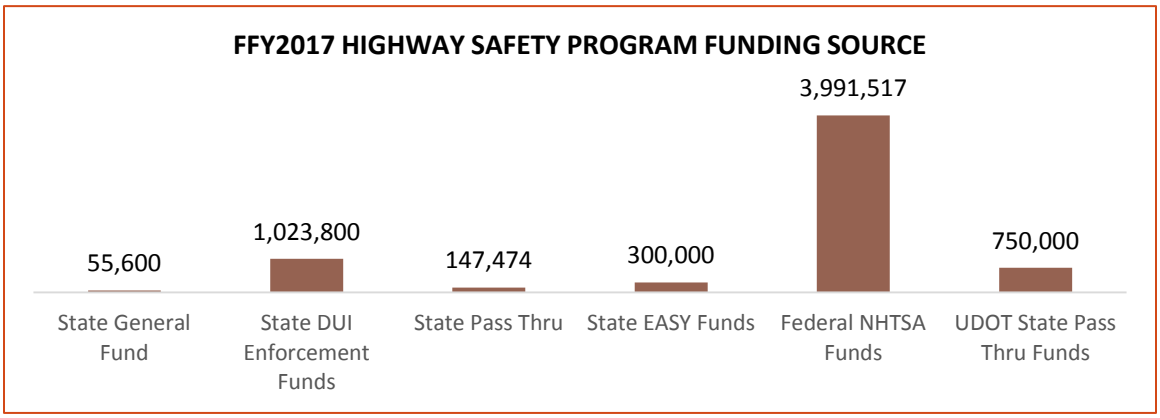


Other Funding Sources

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

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

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



Countermeasures and Project Selection

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

- Responds to the UHSO's identified problem areas
- Use of evidence-based countermeasures (such as those in Countermeasures That Work)
- Supports UHSO Performance Measures
- Realistic goals, objectives and activities

- Achievable timelines
- Effective evaluation methods
- Adequate budget detail
- Seat Belt Policy Included in application

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

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

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

Participants in the Planning Process

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

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

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

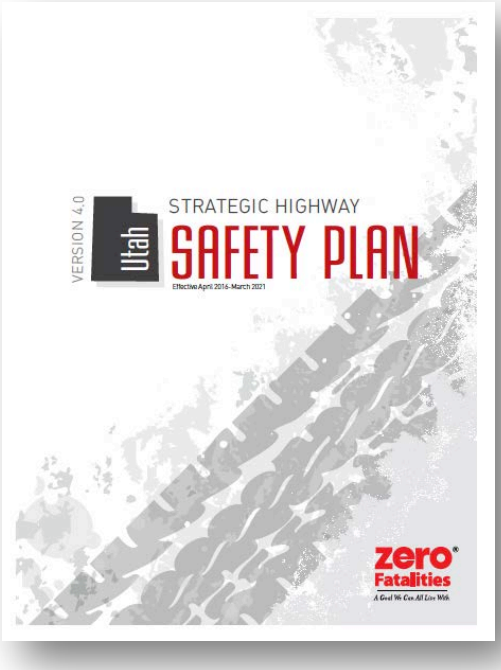
- Utah Department of Public Safety
- Utah Department of Transportation (UDOT)
- Utah Department of Health (UDOH)
- National Highway Traffic Safety Administration (NHTSA)
- Federal Highway Administration (FHWA)
- Federal Motor Carrier Safety Administration (FMCSA)
- Utah Transit Authority
- Salt Lake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

SECTION III – COORDINATION OF EFFORTS

The mission of the Utah Department of Public Safety's Highway Safety Office (UHSO) is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on the state's roadways. In fact, the division is the only agency in the state with the sole purpose of reducing traffic-related deaths and injuries on our roadways. While all state and federal funding sources awarded to the division support activities and staff who are dedicated to this mission, the success of the state's highway safety program is due, in part, to the partnerships and coordination of efforts with numerous organizations and agencies.

Utah has a long history of working together for the betterment of the transportation system and communities. The traffic safety community is an excellent example of what can be accomplished through partnering with State, local and other organizations to achieve a common goal. One of the strongest groups involved in promoting traffic safety is the Utah Safety Leadership Executive Committee (USLEC) which was formalized in 2003 to develop and implement the state Strategic Highway Safety Plan (SHSP). The latest version of the SHSP, which was formally accepted by FHWA in April 2016, incorporates five behaviors – Aggressive Driving/Speed, Impaired Driving, Distracted Driving, Drowsy Driving, and Not Buckling Up - and is the culmination of the joint efforts of Utah's traffic safety organizations. The UHSO's Highway Safety Plan supports the SHSP, which helps set the direction for our future collective safety effort, leverage the limited resources, and obtain maximum impact.

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



- Utah Driver and Traffic Safety Association (UDTSEA)
- Utah Teen Driving Task Force
- State USAAV DUI Committee
- ADF Committee
- Safe Kids Utah Executive and Advisory Committees
- Coalition for Utah Traffic Safety
- Utah Operation Lifesaver Board
- Utah Traffic Records Advisory Committee (UTRAC)
- Traffic Safety Resource Prosecutor Advisory Board
- Utah Emergency Medical Services for Children Advisory Committee

The newly formed committees from the previous year continue to work on improved collaboration between the various state agencies including, the UHSO, Utah Highway Patrol, Utah Department of Transportation, and Utah Department of Health. These efforts include:

- Hot Spots Group: meets monthly to discuss "hot spots" related to speed, distracted driving, impaired driving, and occupant protection. Once locations are identified, enforcement activity is directed to address specific traffic safety issues in those areas.
- UDOT/HSO Coordination Meeting: This monthly meeting provides agency leadership with an opportunity to discuss issues and concerns, upcoming campaigns or events, and collaborate on planning and obligating resources.
- Zero Fatalities Executive Committee: Meets quarterly to review, update and discuss interagency traffic safety messaging opportunities. This provides an opportunity for open communication between the UHSO, Utah Highway Patrol, Utah Department of Transportation, Zero Fatalities Team, and the Utah Department of Health.

Additionally, through the UHSO's strong partnership with UDOT, an agreement was created to shift funding from UDOT and into the hands of the UHSO to enhance this plan and direct additional resources towards un-funded or under-funded programs. The programs receiving additional funding include occupant protection, motorcycle, and pedestrian safety. These areas have seen increases in fatalities and have been identified as areas where current funding levels are not adequate to effectively address the issue. The countermeasures funded through this agreement have been identified throughout this plan as "partnership programs."

With the passage of the primary seat belt law during the 2015 legislative session came the need to create a committee to develop and implement an action plan designed to increase awareness of the new law, coordinate efforts, ensure law enforcement are trained on the nuances of the legislation, and share in-kind and financial resources. This committee meets monthly and includes partners from state and local government, private and non-profit groups, and businesses.

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

Throughout this plan, the reader will be able to identify highway safety projects funded through these coordinated efforts, as they will be listed under "Partnership Programs" in each of the program areas.

SECTION IV – PERFORMANCE MEASURES

Activity and Behavior Performance Measures

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

Core Performance Measures

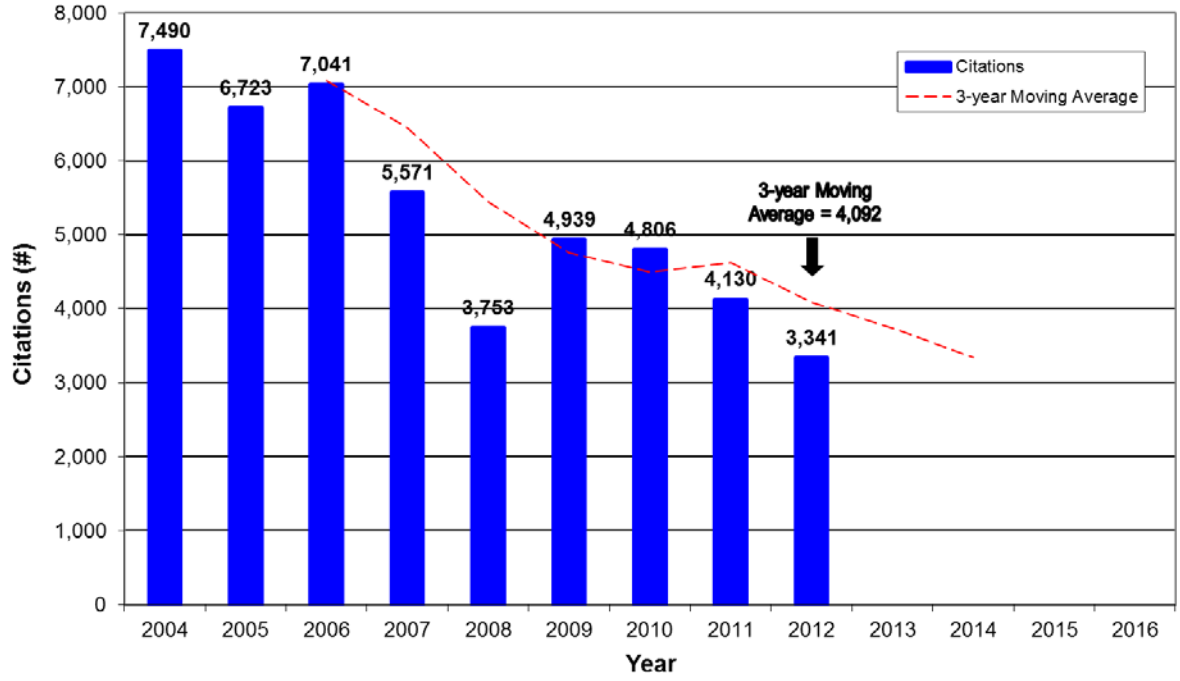
- C-1) Number of traffic fatalities (FARS)
- C-2) Number of serious injuries in traffic crashes (State crash data files)
- C-3) Fatalities/VMT (FARS, FHWA)
- C-4) Number of unrestrained passenger vehicle occupant fatalities, all seating positions (FARS)
- C-5) Number of fatalities in crashes involving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

State-Specific Performance Measures

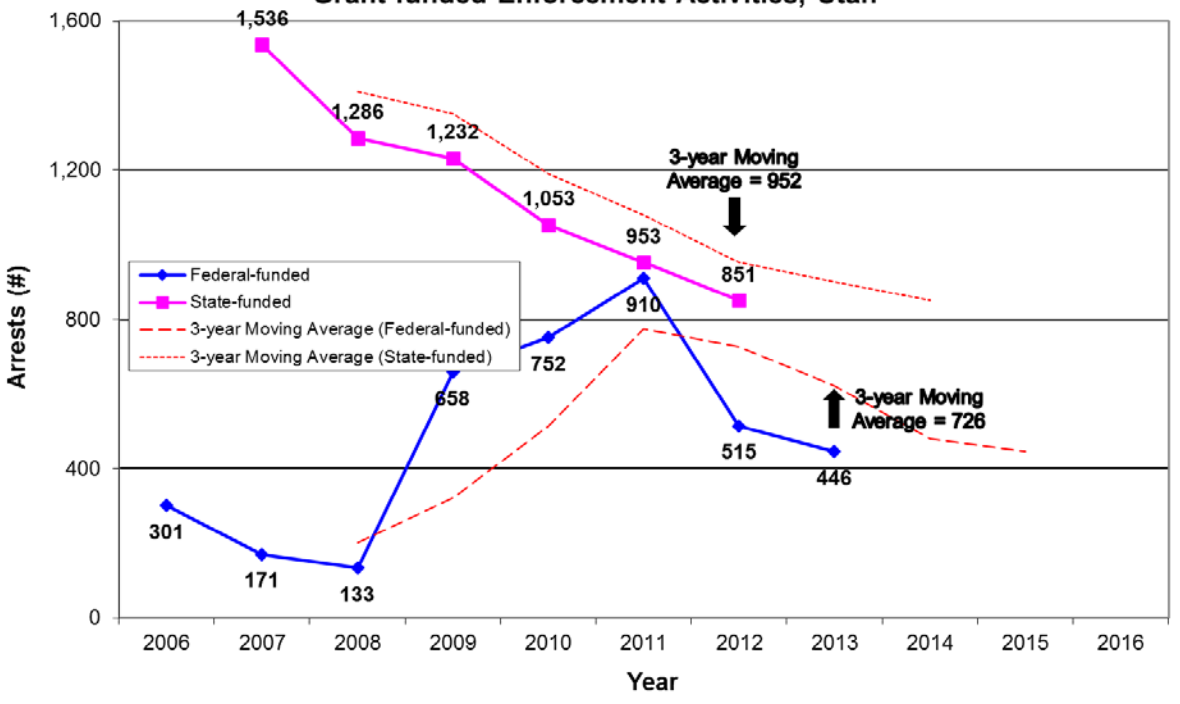
- U-1) Utah child safety seat use for children ages 0-8 years in traffic crashes
- U-2) Percent of children in Utah crashes in child safety seats
- U-3) Percent of Utah motor vehicle (MV) crash occupant fatalities ages 10-19 that were unrestrained
- U-4) Percent of Utah MV crash occupant fatalities occurring at night (10 p.m. to 5:59 a.m.) that were unrestrained
- U-5) Percent of restraint use among seriously injured and killed occupants in crashes, rural vs urban
- U-6) Number of fatalities Involving a drug-positive driver
- U-7) Percent of Utah helmeted motorcycle fatalities
- U-8) Overall rate of motorcyclists in Utah crashes per 1,000 registered motorcycles
- U-9) Overall teen driver Utah crash rate per 1,000 licensed driver
- U-10) Rate of pedestrians in Utah crashes per 10,000 population
- U-11) Rate of bicyclists in Utah crashes per 10,000 population
- U-12) Percent of drivers in Utah fatal crashes with known BAC results

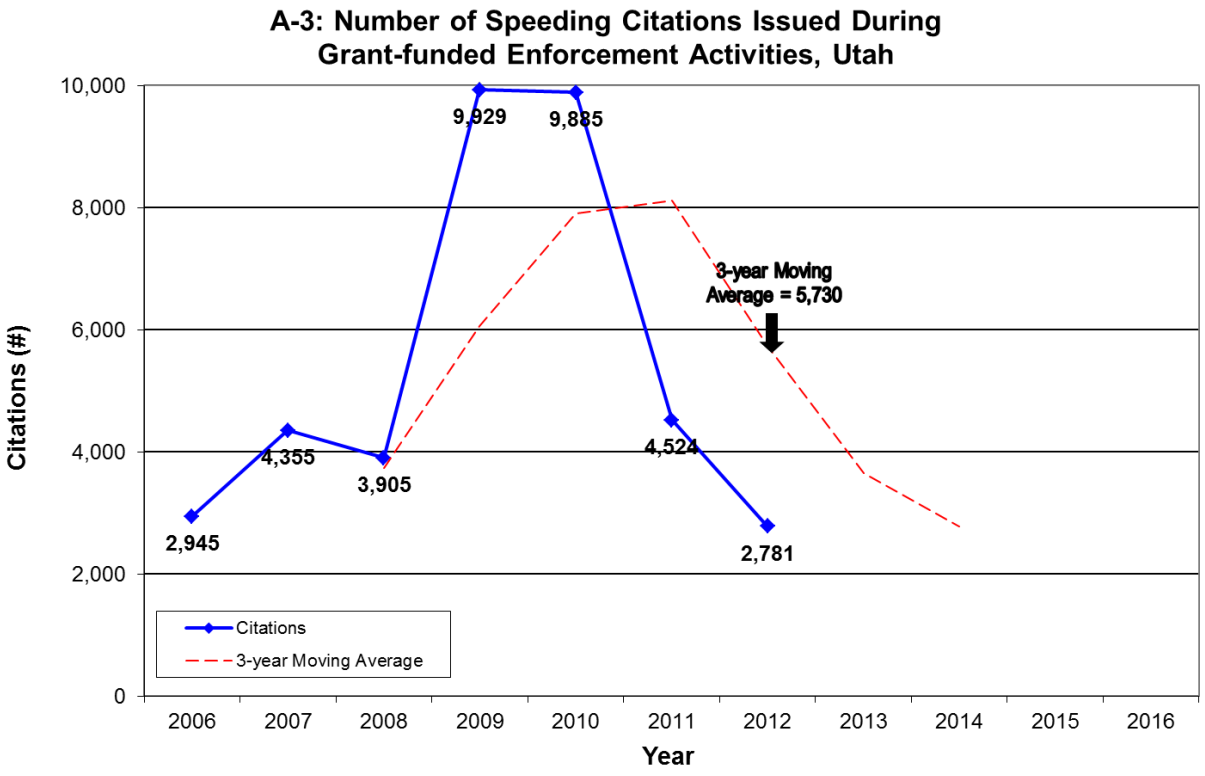
- U-13) Average number of days between submission and occurrence for Utah MV crashes
- U-14) Number of Utah drowsy driving-related fatalities
- U-15) Number of Utah traffic fatalities involving a distracted driver
- U-16) Number of drivers age 65 or older in Utah fatal crashes

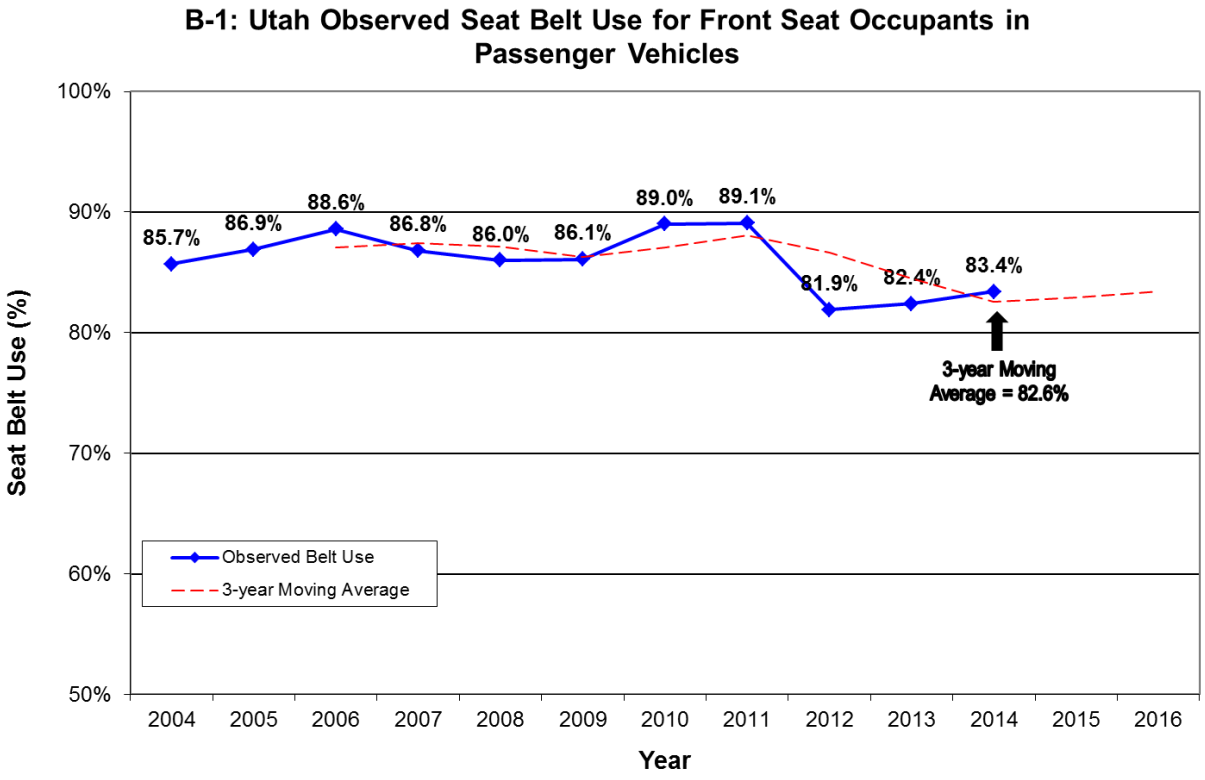
A-1: Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities, Utah



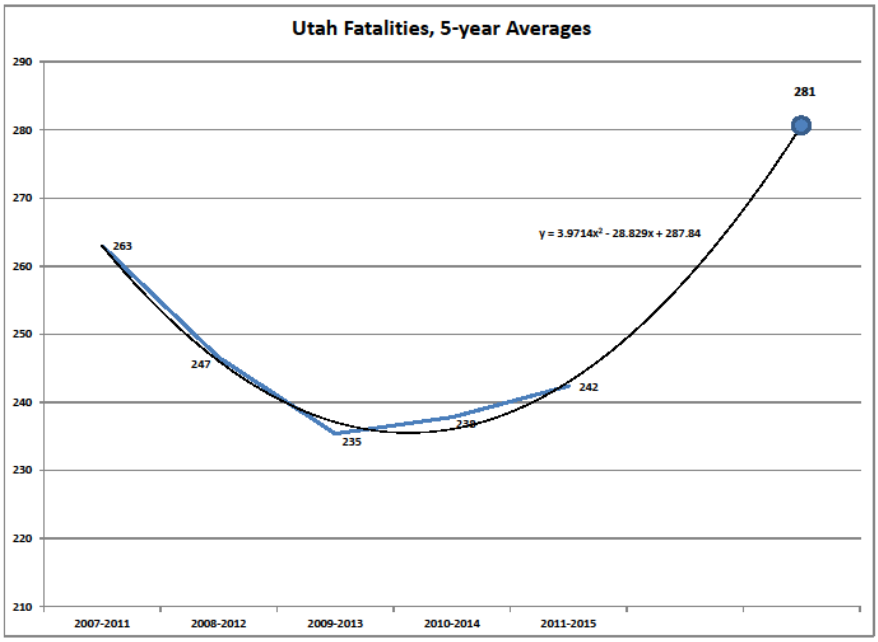
A-2: Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities, Utah



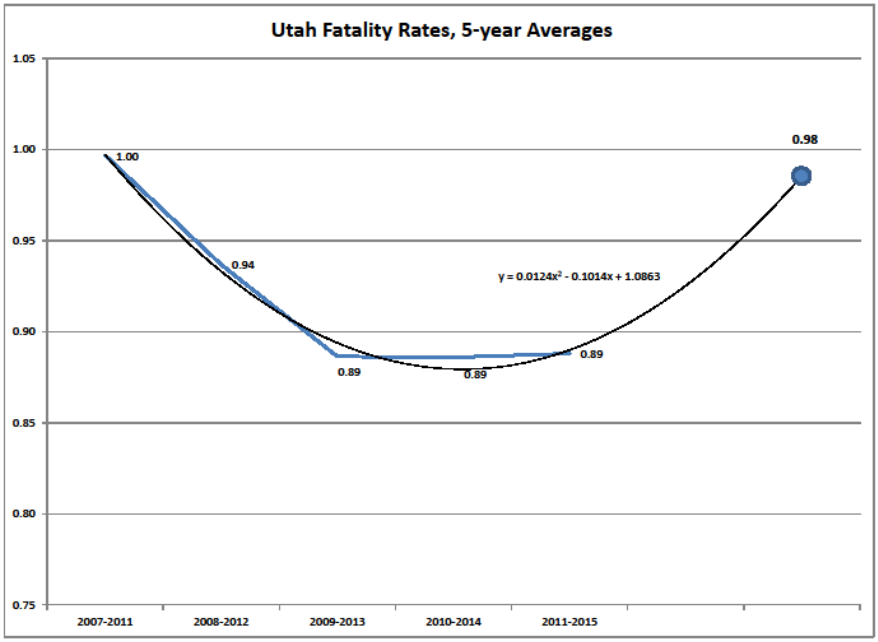

A-3: Number of Speeding Citations Issued During Grant-funded Enforcement Activities, Utah
Citations (#)
10,000
8,000
6,000
4,000
2,000
0
2,945
4,355
3,905
9,929
9,885
4,524
2,781
3-year Moving Average = 5,730
Citations
3-year Moving Average
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
Year


B-1: Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles
Seat Belt Use (%)
100%
90%
80%
70%
60%
50%
85.7%
86.9%
88.6%
86.8%
86.0%
86.1%
89.0%
89.1%
81.9%
82.4%
83.4%
3-year Moving Average = 82.6%
Observed Belt Use
3-year Moving Average
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
Year

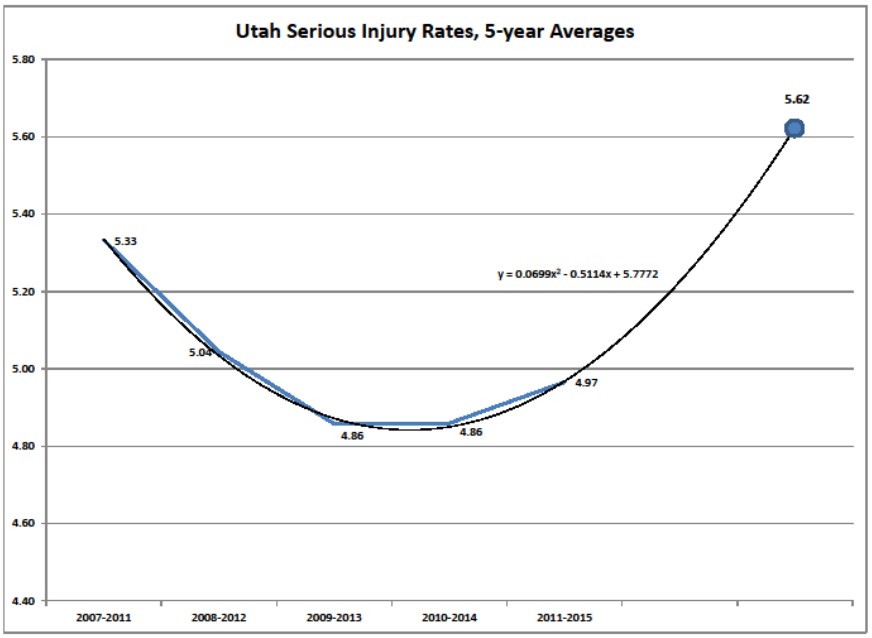
C-1: Number of Traffic Fatalities



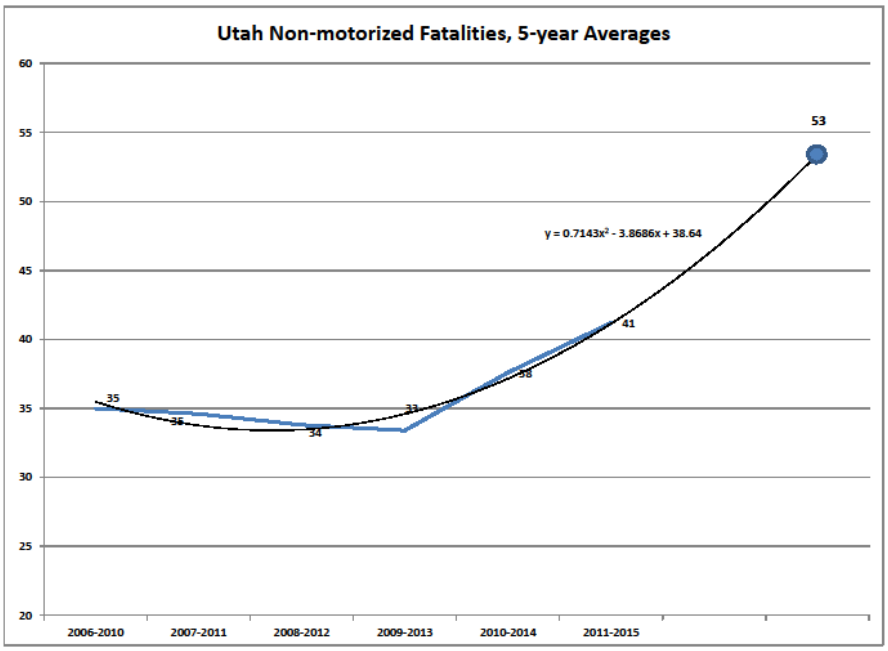
C-3: Total Fatality Rate



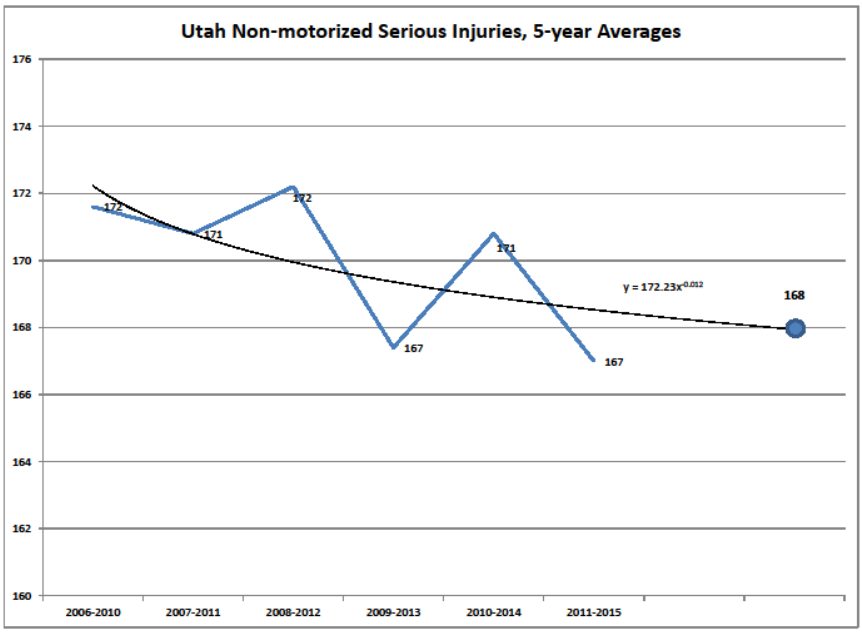
C-2: Number of Serious Injuries in Traffic Crashes



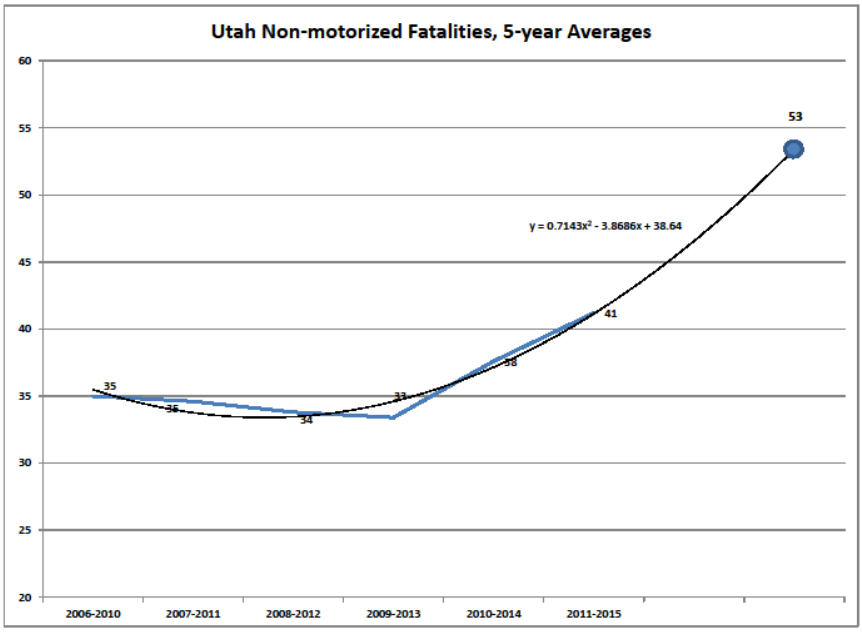
Serious Injury Rate



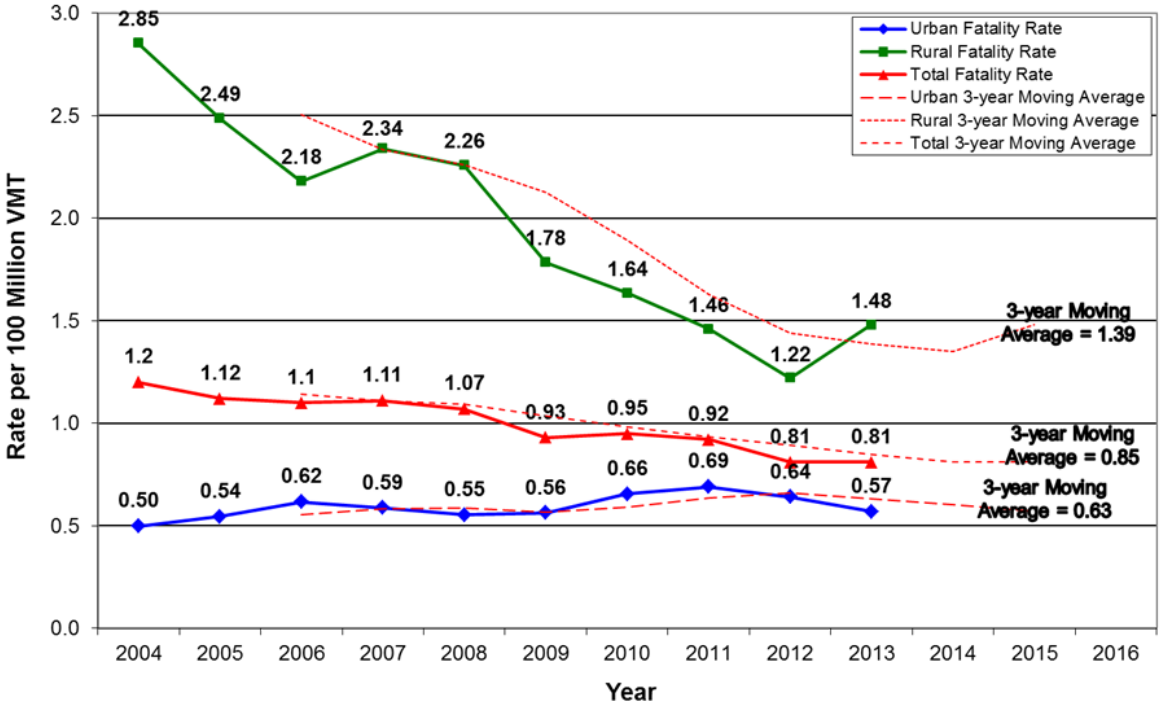
Non-motorist Serious Injury Rate



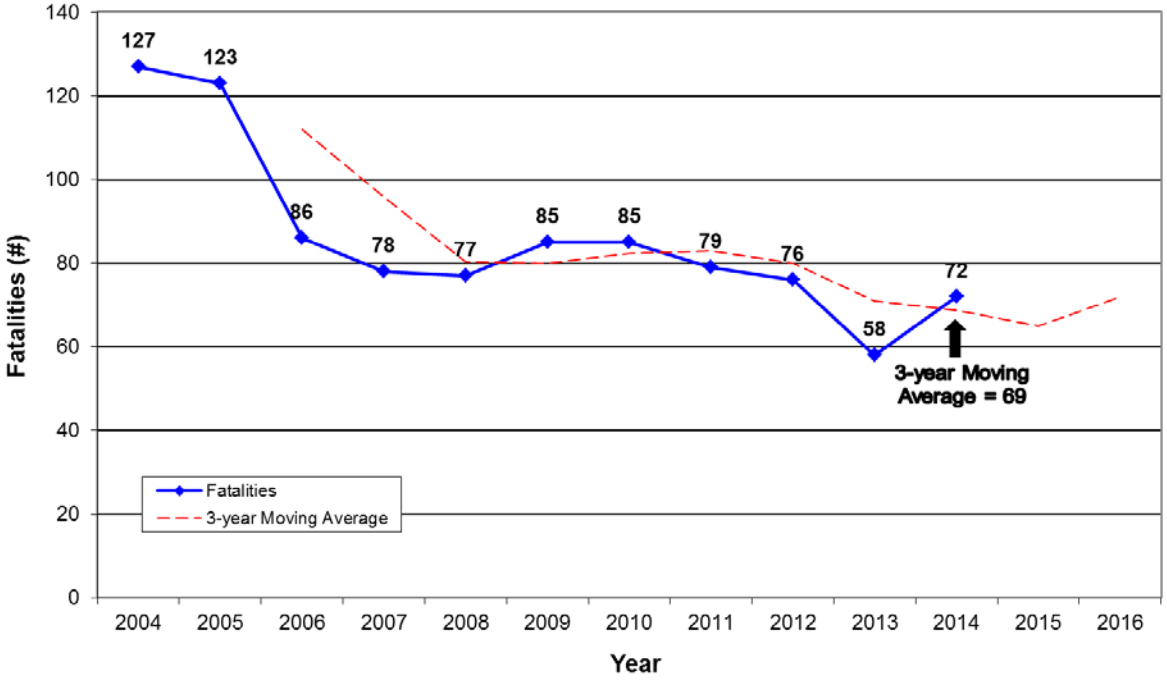
Non-motorist Fatality Rate

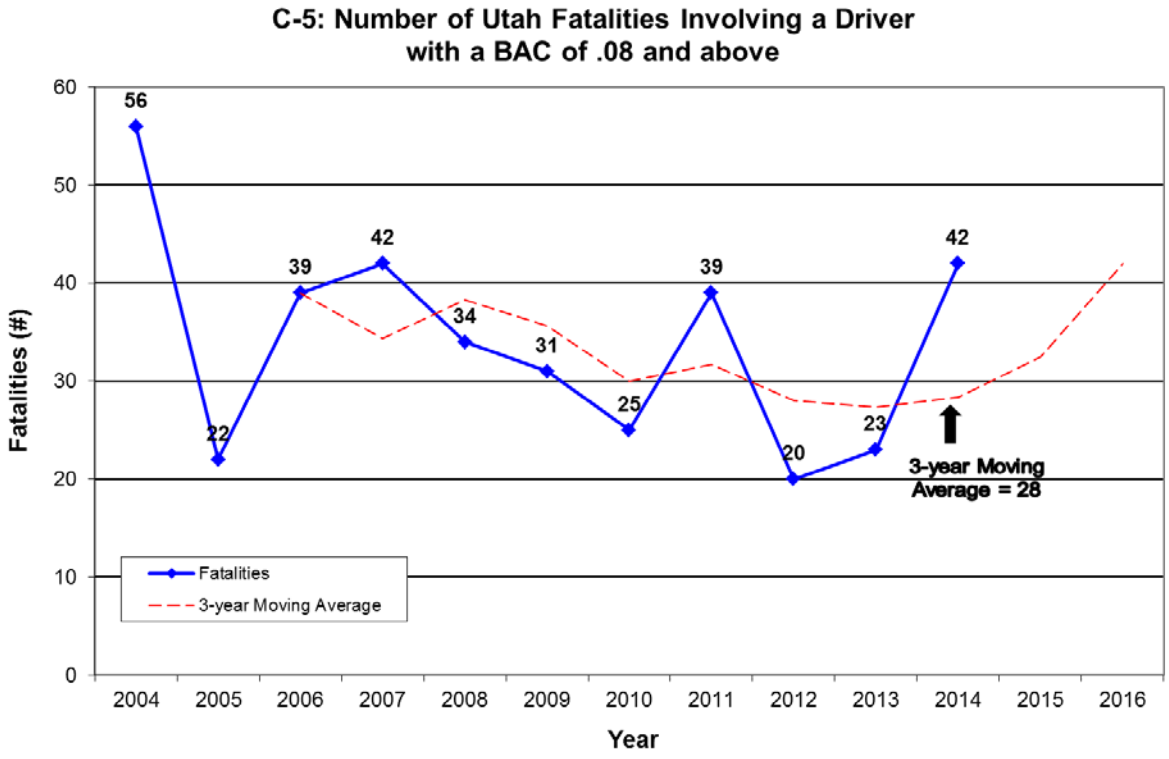


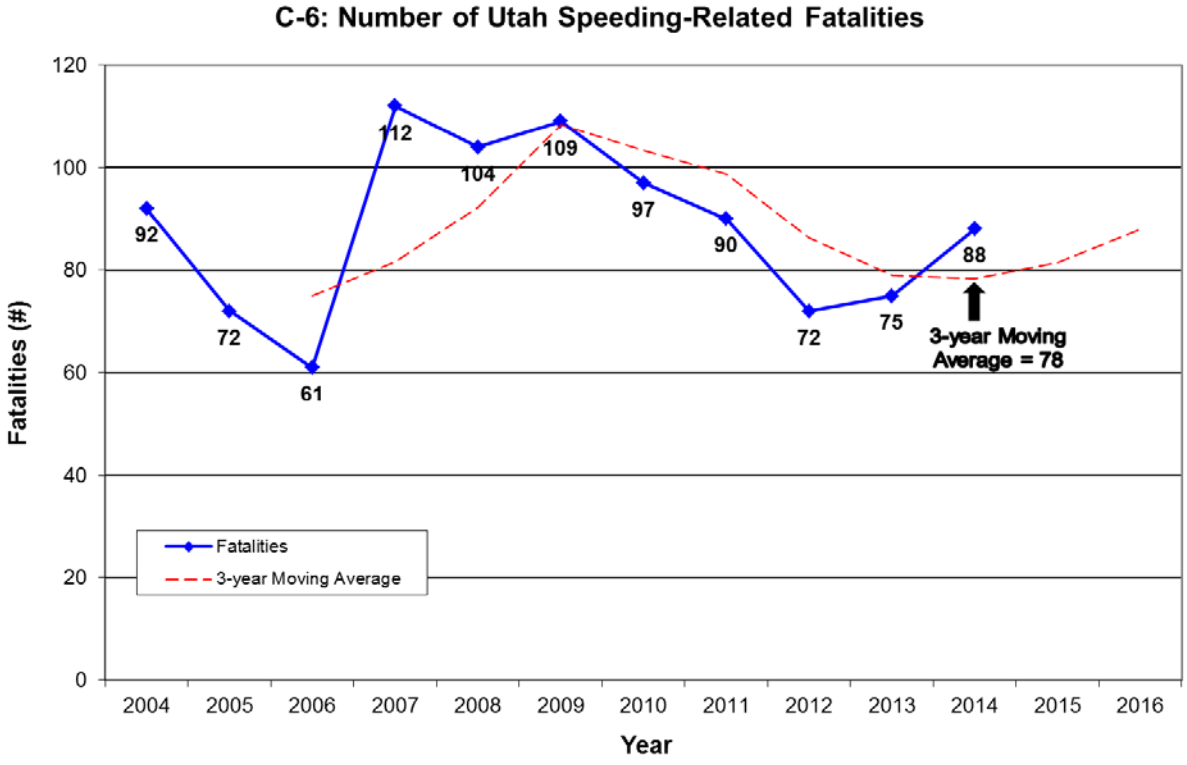
C-3: Utah Total, Urban, and Rural Fatality Rate per 100 Million VMT



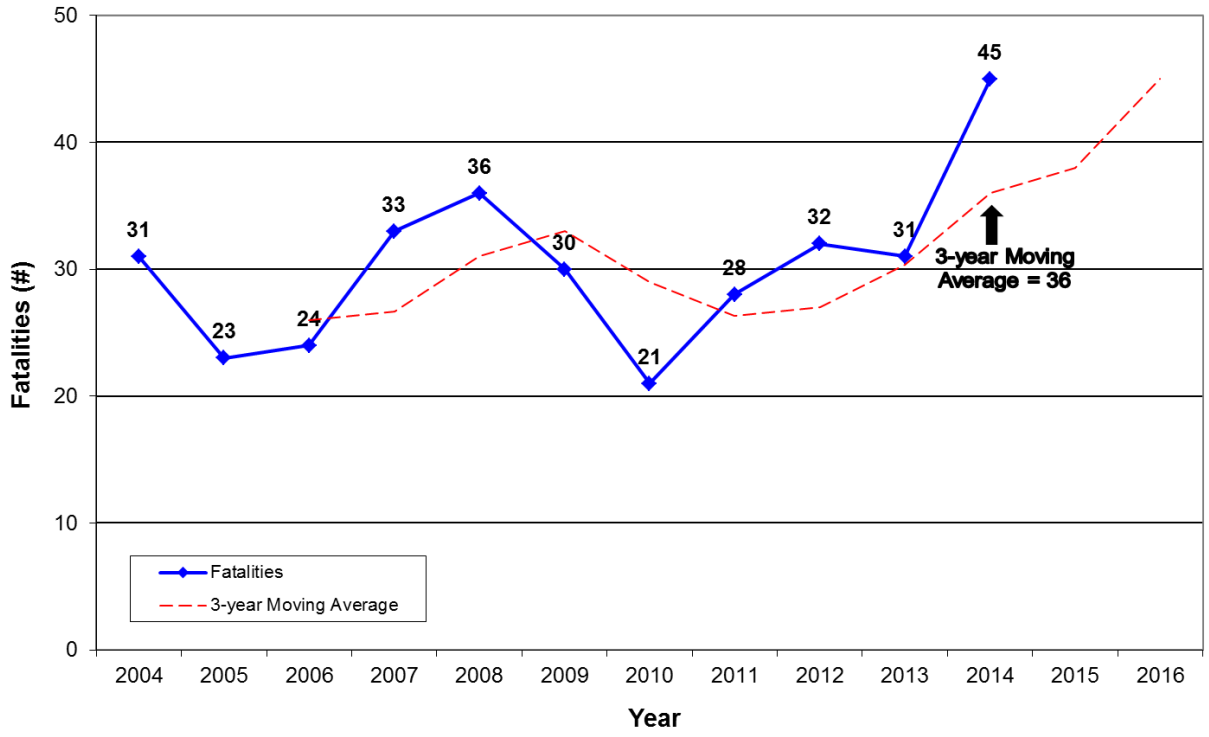
C-4: Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions



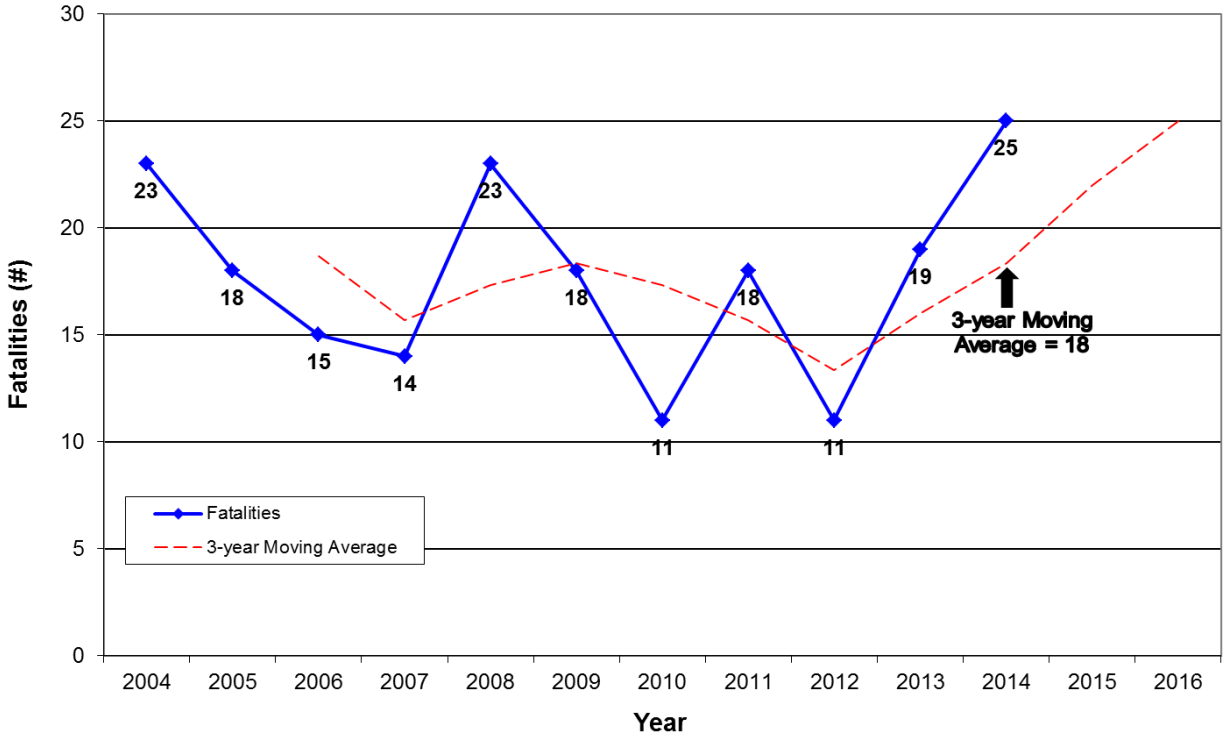

C-5: Number of Utah Fatalities Involving a Driver with a BAC of .08 and above
Fatalities (#)
Year
56
22
39
42
34
31
25
39
20
23
42
3-year Moving Average = 28
Fatalities
3-year Moving Average
0
10
20
30
40
50
60
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016


C-6: Number of Utah Speeding-Related Fatalities
Fatalities (#)
Year
92
72
61
112
104
109
97
90
72
75
88
3-year Moving Average = 78
Fatalities
3-year Moving Average
0
20
40
60
80
100
120
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016

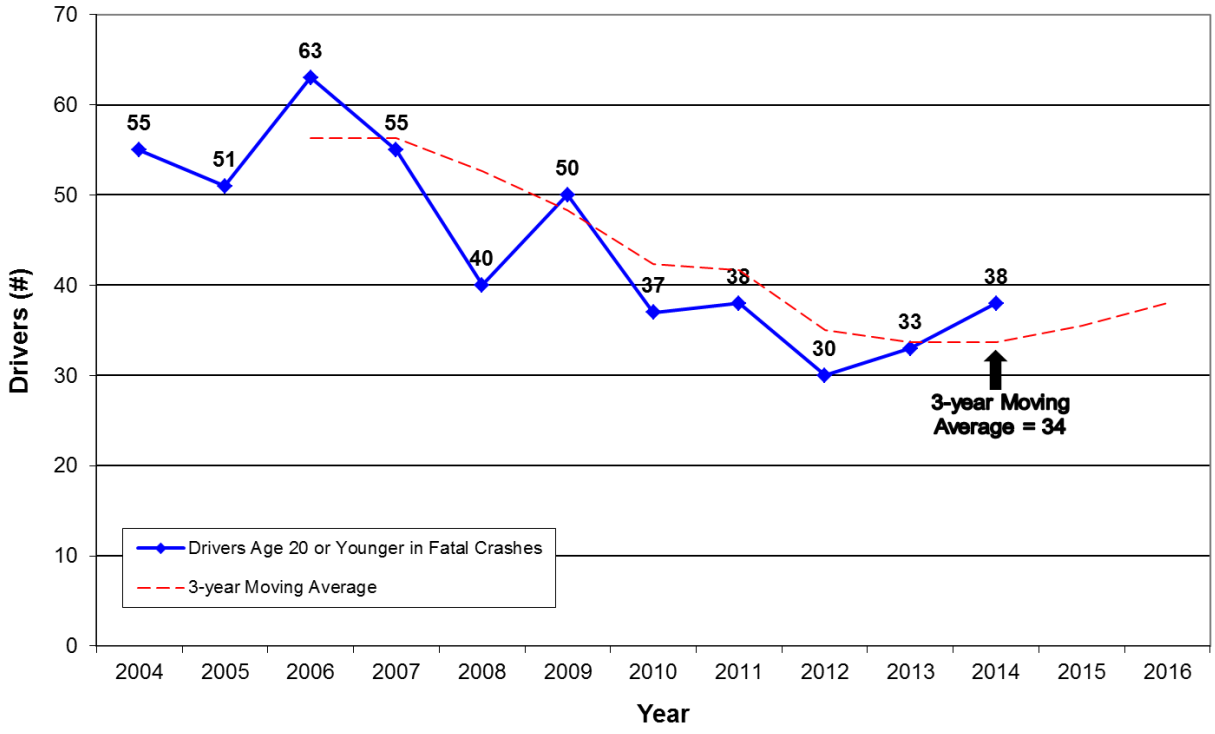
C-7: Number of Utah Motorcyclist Fatalities



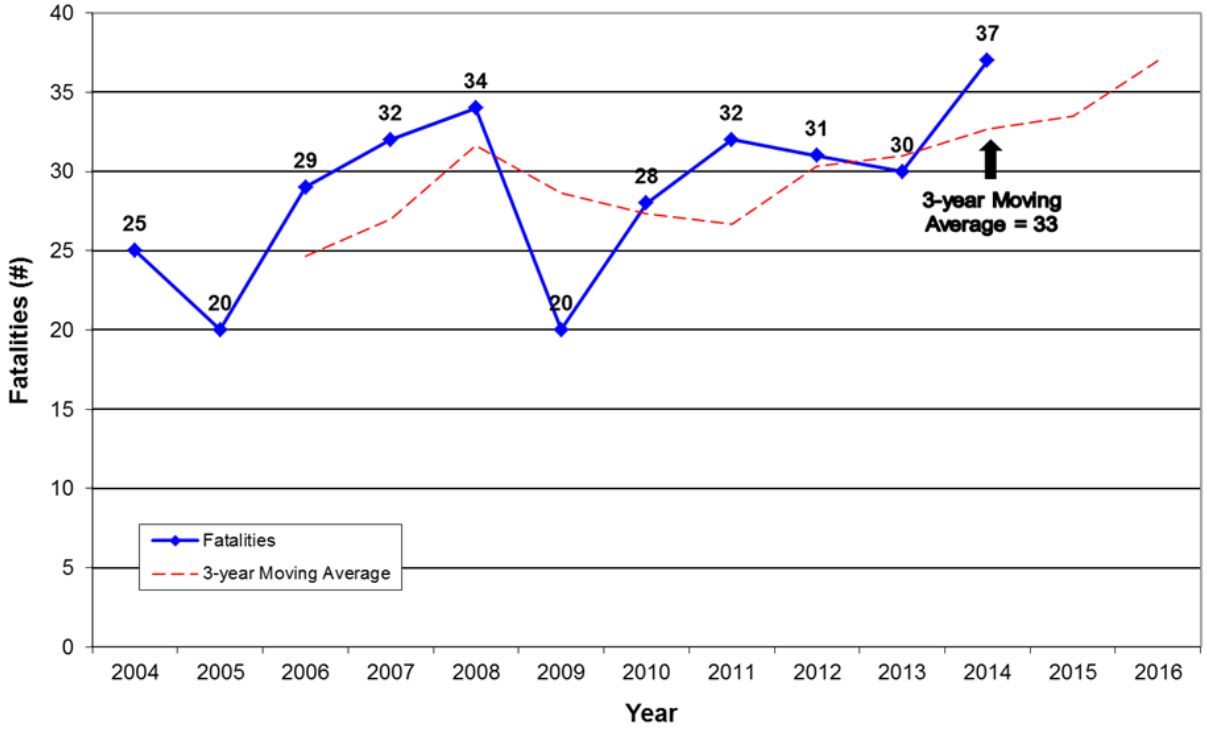
C-8: Number of Utah Unhelmeted Motorcyclist Fatalities

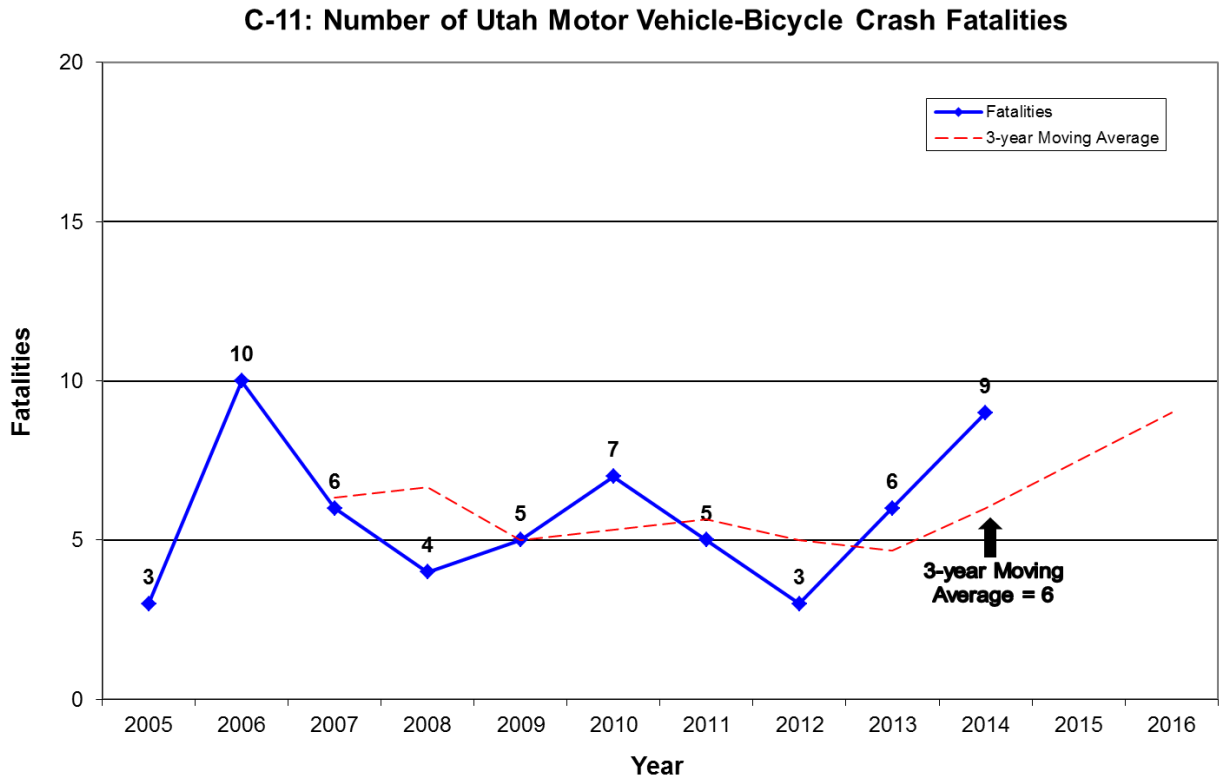


C-9: Number of Drivers Age 20 or Younger in Utah Fatal Crashes

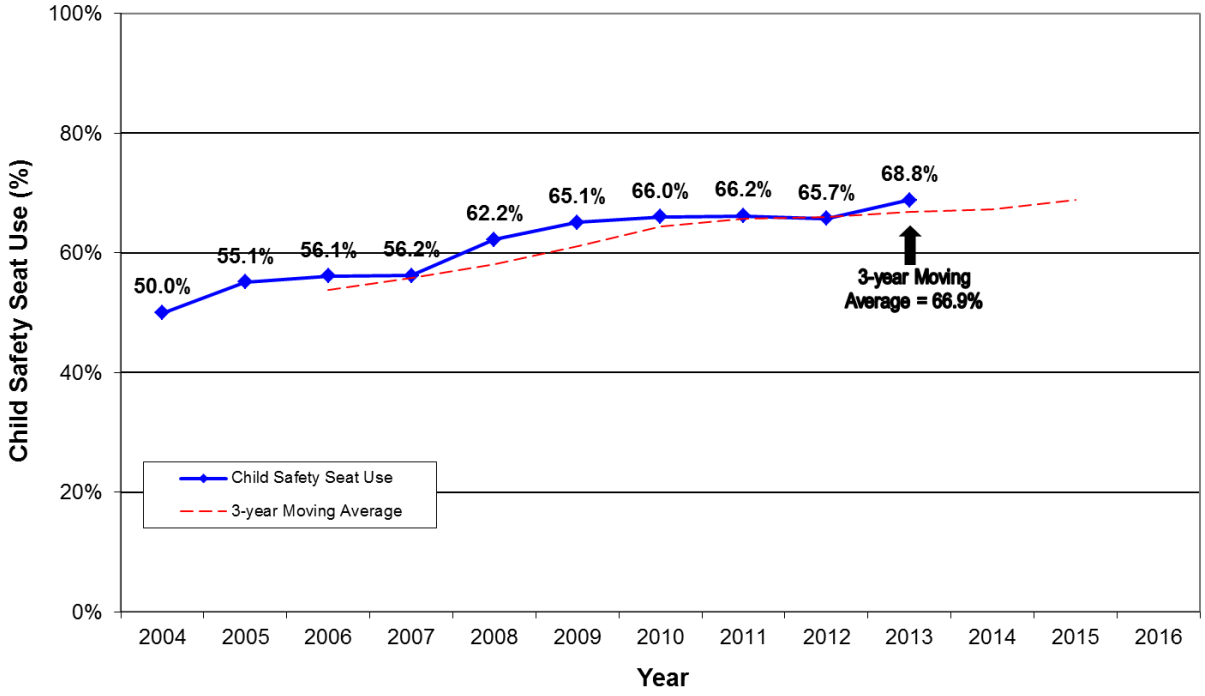


C-10: Number of Utah Pedestrian Fatalities

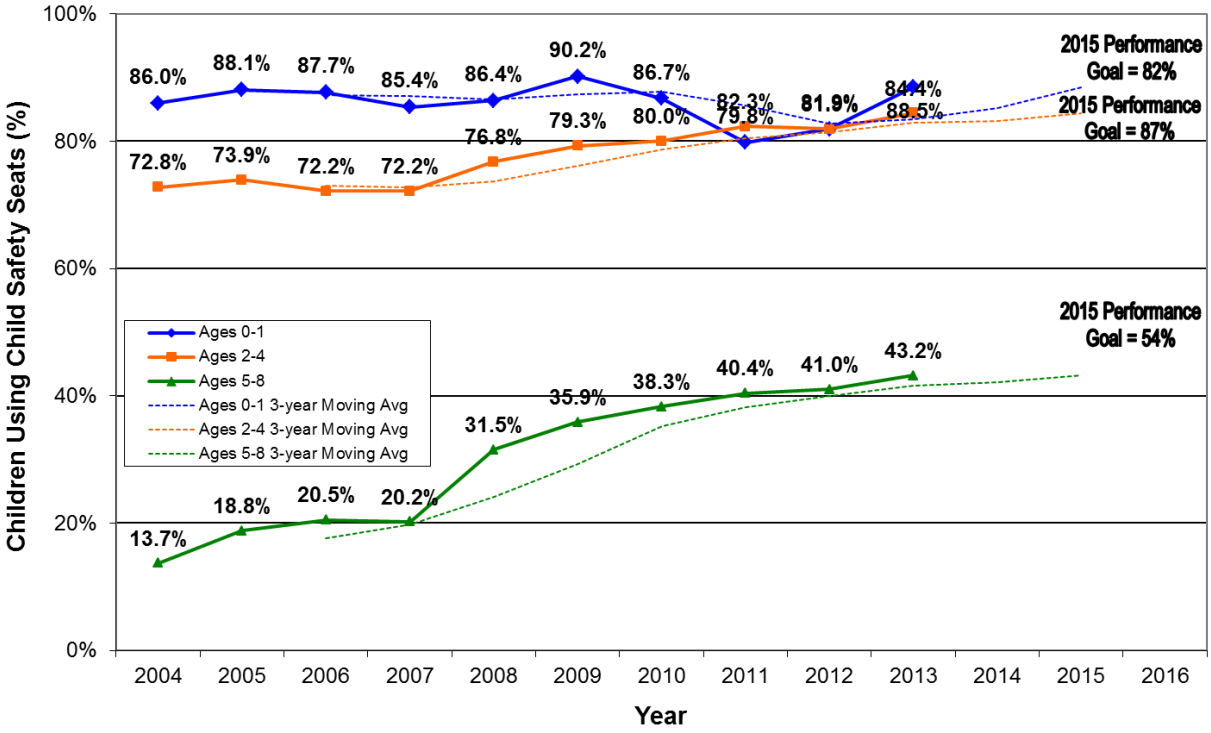



C-11: Number of Utah Motor Vehicle-Bicycle Crash Fatalities
Fatalities
3-year Moving Average
Fatalities
Year
20
15
10
5
0
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
3
10
6
4
5
7
5
3
6
9
3-year Moving Average = 6

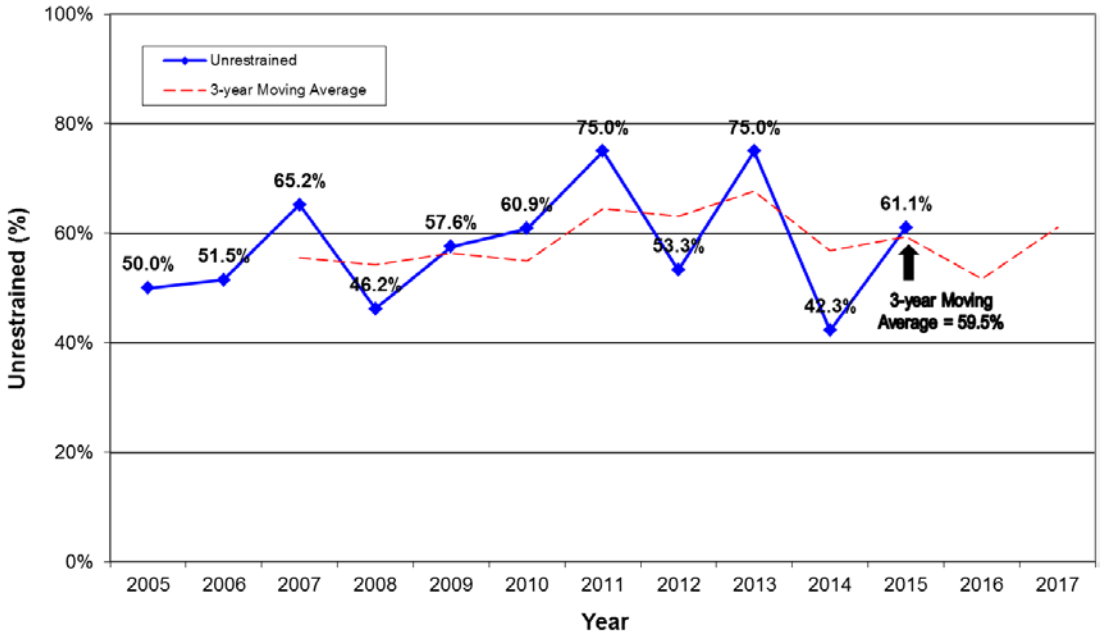
U-1: Utah Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes



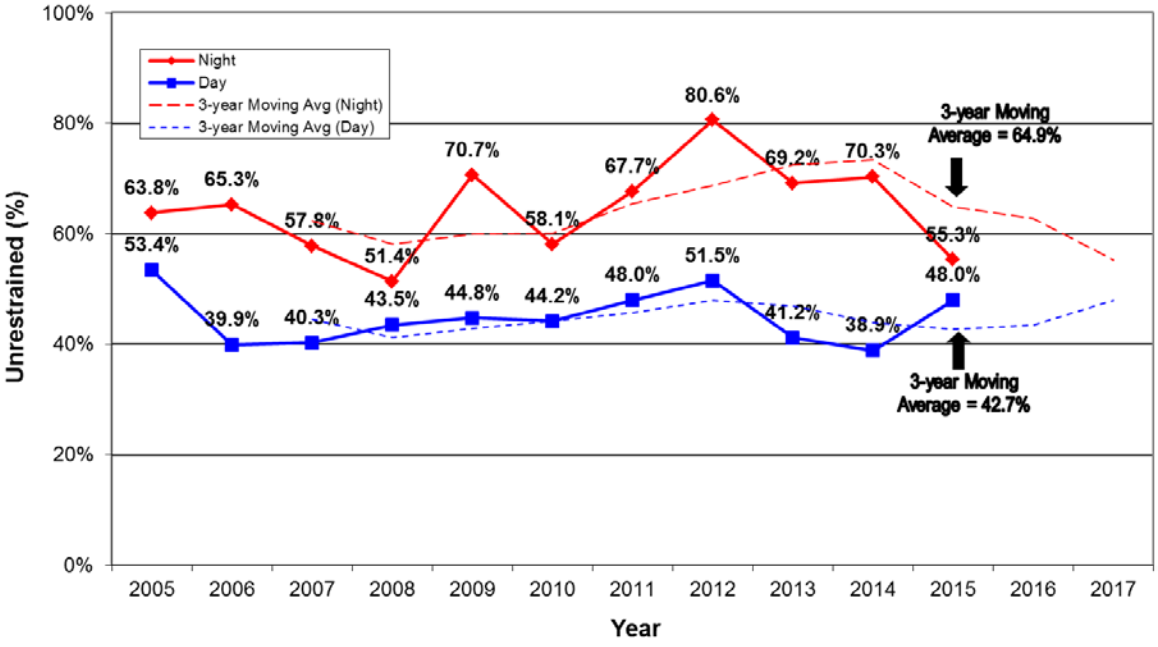
U-2: Percent of Children in Utah Crashes in Child Safety Seats



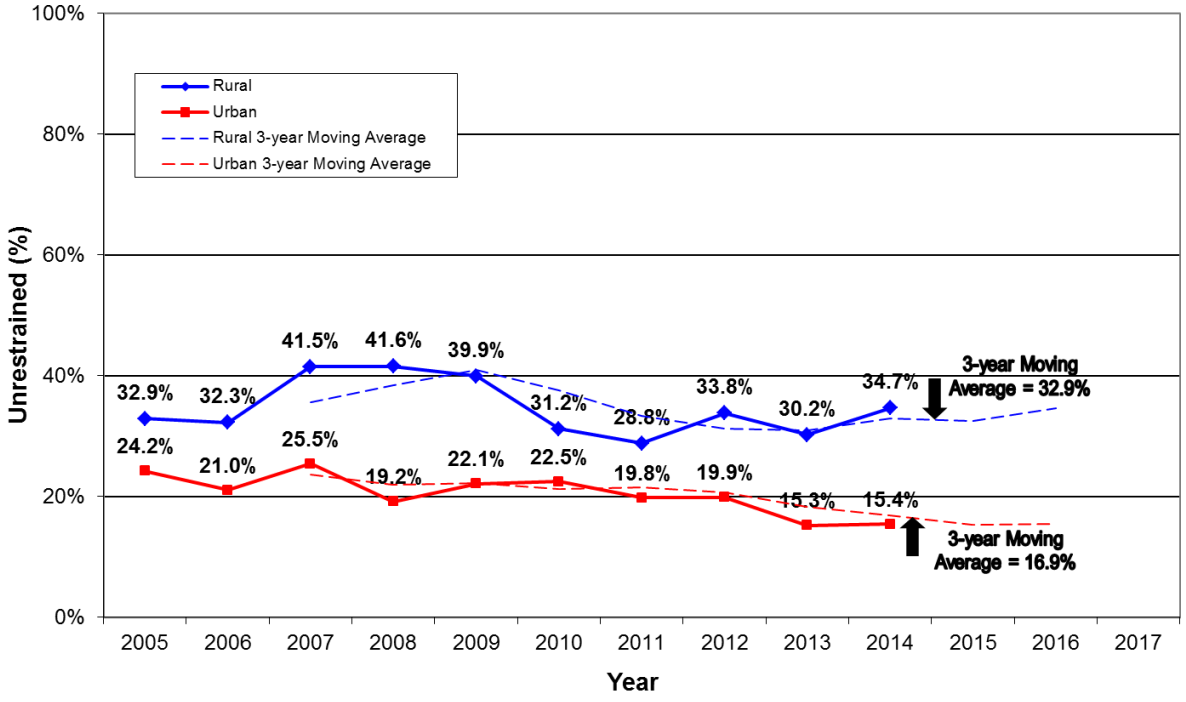
U-3: Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained



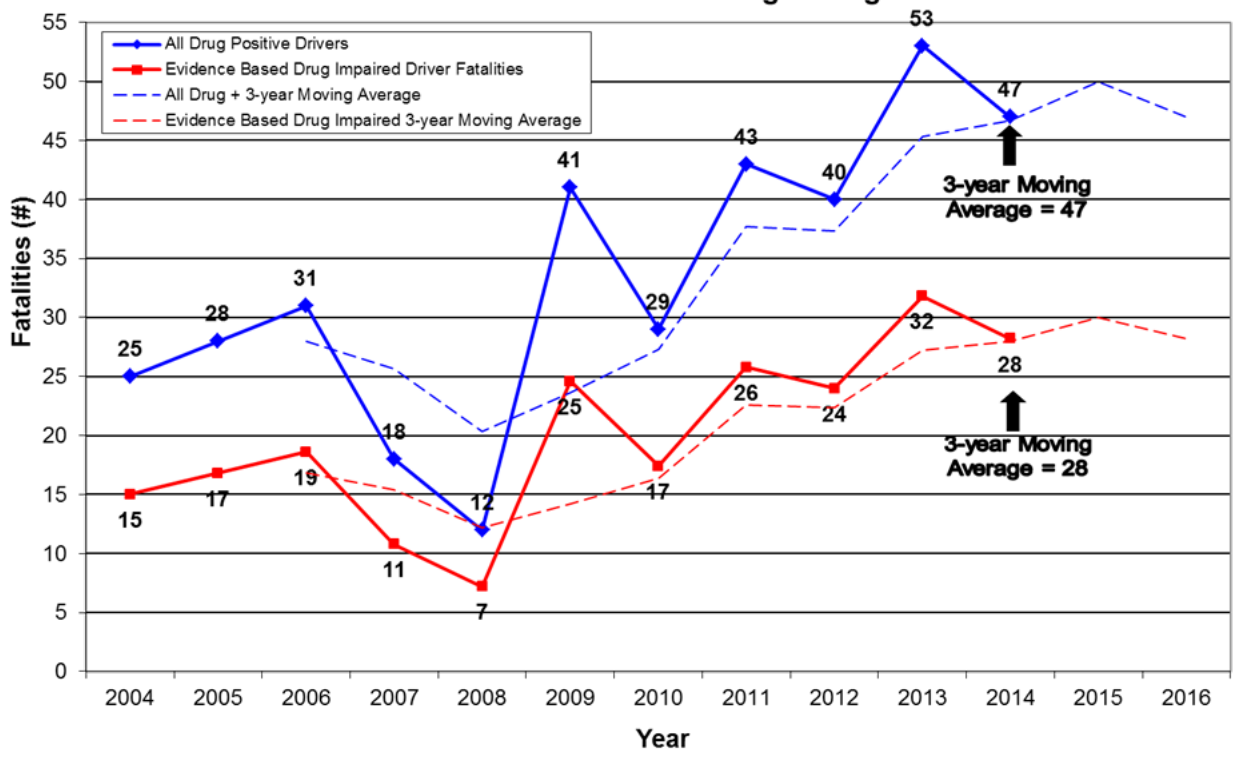
U-4: Percent of Utah Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained, Night (10 p.m.-5:59 a.m.) Compared With Day (6:00 a.m - 9:59 p.m.)



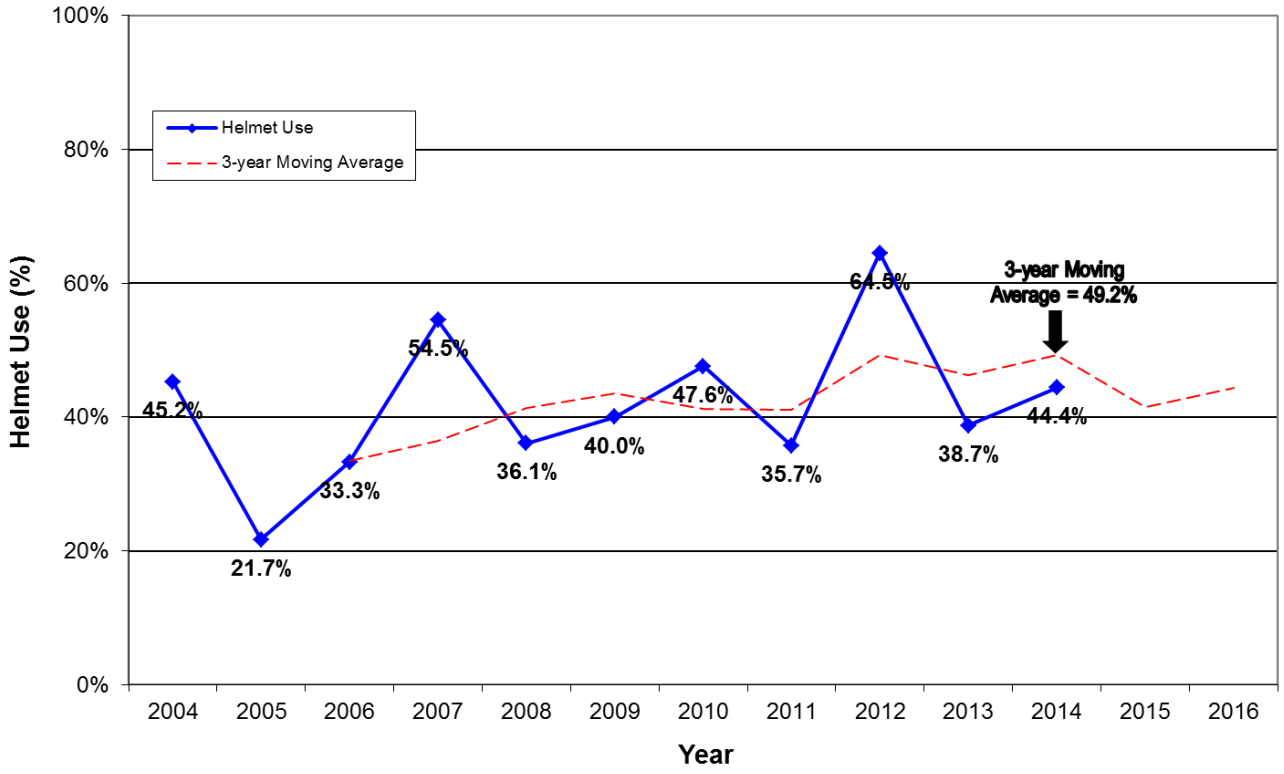
U-5: Percent Unrestrained Among Seriously Injured and Killed Occupants in Crashes, Rural vs. Urban



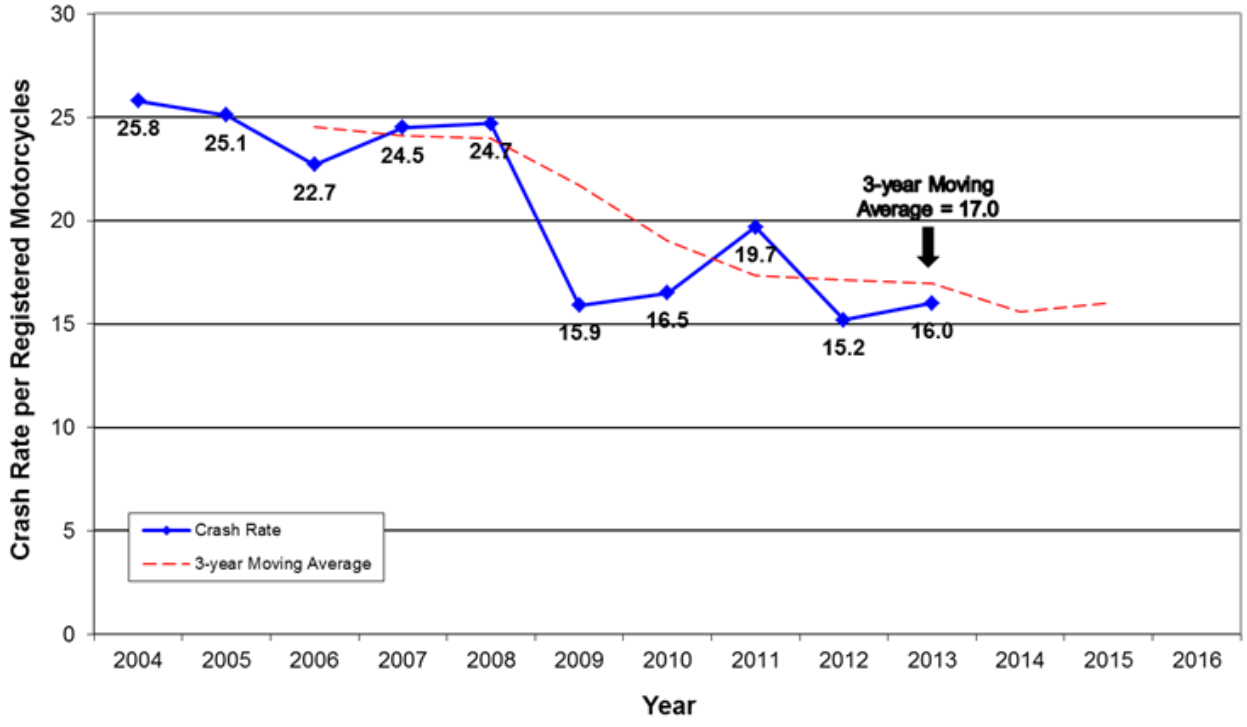
U-6: Number of Utah Fatalities Involving a Drug Positive Driver



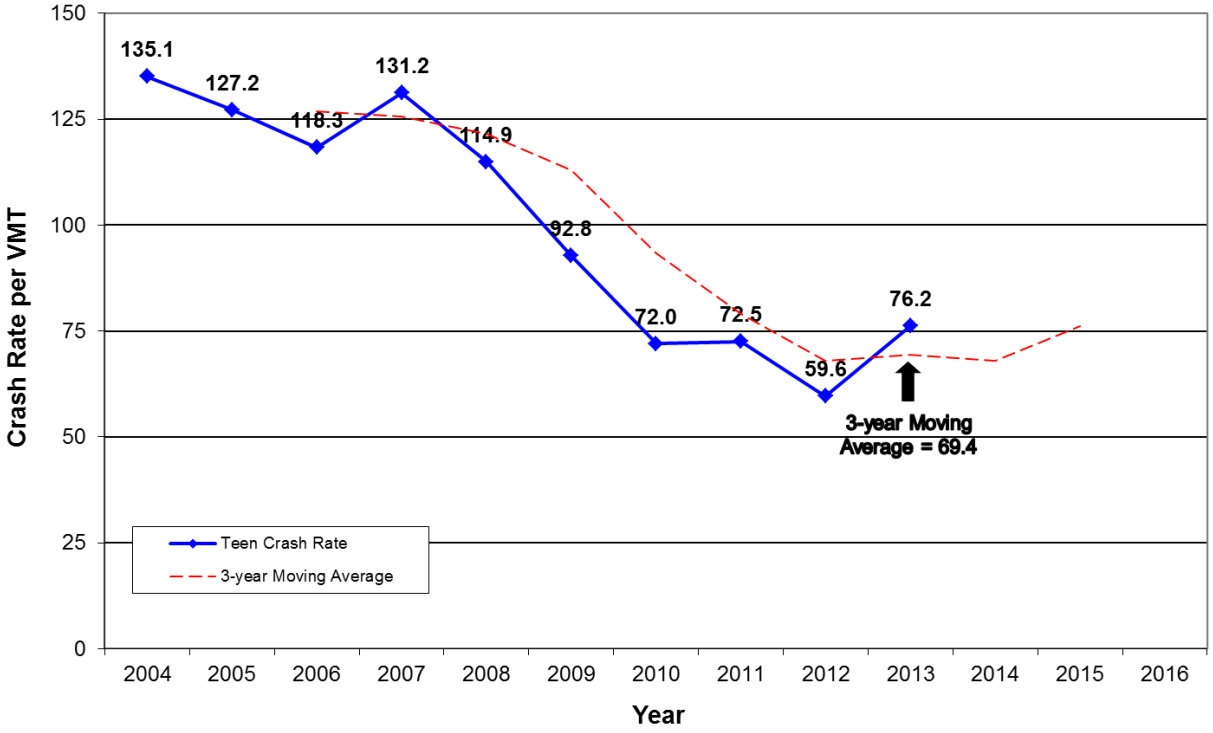
U-7: Percent of Utah Helmeted Motorcycle Fatalities



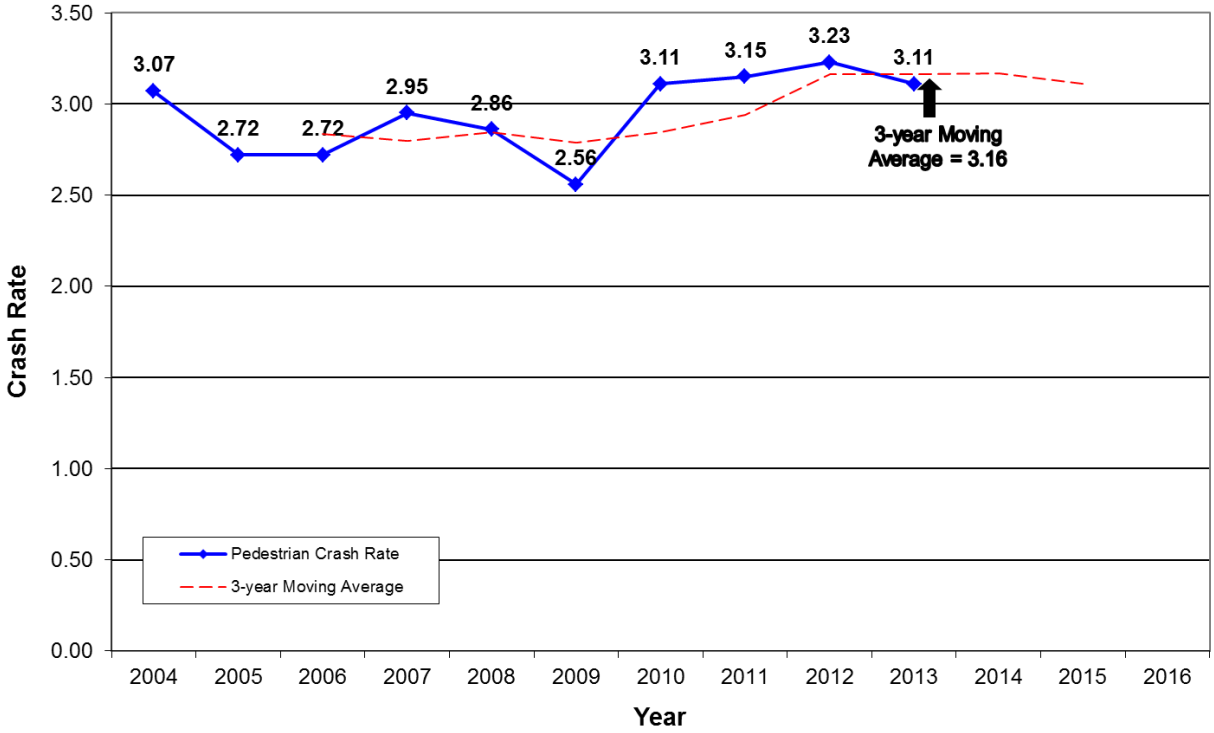
U-8: Overall Rate of Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles

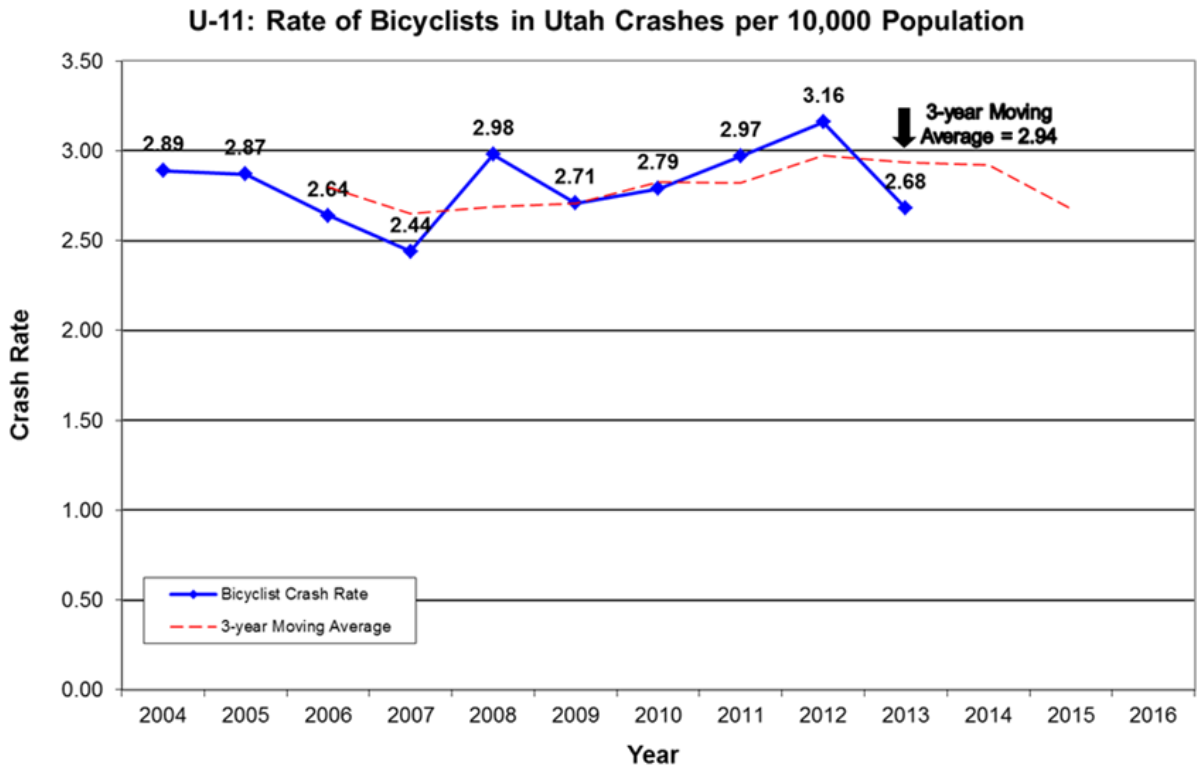


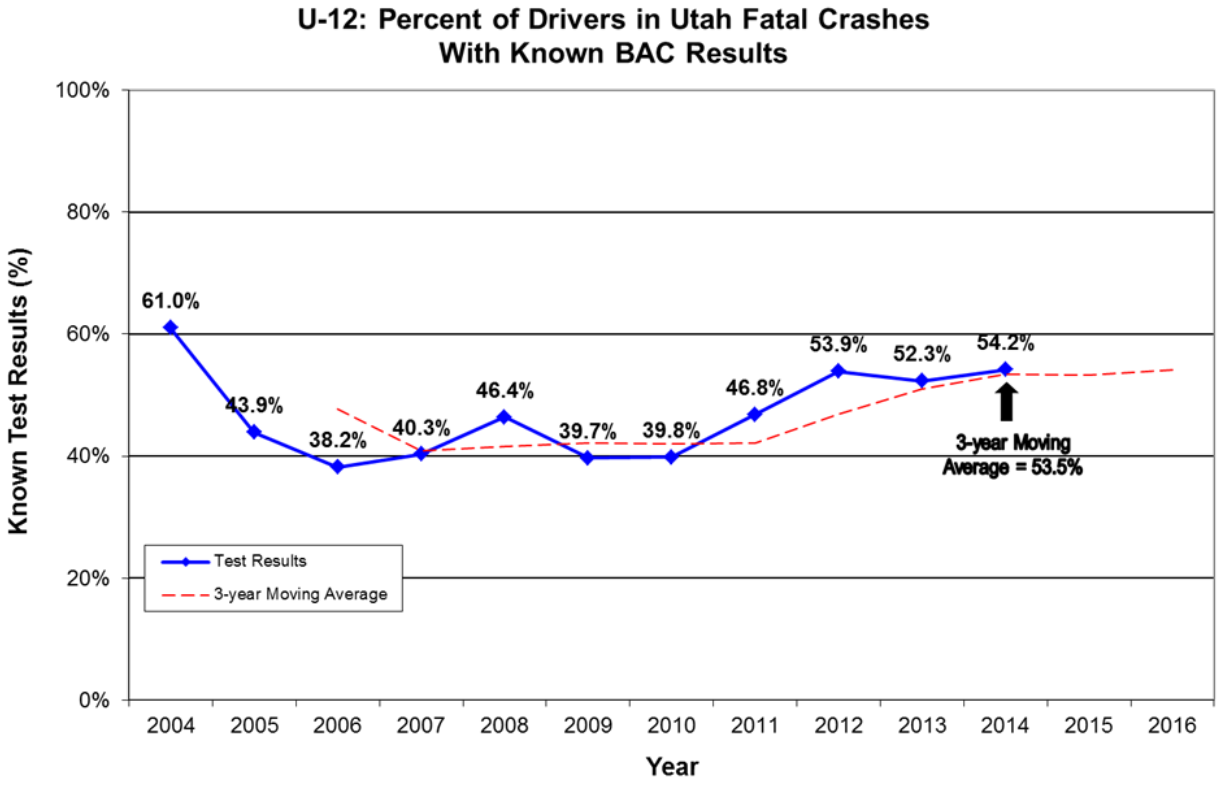
U-9: Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers

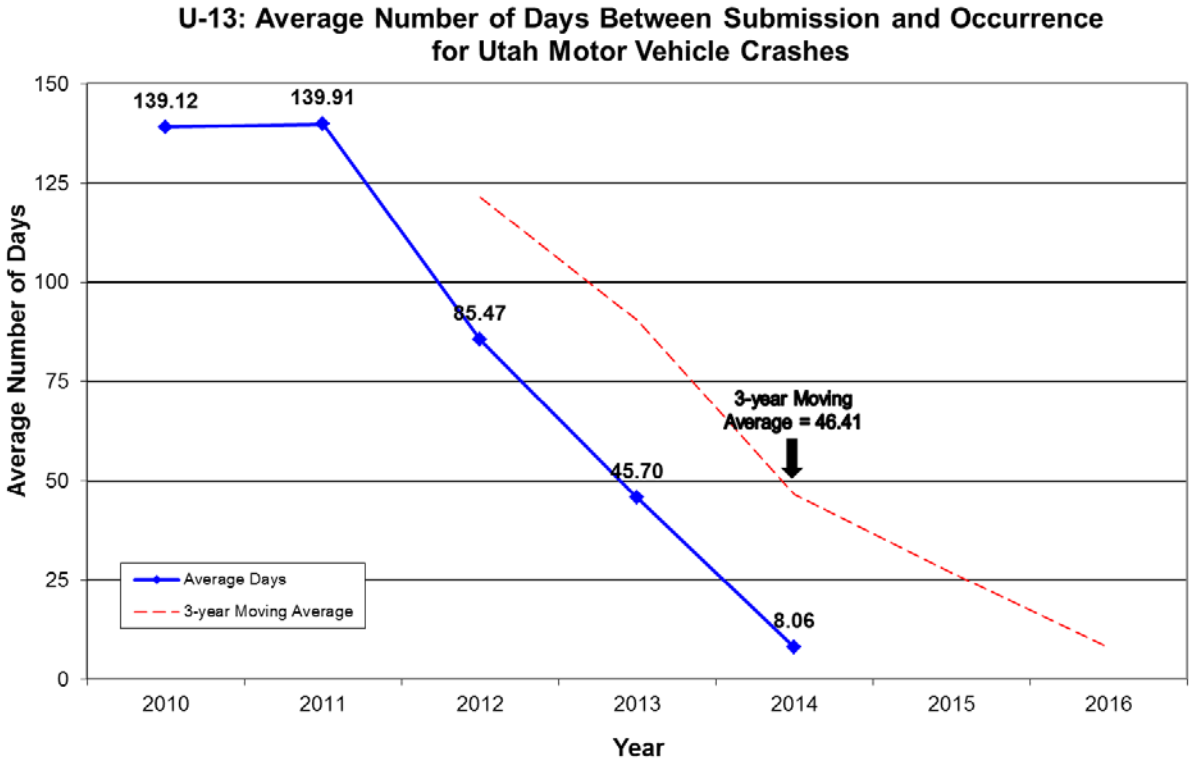


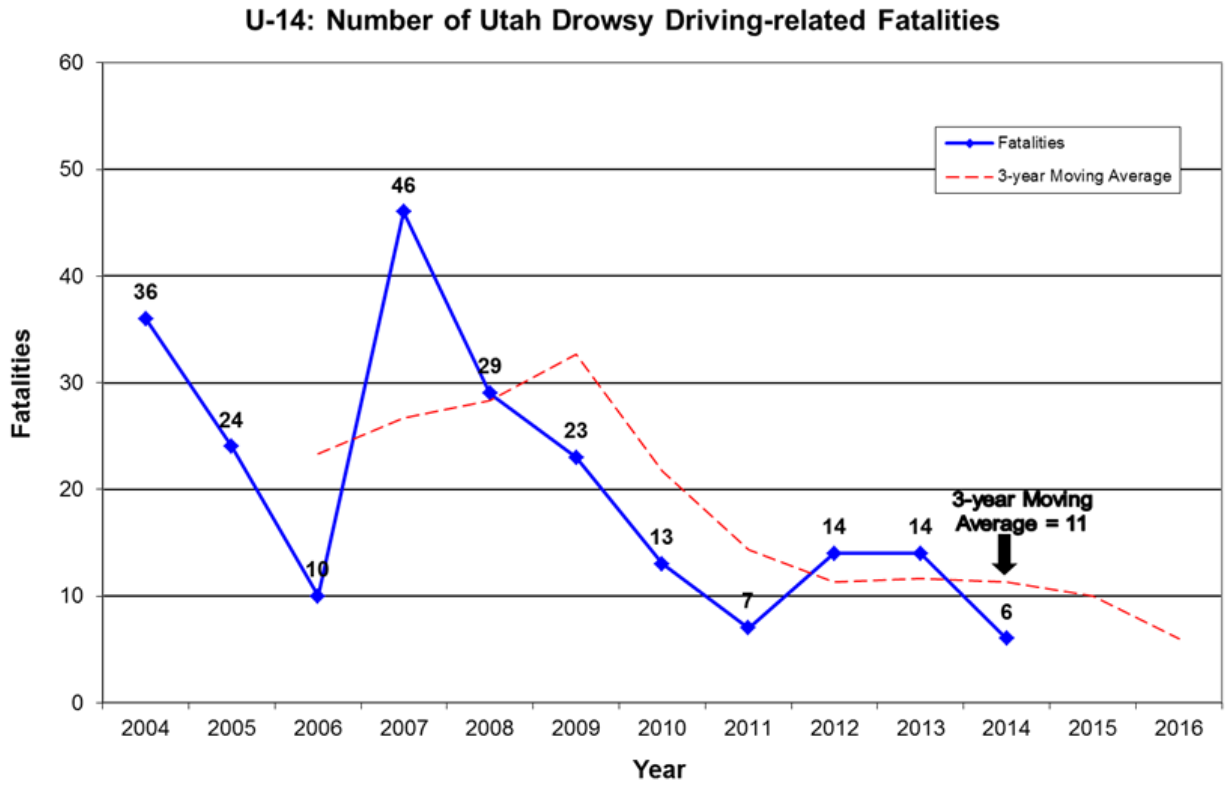
U-10: Rate of Pedestrians in Utah Crashes per 10,000 Population

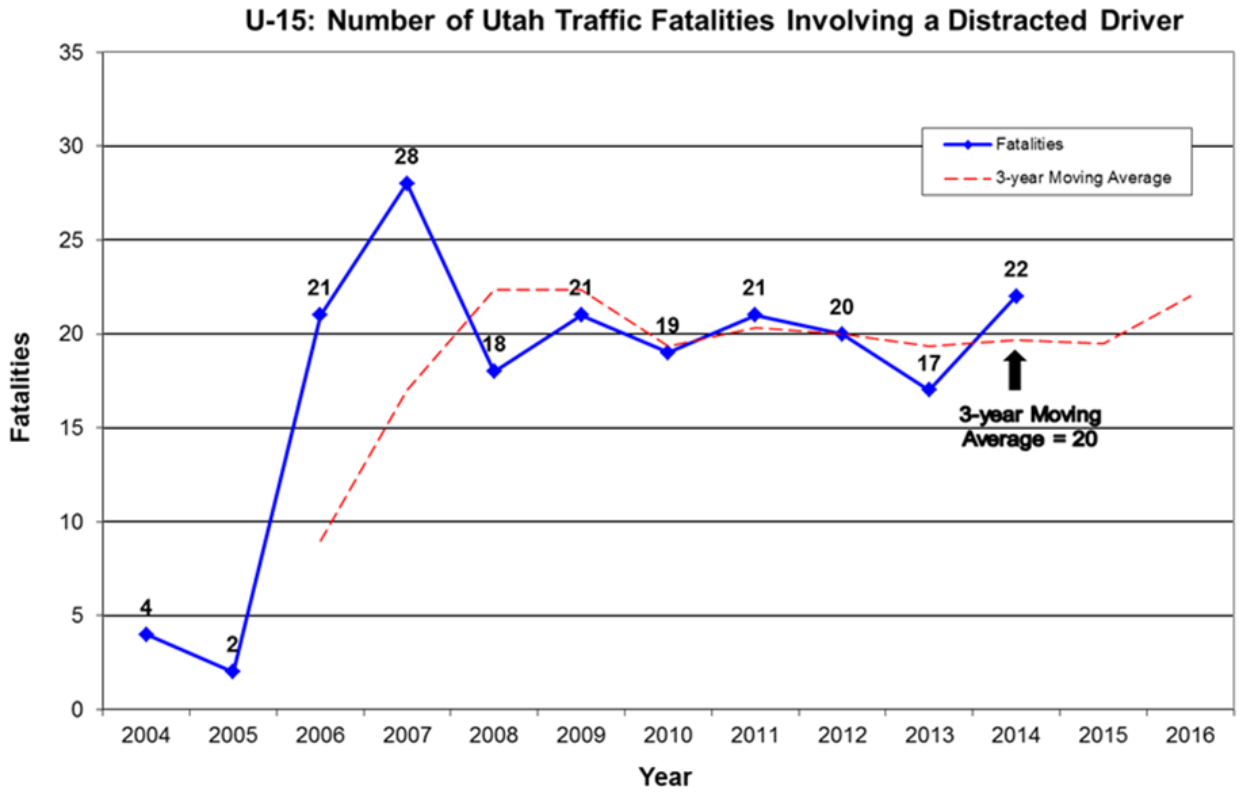


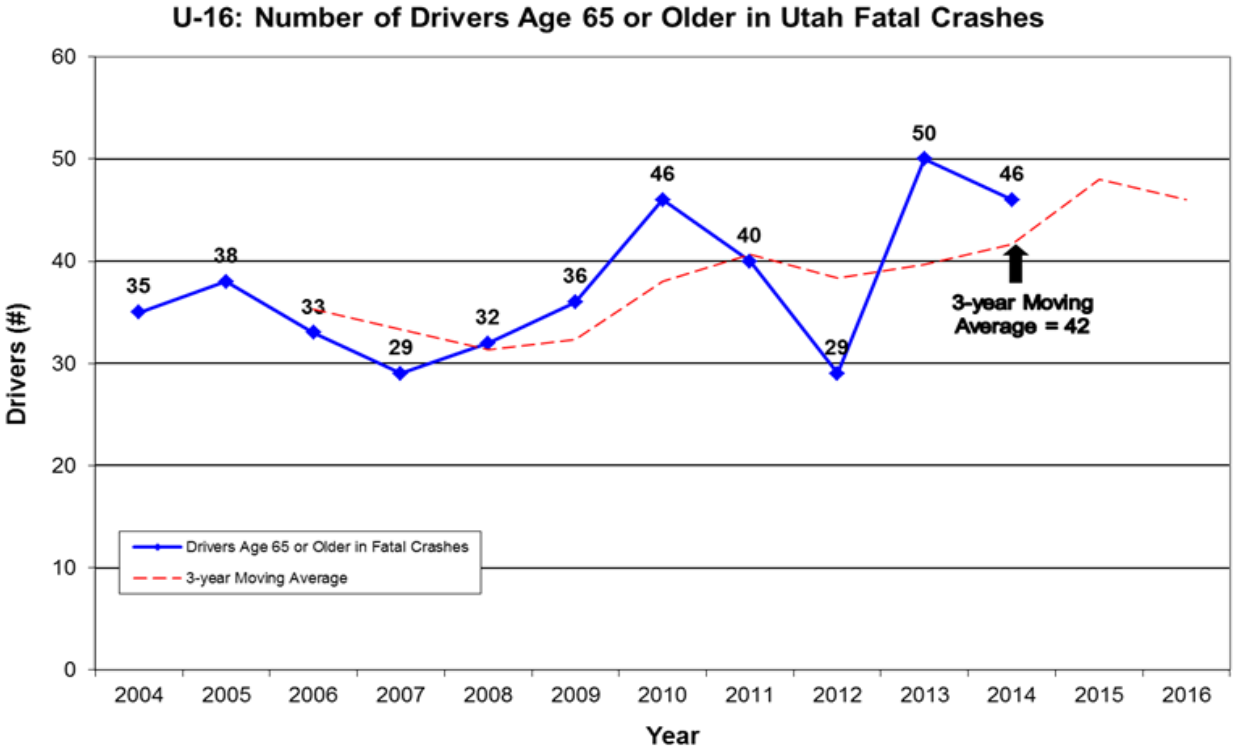

U-11: Rate of Bicyclists in Utah Crashes per 10,000 Population
Crash Rate
3.50
3.00
2.50
2.00
1.50
1.00
0.50
0.00
2.89
2.87
2.64
2.44
2.98
2.71
2.79
2.97
3.16
2.68
3-year Moving Average = 2.94
Bicyclist Crash Rate
3-year Moving Average
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
Year

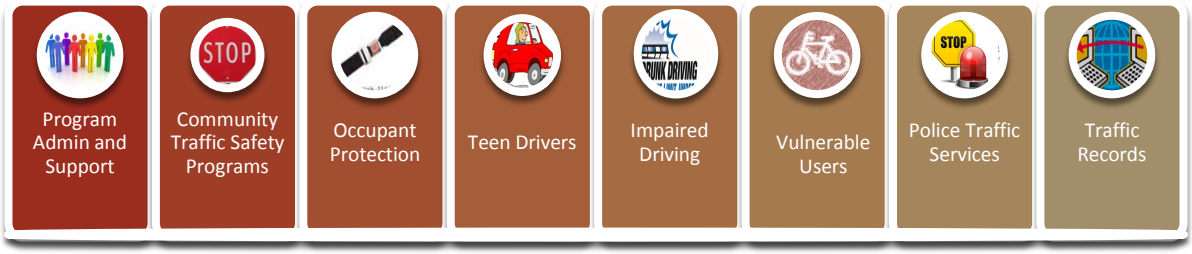

U-12: Percent of Drivers in Utah Fatal Crashes With Known BAC Results
Known Test Results (%)
100%
80%
60%
40%
20%
0%
61.0%
43.9%
38.2%
40.3%
46.4%
39.7%
39.8%
46.8%
53.9%
52.3%
54.2%
3-year Moving Average = 53.5%
Test Results
3-year Moving Average
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
Year


U-13: Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes
Average Number of Days
150
125
100
75
50
25
0
139.12
139.91
85.47
45.70
8.06
3-year Moving Average = 46.41
Average Days
3-year Moving Average
2010
2011
2012
2013
2014
2015
2016
Year


U-14: Number of Utah Drowsy Driving-related Fatalities
Fatalities
60
50
40
30
20
10
0
36
24
10
46
29
23
13
7
14
14
6
3-year Moving Average = 11
Fatalities
3-year Moving Average
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
Year


U-15: Number of Utah Traffic Fatalities Involving a Distracted Driver
Fatalities
3-year Moving Average
Fatalities
Year
4
2
21
28
18
21
19
21
20
17
22
3-year Moving Average = 20
0
5
10
15
20
25
30
35
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016


U-16: Number of Drivers Age 65 or Older in Utah Fatal Crashes
Drivers Age 65 or Older in Fatal Crashes
3-year Moving Average
Drivers (#)
Year
35
38
33
29
32
36
46
40
29
50
46
3-year Moving Average = 42
0
10
20
30
40
50
60
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016



SECTION V – COUNTERMEASURES AND PROJECTS

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

Program Administration and Support

- Personnel, Planning and Administration
- State Match

Community Traffic Safety Programs

- Operation Lifesaver
- Utah Safety Council's Traffic Safety Programs
- Public Information and Education
- Utah Highway Patrol's Public Information and Education Program

Occupant Protection

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

Teen Drivers

- Outreach and Education

Impaired Driving

- DUI Enforcement, Media and Community Projects
- Youth Alcohol Projects
- Drowsy Driving Outreach and Education

Vulnerable Roadway Users

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

Police Traffic Services

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

Traffic Records

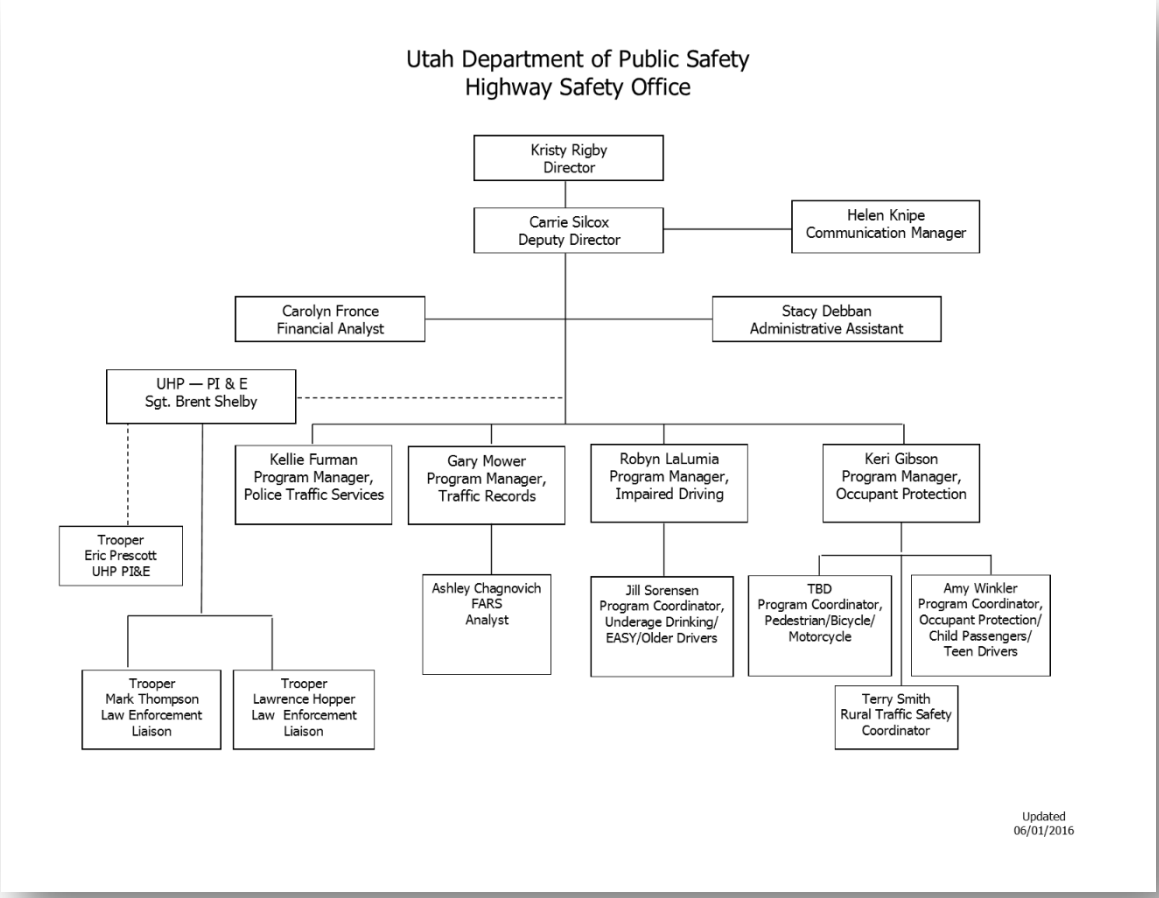
- Data Improvement Projects

PROGRAM ADMININSTRATION AND SUPPORT

Problem Identification:

The Utah Highway Safety Office (UHSO) is one of the smallest Divisions within the Utah Department of Public Safety with 17 on staff. The office is self-contained and self-sufficient with each staff member having a specific program area or responsibility to ensure that the state's Highway Safety Plan is developed and implemented in an efficient and effective manner.

The team consists of four senior program managers who oversee the largest of the traffic safety program areas including, Occupant Protection, Impaired Driving, Traffic Records and Communications. The remaining five program coordinators oversee other program areas including, police traffic services, distracted driving, vulnerable roadway users (pedestrian, bicycle and motorcycle safety), youth alcohol, older drivers, child passenger safety, rural outreach, and teen driving. The UHSO also supports the Fatality Analysis Reporting System (FARS) and two Law Enforcement Liaisons. The office also houses the Utah Highway Patrol's Public Information and Education Program that includes two full-time troopers and supports one contractor who oversees the Child Passenger Safety Training and Certification Program.



Each program uses available state and national data to determine problem identification, performance measures and targets. Funds from State and Federal grants provide the necessary monies for each program area. In addition, the UHSO actively pursues grant opportunities as they become available.

Utah Performance Target for 2016:

- Utah's performance target for C-1 (Number of Fatalities) is 242.
- Utah's performance target for C-2 (Number of Serious Injuries in Traffic Crashes – Level 4 only) is 1355.

Planned Countermeasures:

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

Project Descriptions:

PA171001 **PLANNING AND ADMINISTRATION**
Funding Source **402**
Project Year **Ongoing**
Manager **Kristy Rigby**

The UHSO continually studies and analyzes annual and historical state and national crash data to identify trends, emerging problem areas, and to measure the success of previous efforts. State and federal funding resources are also analyzed to determine how best to use available monies to effectively address the identified problems. This information is incorporated as part of the Highway Safety Planning and Annual Reporting process for Utah. Other tasks performed include providing support for project development such as technical assistance, resource allocation, monitoring and reporting. Staff to be fully or partially funded includes the director, deputy director, a finance officer, a data analyst, four senior program managers, two law enforcement liaisons, five program coordinators and an administrative secretary. Funding will also include office space and three staff vehicles directly related to the activities of the staff previously mentioned. Additionally, funds are also used for membership fees, and for participation in creating the State's Strategic Highway Safety Plan (SHSP).

PA171002 **PLANNING AND ADMINISTRATION STATE MATCH**
Funding Source **State**
Project Year **Ongoing**
Manager **Carrie Silcox**

The UHSO continually analyzes state and national data to identity trends and emerging problem areas. Problem identification lays the foundation for planning and administering federal and state funds. Determining the best use of resources lends to programs that effectively and efficiently use monies to accomplish the overall goal of reducing fatal crashes. Resources used in planning and administration are related to the overall management of the State's highway safety programs. Costs include salaries and related personnel costs for Highway Safety Office staff members. Planning and Administrations costs also include office expenses such as operating supplies, equipment and rent.

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

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

PA171003 **STATE MATCH SECTION 402, 405(b), 405(c), 405(d), 405(f)**
Funding Source **State**
Project Year **Ongoing**
Manager **Carrie Silcox**

The UHSO continually analyzes state and national data to identity trends and emerging problem areas. Problem identification lays the foundation for planning and administering federal and state funds. Determining the best use of resources lends to programs that effectively and efficiently use monies to accomplish the overall goal of reducing fatal crashes. Resources used in planning and administration are related to the overall management of the State's highway safety programs. Costs include salaries and related personnel costs for UHSO staff. Costs include office expenses such as operating supplies, equipment and rent.

This project also provides oversight for the State's sustained DUI enforcement and equipment program through the use of DUI vehicle impound fees and driver license reinstatement fees. The monies support sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on supporting high visibility saturation patrols during major holidays and national safety campaigns. The funds also provide local law enforcement agencies with police traffic services equipment that support the UHSO's performance measures.

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

CP170201 **PERSONNEL**
Funding Source **402 / 405c / 405d**
Project Year **Ongoing**
Manager **Carrie Silcox**

This project serves as the core funding source for UHSO personnel who oversee, coordinate and assist statewide and community-based programs, special highway safety projects, and provide management and support services to all programs and projects. Staff fully or partially funded may include the director, the deputy director, a finance officer, a data analyst, four senior program managers, two law enforcement liaisons, five program coordinators and an administrative secretary. Funding will include personnel costs associated with these positions.

CP170202 **ADMINISTRATIVE SUPPORT**
Funding Source **402**
Project Year **Ongoing**
Manager **Carrie Silcox**

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

COMMUNITY TRAFFIC SAFETY PROGRAMS

Problem Identification:

Community traffic Safety programs serve as the cornerstone of local interaction and education, allowing for additional outreach opportunities to areas or populations in Utah that the Highway Safety Office find difficult to reach. With such a small staff, it is important for the Highway Safety office to utilize partner program opportunities. State and National data is analyzed to identify problem areas and trends. In partnership with the community programs, projects are implemented to address the identified challenges.

Utah Performance Target in 2016:

- Utah's performance target for C-1 (Number of Fatalities) is 242
- Utah's performance target for C-2 (Number of Serious Injuries in Traffic Crashes – Level 4 only) is 1355.
- Utah's performance target for C-3 (Total Fatality Rate per 100 Million VMT) is .89.
- Utah's performance target for C-3 (Urban Fatality Rate per 100 Million VMT) is .64.
- Utah's performance target for C-3 (Rural Fatality Rate per 100 million VMT) is 1.63.

Planned Countermeasures:

- NHTSA Highway Safety Program Guideline 3: Motorcycle Safety
- NHTSA Highway Safety Program Guideline 4: Driver Education
- NHTSA Highway Safety Program Guideline 5: Non-Commercial Driver Licensing
- NHTSA Highway Safety Program Guideline 6: Codes and Laws
- NHTSA Highway Safety Program Guideline 8: Impaired Driving
- NHTSA Highway Safety Program Guideline 10: Traffic Records
- NHTSA Highway Safety Program Guideline 11: Emergency Medical Services
- NHTSA Highway Safety Program Guideline 13: Older Driver Safety
- NHTSA Highway Safety Program Guideline 14: Pedestrian and Bicycle Safety
- NHTSA Highway Safety Program Guideline 15: Traffic Enforcement Service
- NHTSA Highway Safety Program Guideline 19: Speed Management
- NHTSA Highway Safety Program Guideline 20: Occupant Protection
- NHTSA Highway Safety Program Guideline 21: Roadway Safety
- Employer Programs (Countermeasure That Work, NHTSA, 2013)

Project Descriptions:

CP170203	**OPERATION LIFESAVER**
Funding Source	**402**
Project Year	**Ongoing**
Manager	**Jill Sorensen**

All modes of train travel, such as Passenger, light-rail, and freight, offer efficient transportation services in Utah and across the nation. In fact, the U.S. Department of Transportation projects substantial increases in rail transport over the next three decades. This expansion has been seen in Utah's urban areas, as we add more lines to connect our major cities and communities. With these changes often come potential increases in collisions between vehicles and trains.

During the last 10 years, there have been 141 crashes in which 23 people have died and 45 people have been injured at highway-rail grade crossings. Operation Lifesaver Utah desires to continue to perform public outreach and education by providing presentations and educational material to the following three primary target audiences - driver education students (new drivers), school bus drivers, and professional truck drivers. Also, continue to include outreach to school-aged students, bicyclists and pedestrians, commercial and transit bus drivers, law enforcement, emergency medical technicians and paramedics/firefighters, general adults, and anyone that needs to learn about safety at highway-rail grade crossings.

Funds will be used to pay for attendance to the National Operation Lifesavers Leadership Conference, educational materials, rent, placement of public service announcements, and program enhancement items which are allowable if a railway safety message is provided.

CP170204	**UHP PUBLIC INFORMATION & EDUCATION / ADOPT-A HIGH SCHOOL**
Funding Source	**402 / 405b**
Project Year	**Ongoing**
Manager	**Heather Fuhr**

There are 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State. The Utah Highway Patrol (UHP) is the lead law enforcement agency that patrols these stretches of roadway, as it offers statewide coverage and unified enforcement on identified traffic safety problems. UHP handles nearly one-third of the traffic crashes in the state, making traffic safety promotion a high priority for this agency. UHP Public Information and Education (PI&E) and the Adopt-A-High School Programs will be the mechanism to implement and coordinate messages, enforcement priorities, and outreach activities throughout the state, which is a necessary component for effective strategies to reduce traffic crashes and resulting fatalities and injuries.

The UHP PI&E Program will use data to drive the focus of activities and to tailor messages and outreach to specific audiences and communities. For example, seat belt use is lower in rural Utah communities and the PI&E and Adopt-A-High School Programs will target hard-core non-users and create messages to compel others to spread the word of buckling up. In more urban areas, the focus will be on speed and aggressive driving (following too close), as these are major contributing factors to crashes in these areas. Promoting the primary seat belt law will also be a central focus of the programs. Additional PI&E activities to address traffic safety concerns include communications and outreach strategies for low-belt-use groups, promotion of responsible drinking with strong emphasis on alternative transportation, communication and outreach on distracted and drowsy driving, and highlighting the parental role in teaching and managing young drivers. UHP's PI&E program will conduct these activities and educational opportunities to a variety of groups and organizations throughout the state. One main distinction of this program is the mobility and outreach; it is vital to take the message to the

public to incorporate traffic safety information into people's everyday lives. In this way, the PI&E works to make safety second-nature for the communities they serve. The program will do this by engaging motorists at their workplaces, schools, shopping centers, and community events. Educational tools, such as the Seat Belt Convincer and bike rodeos, will be hands-on experiences for the audiences.

Specific to the Adopt-A-High School program, troopers throughout the State will be teamed up with high school administrations and student and youth groups to communicate and educate young drivers about the particular risks and dangers for this age group. UHP uses this portion of the program to focus on teen/youth drivers because 15% of fatal crashes involve a teen driver and teens have the highest crash rate per licensed driver. For this program, UHP will work with or "adopt" a minimum of 10 high schools. Troopers will regularly participate, at least on a monthly basis, in school assemblies, sports activities, classes and other school functions to provide safety information and encourage students to wear seat belts and practice safe driving. Data and unique community features will dictate the precise nature of the messages and outreach activities.

Funds will be used to provide educational materials and teaching tools, maintain and service equipment, such as the Seat Belt Convincer, support overtime hours for troopers conducting PI&E work, and offer highway safety training to troopers.

CP170207	**UTAH SAFETY COUNCIL TRAFFIC SAFETY**
Funding Source	**402**
Project Year	**Ongoing**
Manager	**Amy Winkler**

In 2014, a Utah motor vehicle crash occurred every 9 minutes, a person was injured in a crash every 22 minutes, and a person was killed in a crash every 34 hours. Motor vehicle crashes are the leading cause of injuries and fatalities on the job. Employers bear the cost for injuries that occur both on and off the job. The increasing traffic congestion on our roads wastes significant time and money, reduces productivity and promotes risky driving behavior. Employees may feel pressured to engage in potentially distracting in-vehicle activities to meet their job responsibilities.

Of workplace fatalities in Utah, over 40% result from transportation incidents. A workplace motor vehicle crash costs an employer more than $24,000. If the employee is injured, the cost increases to more than $125,000. Off-the-job crashes are especially costly, accounting for 80 percent of employer crash-related health fringe benefit costs and 92 percent of employer crash-related health care costs. Crashes in Utah are highest between 3:00 pm and 6:59 pm, during the commute home from work. Many crashes not only occur while commuting to and from work and involve not just employees but they also involve their families.

Planned countermeasures consist of communications and outreach strategies for low-belt-use groups, employer programs, promoting responsible drinking including alternative transportation, as well as youth and school-based programs. In turn, this project will support the Utah Network of Employers for Traffic Safety (NETS) and Alive at 25 programs. The goal of the NETS program is to engage employers to improve the safety and health of employees and their families by preventing traffic crashes that occur both on and off the job. The program

works to implement safety policies and provide workplace training and programs to 1,100 business members. In addition to the NETS program, the Utah Safety Council also oversees Alive at 25. The purpose of this program is to reduce the number of traffic fatalities and crashes amongst Utah drivers 15-24 years of age by focusing on the attitudes and behaviors that affect young drivers and prepare them to deal with dangerous driving habits and situations. This 4-hour course was developed by the National Safety Council for young people aged 15-24 to help them choose safe driving practices, be aware of driving hazards, understand how their decisions affect others, how to maintain control of the vehicle and the importance of personal responsibility behind the wheel.

Funds will be used to help support training, educational materials, and a part-time program coordinator with time that is dedicated specifically to this continuing highway safety project.

CP170208 **PUBLIC INFORMATION AND EDUCATION**
Funding Source **402**
Project Year **Ongoing**
Manager **Heather Fuhr**

The UHSO is a primary source for information and education on traffic safety issues and problems. Partnering law enforcement agencies and community groups frequently contact the UHSO for assistance with promoting safety messages and providing education to the community at safety fairs, presentations, and other various venues. The goal of the project is to increase awareness and knowledge of traffic safety issues and to provide targeted and relevant education, resources and tools to various partners who also work to decrease death and injury on Utah's roads. This project will offer statewide promotion and support of national, state, and local traffic safety campaigns, programs and activities by providing technical assistance, educational materials and supplies to requestors and key stakeholders in traffic safety. Funds will be used to purchase educational materials or to develop new publications or resources. This project will also support program areas, such as drowsy driving, that lack dedicated funding.

CP170209 **TRAFFIC SAFETY INITIATIVES SUPPORT**
Funding Source **402**
Program Year **First**
Manager **Carrie Silcox**

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support traffic safety initiatives and countermeasures that are effective in decreasing the incidence of crashes and resulting fatalities and injuries. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational **ZERO FATALITIES PROGRAM**
Funding Source **State**
Program Year **Ongoing**
Manager **Robert Miles (UDOT)**

The Zero Fatalities program is a united effort from state agencies and public and private businesses that attacks the top five contributing factors to fatalities on Utah roads including, drowsy driving, distracted driving, speeding/aggressive driving, impaired driving and unrestrained occupants. These fatal crashes are preventable—not inevitable. This extensive public education program is designed to convince adults, teens, children, community, business and political leaders of the need to change unsafe driving behaviors. When someone in the community is killed from a violent crime, the result is breaking news coverage, public outcries and a concerted effort to shun those who committed such a crime. However, when someone causes a fatal crash by falling asleep at the wheel, driving recklessly or unbuckled, the community just accepts it as just a "tragic accident." Why? The loss of just one life is unacceptable, and the program enlists everyone to be as vigilant at ridding communities of unsafe driving behavior, just as happens with violent criminals. The program's vision is: "We won't stop until we reach Zero Fatalities - it's a goal we can all live with."

Informational	**COALITION FOR UTAH TRAFFIC SAFETY**
Funding Source	**N/A**
Program Year	**Ongoing**
Manager	**Rolayne Fairclough (AAA of Utah)**

Motor vehicle crashes are a leading cause of death and permanent injury to the citizens of Utah. The Coalition for Utah Traffic Safety (CUTS) is dedicated to saving lives and preventing injuries by promoting highway safety in Utah. The coalition includes members with a wide range of expertise including, medicine, law enforcement, higher education, media, business, insurance, local and state government, private non-profit organizations, automobile industry, and interested citizens.

The coalition takes an active part in legislative and governmental highway safety issues. The coalition also takes a leadership role in promoting educational and public awareness to highway safety programs in Utah. The members coordinate individual activities, share expertise, programs, and experiences to enhance highway safety programs in Utah.

Problem Identification:

According to the 2014 Utah Crash Summary, 97% of persons who survived a crash reported being restrained compared to half of the persons killed. To reinforce the importance of buckling up, unrestrained crash occupants were 37 times more likely to be killed than restrained crash occupants. In order to dissect and fully understand the state's occupant protection issues, the Utah Highway Safety Office (UHSO) has chosen to use a five-year average, using data from 2010 to 2014, unless otherwise noted.

Wearing a seat belt is one of the best ways to decrease injuries and deaths in motor vehicle crashes. With the passage of a primary seat belt law in 2015, Utah's seat belt usage rate increased 3.8 percentage points reporting 87.2 percent; falling in line with the national average. This equates to about 377,000 drivers and passengers on Utah's roads who continue to ride unbuckled.

With the passage of a primary seat belt law during the 2015 legislative session, a goal of achieving a 10 percent increase in seat belt use by 2016 was established. The state is hopeful in reaching this goal; however, effective countermeasures must be supported to reach those motorists who continue to ride unbuckled.

The number of Utah unrestrained passenger vehicle occupant fatalities decreased significantly from 2005 to 2006. Unfortunately the number of deaths has shown a relatively flat trend over the last ten years. Performance Measure C-4 illustrates this trend, as well as the three-year moving average of 72 unrestrained fatalities per year. While the number of unrestrained occupant fatalities has remained stable, it still represents around one-third of the motor vehicle deaths in the state and is a top priority of the UHSO.

Of the occupant fatalities from 2010 through 2014, 49.9% were unrestrained. When examining the unrestrained occupant fatalities, it was determined that:

- 57.4% of the unrestrained occupant fatalities were male
- 63.0% were ages 15-44 years
- 65.7% of the unrestrained occupant fatalities were drivers, with 19.8% being other front seat passengers and 12.1% being back seat passengers
- Occupants in pickup trucks (71.6%) were the least likely to be restrained followed by SUVs (53.0%)
- Spring and Fall were found to have the lowest restraint use among fatal occupants with March (58.2% unrestrained) and April (67.2% unrestrained) the worst months

In addition, the 2015 statewide seat belt observational survey reports pickup truck drivers and front seat passengers as having the lowest usage rate (78.1%) of all vehicle types.

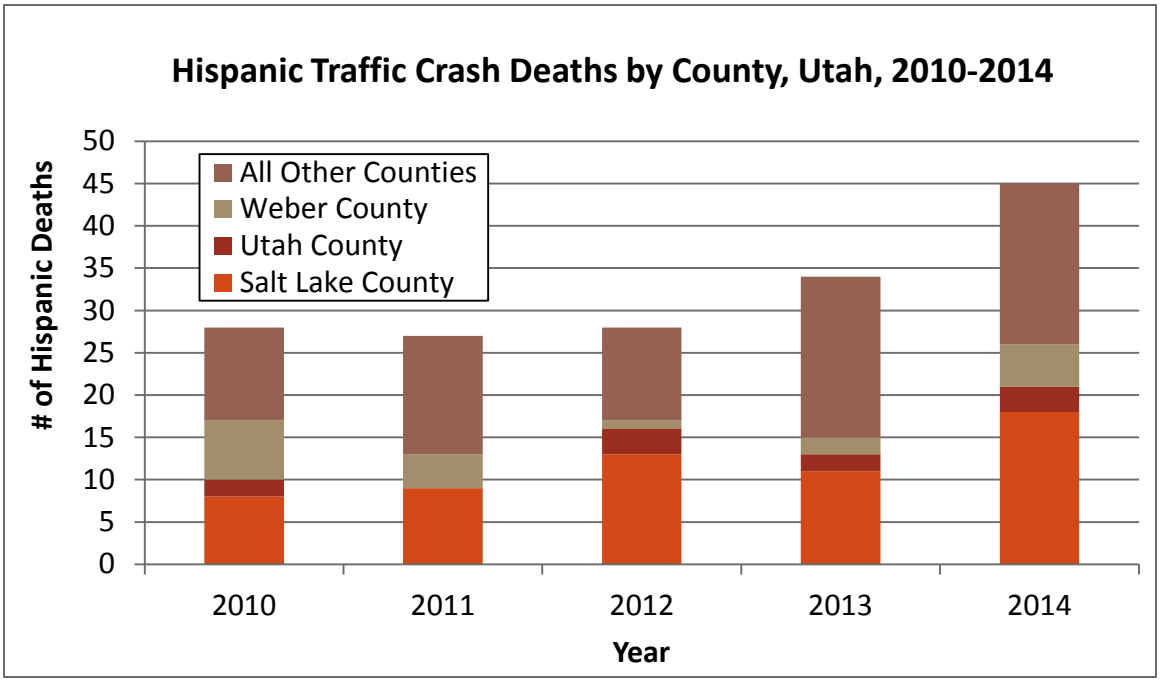
Of Utah's 29 counties, 6 are considered urban, contributing to 85% of the state's population and 23 are rural. When examining the differences between urban and rural counties using crash data from 2010 to 2014, it was determined that:

- More than half (56.6%) of the unbuckled fatalities occur in rural counties
- Urban counties, which include Cache, Davis, Salt Lake, Utah, Washington and Weber, contribute to 43.4% of occupant fatalities
- 64.1% of all occupant deaths in rural counties were unrestrained compared to 49.2% in urban counties
- In addition, according to the 2015 seat belt observational study, 80.1% of rural motorists wear seat belts compared to 89.6% in urban counties

When determining funding priorities, counties with sparse populations below 7,500 residents and counties that are not included in the NHTSA-approved annual seat belt observational survey were not considered a priority. The 10 low-priority counties include, Beaver, Daggett, Duchesne, Emery, Garfield, Juab, Kane, Piute, Rich, and Wayne. These counties contribute to 15% of the total number of occupant fatalities.

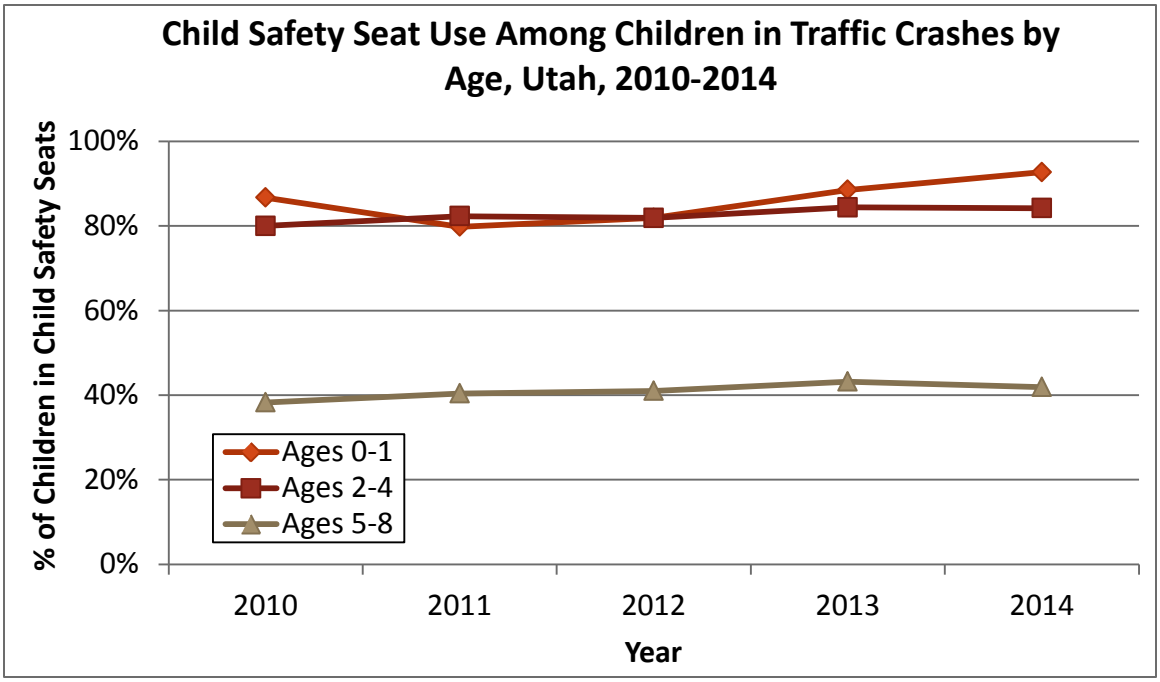
When examining the remaining 13 rural counties, nine were identified as having a high percentage of unrestrained occupant fatalities and above the state average of 50%. Counties include Box Elder, Carbon, Grand, Millard, Morgan, Sanpete, Summit, Tooele, and Uintah.

When examining diverse populations, Hispanics and Latinos were found to have the highest unrestrained fatality rates among all minority groups. This is mainly due to the fact that they are the largest ethnic minority group making up approximately 13.3% of the state's population. Approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah. In addition, 56% of the traffic fatalities involving this population occur in

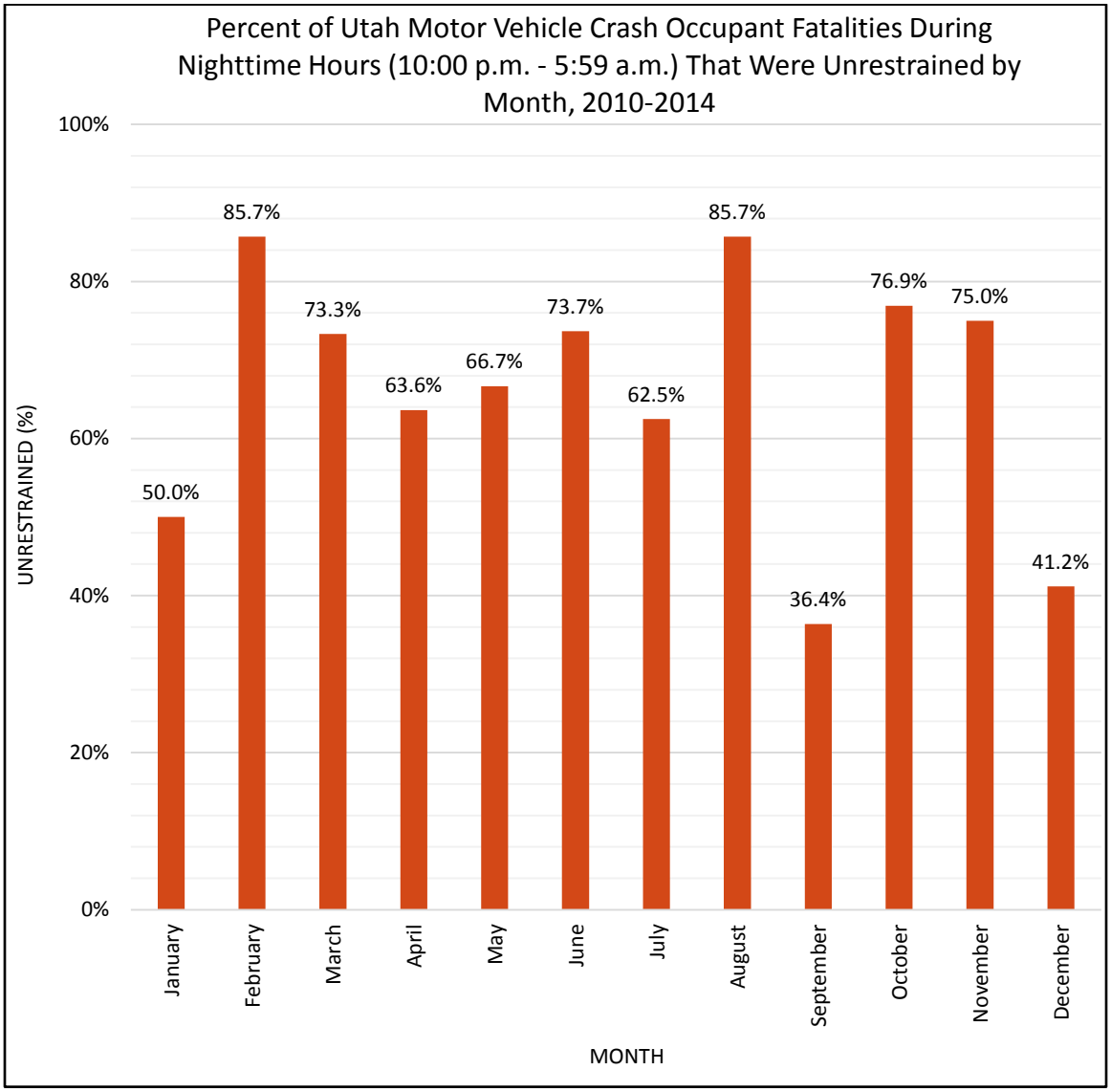


these areas. More Hispanic motorists are being killed in crashes than in the past. Over a five year period from 2010 to 2014, 61% of Hispanic occupants were unrestrained compared to 48% of non-Hispanic occupants. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and more than two-thirds were male.

Child passengers have also been identified as a high risk population. Despite Utah having a law that requires child passengers to ride in appropriate safety restraints to age 8, as children grow they are less likely to be restrained, leaving them at risk for death or serious injury. Among child occupants in crashes over the last five years, 85.9% of children ages 0-1 years were restrained in a child safety seat compared to 82.5% of children ages 2-4 years and 41.0% of children ages 5-8 years.



When examining the time period when occupant fatalities occur, it was determined that 71.6% of the unrestrained fatalities occur during daytime hours of 6:00 a.m. and 9:59 p.m. However, when examining restraint use in fatal crashes by the time of day, restraint use is lowest during nighttime hours. Between the hours of 10:00 p.m. and 5:59 a.m., 66.0% of fatal occupants were unrestrained, which is markedly higher than the daytime unrestrained fatality rate of 45.5%. In addition, restraint use is lowest between midnight and 3:59 a.m. with 71.6% of occupants killed being unbuckled. Urban counties also contribute to more than 90% of the nighttime occupant fatalities. Cities with the highest number of unrestrained fatalities include Salt Lake City and West Valley City, which are located in Salt Lake County, and Ogden in Weber County.



Utah's Performance Targets for 2016:

- Utah's performance target for C-4 (Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions) is 81.
- Utah's performance target for U-1 (Percent of Children in Utah Crashes in Child Safety Seats) is 70%.
- Utah's performance target for U-2 (Percent of Children in Utah Crashes in Child Safety Seats, Ages 0-1, Ages 2-4, Ages 5-8) are: Ages 0-1 is 92.7%, Ages 2-4 is 84.8%, Ages 5-8 is 42.4%.
- Utah's performance target for U-3 (Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 that were Unrestrained) is 61.1%.
- Utah's performance target for U-4 (Percent of Utah Motor Vehicle Occupant Fatalities at Night that were Restrained) is 46.9%.

- Utah's performance target for U-5 (Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes Rural vs Urban) are: Rural is 34.7%, Urban is 13.9%.

Planned Countermeasures:

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

Project Descriptions:

2HVE170401	**CLICK IT OR TICKET STEP SUPPORT**
Funding Source	**405b**
Project Year	**Ongoing**
Manager	**Keri Gibson**

Motor vehicle crashes are a leading cause of death for people in Utah and across the United States. Seat belts reduce the risk of injury and death by about 70% when used correctly, according to the NHTSA. In fact, in 2014, unbuckled motorists were 37 times more likely to die than buckled motorists involved in crashes on Utah's roadways. Still, only 87.2% of Utahns use seat belts. High-visibility enforcement has proven to be an effective countermeasure in changing behavior and increasing seat belt usage among non-users. The goal of this project is to continue combining enforcement and media into the high-visibility enforcement model, and conduct sustained enforcement in support of year-round campaigns that aim to increase the number of motorists who buckle up.

Planned countermeasures include short-term, high-visibility seat belt law enforcement campaigns, combined enforcement initiatives, nighttime enforcement activities, and sustained

enforcement efforts. In turn, the project will fund five seat belt enforcement mobilizations that focus on identified high risk populations. Two high-visibility enforcement mobilizations will be held in conjunction with the National Click It or Ticket Campaign occurring in November 2016 and May 2017 and will focus on young males and pickup truck motorists. One high-visibility enforcement campaign is scheduled for March 2017 and will focus on nighttime motorists in communities with high unbuckled fatality rates during nighttime hours. One mobilization will target male hard-core non-users and will be held in August 2017 in conjunction with county fairs, community summer celebrations. To target rural motorists, one enforcement mobilization will be scheduled during the year in Box Elder, Sanpete, and San Juan counties.

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

OP170402	**OCCUPANT PROTECTION MEDIA, MATERIALS & SUPPORT**
Funding Source	**402 / 405b / 402 (405d Converted)**
Program Year	**Ongoing**
Manager	**Keri Gibson**

Wearing a seat belt is one of the best ways to decrease injuries and deaths in motor vehicle crashes. In addition, unlike many other traffic behaviors, the decision to use a seat belt is made by nearly every motorist each time they ride in a motor vehicle. Occupant protection affects every age group, geographical area, race, ethnicity, gender, and income level. Yet, only 89.6% of urban motorists, 80.1% of rural motorists, and 78.1% of pickup truck occupants buckle up on Utah's roadways. Furthermore, according to crash data, nearly two-thirds of the unrestrained occupant fatalities were male and 63.0% were ages 15-44 years. Two-thirds of Hispanic occupants and one-third of children ages 0-9 who died in crashes are unrestrained. Furthermore, restraint use is lowest between midnight and 3:59 a.m. with 71.6% of occupant fatalities being unrestrained.

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

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

2CPS170403 STATEWIDE CHILD PASSENGER SAFETY PROGRAM
Funding Source 405b
Project Year Ongoing
Manager Amy Winkler

Utah has the highest birth rate of the United States and adds more than 50,000 infant passengers to its population each year. While the 10-year trend shows an increase in child safety seat use in crashes for ages 0-8 years, a need exists for educational programs aimed at increasing the proper and consistent use of child restraint devices. Of children ages 2-4 years who were seriously injured in crashes, 82.6% were restrained which is below the state average for all ages (2010-2014 Crash Data). As children grow, they are less likely to be properly restrained in a child safety seat or booster seat. Only 41% of children ages 5-8 years who were in crashes were in a safety restraint or booster. In addition, the rate of misuse of these life-saving devices is shown to be approximately 84%. More work must be done to ensure our youngest passengers are properly protected.

The goal of this project is to increase the proper and consistent use of car safety seats and booster seats. The project will support all aspects of the State's child passenger safety program including: communications and outreach strategies for older children and booster seat use; school-based programs; child restraint distribution programs; inspection stations and clinics; CPS technician training, re-training, retention and recruitment; efforts to reach under-served populations such as diverse groups, low-income families, and children with special health care needs. Funding will be used to: contract with a part-time occupant protection program training coordinator; provide fixed-price deliverable mini-grants to local health departments and other partners who oversee local inspection stations and clinics; fund training and re-training opportunities for CPS Technicians; support a technician retention and incentive program; provide car safety seats and supplies to inspection stations; develop and implement campaigns aimed at increasing proper and consistent use of child safety seats, booster seats, and seat belts for all children; support the Click It Club Elementary school-based program; and purchase and/or develop educational materials and resources. At some of the fitting stations, program income will be acquired through the sale of low cost car safety seats. All income will be monitored and used to continue approved activities directly related to the program.

The project will be supported with 405(b) funds with all activities and expenses being eligible uses of the funds. No more than 5% of the funds received in the fiscal year will be used for the purchase and distribution of child restraints to low-income families. Funding from UDOT will also be used to support the activities listed above. See the partnership program for more detail.

OP170404 **RURAL SEAT BELT PROGRAM**
Funding Source **402 / 402 (405d Converted)**
Project Year **Ongoing**
Manager **Keri Gibson**

Of Utah's 29 counties, 23 are considered rural and contribute only 15% of the state's population. Yet, more than half (56.6%) of the unbuckled fatalities occur in rural counties and 64.1% of all occupant deaths in rural areas were unrestrained. According to the 2015 Utah Safety Belt Observational Survey, the seat belt usage rate for urban counties was 89.6%, whereas the rate observed in rural counties dropped to 80.1%. Furthermore, male motorists in rural counties had the lowest usage rate (77%) of all motorists.

In an effort to increase seat belt use in Utah's rural communities, a pilot project is being conducted to determine the most effective combination of countermeasures to use. The pilot project is in its fifth year with the first two years consisting of program planning, contract development and community surveys. This multi-year project includes all elements of program planning, implementation, and evaluation, using the Positive Community Norming model for communications and messaging. The program has focused on three counties including Box Elder, Sanpete and San Juan. These counties were selected because of their demographics, location and high percentage of unrestrained occupant fatalities. Beginning FFY2017, four additional counties have been selected to begin implementing the program. The initial steps will include conducting community, law enforcement, and key leader surveys to determine community norms, attitudes, behaviors, and values. Survey results will be used to develop a comprehensive program using lessons learned during the pilot project. The counties selected for implementation include Tooele, Carbon, Cache, and Sevier Counties. These four areas have low 3-year average seat belt use rates of 74.9%, 53.8%, 66.1%, and 73.9%, accordingly.

Funds will be used to support: the communications plan that includes earned and paid media; development and distribution of action kits; conducting community, law enforcement, key leaders and school-based survey; activities to engage local law enforcement; communication and outreach strategies supporting enforcement of the state's Primary Seat Belt Law; sustained enforcement efforts; school and employer programs; and conducting appropriate educational outreach efforts in the pilot counties. Funding will also support a contract with Montana State Universities Transportation Safety Institute, fixed-price deliverable mini-grants with the pilot counties, the communications and media plan, and the development and production of outreach materials.

The project will be supported primarily with 402 funding. State funding awarded to the Utah Department of Transportation will also be used to support the project.

OP170407 **HISPANIC TRAFFIC SAFETY PROGRAM**
Funding Source **402**
Program Year **Third**
Manager **Amy Winkler**

Utah is a fairly homogenous population with 79.9% being Caucasian. Hispanics and Latinos are the largest ethnic minority group making up approximately 13.3% of the state's population. Approximately 78% of the state's Hispanic population lives in three or the state's 29 counties,

including Salt Lake, Weber and Utah. In addition, 54% of the traffic fatalities involving this population occur in these urban areas. These counties were selected to participate in a four-year effort to increase seat belt use among the Hispanic population.

Traffic crashes are one of the leading causes of death among Hispanics in the United States and in Utah. Over a five-year period from 2010 to 2014, 162 Hispanics were killed on Utah's roadways and 11.7% of those fatalities occurred in Weber County, 36.4% occurred in Salt Lake County, and 6.2% occurred in Utah County. In addition, of those killed, 78% were drivers and passengers of motor vehicles and 62.4% were unrestrained. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and 65% were male.

This multifaceted project will include media, community-based and school-based education, and outreach campaigns using new and existing community partners. The program will support interventions with sound injury prevention and control principles designed to increase seat belt and child safety seat use among this population. This project will fund an earned and paid media communications plan, outreach strategies for low-belt-use groups, school programs, as well as child restraint distribution and education programs in the three target counties.

OP170408	**OCCUPANT PROTECTION PROGRAM EVALUATION**
Funding Source	**402 (405d Converted)**
Program Year	**Ongoing**
Manager	**Keri Gibson**

Since 1986, the Utah Safety Belt Observational Survey has been conducted annually and studies seat belt use among drivers and front seat passengers. The study is designed to accommodate the probability requirements of the National Highway Traffic Safety Administration (NHTSA) as written in the Federal Register, as well as the specific needs of the State. The survey is a top priority of the UHSO, as the results are reported to NHTSA and also used to define areas of opportunity for the UHSO. The survey is also a required element of each state's Highway Safety Plan and may impact federal funding awarded to the State. Using the current design, the study will be conducted in June 2017. The results will be provided to NHTSA as well as the public and the State's traffic safety partners. Funds will be used to contract with a survey coordinator, hire four surveyors to gather the usage data in 17 counties, support travel needs for the surveyors, and conduct training.

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

2PE170409 **OCCUPANT PROTECTION INITIATIVES SUPPORT**
Funding Source **405b**
Program Year **First**
Manager **Carrie Silcox**

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support occupant protection initiatives and countermeasures that are effective in increasing seat belt and child safety restraint use. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational **PRIMARY SEAT BELT LAW TASK FORCE**
Funding Source **State**
Program Year **N/A**
Manager **Kristen Hoschouer (UDOT)**

Funding will be used to support countermeasures and action items identified by the Primary Seat Belt Law Task Force that are designed to increase seat belt use through public information, education, and outreach efforts across the state. The task force consists of key traffic safety partners including UDOT, UDPS-UHSO, state and local law enforcement, hospital/emergency medical services, state office of education, Chamber of Commerce, Utah Trucking Association, among others. A communications and media plan will also be supported and includes public awareness regarding seat belt enforcement taking place to assure the public is educated about the new law. Paid media and outreach efforts will target seat belt influencers- children, girlfriends, wives and mothers to tell someone they love to buckle up.

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

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

Informational **ZERO FATALITIES PROGRAM – SEAT BELT CAMPAIGN**
Funding Source **State**
Program Year **N/A**
Manager **Robert Miles (UDOT)**

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

designed to convince adults, teens, children, community, business and political leaders of the need to change unsafe driving behaviors. When someone in the community is killed from a violent crime, the result is breaking news coverage, public outcries and a concerted effort to shun those who committed such a crime. However, when someone causes a fatal crash by falling asleep at the wheel, driving recklessly or unbuckled, the community just accepts it as just a "tragic accident." The loss of just one life is unacceptable and the program enlists everyone to be as vigilant at ridding communities of unsafe driving behavior.

Informational	**RURAL SEAT BELT PROJECT**
Funding Source	**State**
Program Year	**Second**
Manager	**Robert Miles (UDOT)**

Funds will be used to support Utah's Rural Seat Belt Project, which is a pilot program being implemented in three counties (Box Elder, Sanpete, San Juan) and utilizes the positive community norms behavior change model and cultural shifts to increase seat belt use. Funds will be used to expand the project to an additional 4 counties (Cache, Sevier, Carbon and Tooele) and strengthen the communications, outreach and evaluation efforts.

Informational	**HISPANIC SEAT BELT PROJECT**
Funding Source	**State**
Program Year	**Second**
Manager	**Robert Miles (UDOT)**

This data-driven program focuses in three target counties (Utah, Salt Lake, Weber) with a high number of fatal crashes among the target population, as well as a large number of Hispanic residents. The program includes three community-based outreach grants and a communications plan that includes public service announcements on television, radio and online outlets. Funding will be used to help support the local projects, an evaluation component that includes focus groups and intercept surveys in the three target counties, and a portion of the media campaign.

Informational	**PROGRAM EVALUATION**
Funding Source	**State**
Program Year	**Second**
Manager	**Robert Miles (UDOT)**

Funding will be used to help improve program evaluation by supporting: (1) an annual seat belt attitudinal, awareness and behavior study among Utahns; (2) a comprehensive child restraint study to provide the state with baseline usage rates among children ages 0-12 years with the plan to repeat this study every five years. These two studies were planned for in FFY2016; however, due to changes in staffing within the UHSO and UDOT, they were placed on hold until FFY2017.

Informational **CHILD PASSENGER SAFETY PROGRAM**
Funding Source **State**
Program Year **Second**
Manager **Robert Miles (UDOT)**

Funds will be used to expand the Click It Club elementary school-based program and develop an abbreviated version of this year-long activity in effort to recruit more participating schools. Funding will also be used to support the state's 96 car seat inspection stations by providing educational tools and child restraints for under-served populations.

Informational **OUTREACH PROJECTS**
Funding Source **State**
Program Year **Second**
Manager **Robert Miles (UDOT)**

Funding will be used to support two outreach projects including: (1) the Employer Traffic Safety Outreach committee, which works to provide resources and technical support to employers across the state in effort to increase seat belt use; and (2) development of a new program aimed at increasing seat belt use among pre-teens.

Informational **UTAH SAFETY COUNCIL TRAFFIC SAFETY PROGRAMS**
Funding Source **Private**
Program Year **Ongoing**
Manager **Rod Hamson (USC)**

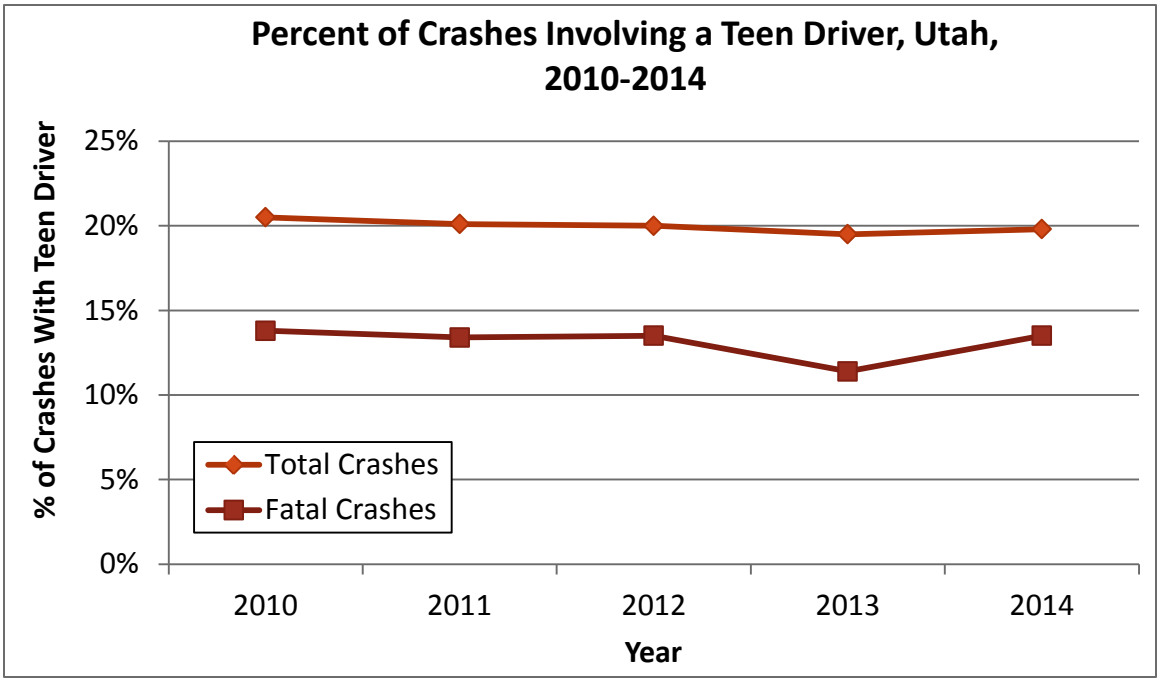
The Utah Safety Council serves as the primary traffic safety resource for employers, and oversees the Defensive Driving Course and Buckle Up For Love programs in Utah. The organization also oversees the Alive at 25 program and is the administrator for the 30-minute online seat belt course being offered to violators of the new Primary Seat Belt Law. The Utah Safety Council's purpose of the Utah Network of Employers for Traffic Safety Program is to engage employers to improve the safety and health of employees and their families by preventing traffic crashes that occur both on and off the job.

TEEN DRIVING OUTREACH

Problem Identification:

Teen drivers (ages 15-19 years) are a special concern in Utah, as they are over-represented in crashes. Over the last three years (2012-2014) they accounted for only 8.6% of licensed drivers but were involved in 19.8% of all motor vehicle crashes and 12.8% of fatal crashes. Teenage drivers are a special concern because of their high crash rates and lack of driving experience. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. In a recent article from the Governor's Highway Safety Association (GHSA), most crashes occur because the novice behind the wheel doesn't have the skills or experience needed to recognize a hazard and take corrective action.

The 10-year trend shows that 22.1% of all crashes in Utah involved a teenage driver with a decreasing trend over the last 10 years. Fatal teenage driver crashes have also shown a decreasing trend although less dramatic than total crashes. Though the trend is decreasing, the number of teenage crashes compared to other ages is significantly disproportionate, thus it is a priority of the Utah Highway Safety Office (UHSO). In the past 5 years (2010-2014) over half (57.9% or 55 out of 95) of all teen occupants killed in motor vehicle crashes were not restrained.



When examining the age and gender of young drivers involved in crashes in 2012-2014, it was determined that:

- Drivers aged 17 and 18 years had the highest total crash rate per licensed driver
- Drivers aged 16 and 18 years had the highest fatal crash rate per licensed driver
- Slightly more teen drivers in all motor vehicle crashes were male

When examining when and where crashes involving young drivers occur in 2012-2014, it was determined that:

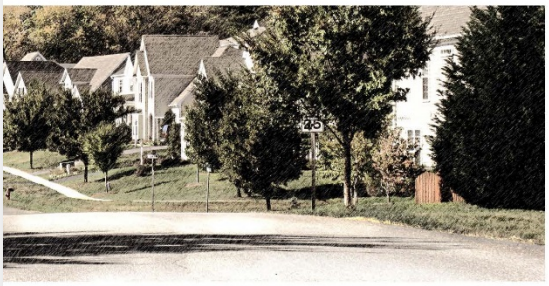
- Teenage-driver crashes peak during after-school hours (2:00pm-6:59pm)
- Teenage driver crashes were more likely to occur in the afternoon and evening than other crashes
- December, October, and September had the highest rates per day for teenage driver crashes
- Cache, Washington, Davis, Utah, and Sanpete counties had the highest percentages of crashes involving a teenage driver

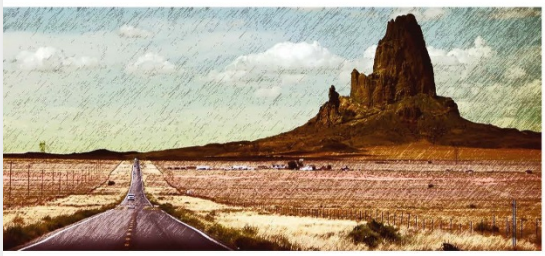
When examining the causes of young driver-related crashes in 2012-2014, it was determined that:

- Teens are more likely than older drivers to speed and allow shorter headways (the distance from the front of one vehicle to the front of the next)
- The presence of male teenage passengers increases the likelihood of this risky driving behavior
- Teens are more likely than older drivers to underestimate dangerous situations or not recognize hazardous situations
- The leading contributing factors for all teenage driver crashes were followed too closely, failed to yield right of way, speed too fast, and driver distraction
- The leading contributing factors in fatal teenage driver crashes were speed too fast and failed to keep in proper lane
- Compared to drivers of all ages, teenage drivers were more likely to have a contributing factor of failure to yield right of way, followed too closely, and driver distraction
- Overall, most teen drivers and their passengers were restrained (96.7%)
- However, 54% of occupants killed in teenage driven vehicles were unrestrained

Utah teens are just like other teens in the country: novice drivers involved in more than their fair share of crashes. It's no surprise that motor vehicle crashes are the leading cause of teen deaths. Unfortunately, driver education classes can only take teens so far. After they get their driver license, the only way to get an education about safe driving is through trial and error on the roads.

To help address this traffic safety concern, the Utah Teen Driving Task Force developed a five-year strategic plan which outlines strategies designed to decrease teen driving-related crashes and resulting fatalities and injuries.

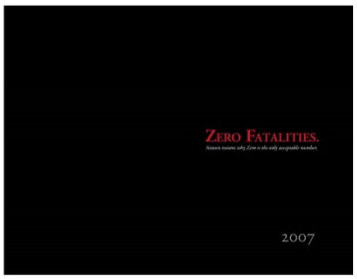


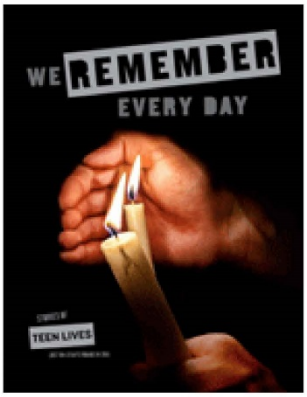


Utah Teen Driving Task Force Strategic Plan 2013-2018

"A commitment to reduce crashes and save the lives of teens on Utah roads"

This plan is dedicated to all the teens who have lost their lives on Utah roads. We will never forget.





Overview of the Utah Teen Driving Task Force

In 2006, traffic safety professionals from across Utah attended a national roundtable on teen driving sponsored by what was then known as the State and Territorial Injury Prevention Directors Association (now called the Safe States Alliance). The result of this meeting was the creation of the Utah Teen Driving Task Force in 2007, co-chaired by the Utah Department of Health and Utah Department of Public Safety.

Members of the Task Force represent a variety of local, state, and private agencies concerned about coordinating activities to improve the safety of teen drivers, passengers, and pedestrians.

The objectives of the Task Force are to:

- **Reduce the rate of motor vehicle crashes and deaths in Utah among teens ages 13-19.**
- **Bring together stakeholders with an interest in teen driving to ensure activities are coordinated throughout the state.**
- **Create an effective marketing campaign designed to reduce risky behaviors among teen drivers and passengers.**
- **Use storytelling to encourage safe driving behaviors.**
- **Develop, support, and advocate for effective teen driving policies.**
- **Support continued innovation in driver education materials.**

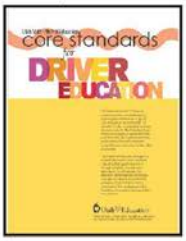
1

Accomplishments of the Utah Teen Driving Task Force

The Utah Teen Driving Task Force has been recognized by the National Highway Traffic Safety Administration (NHTSA), U.S. Centers for Disease Control and Prevention (CDC), Utah Public Health Association, Health Education Association of Utah, and the National Health Information Resource Center for its many successes.

Highlighted accomplishments include:

- **Rewrite of the Utah driver education curriculum.**
- **Distributing more than 5,000 Teen Memoriam booklets to driver education instructors, families, businesses, and local health departments.**
- **More than 60,000 Teen Memoriams downloaded since October 2008.**
- **Nearly 120,000 teens educated from 2007-2012 at approximately 1,200 events.**
- **Nearly 1,000 parents of new drivers attended a Parent Night program.**
- **Multiple press events held on teen driving.**
- **Creation of educational materials, posters, toolkits, and fact sheets.**
- **Funding local health departments to conduct teen driving activities.**
- **Yearly statewide art contest on safe driving in high schools.**
- **Creation of the Don't Drive Stupid website (www.DontDriveStupid.com).**



Overview of the Strategic Planning Process

The Utah Teen Driving Task Force developed its first strategic plan in 2013 after several months of discussion on how to better coordinate efforts among member agencies. All members of the Task Force were engaged in this process, which consisted of a series of strategic planning sessions including a World Café-style discussion. Rural members of the Task Force participated in the discussions via phone and email.

Audience research including focus groups and key informant interviews with driver education teachers and parents of teen drivers was conducted and reviewed prior to the strategic planning sessions.

Task Force members also reviewed participant survey data, mortality and injury data, and other best practice and evidence-based interventions, programs, and materials from reputable national organizations such as the CDC and NHTSA.

The Task Force used the strategic planning process described to the right. Five goal areas were selected. For each goal area, objectives, strategies, and tactics were developed. Task Force member organizations were assigned to each of the tactics to ensure ownership and to keep members engaged.

Research
- Done through our collective experience

Core Problem
- Teen drivers are overrepresented in traffic crashes in Utah.

Goal
- Reduce crashes, injuries, and fatalities among teen drivers in Utah through behavior modification of teens and adults.

Objectives
- Increase parental involvement in driver education training.
- Identify and jointly pursue policy changes as identified.
- Utilize peer-to-peer programs to create a culture of safety among teen drivers.
- Strengthen and support driver education in Utah.
- Coordinate, share, and use data in a more effective manner.

Audiences /Messages
- Teens
- Parents
- School administration
- Policy makers
- Law enforcement

Strategies
- WHAT are we going to do?

Tactics
- HOW are we going to accomplish it?

Acronyms of Utah Teen Driving Task Force Member Organizations Used in the Strategic Plan

- Local health departments - LHDs
- Parent Teacher Association - PTA
- Primary Children's Hospital - PCH
- Utah Department of Health - UDOH
- Utah Department of Public Safety - DPS
- Utah Highway Safety Office - UHSO
- Utah Department of Transportation - UDOT
- Utah Driver License Division - DLD
- Utah Highway Patrol - UHP
- Utah Safety Council - USC
- Utah State Office of Education - USOE
- Zero Fatalities - PPBH

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Teen Driving in Utah

Motor vehicle traffic crashes[1] are a leading cause of injury death among Utah teens ages 15-17. Teenage drivers represented 8% of the licensed drivers in Utah in 2010, yet they were in nearly one-fourth (21%) of all crashes[2] . Teens were 1.7 times[3] more likely to be in a crash than drivers of other ages. In 2012, 28 teen drivers were involved in a fatal crash; a total of 29 people were killed in these crashes, including nine of the 28 teen drivers. In 2012, teen drivers were 1.3 times more likely to have a contributing factor in a fatal crash than drivers of other ages, such as[4] :

- **Speeding**
- **Failing to stay in the proper lane**
- **Overcorrecting**
- **Driving distracted (such as distracted by passengers, cell phones, and external distractions)**
- **Failing to yield the right of way**

The more occupants in the car the more likely a crash involved injury or death. In Utah, crashes where the teenage driven vehicle contained four or more passengers were 8.2 times[5] more likely to be fatal than crashes involving teenage driven vehicles with fewer occupants. Nationally, the fatal crash rate for drivers ages 16-19, based on miles driven, is four times higher than for drivers ages 25-69[6] .

Effective strategies for reducing teen driver crashes and fatalities include comprehensive Graduated Driver Licensing (GDL) laws and parental involvement in driver education. GDL laws allow new drivers to learn driving skills over time and gain the experience needed to become safe drivers. Teens receive a "limited drivers license" and have certain driving restrictions such as no night-time driving, limitations on who can be in the vehicle with them, and the amount of supervised driving time they must have before getting a full license. National and international studies consistently show GDL laws to be effective in reducing crashes[7] .

Since Utah's GDL law was passed in 1999, there has been a 62% decrease in the rate of teens ages 15-17 killed in motor vehicle crashes. Prior to 1999, there was only a 31% decrease.

While Utah has a primary seat belt law[8] for all children under the age of 19, the law is secondary for adults. This may in part impact the seat belt usage of both teen and adult drivers. Only 25% of the teens killed in 2011[9] were wearing a seat belt. In comparison, 90% of the 18,380 teens who were in a crash in 2011 and survived were wearing a seat belt [10]. Teens have the lowest seatbelt use of any age group in Utah.

Teaching a teen to drive can be intimidating. However, research shows that involved parents who set rules and monitor their teen's driving behavior in a supportive way can cut their teen's crash risk in half. According to the Children's Hospital of Philadelphia, teens whose parents are involved in their driving and training are:

- **Twice as likely to wear seat belts.**
- **70% less likely to drink and drive.**
- **Half as likely to speed.**
- **30% less likely to talk on a cell phone while driving.**

Surveys, focus groups, and key informant interviews conducted by the Utah Department of Health with parents of teen drivers and driver education teachers also show strong support and need for parental involvement in driver education training.

- **Only 44% of Utah adults knew there were nighttime driving restrictions for teen drivers and 79% knew there were passenger restrictions. There is a gap however with the perception driver education teachers have about parent**

Teen Driving in Utah

knowledge; 70% of driver education teachers believe parents are somewhat knowledgeable about Utah's GDL laws.

- **67% of Utah adults strongly support or somewhat support mandatory classes on Utah's GDL laws for parents before their child can receive their driver license.**
- **Parents overwhelmingly supported having a parent education class to help them teach their children how to be safe drivers and learn Utah's GDL laws. Of those parents who participated in one of six focus groups, 94% said they would attend such a class and 98% wanted their teen driver to attend with them.**
- **87% of driver education teachers support a parent education class.**
- **60% of driver education teachers believe their students' parents were somewhat involved in their teen's driving education experience.**

Several efforts are ongoing in Utah to increase the involvement of parents in driver education programs, which have the support of the Utah Teen Driving Taskforce, Utah State Office of Education, and several local school districts. Davis County School District implemented a policy in all eight of the district's public high schools mandating a parent night program for parents who have teens enrolled in driver education. The parent night programs are being implemented by the Zero Fatalities program and local health departments across the state and have been enormously successful.

Our goal is to reduce crashes, injuries and fatalities among teen drivers in Utah through behavior modification of teens and adults. Specifically, we aim to:

- **Decrease the crash rate of teens ages 16-19 5% from 101.2 per 1,000 licensed drivers in 2007-2010 to 96.1 per 1,000 licensed drivers in 2011-2014.**
- **Decrease the rate of motor vehicle traffic deaths among teens ages 13-19 10% from 10.2 deaths per 100,000 population in 2007-2010 to 9.2 deaths per 100,000 population in 2011-2014.**

[1] MV traffic includes five indicators: 1) MV traffic-occupant injured, 2) MV traffic-motorcyclist injured, 3) MV traffic-pedal cyclist injured, 4) MV traffic-pedestrian injured, and 5) MV traffic-other and unspecified.
[2] 2010 Utah Crash Summary Report
[3] 2010 Utah Crash Summary Report
[4] 2010 Utah Crash Summary Report
[5] 2010 Utah Crash Summary Report
[6] The Children's Hospital of Philadelphia Research Institute and State Farm Insurance Companies ®. 2011
[7] http://www.nhtsa.gov/people/injury/NewDriver/GDLReport/index.html
[8] http://clickitutah.org/index.php
[9] http://www.health.utah.gov/vipp/pdf/MotorVehicle/2010%20Teen%20Memoriam-WEB.pdf
[10] Utah Highway Safety Office

Data

BACKGROUND: Our goals and funding sources require us to make data-driven decisions and use data to evaluate and direct our programs. Utah is fortunate to have numerous data sources to provide insight into teen driving issues. Coordinated use of these data sources will result in more effective programs and activities and a unified front among Task Force members' agencies.

OBJECTIVE: By 2018, coordinate, share, and use data in a more effective manner with at least three agencies serving on the Utah Teen Driving Task Force.

Strategy 1: Coordinate data to present a unified front to outside stakeholders.	**Tactic**: Identify existing data systems that have pertinent data for teen driving issues. (UDOH, DPS, UDOT, DLD, USOE) **Tactic:** Identify gaps in available data and possible solutions. (UDOH, DPS, UDOT, DLD) **Tactic:** Determine definitions for key data terms and reach consensus with Task Force about using them (e.g., fatalities, roadway type, etc.). (UDOH, DPS, UHSO, UDOT)
Strategy 2: Leverage data to advocate/ inform/ educate/ support Task Force efforts.	**Tactic:** Reach consensus with Task Force members about what data to release to the public, media, and policymakers. (UDOH, UDOT, DPS, UHSO) **Tactic:** Develop marketing materials to promote data (e.g., fact sheets, memorial books, etc.). (UDOH, UDOT, DPS, Zero Fatalities, UHSO) **Tactic:** Match data to messages Task Force members are promoting. (UDOH, UDOT, DPS, Zero Fatalities, UHSO) **Tactic:** Identify existing or needed data to address "harder" behavior change areas. (UDOH, UDOT, DPS)
Strategy 3: Use data as an evaluation tool to inform future efforts.	**Tactic:** Track "collective" impact. (All) **Tactic:** Identify 3-4 priority initiatives and ensure needed data is collected for evaluation purposes. (All) **Tactic:** Coordinate data collection for teen seat belt use among Utah's 12 local health departments, UDOH, Zero Fatalities, and Highway Patrol. (LHDs, UDOH, Zero Fatalities, UHP) **Tactic:** Determine baseline and target measures for each of the goals and objectives of the Teen Driving Task Force Strategic Plan. (UDOH, UHSO, UDOT)

7

Parent Involvement

BACKGROUND: Research shows that parents play a critical role in helping teens survive their most dangerous driving years (Governors Highway Safety Administration). Involved parents, who set high expectations as well as nurture their young drivers, are more likely to have children who drive safely than permissive or uninvolved parents (Childrens Hospital of Philadelphia, 2009). To strengthen Utah's teen driving safety program, Parents must be educated about the critical role they play in their children's safety.

OBJECTIVES:

- By 2018, increase parents' knowledge of graduated driver license program elements such as nighttime driving restrictions (from 44% to 55%) and passenger restrictions (from 79% to 85%). (Data source of baseline measures: UDOH telephone survey of Utah adults conducted in 2012)
- By 2018, increase the percentage of Utah adults who support a requirement for parents of teens to take an educational class before their child can receive a driver license from 67% to 75%. (Data source of baseline measures: UDOH telephone survey of Utah adults conducted in 2012)
- By 2018, increase from 60% to 70% the percentage of driver education teachers who believe their students' parents were somewhat involved in their teen's driving education experience. (Data source of baseline measures: UDOH key informant interviews conducted

Strategy 1: Increase the number of schools and school districts that require mandatory parent nights as part of their driver education program.	**Tactic**: Develop marketing materials (e.g., fact sheet, website, 1:1 presentations, letter for parents) to promote the parent night program to school officials. (USOE, Zero Fatalities) **Tactic**: Educate school officials about the parent night program. (USOE, Zero Fatalities, LHDs) **Tactic**: Develop a plan to coordinate implementation of the parent night program with Utah's 12 local health departments. (Zero Fatalities, UDOH, LHDs) **Tactic**: Develop a mechanism to track the number of parent nights taught, number of participants, and pre/post survey results across the state and ensure the results are reported annually to Task Force members and other stakeholders. (Zero Fatalities, UDOH, LHDs) **Tactic**: Increase the number of presenters for the parent night program, with a focus on rural areas. (Zero Fatalities, LHDs, UHP, UDOH, UHSO)

Parent Involvement

Strategy 2: Create a media campaign about graduated driver licensing (GDL) for parents of teen drivers.	**Tactic:** The Utah Department of Health will enter into a contract with the Utah Department of Transportation and PPBH to develop the media campaign. (UDOH, Zero Fatalities, PCH) **Tactic:** Determine the messages of the campaign. (UDOH, Zero Fatalities, PCH) **Tactic:** Determine effective venues for educating parents about teen driving (e.g., worksites, faith-based groups, online, social media, etc.). (UDOH, Zero Fatalities, PCH, DPS) **Tactic:** Build evaluation measures into the campaign and revise messaging as data suggest. (UDOH, Zero Fatalities, PCH) **Tactic:** Cross-promote campaign elements and materials among Task Force members. (All) **Tactic:** Develop an online parent education program that addresses Utah's GDL laws for parents living in rural areas or who are otherwise unable to attend a parent night program in person. Work with the Utah Education Network to create and disseminate the program. (USOE, UDOH, Zero Fatalities, UHSO, DLD)

Strategy 3: Ensure interventions, programs, and activities are evidence-based and focus on Utah's GDL.	**Tactic:** Conduct a literature review of evidence-based and best practices of parent education programs and share results with Task Force members. (UDOH, UHSO) **Tactic:** Ensure the parent night program addresses each of key concepts in the GHSA "Promoting Parent Involvement in Teen Driving: An in-depth look at the importance and the intiatitves." If lacking, revise the parent night program as needed. (Zero Fatalities) **Tactic:** Require sub-awardees to utilize evidence-based and best practice strategies. (UDOH, UHSO)

Peer-to-Peer Programs

BACKGROUND: Research published in the last two decades has shown definitively that peer programs can have statistically significant effects on attitudes, norms, knowledge, behaviors, and health and achievement outcomes. Peer work can make a valuable and useful contribution to efforts to improve youth health, success, and well-being. As part of a comprehensive approach to addressing teen driving issues, we will support peer-to-peer programs that have valid evaluation measures.

OBJECTIVE: By 2018, utilize peer-to-peer programs to create a culture of safety among teen drivers and ensure that 75% of interventions, programs, and activities are evidence-based and focus on Utah's Graduated Driver Licensing (GDL) components.

Strategy 1: Include teens' voices in statewide discussions about teen driving.	**Tactic**: Determine feasibility of forming a teen driving council comprised of teens to advise teen driving activities, programs, messaging, and interventions. If not feasible, determine other ways to gather feedback from teens such as the Governor's Youth Council. (PTA, Zero Fatalties, LHDs, UHSO) **Tactic**: Conduct audience research to ensure messaging is well received, engaging, understood, motivating, and culturally appropriate for teens. (PTA, Zero Fatalties, LHDs, UHSO, UDOH) **Tactic**: Tanslate materials and programs into Spanish (and other appropriate languages or reading levels) to ensure teens and families have access to them. (USOE, UHSO) **Tactic**: Provide guidance, resources, and platforms for teens to share positive messages about behavior change regarding driving. (PTA, Zero Fatalities, UHSO, LHDs) **Tactic**: Recruit new PTA representative. (UHSO) **Tactic**: Advocate for teen driving to be a priority issue for the PTA Safety Commissioner's Office. (All)

Peer-to-Peer Programs

Strategy 2: Ensure that peer to peer programs include valid measures to demonstrate success.	**Tactic:** Increase the number of schools participating in the Don't Drive Stupid program. (Zero Fatalities, LHDs, UHP) **Tactic:** Identify key stakeholders who can perform evaluation of peer-to-peer programs. (UHSO, Zero Fatalties) **Tactic:** Coordinate implementation and administration of peer-to-peer programs among key stakeholders that can perform evaluations. (UHP, UHSO, Zero Fatalities, LHDs) **Tactic:** Promote the Alive at 25 program as an effective, evidence-based program. (USC, LHDs, UHP) **Tactic:** Encourage law enforcement to participate in the Adopt a High School Program. (UHP, UHSO) **Tactic:** Coordiante peer-to-peer education efforts with Task Force members and with parent education programs. (All) **Tactic:** Continue publication of the Teen Memoriam and disseminate to driver education instructors, families, and key decision makers. (UDOH, Zero Fatalities, DPS) **Tactic:** Evaluate the impact of the Teen Memoriam on students' intended driving behaviors and attitudes. (UDOH)

Driver Education

BACKGROUND: Utah requires all drivers age 18 and under to complete a driver education course before they can be licensed. The majority of Utah teen drivers (approximately 26,000 teens each year) complete their driver education requirement via a driver education program in a public high school. This presents a key time to influence the driving behaviors of teens.

OBJECTIVES:

- By 2018, increase the percentage of driver education teachers who are using the Utah State Office of Education Core Standards for Driver Education to 75%.
- By 2018, identify five champion driver education teachers or district administrators willing to advocate for driver education policies and best practices.

Strategy 1: Provide evidence-based resources to driver education instructors.	**Tactic**: Identify the resources driver education instructors need and want. (USOE, Zero Fatalities) **Tactic**: Identify effective ways to reach driver education teachers through professional training, communication channels, etc. (USOE, Zero Fatalities) **Tactic**: Develop new materials or adapt existing materials based on teacher feedback. (USOE, Zero Fatalities) **Tactic**: Evaluate reach and use of resources provided and improve as necessary. (USOE, Zero Fatalities) **Tactic**: Integrate teen driving programs and data supported by the Task Force into driver education instructor endorsement trainings. (All) **Tactic**: Provide assistance to the USOE in planning the annual UDTSEA conference each spring. (USOE) **Tactic**: Determine if the Prevention Dimensions program may be amended to include teen driving. (USOE) **Tactic**: Support USOE with professional curriculum development training opportunities. (USOE)

Driver Education

Strategy 2: Elevate the status of driver education as an integral subject.	**Tactic:** Continue to work with USOE to evaluate and update the Utah Core Standards for driver education to meet national recommendations and best practices. (USOE) **Tactic:** Identify champion driver education instructors to advocate for instructor training, engagement of parents in classes, etc. (Zero Fatalities, USOE, LHDs)
Strategy 3: Expand the philosophical scope of driver education.	**Tactic:** Educate parents, teachers, and administrators about parents' role in driver education. (All) **Tactic:** Integrate parent education into driver education throughout the state. (All)

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Policy

BACKGROUND: Utah has a graduated driver licensing program, and, since its implementation in 1999, the rate of teens ages 15-17 killed in motor vehicle crashes has decreased 62%. Even more lives could be saved if Utah's GDL was strengthened to include all of the elements recommended by the National Highway Traffic Safety Administration.

OBJECTIVES:

- By 2018, increase the number of schools and school districts that require mandatory parent nights as part of their driver education program from 0 to 10.
- By 2018, educate at least 25 key stakeholders about how Utah's GDL and other applicable traffic safety laws compare to national standards.

Strategy 1: Support the requirement of parental involvement in driver education.	**Tactic**: Conduct a policy scan to determine mandatory parent education laws for driver education programs in other states and review for requirements, implementation, content, etc. (UDOH, UHSO, DLD) **Tactic**: Compare the existing parent night program and USOE core standards to results of the policy scan. (USOE, Zero Fatalities) **Tactic**: Educate parents, teachers, administrators, law enforcement, and other key stakeholders about the benefits of parental involvement in teen driving (e.g., fact sheets, website, 1:1 meetings, letters, media coverage, etc.). (All) **Tactic**: Work with key decision makers at schools and school districts to encourage policies mandating the parent night program. (LHDs, Zero Fatalities, USOE) **Tactic**: Determine the feasibility of making a Board of Education rule, administrative rule, or legislation mandating parental involvement in driver education. (USOE) **Tactic**: Utilize exisiting programs to demonstrate best practices. Seek help from researchers to evaluate the parent night program to ensure it meets evidence-based program criteria. (All) **Tactic**: Gather data and information that can demonstrate the effectiveness of parental involvement and share with key decision makers. (All)

Policy

Strategy 2: Encourage policy making at all levels.	**Tactic:** Educate parents, teachers, school administrators, local health departments, and other stakeholders about opportunities to implement micro-policies (e.g., mandating parent nights, seat belt policies, family policies, etc.). (LHDs, Zero Fatalities) **Tactic:** Work with insurance companies to incentivise good driving behaviors for teen drivers, similiar to "good grades" incentives. (UHSO, USC) **Tactic:** Work with the Driver License Division to include a Parent-Teen Driving Contract as part of the licensing process. (DLD, UDOH, DPS, Zero Fatalities) **Tactic:** Conduct a policy scan of existing teen driving-related legislation in Utah (e.g., seat belts, GDL, cellphone/texting, alcohol/drugs, etc.) to understand critical components of each law. Disseminate results to Task Force members, parents, driver education teachers, law enforcement, and policymakers. (UDOH, DLD) **Tactic:** Work with media agencies to provide public education about existing traffic safety laws in Utah. (All) **Tactic:** Maintain communication loop with the Coalition for Utah Traffic Safety (CUTS). (UHSO, UDOH, USC) **Tactic:** Determine policies regarding signage about traffic safety laws on roadways and the impact these policies could have on public education and awareness. (UDOT)

Strategy 3: Educate stakeholders about how Utah's GDL and other applicable traffic safety laws compare to national standards.	**Tactic:** Train law enforcement on Utah's GDL components to increase enforcement. (DPS, UHSO, UHP, USC) **Tactic:** Utilizing results of the policy scans, compare Utah's GDL components to national standards to determine gaps. (UHSO, UDOH, UDOT, DLD) **Tactic:** Educate key stakeholders about the life-saving potential of national GDL standards Utah could implement, as well as the current impact of Utah's existing GDL program. (UDOH, UHSO, DLD, UDOT, Zero Fatalities, UHP) **Tactic:** Advocate for national standards regarding traffic safety laws to be implemented in Utah. (All)

Utah's Performance Target for 2016:

- Utah's performance target for C-9 (Number of Drivers in Fatal Crashes Age 20 or Younger) is 37.
- Utah's performance target for U-3 (Percentage of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years that were Restrained) is 38.9%.
- Utah's performance target for U-9 (Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers) is 74.2.

Planned Countermeasures:

All of the below activities can be found in Countermeasures That Work, NHTSA, 2013

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

Project Descriptions:

CP170210	**TEEN DRIVING OUTREACH**
Funding Source	**402**
Project Year	**Ongoing**
Manager	**Amy Winkler**

Teen drivers (ages 15-19 years) are a special concern in Utah, as they are over-represented in crashes. Over the last three years (2012-2014) they accounted for only 8.6% of licensed drivers but were involved in 19.8% of all motor vehicle crashes and 12.8% of fatal crashes. Teenage drivers are a special concern because of their high crash rates and lack of driving experience. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. In a recent article from the Governor's Highway Safety Association (GHSA), most crashes occur because the novice behind the wheel doesn't have the skills or experience needed to recognize a hazard and take corrective action.

The 10-year trend shows that 22.1% of all crashes in Utah involved a teenage driver with a decreasing trend over the last 10 years. Fatal teenage driver crashes have also shown a decreasing trend although less dramatic than total crashes. Though the trend is decreasing, the number of teenage crashes compared to other ages is significantly disproportionate, thus it is a priority of the Utah Highway Safety Office (UHSO). In the past 5 years (2010-2014) over half (57.9% or 55 out of 95) of all teen occupants killed in motor vehicle crashes were not restrained.

This project will work to decrease teen crashes and fatalities through increased parental involvement in and awareness of teen driving. Special focus will be given to education about the dangers of distracted driving and promoting seat belt use. The project will provide support for various activities and campaigns that work to increase teen driver skills, especially hazard recognition, vehicle handling, space management, and awareness of distracted and impaired driving, such as Utah Highway Patrol's Teen Driving Challenge.

Funds will be used to purchase educational materials, signage, instructional tools, and supplies used to support the Teen Driving Challenge Program.

Partner Programs:

Informational	**DRIVER EDUCATION PROGRAM FOR HIGH SCHOOL STUDENTS**
Funding Source	**State**
Program Year	**Ongoing**
Manager	**Linda Mayne (USOE)**

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

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

Informational	**DON'T DRIVE STUPID PROGRAM**
Funding Source	**State**
Program Year	**Ongoing**
Manager	**Robert Miles (UDOT)**

Utah's teen driving safety program, Don't Drive Stupid, is a component of the state's Zero Fatalities program and is aimed at young drivers. It was created by the Teen Driving Task Force in 2006 and involves both peer-to-peer education and parent involvement. Through this program, parents and teens are taught about the top behaviors that lead to fatalities and serious injuries on our roadways, as well as information on the graduated driver license laws.

Informational	**DEFENSIVE DRIVING COURSE**
Funding Source	**Private**
Program Year	**Ongoing**
Manager	**Rod Hamson (USC)**

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

Informational **TRUCK SMART**
Funding Source **FMSCA**
Program Year **Ongoing**
Manager **UDOT - Motor Carrier Division**

Nearly 25 percent of all vehicles on Utah's roads are large trucks and that number is increasing. The Motor Carrier Division of UDOT recognizes that driver education that includes information about how to drive safely around trucks is vital to the success and safety of student drivers. One of the best methods to help teenage drivers understand how to drive "Truck Smart" is to bring a truck to school or wherever they are taking their Driver's Education course. The Truck Smart program educates new drivers on the importance of driving around semi-truck emphasizing the No-Zone areas. Each year, the program has reached more than 3,000 through more than 110 presentations at various high schools throughout Utah.

Informational **COALITION FOR UTAH TRAFFIC SAFETY**
Program Year **Ongoing**
Manager **Rolayne Fairclough (AAA of Utah)**

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

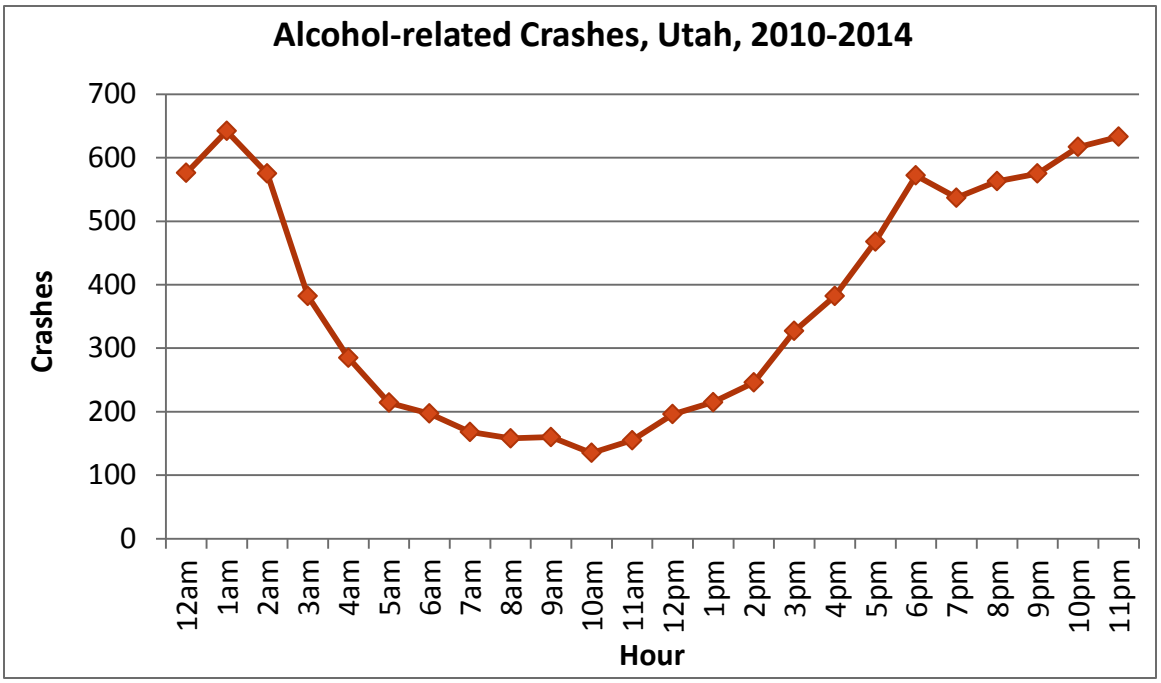
Informational **PRE-TEENS LEARNING TO DRIVE SAFE PROGRAM**
Funding Source **State**
Program Year **Second**
Manager **Robert Miles (UDOT)**

The Utah Department of Transportation and Utah Highway Safety Office will work with the Teen Driving Task Force to support the development and implementation of a statewide program aimed at increasing seat belt use among pre-teens. The program also includes an emphasis on improving safe driving behaviors among these adolescents prior to the time when they begin driving.

Drunk/Drugged Driving Problem Identification:

Motor vehicle crashes involving an impaired driver continue to occur in Utah, often resulting in fatalities and injuries to the impaired driver, their passengers, and other motor vehicle occupants. On average, 32 people die each year in Utah from crashes involving an impaired driver. Unfortunately, alcohol-impaired driver fatal crashes almost doubled from 2013 to 2014.

In reviewing five years of Utah crash data (2010-2014), crashes involving an alcohol-impaired driver are 4.2 times more likely to result in a fatality than crashes not involving an alcohol-related driver. While only 3.4% of Utah's traffic crashes in 2010-2014 involved an alcohol-related driver, they accounted for almost 13% or 136 of the fatal crashes during that same period.



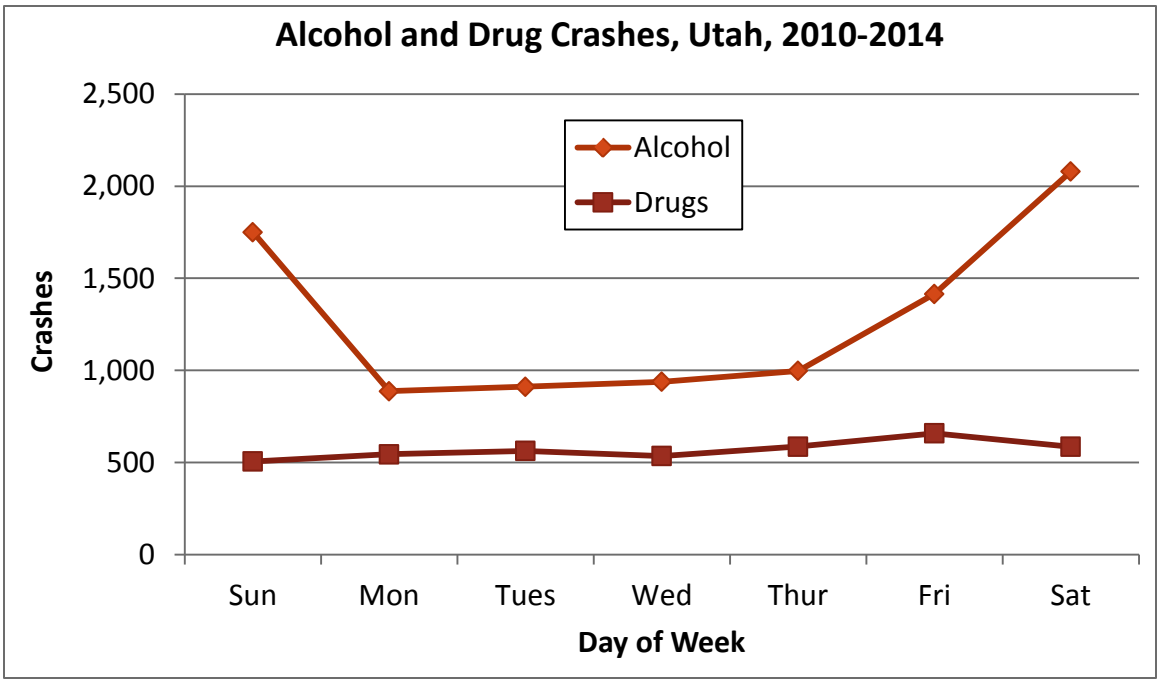
Interestingly, the drunk driver is most often the one killed in fatal traffic crashes involving an alcohol-impaired driver. From 2010 to 2014, the drunk driver accounted for 95, or 63%, of the 152 deaths involving an impaired driver. During that same period; passengers in the drunk driver's vehicle accounted for 25, or 16%; occupants (drivers and passengers) of another vehicle represented 22, or 14%; and nonoccupants numbered 10, or 7%.

A. Drugged Driving

Impairment from alcohol is not the only concerning trend in Utah. The number of crashes involving drug-positive drivers, whether impaired from prescription or illicit drugs, continue to increase. On average, 34 people die each year in Utah in crashes where the driver tested positive for drugs. A drug-positive driver was involved in nearly one-fifth (17.9%) of the traffic deaths in 2010-2014. Whereas, in 2006 there were 31 motor vehicle deaths involving a drug-

positive driver; ten years later, in 2015, there were 71 deaths. The test results from Utah fatal crashes 2006-2015 show that marijuana is by far the most common drug that drivers are testing positive for in fatal crashes. Out of the 322 drug-positive driver test results in fatal crashes, 121 tested positive for marijuana/THC; methamphetamine is a clear second place with 72 positive test results.

The challenge with drug-positive drivers is determining whether the person was impaired, as there isn't a national standard for impairment, such as the 0.08 level for alcohol impairment. Drug test data provides information about drug presence, rather than whether the driver was impaired by a drug at the time of the crash. Data identifying a driver as "drug-positive" indicates only that a drug was in his/her system at the time of the crash. It does not indicate that a person was impaired by the drug. Over the last three years (2013-2015), 36.4% of the drivers testing positive for drugs in fatal crashes were suspected of having drug/alcohol involvement in the crash. Many of the drivers who were not suspected of having drug/alcohol involvement in the crash were marked as unknown involvement. This may be due to the fact that many of the drug-positive drivers in fatal crashes die in the crash so field sobriety testing and evaluations by a drug recognition expert officer, the two most substantive roadside impairment testing methods, could not be employed.



B. Demographics of an Impaired Driver

Nationally, the demographics of the alcohol-impaired driver are well known. They are generally acknowledged to be males in the 21-39 age range, which is similar to Utah. When looking at drunk drivers in fatal crashes from 2010-2014:

- Drivers aged 25-29 are in the highest group at 19%
- Drivers under the age of 21 account for 8%

When examining crash data for drug-related drivers, it is astonishing how similar the demographics are. Drug-related drivers are almost overwhelmingly male (about 2 to 1), and most commonly in the age group of 21-39 years. While looking at drivers with the highest rates of positive drug tests in fatal crashes per licensed driver, those aged 20-24 and 50-54 had the highest rates.

In an effort to validate the crash data and who is involved, a look at DUI arrest data from the Driver License Division for 2015 reflects that drivers aged 25-36 represented the highest number of DUI arrests at 38%. This is similar to the crash data and seems to validate this conclusion.

As detailed below, the demographics of alcohol and drug-related drivers over the past five to ten years are very similar, yet comparing the month, day and time of alcohol-related and drug-related driver crashes during that same time period reveals some interesting and relevant differences.

A review of Utah's 2010-2014 motor vehicle crash data finds that:

- Alcohol-related driver crashes were highest in the months of August and October with the lowest rate per day in April and January
- The highest rate per day of fatal drunk driver crashes occurred in October, August, April, and July
- Crashes involving a drug-related driver have fewer variations during the course of the year than alcohol-related, with only a slight increase in August, May, and July and fairly consistent the rest of the year with a drop in January and December
- When looking at drug-related fatal crashes, the highest rates per day occurred in November, September, and November

When examining five years of Utah's crash data (2010-2014), regarding the day of week when the alcohol and drug-related driver crashes occurred, the difference between the two types is much more pronounced:

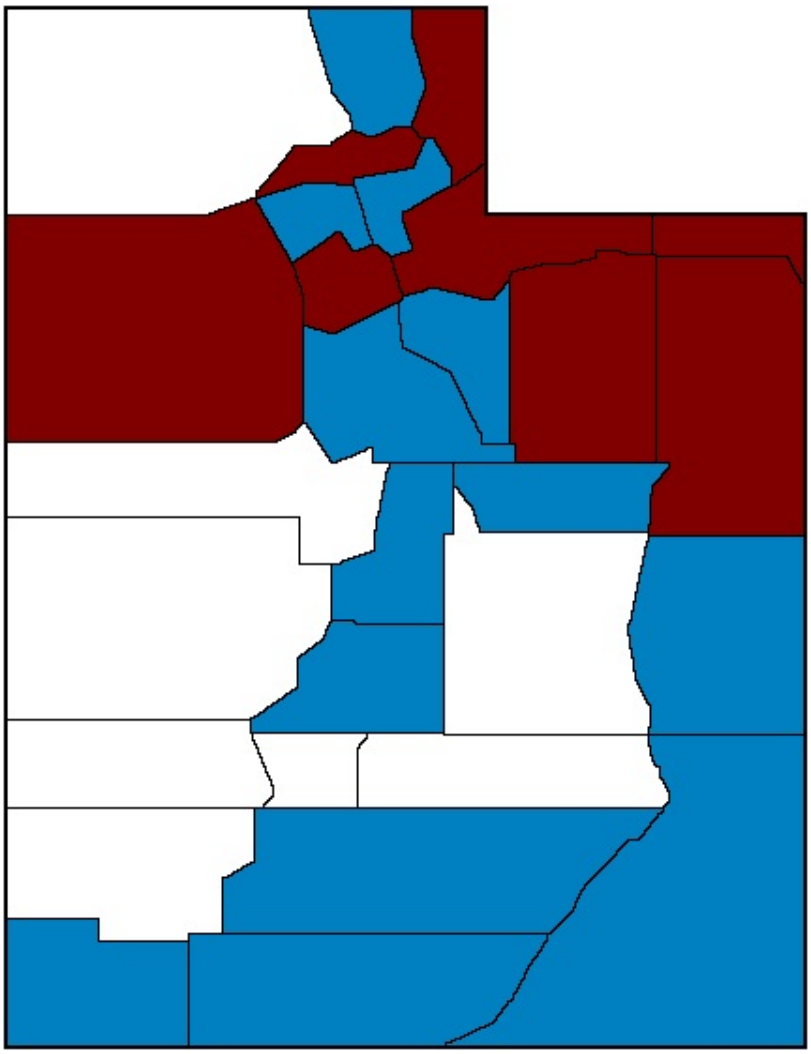
- Alcohol-related driver crashes are highest on Saturdays and Sundays and lowest on Mondays and Tuesdays.
- Drug-related driver crashes peak on Fridays and are the lowest on Sundays with the remaining days being quite similar.
- The difference between alcohol and drugs seem to indicate a significant number of people consume alcohol on a recreational basis (weekends), while drugs are used on an ongoing basis.

The time of day when alcohol versus drug-related driver crashes occurred is quite different. When looking at ten years of crash data (2005-2014):

- Alcohol-related driver crashes increase in the evening and early morning hours between 4:00 p.m. to 2:59 a.m., peaking around 1:00 a.m.

- Fatal crashes involving a drunk driver had the highest numbers between 7:00 p.m. to 2:50 a.m., with the same peak around 1:00 a.m.
- Drug-related crashes peaked in the afternoon and evening hours between 1:00 p.m. to 10:00 p.m. with a notable decrease from 10:00 p.m. thru the morning hours.
- Interesting to note that alcohol-related driver crashes peak at night and are lowest around mid-day, while drug-related driver crashes peak in the afternoon and are lowest during the nighttime hours.

When examining where impaired driving crashes most often occur, it was determined that drunk/drugged driving is a statewide problem, most commonly occurring, and somewhat proportionally, in relation to the population density within the area. It is no surprise that impaired-driving crashes most often occur in the more urban areas, such as Northern Utah which includes the urbanized Wasatch Front that houses 75% of the state's population.



	>6 Alcohol-related crash rate per 100 million VMT
	4-5.9 Alcohol-related crash rate per 100 million VMT
	<4 Alcohol-related crash rate per 100 million VMT

Crash data over a five-year period (2010-2014) involving an alcohol-related or drug-related driver shows that:

- One-third (32%) of fatal drug positive driver crashes occurred in Salt Lake County with Utah, Weber, and Tooele Counties the next highest.
- Over one-fourth (27%) of fatal drunk driver crashes occurred in Salt Lake County with Duchesne, Utah, and Davis Counties the next highest.
- Nearly one-half (48%) of alcohol-related crashes occurred in Salt Lake County. Utah, Weber, and Davis Counties were the next highest.
- Duchesne, Uintah, Salt Lake, Daggett, Weber, and Summit Counties were highest for alcohol-related crashes when ranked by rate per 100 million VMT
- 39% of drug-related crashes occurred in Salt Lake County. Utah, Davis, and Weber Counties were the next highest.
- Weber, Salt Lake, Tooele, Utah, Duchesne, and Sevier Counties were highest for drug-related crashes when ranked by rate per 100 million VMT.

Diverse groups have also been identified as a focus for impaired driving programs with a focus on Hispanics and Latinos, which are the state's largest minority group, making up 13.5% of Utah's population. In examining BAC of Hispanic drivers killed in motor vehicle crashes in Utah from 2007-2014, 21 of 110 drivers killed or 19.1% tested with a BAC of .08 and above. Among Hispanic drivers killed in motor vehicle crashes and tested for alcohol, 21 of the 69 or 30.4% tested with a BAC of .08 and above. This is slightly higher than the non-Hispanic population where 13.0% of all non-Hispanic drivers killed tested with a BAC of .08 and above, and 25.2% of non-Hispanic drivers killed and tested had a BAC of .08 and above.

C. Challenges and Solutions

One of the challenges the state impaired driving program faces is the decrease of DUI arrests. In examining five years (2011-2015) of DUI arrest records, including per se (alcohol and/or drug), refusal, not-a-drop, CDL 0.04 and metabolite arrests, the number has shown a marked downward trend with a 29% reduction in just 5 years. This reduction in arrests is greater than the downward trend in alcohol or drug-related fatal and injury crashes. Impromptu inquiries to law enforcement agencies have returned information which suggests that officers are less interested in working DUI overtime enforcement shifts because of the increasingly aggressive and intimidating tactics of defense attorneys, often resulting in a dismissal by the court.

Another challenge is that people continue to drink and use drugs for various reasons, and many decide to drive. Numerous studies reveal that very few people set out to drive while impaired by alcohol or drugs, and most are aware of the consequences of being stopped by law enforcement. They also acknowledge the hugely increased risk of causing a fatal or serious injury crash if they drive while impaired. Unfortunately, impaired driving is most often the result of a long chain of decisions made by the person, both before and after consuming alcohol or taking drugs. The decision about drinking or drug use, and the parallel decision whether to drive or make alternate arrangements, is the sequence which brings the two acts together in

place and time. When you consider that almost three-fourths or 73.0% of the drunk drivers in fatal crashes who tested over the legal limit for alcohol had BAC levels at or above twice the legal limit of 0.08., if the decision to not drive wasn't made long before the impairment, and appropriate arrangements made, then impaired driving is almost a certainty.

There are several reasons people drink: peer pressure, stress, to feel good, but the biggest factor is social. "Ninety percent of all drunk driving happens after drinking with family, friends, or coworkers," Allen Porter, President of DrinkingandDriving.Org said. "Drunk driving does not just happen when men or women leave bars or parties. It happens after holiday gatherings, restaurants, work functions, cookouts and picnics, everywhere people get together." He also said that people drive when they have been drinking because they have not been confronted. When they are not challenged, the person who is drunk gets behind the steering wheel.

Another reason for drinking and driving is that the person feels like the chances of being caught are very small. The average drunk driver has driven drunk 80 times before first arrest, always believing they will not be caught or cause a crash.

D. Conclusion

Even though Utah has one of the lowest rates of DUI fatal crashes in the nation, impaired driving remains a persistent problem. People ages 21-39, with a majority being male, continue to make the decision to drive after drinking or taking impairing drugs, with the frequency of fatal and injury crashes being mostly proportional to the density of population living in the area or region. In addition, drivers younger than age 21 and Hispanic populations are also identified as high risk. An average of 10% of drunk drivers in fatal crashes are under age 21. The Hispanic population is 1.3 times more likely to have a BAC of .08 and above than non-Hispanic drivers who are killed in motor vehicle crashes were the driver was tested for alcohol.
To combat this traffic safety concern, the Impaired Driving Program will:

- Continue to focus on reaching drivers, ages 21-39, with the message to not drive after drinking.
- Continue to educate drivers under the age of 21 about the zero tolerance laws and dangers of driving impaired.
- Continue high-visibility enforcement, using a combination of checkpoints and blitzes, as a companion to the media efforts.
- Continue to advocate social norming to engage the community, family, friends and co-workers in confronting or challenging a person who has been drinking or taking impairing drugs and intends to drive.
- Continue to promote designated drivers or alternate transportation methods.
- Focus the majority of enforcement resources in areas with high numbers of fatal and injury crashes.
- Continue to promote officer, prosecutor and judge training on the importance and methods to remove the impaired driver from Utah's roadways.

Utah's Performance Target:

- Utah's performance target for C-5 (Number of Fatalities Involving a Driver with a BAC of .08 and above) is 30 in 2017.
- Utah's performance target for U-6 (Number of Utah Fatalities Involving a Drug Positive Driver) is 69 in 2017.
- Utah's performance target for U-14 (Number of Utah Drowsy Driving-related Fatalities) is 5 in 2017.

Planned Countermeasures:

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

- Employer Programs (Countermeasure That Work, NHTSA, 2013)
- Education Regarding Medical Conditions and Medications (Countermeasure That Work, NHTSA, 2013)

Project Descriptions:

6OT170301	**DUI ENFORCEMENT, CHECKPOINTS AND SUPPORT**
Funding Source	**405d**
Project Year	**Ongoing**
Manager	**Robyn LaLumia**

Motor vehicle crashes involving an impaired driver continue to occur in Utah, often resulting in fatalities and injuries to the impaired driver, their passengers, and other motor vehicle occupants. On average around 32 people die each year in Utah from crashes involving a drunk driver. In reviewing five years of crash data (2010-2014), crashes involving an alcohol-impaired driver are 4.2 times more likely to result in a fatality than crashes not involving an alcohol-related driver. Interestingly, 73% of drivers in fatal crashes who tested over the legal limit for alcohol had BAC levels at or above twice the legal limit of 0.08.

Alcohol-impaired driver crashes represent around 13% of Utah's traffic fatalities; fatal crashes involving drivers who test positive for drugs (prescription and illegal) continue to increase and account for nearly 18% of the traffic deaths during the same time period Drunk and drug-positive drivers are overwhelmingly male, and primarily between the ages of 21-39 years. In an effort to validate the crash data and who is involved, DUI arrest data from the Driver License Division for 2015 reflects that drivers aged 25-36 represented the highest number of DUI arrests at 38%. Almost 19% of the drunk drivers in fatal crashes were previously convicted of driving under the influence in the past three years. The months with the highest rate per day of fatal drunk driver crashes occurred in October, August, April and July; drug-related fatal crashes peaked in November and September. Saturday and Sunday were the days of the week with the greatest number of fatal crashes involving a drunk driver, where Friday was highest for drug-related drivers. The time of day when the most alcohol-related fatal crashes occur was between 7:00 p.m. to 2:50 a.m., while drug-related crashes peaked in the afternoon and evening between 1:00 p.m. to 10:00 p.m.

While about one-half of alcohol-related crashes in Utah occur in the highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis, and Weber, fatal crashes involving drunk drivers are more spread out over the State with over one-fourth occurring in Salt Lake County. Drug-impaired driver fatal crashes also occur most often in the Wasatch Front counties. This project will promote zero-tolerance of impaired driving in Utah through high-visibility enforcement and publicized DUI saturation patrols and sobriety checkpoint programs covering both alcohol and drug impairment focusing efforts on locations with crash and/or citation data that indicate higher impaired driving activity. An integrated enforcement approach will be promoted among participating agencies to support all laws regarding traffic safety behaviors. Prevention, intervention, communications and outreach through alternate transportation, designated driver, and responsible beverage service. This project will also provide training, support and supplies for officers to enhance their skillsets in identifying and removing impaired drivers from Utah's roadways. Partner with local universities to conduct research on alcohol related data.

6OT170303 **STATEWIDE DRE, ARIDE AND PHLEBOTOMY PROGRAM**
Funding Source **405d**
Project Year **Ongoing**
Manager **Robyn LaLumia**

Utah has one of the highest rates of prescription and illicit drug abuse. These drug abuse problems inevitably carry over to our roadways and cause traffic safety issues for everyone on the road. Drug-related accounts for 1.5% of crashes yet 13% of fatal crashes involve a drug positive driver. Marijuana is increasingly becoming a bigger issue with 38 drivers in fatal crashes testing positive compared to 21 in 2014 and 10 in 2013. Of the 256 fatal crashes in 2015, there were 415 drivers, of which 62% were tested for alcohol and/or drugs with results available. Of the 259 drivers in fatal crashes tested for alcohol and/or drugs, 64% were negative for alcohol/drugs, 24% were positive for drugs only, 6% were positive for alcohol only, and 6% were positive for both alcohol and drugs. Moreover, 38 drivers tested positive for marijuana in 2015 compared to 21 in 2014 and 17 drivers tested positive for methamphetamine in 2015 compared to 5 in 2014.

An important aspect of drugged driving is that testing positive for a substance does not imply impairment; the relationship between drug impairment and driving ability, especially for marijuana, continues to be studies and no conclusions can be made yet. Knowing this information, it is vital to support and equip law enforcement with tools and training to more accurately detect drug impairment as it relates to driving. Officers face monumental challenges in detecting and apprehending drivers impaired by substances other than alcohol, and defense attorneys take advantage of this to weaken the officer's court testimony and reduce convictions. Law enforcement officers in Utah need appropriate equipment and specific training and certification in order to identify and arrest impaired drivers on Utah's roadways. By understanding the demographics of alcohol and drug-impaired driving crashes and fatalities, officers are better able to detect, apprehend, and provide court testimony to assure a violator is held accountable for his/her crime.

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

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

6OT170304 IMPAIRED DRIVING EDUCATION AND MEDIA CAMPAIGN
Funding Source 405d
Project Year Ongoing
Manager Robyn LaLumia

In order to reach drivers in Utah who continue to get behind the wheel after drinking alcohol or using any type of drug that causes impairment, the Utah Highway Safety Office (UHSO) has an agreement with a local media contractor to conduct a statewide mass media campaign that supports planned saturation patrols, melding the effort into the successful, high-visibility enforcement model. The campaign will also enter into an agreement with one additional media contractor to provide Spanish messaging and materials to reach the Hispanic populations, which are the state's largest minority group, making up 13% of Utah's population.

The primary goal of this media campaign is to continue reducing the incidence of impaired driving in Utah by raising awareness to the dangers of driving under the influence. For the campaign to accomplish the safety objective, current perceptions of the social acceptability of driving under the influence, as well as immunity from the potential consequences, must change. The media contractors will work with the UHSO to create high-visibility communications with an emphasis on the young, difficult-to-reach target audience of 21-39 age, favoring males and also for the state's largest minority group. The campaign will continue to strengthen the "Drive Sober or Get Pulled Over" campaign message and direction to show Utah's communities (not just the target audience) why this national effort is beneficial. Part of the focus is to mobilize the community – bring together law enforcement, media, local businesses and community officials to both share the prevention message and curb drunk and drug-impaired driving.

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

6OT170305 TRAFFIC SAFETY RESOURCE PROSECUTOR
Funding Source 405d
Project Year Ongoing
Manager Robyn LaLumia

The overall goal of this project is to increase impaired driving conviction rates around the state, resulting in less cases being dismissed or resulting in not guilty verdicts, and eventually reducing the amount of impaired drivers on Utah roadways. This will be done by focusing efforts to do two main things: (1) training prosecutors and law enforcement officers, and (2) providing technical support for prosecutors and law enforcement officers. In addition to prosecutors and law enforcement officers, there are other parties that play a pivotal role in reducing impaired driving, even when they are not directly involved with the investigation and prosecution of each offense. These include the toxicology lab, Driver License Division, community coalitions, and other agencies and entities involved in educating, collecting data, and working to reduce impaired driving in Utah. This project will fund the Traffic Safety Resource Prosecutor (TSRP) who will provide support to these agencies as needed.

Utah's TSRP specializes in the prosecution of traffic crimes, with an emphasis on impaired driving cases. He provides training, education, and technical support to other prosecutors, law enforcement agencies and other traffic safety stakeholders within the State.

As laws and court decisions are constantly changing impaired driving landscape both in Utah and across the county. The TSRP will remain current on issues both locally and nationally as they affect impaired driving. He will be available to assist officers, prosecutors, and others when issues arise.

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

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

Funds will be used to support 90% of the full-time position, which is housed within the Utah Prosecution Council, as well as in-state and out-of-state travel costs, training supplies, and program materials.

6OT170306	**SIP/TRACE AND YOUTH ALCOHOL SUPPRESSION**
Funding Source	**405d**
Project Year	**Ongoing**
Manager	**Jill Sorensen**

While only 3.4% of Utah's traffic crashes in 2010-2014 involved an alcohol-related driver, they accounted for almost 13% or 136 of the fatal crashes during that same period. Unfortunately, in 2014 the data shows that alcohol-impaired driver fatal crashes increased by 61% compared to 2013. Further, 18% of crashes that occurred during the hours of 11:00 pm - 4:59 am involved an alcohol-related driver.

To reduce the number of fatalities related to impaired driving and provide a safer and more secure environment, the Utah Department of Public Safety adopted the Target Responsibility for Alcohol Connected Emergencies (TRACE) Program. TRACE aims to hold the provider of the alcohol accountable if any state laws or state liquor license agreements were violated. The Department of Public Safety's Alcohol Enforcement Team (AET) will assist other agencies by conducting TRACE investigations.. The TRACE program investigates whether state laws have been violated by alcohol servers, both retail and private. The AET offers to supplement local law enforcement's investigations statewide as AET agents can cross jurisdictional lines in the investigation and prosecution of alcohol over-service. AET agents have specialized training to identify who is criminally liable for alcohol over-service.

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

The Department of Public Safety's Alcohol Enforcement Section is committed to enhancing the

quality of life and safety of the people of Utah by eliminating the incentives and opportunity to commit liquor offenses through a comprehensive law enforcement effort of education, deterrence, apprehension and prosecution. In turn, they work to implement the SIP/TRACE program in Utah's restaurants and bars that are the most visible locations that serve alcohol for on-site consumption. However, special events like concerts and raves held at all-age venues, offer alcohol as well and will also be targeted. When combined there are many opportunities for over-service to patrons and service to minors, which often leads to drinking and driving, and alcohol related crashes.

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

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

6OT170307	**IMPAIRED DRIVING INITIATIVES SUPPORT**
Funding Source	**405(d) / 405a Ignition Interlock / 405 (24/7)**
Program Year	**First**
Manager	**Carrie Silcox**

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support impaired driving initiatives and countermeasures that are effective in decreasing the incidence of impaired driving-related crashes and resulting injuries and fatalities. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational	**STATEWIDE SUSTAINED DUI ENFORCEMENT**
Funding Source	**STATE**
Project Year	**Ongoing**
Manager	**ADF**

Utah continues to be a low alcohol-related fatality rate state due in large part to aggressive DUI enforcement and a proactive approach to combating underage drinking issues. In 2013, over 12,000 DUI arrests were made, and most arrests resulted in the impoundment of the violator's motor vehicle. When the vehicles are retrieved by the owners, various impound fees are collected and the person arrested must pay specific reinstatement fees to regain a valid driver license, when eligible. The Utah Legislature has earmarked a portion of those fees to assist in removing impaired drivers from Utah's roadways. The monies are used to fund sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on saturation patrols during major holidays and high-visibility enforcement efforts during national safety campaign periods. The funds also provide local law enforcement agencies with equipment such as the updated Intoxilyzer 8000 for accuracy in testing, and new digital in-car video systems to enhance officer safety and capture evidentiary information during DUI stops.

Informational	**DROWSY DRIVING PREVENTION**
Funding Source	**State and FHWA**
Project Year	**Ongoing**
Manager	**Scott Jones**

According to the 2014 Utah Crash Summary, the highest risk demographic for drowsy driving is young drivers 15-24, and older drivers 70-74, and 80-84. Drivers under the age of 30 are involved in over half the crashes. Male drivers are 1.8 times more likely to be involved in a drowsy driving crash than females. The weekend, Friday-Sunday has the highest number of crashes and they occur more frequent during June through September and early morning hours from 6:00–8:59 a.m. or late afternoon 3:00-5:59 p.m. Crashes occurring in rural Utah were 2.6 times more likely to involve drowsy driving.

A survey performed in 2009 by Dan Jones & Associates showed that 59% of Utah drivers admitted to nodding off momentarily while driving on multi-lane highways with a speed at 55 mph or higher. In addition, a study by the National Sleep Foundation concluded that being awake for 24 hours is equal to a blood alcohol concentration (BAC) of .10, above Utah's legal limit.

The "Sleep Smart. Drive Smart." Alliance, a partnership of public and private sector agencies, work together to promote drowsy driving awareness and education to various high schools, colleges and universities. The group also encourages businesses to educate their employees about the dangers of drowsy driving and continues to support an annual Drowsy Driving Prevention Week. Furthermore, the state's Zero Fatalities program will continue to include drowsy driving awareness in their outreach presentations.

Because infrastructure improvements are an effective countermeasure in preventing fatigue-related crashes, UDOT will continue installing rumble strips and highway signage along stretches of roadway identified as having a high number of drowsy driving related incidences.

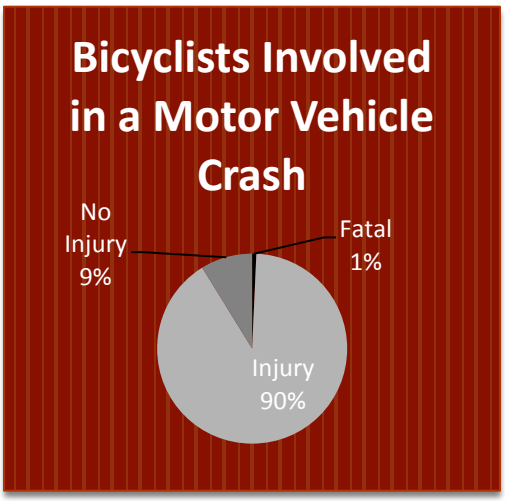
Problem Identification:

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

A. Bicycle Safety

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

Analysis of the bicycle-related crash data over a three-year period (2012-2014) has shown that:



- There were 2,443 bicyclists in a reportable motor vehicle crash. Of these 2,211 were injured, 215 were not injured, and 17 were killed
- 57% of the crashes involved bicyclists under the age of 30 years
- 79% of the bicyclists involved in crashes were male
- 54% of the motor vehicle drivers were under the age of 40 years
- 53% of the motor vehicle drivers were male
- Crashes occurred more frequently May through October, likely due to weather conditions
- Crashes are more frequent during the weekdays (Monday through Friday)
- Crashes peak between 3:00 pm and 6:00 pm
- 94% of crashes occur in the six most populated counties (Salt Lake, Utah, Weber, Davis, Cache, and Washington)
- 93% of crashes occur on roads with speed limits between 20-45 mph
- 30% of all bicycle-motor vehicle crashes occurred in a marked crosswalk

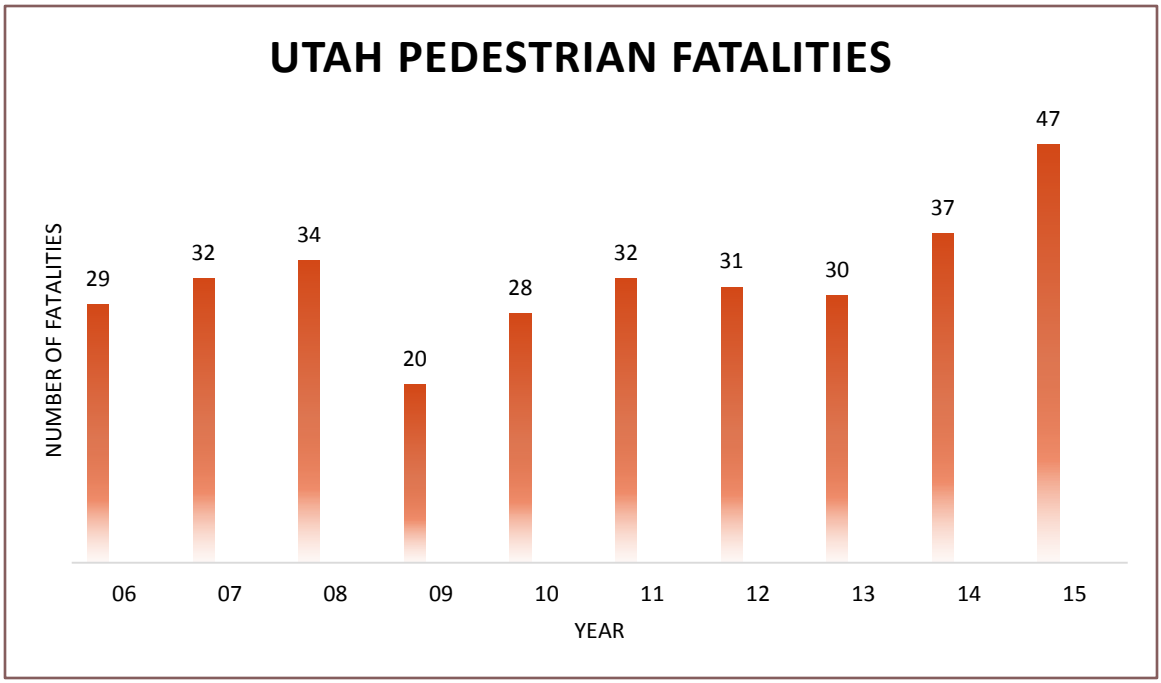
Further analysis showed that the most common contributing factors in bicycle-motor vehicle crashes are:

- Failure to yield the right of way by the motor vehicle driver (39%)
- Motor vehicle was turning (56%)
- Bicyclist was on the wrong side of the road (12%)

B. Pedestrian Safety

Every day, Utahns choose whether they want to drive a motor vehicle, be a motor vehicle occupant, ride a motorcycle, or a bicycle, yet almost all of us are a pedestrian for much of every day. While Utah's overall traffic fatalities have followed the national upward trend with a 25% increase from 2013 to 2015, during this same time period pedestrian fatalities have outpaced this trend with an increase of 60%. Analysis of three years of pedestrian-related crash data (2012-2014) has shown that:

- 2,828 pedestrians were hit by motor vehicles with 98 pedestrians killed
- 38% of the pedestrians in crashes are between the ages of 10-24
- The majority of pedestrians hit were male while the majority of drivers involved in pedestrian crashes were male
- 55% of the drivers involved in pedestrian-related crashes are between the ages of 15-39
- Crashes occur more frequently in March, September, October, November and December
- Crashes peak between 2:00 pm and 7:00 pm
- The majority of the crashes occur in the urban counties (Salt Lake, Utah, Davis and Weber)
- 23% of pedestrians killed had a BAC of 0.08 or over (2013-2015)



Both drivers and pedestrians share a responsibility in preventing pedestrian fatalities. The leading contributing factors for pedestrians in fatalities are failing to yield and improper crossing. The leading contributing factors for drivers in pedestrian fatalities are failing to yield and speed.

C. Motorcycle Safety

Motorcyclists are much more vulnerable than other motorists and consequences of crashes are frequently much more severe for motorcyclists. The number of registered motorcycles in Utah increased from 43,271 in 2005 to 75,593 in 2014. Although motorcycles account for only 3% of Utah's registered vehicles, motorcyclists accounted for 18% of Utah's traffic-related fatalities in 2014. Motorcyclist fatalities reached an all-time high of 45 in 2014.

Utah does not have a universal helmet law and statewide-observed usage is only 65%. Wearing helmets that meet the Department of Transportation (DOT) standard is the single most effective means of reducing the number of people who get injured or die from motorcycle crashes, according to NHTSA. When examining helmet use in motorcycle-related crashes, several data resources showed that:

- 60% of motorcyclists involved in a traffic crash were wearing a helmet, according to all crash data over a three-year period (2012-2014)
- 49% of motorcyclists killed were wearing a helmet, according to crash data (2012–2014)
- 65.9% of motorcyclists use helmets in 17 counties, as reflected in the Utah Observation Helmet Use Survey (UHSO, June 2013)

Analysis of 2012-2014 crash data for motorcycle-related crashes has shown that:

- 3,848 motorcyclists were in a crash and 108 motorcyclists were killed
- The majority of motorcyclists involved in crashes were male
- 50% of motorcyclists in crashes were between the ages of 15-34 years
- 40% of motorcycle crashes involved the motorcycle only and, of these crashes, 79% of motorcycle drivers had a contributing factor in the crash
- 60% of motorcycle crashes involve another motor vehicle and, of these crashes, 43% of motorcycle drivers and 64% of drivers of the other vehicles had contributing factors
- The leading contributing factor for motorcycle drivers in a crash were speed too fast, failed to keep in proper lane, and followed too closely

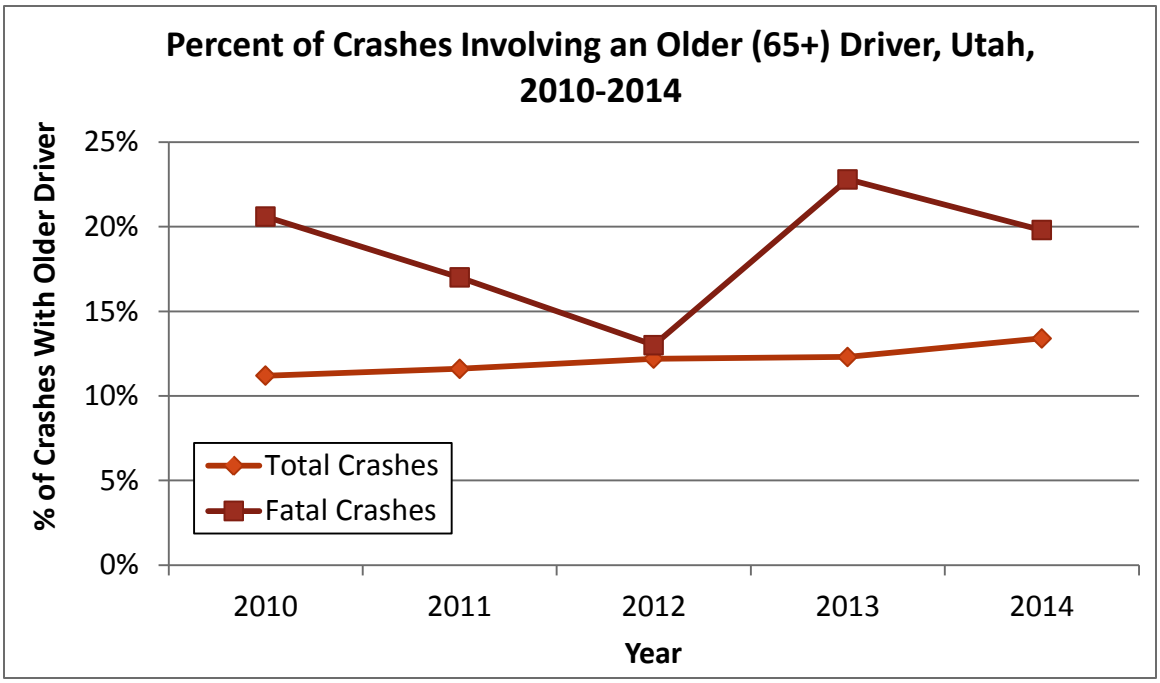
The leading contributing factor for other drivers in motorcycle crashes were failed to yield, followed to closely, and improper turn.

D. Older Drivers

Analyzing the last three years of crash data (2012-2014) involving older drivers shows that:

- Older drivers were involved in 20,258 motor vehicle crashes which resulted in 9,907 injured persons and 129 deaths
- Although older drivers have the lowest crash rates of any drivers, the percent of crashes involving an older driver has been increasing for over a decade
- Salt Lake and Utah Counties have the highest amount of older driver crashes while Washington County has the highest percent of crashes involving an older driver
- Weekdays had the highest number of crashes involving an older driver

- Compared with drivers of other ages in crashes, older driver crashes were more likely to occur during the daytime hours of 10:00 a.m. to 4:59 p.m. and less likely to occur at night
- Older drivers had a contributing factor in a crash at about the same rate as drivers of other ages
- The leading contributing factors for older drivers in crashes were failed to yield right of way, followed too closely, and failed to keep in proper lane



Utah's Performance Target in 2016:

- Utah's performance target for C-7 (Number of Motorcyclist Fatalities) is 35.
- Utah's performance target for C-8 (Number of Unhelmeted Motorcyclist Fatalities) is 15.
- Utah's performance target for C-10 (Number Pedestrian Fatalities) is 42.
- Utah's performance target for C-11 (Number of Bicycle Fatalities) is 3.
- Utah's Performance target for U-7 (Percent of Utah Helmeted Motorcycle Fatalities) is 43.2%.
- Utah's Performance target for U-8 (Overall Rate of Motorcyclists in Crashes per 1,000 Registered Motorcycles) is 17.1.
- Utah's performance target for U-16 (Number of Drivers in Fatal Crashes Age 65 or Older) is 44.

Planned Countermeasures:

The listing of countermeasures can all be found in the document published by NHTSA, Countermeasures That Work, 2013.

- Bicycle Education for Children)
- Cycling Skills Clinics, Bike Fairs, and Bike Rodeos

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

Project Descriptions:

PS170701	**PEDESTRIAN SAFETY PI&E**
Funding Source	**402**
Project Year	**Ongoing**
Manager	**Marques Varela**

Almost all of us are a pedestrian at one point or another during the course of a day. While Utah's overall traffic fatalities have followed the national upward trend with a 25% increase from 2013 to 2015, during this same time period pedestrian fatalities have outpaced this trend with an increase of 60%. Everyone is part of this traffic safety problem, with young males contributing the most to auto/pedestrian crashes. Pedestrians ages 10-24 account for 38% of

pedestrians involved in a crash. Interestingly, driver ages 15-39 account for 55% of crashes involving a pedestrian.

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

PROJECT # HX170704 PEDESTRIAN SAFETY INITIATIVES SUPPORT
Funding Source 405h
Program Year First
Manager Carrie Silcox

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support pedestrian safety initiatives and countermeasures that are effective in decreasing the incidence of crashes involving pedestrians. This project will support countermeasures that have been approved for implementation during the year.

PS170702 BICYCLE SAFETY PI&E
Funding Source 402
Project Year Ongoing
Manager Marques Varela

Bicyclists under age 30 are involved in about 57% of all bicycle-motor vehicle crashes in Utah, and 79% are male. Over 54% of the drivers involved in the crashes were under age 40, and equally mixed male-female. Bicycle-motor vehicle crashes occur more frequently May through October, likely due to winter weather issues. The highest frequency of the crashes is Tuesday through Friday, peaking between 3 and 6 pm. The six most populated counties, Salt Lake, Utah, Weber, Davis, Cache and Washington, are also the where the majority (94%) of bicycle-motor vehicle crashes occur, with about 93% taking place on roads with speed limits between 20-45 mph. Interestingly, the largest number (30%) of all bicycle-motor vehicle crashes occurred in a marked crosswalk. The most common contributing factor (39 in bicycle-motor vehicle crashes) is failure to yield the right of way by the motor vehicle driver, and in 56% of the crashes the motor vehicle was making a turn.

This project will focus on at least two or more of the evidence-based countermeasures (see above). Priority will be given to the six most populated counties, Salt Lake, Utah, Weber, Davis, Cache and Washington, where the majority (93%) of bicycle-motor vehicle crashes occur. Focus

will be given to bicycle education for children, recreational riders, and commuters with emphasis on cycling skills clinics and bike rodeos where rules of the road are reinforced. Educational materials, supplies and fixed-price deliverable mini-grants will be offered to local health departments, law enforcement agencies and other partners involved with bicycle safety, and must include a minimum of two countermeasures referenced above.

MC170901 MOTORCYCLE SAFETY MEDIA AND PI&E
Funding Source 402 / 405f
Project Year Ongoing
Manager Marques Varela

Motorcycle fatalities in Utah increased in Utah in 2014. Motorcycles are over represented in traffic fatalities, as they comprised only 3% of registered vehicles in 2014 but accounted for 18% of traffic fatalities. Males represent 90% of motorcycle fatalities and the average age of those killed is 43. Motorcycles are more vulnerable in traffic crashes than occupants of motor vehicles. The only thing protecting a motorcyclist during a crash is the personal protective equipment the motorcyclist elects to wear. DOT approved helmets have been shown to reduce the likelihood of death in a motorcycle crash by 37%, only 65% of riders in Utah wear helmets since the state lacks a universal motorcycle helmet law. The attitudes of motorcyclists toward safety vary greatly. Some motorcyclists emphasize safety in motorcycling activities while others give it little thought. This is reflected in the gear they choose to wear and whether or not they complete a motorcycle rider education course.

To address this growing traffic safety issue in Utah, the UHSO will employ the following Countermeasures That Work: motorcycle helmet use promotion programs; alcohol-impaired motorcyclists – detection, enforcement and sanctions and communications and outreach; motorcycle rider licensing; motorcycle rider training; and communications and outreach – conspicuity and protective clothing and other driver awareness of motorcyclists.

Through a media and education campaign, the UHSO will work to increase motorists' awareness of motorcyclists and their safety, use communication and outreach to promote rider training courses, protective gear, conspicuity and helmet use. Media efforts will include promoting Motorcycle Safety Awareness Month and Utah's Rider Education Program for new and experienced riders.

CP170205 SENIOR DRIVING SAFETY
Funding Source 402
Project Year Ongoing
Manager Jill Sorensen

According to data compiled by the CDC, in 2012, more than 5,560 older adults were killed and more than 214,000 were injured in motor vehicle crashes. This amounts to 15 older adults killed and 586 injured in crashes on average every day. There were almost 36 million licensed older drivers in 2012, which is a 34 percent increase from 1999. Looking at IIHS crash data, per mile traveled, fatal crash rates increase noticeably starting at age 70-74 and are highest among drivers 85 and older. The increased fatal crash risk among older drivers is largely due to their

increased susceptibility to injury, particularly chest injuries, and medical complications, rather than an increased tendency to get into crashes.

In Utah, crash data (2012-2014) shows that older drivers were involved in 20,258 motor vehicle crashes which resulted in 9,907 injured persons and 129 deaths. Although older drivers have the lowest crash rates of any drivers, the percent of crashes involving an older driver has been increasing for over a decade.

The University of Utah's Trauma Program's Injury Prevention program plan to augment their outreach efforts to educate older drivers across the state. The Universities driver rehabilitation program works with the community to keep aging drivers safe and will be a large part of distribution for the resources, such as an older driver assessment. In addition, the education and outreach will incorporate seat belt use, one of the most effective countermeasures for older occupants to survive a motor vehicle crash.

This project will enhance the resources already available and will support increased awareness, communication and outreach through continuing education and training available from a variety of providers.

9MA170902 **MOTORCYCLE SAFETY INITIATIVES SUPPORT**
Funding Source **405f**
Program Year **First**
Manager **Carrie Silcox**

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support motorcycle safety initiatives and countermeasures that are effective in decreasing the incidence of crashes involving motorcyclists. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

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

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

Informational **BIKE UTAH**
Project Year **N/A**
Manager **Phil Sarnoff (Bike Utah)**

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

Informational **SALT LAKE CITY BICYCLE SAFETY PROGRAM**
Project Year **N/A**
Manager **Roolf (Salt Lake Transportation Division)**

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

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

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

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

The safety of children walking and bicycling to and from school is a major concern for parents, school administrators, and public officials due to the volume and speed of vehicular traffic around schools. Students who choose to walk or bike have limited safe routes to choose from.

To assist schools with addressing this public safety and health issue, UDOT participates in the federally-funded Safe Routes To School (SRTS) program. SRTS funding is used to create programs that educate children about how to safely walk or bike and that encourage children to use these healthy modes of transportation to get to school. Schools can also apply for SRTS grants to construct infrastructure improvements such as sidewalks that would increase the safety of children walking and bicycling to school.

Informational **STUDENT NEIGHBORHOOD ACCESS PROGRAM**
Funding Source **State**
Project Year **N/A**
Manager **Cherise Wood (UDOT)**

The Student Neighborhood Access Program (SNAP™) is a comprehensive program for walking and biking safety to school that engages and educates students, parents, school administrators, crossing guards and communities. Schools create plans that detail the safest walking and biking routes within a one-mile radius of the school and distribute maps to parents. As part of the federal Safe Routes to Schools program administrated by UDOT, SNAPS's first priority is student safety, with the goal to help make the roads around schools safer.

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

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

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

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

Informational **MOTORCYCLE RIDER EDUCATION PROGRAM**
Funding Source **State**
Program Year **Ongoing**
Manager **Kurt Stromberg (DPS/DLD)**

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

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

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

Informational **SALT LAKE COMMUNITY COLLEGE MOTORCYCLE TRAINING**
Project Year **N/A**

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

Informational **ADVANCED RIDER TRAINING**
Project Year **N/A**

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

Informational **LICENSING OLDER DRIVERS**
Funding Source **State**
Project Year **Ongoing**
Manager **Chris Caras**

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

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

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

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

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

Informational **UTAH DEPARTMENT OF TRANSPORTATION RESEARCH DIVISION**
Project Year **Ongoing**
Manager **Robert Miles (UDOT)**

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

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

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

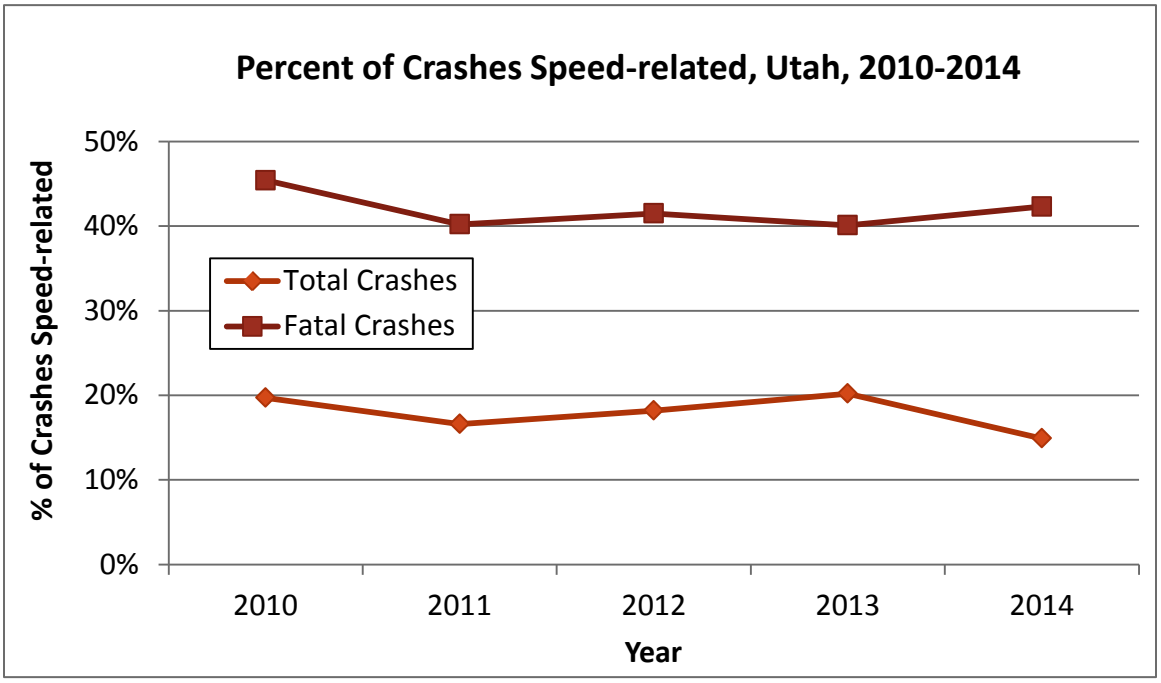
Problem Identification:

The Police Traffic Services Program focuses much of its resources on traffic safety issues that are not supported through the Occupant Protection and Impaired Driving Programs and their associated funding streams. This includes projects aimed at decreasing distracted, aggressive, and speed-related crashes.

A. Speeding

A review of the 2012-2014 speed-related crash data indicates the following:

- Speed is the number one factor in traffic deaths and number three in crashes
- There were 258 speed-related fatal crashes with 289 fatalities
- Drivers in fatal and non-fatal crashes where speeding is a factor are overwhelmingly male
- Younger drivers, ages 15 to 34, have the highest total number of speed crashes
- July, October, and November were the deadliest months for speed-related fatal crashes
- For overall speed-related crashes (fatal and non-fatal) January and December had the highest rates of crashes
- Saturday holds the highest number of speed-related fatal crashes at 23.0%, with Thursday following at 15.6%
- Urban areas had a lower rate of speeding-related fatal crashes as compared to rural areas
- Urban areas had a higher rate per vehicle miles traveled for speed-related non-fatal crashes as compared to rural areas

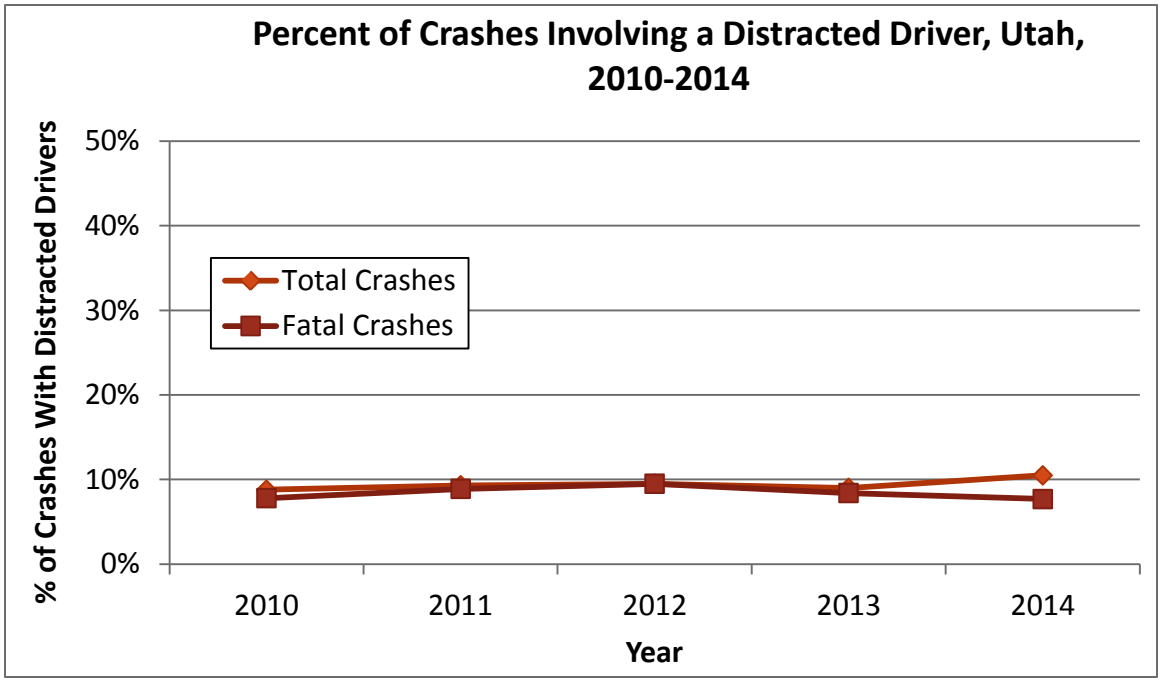


- The counties with the highest number of total speed-related crashes over the last three years were urban and include Salt Lake, Utah, Davis, Weber, and Cache Counties
- The counties with the highest percent of total crashes that were speed-related over the last three years were rural and include Morgan, Millard, Beaver, Rich, and Sevier Counties
- The counties with the highest number of fatal speed-related crashes over the last three years were: Salt Lake, Utah, Davis, Weber, Washington, and Tooele Counties
- The counties with the highest percent of fatal crashes that were speed-related over the last three years were: Rich, Uintah, Davis, Utah, Summit, Morgan, and Daggett Counties

B. Distracted Driving

A review of the 2012-2014 distracted driver crash data indicates the following:

- There were 53 distracted driver fatal crashes with 59 fatalities
- Drivers ages 15 to 24 had the highest distracted driving overall crash rates per licensed drivers
- Males were drivers in 56.2% of the distracted-related crashes
- Distracted driver crashes occur more often on Wednesday and Friday, however the highest percentage of fatal distracted driver crashes occurred on Monday and Friday
- Distracted driver total crashes were highest from 12:00 p.m. to 6:59 p.m.
- Salt Lake County had the most distracted driver crashes accounting for 44.5% of the distracted driver crashes in the state
- Distracted driver crashes composed 12.5% (6,060) of the total for injury crashes and 8.5% (53) of fatal crashes
- The counties with the highest number of total distracted driver crashes over the last



three years were: Salt Lake, Utah, Davis, Weber, and Washington Counties

- The counties with the highest percent of total crashes that involved a distracted driver over the last three years were: Grand, Cache, Washington, Carbon, and Utah Counties
- The counties with the highest number of fatal distracted driver crashes over the last three years were: Salt Lake, Utah, Weber, Washington, and Davis Counties
- The counties with the highest percent of fatal crashes that involved a distracted driver over the last three years were: Beaver, Carbon, Wasatch, Box Elder, and Utah Counties

Due to the challenge law enforcement agencies experience with identifying distraction and its role in a crash, crash statistics may not fully capture the significance and extent of the problem. When the crash data and potential for under-reporting is examined with behavioral surveys on driving behavior in mind, the need to address distracted driving becomes even more critical.

According to a 2011 study led by the Centers for Disease Control and Prevention, 69% of drivers ages 18 to 64 years old reported that they had talked on their cell phone while driving within the 30 days before they were surveyed. Additionally, a quarter of teens respond to a text message once or more every time they drive. Alarmingly, 20 percent of teens and 10 percent of parents admit that they have extended, multi-message text conversations while driving.

C. Aggressive Driving

A review of the 2012-2014 aggressive driver crash data indicates the following:

- There were 35 drivers in fatal crashes that were aggressive or reckless
- There were 1,835 drivers in total crashes that were aggressive or reckless
- Aggressive/reckless driving was the 23rd highest contributing factor in crashes

Utah's Performance Target in 2016:

- Utah's performance target for C-6 (Number of Speeding-Related Fatalities) is 54.
- Utah's performance target for U-15 (Number of Fatalities Involving a Distracted Driver) is 21.

Planned Countermeasures:

- Graduated Driver Licensing Requirements for Beginning Drivers (Countermeasure That Work, NHTSA, 2013)
- Cell Phone and Text Messaging Laws (Countermeasure That Work, NHTSA, 2013)
- High Visibility Cell Phone and Text Messaging Enforcement (Countermeasure That Work, NHTSA, 2013)
- General Driver Drowsiness and Distraction Laws (Countermeasure That Work, NHTSA, 2013)
- Communications and Outreach on Distracted Driving (Countermeasure That Work, NHTSA, 2013)
- High Visibility Enforcement (Countermeasures That Work, NHTSA, 2013)
- Other Enforcement Methods (Countermeasures That Work, NHTSA, 2013)

- Communications and Outreach Supporting Enforcement (Countermeasures That Work, NHTSA, 2013)
- Enforcement of Drugged Driving (Countermeasures That Work, NHTSA, 2013)

Project Descriptions:

PT170101	**POLICE TRAFFICE SERVICES TRAINING AND EQUIPMENT**
Funding Source	**402**
Project Year	**Ongoing**
Manager	**Heather Fuhr**

Enforcement of traffic laws is one of the most effective safety and prevention strategies. Enforcement is also a key component to comprehensive safety and prevention campaigns and is needed for all identified traffic problems. Supporting traffic enforcement and the law enforcement agencies that conduct this work continues to be a focus for the UHSO. Assistance and support from the UHSO takes on many forms, including equipment and trainings needed to enhance their safety enforcement and related programs. This program will focus on equipment and training related to speed and impaired driving, as well as data-driven identified needs throughout the fiscal year.

Speed has been the leading factor in traffic deaths for the past ten years. Speed is a factor in twenty percent of all crashes and forty percent of fatal crashes. From 2012 to 2014, there were 258 speed-related fatal crashes with 289 fatalities. Urban areas had a lower rate of speeding-related fatal crashes as compared to rural areas and urban areas had a higher rate per vehicle miles traveled for speed-related non-fatal crashes as compared to rural areas. Speed enforcement is essential for fatality reduction. While the UHSO does not directly fund overtime enforcement activities, the UHSO will support speed abatement through trainings and enforcement equipment to assist law enforcement agencies in their patrol of speed issues. Continued trainings and use of existing skills on crash reconstruction will be offered.

Drug-related accounts for 1.5% of crashes yet 13% of fatal crashes have a drug positive driver. More drivers are testing positive for drugs in fatal crashes than we have seen in previous years. Marijuana is increasingly becoming a bigger issue with 38 drivers in fatal crashes testing positive compared to 21 in 2014 and 10 in 2013. Of the 256 fatal crashes in 2015, there were 415 drivers, of which 62% were tested for alcohol and/or drugs with results available. Of the 259 drivers in fatal crashes tested for alcohol and/or drugs, 64% were negative for alcohol/drugs, 24% were positive for drugs only, 6% were positive for alcohol only, and 6% were positive for both alcohol and drugs. Moreover, 38 drivers tested positive for marijuana in 2015 compared to 21 in 2014 and 17 drivers tested positive for methamphetamine in 2015 compared to 5 in 2014. Like other states in the country, drugged driving is on the rise. Recognizing and testing for drugs during lawful traffic stops and crashes is vital for improved enforcement and deterrent. To accompany the UHSO's partnerships with law enforcement agencies on impaired driving prevention and enforcement, training and equipment on this emerging traffic safety issue may be offered to enhance efforts and programs.

Specific equipment requests include the following: radar and/or lidar units, in-car digital video cameras, PBT's, speed monitoring trailers and sign boards, crash/accident reconstruction

software (total stations) and other equipment/resources as needed with sufficient problem identification. Requests from law enforcement agencies for equipment will be accepted throughout the year and reviewed for essential elements to determine merit and need. Applications elements will include, but not limited to, the following: problem identification of the traffic safety issue with supporting data, specific ways the requested equipment will improve the existing condition, how success will be measured, equipment usage/application plan, opportunities for cost-sharing, and training plan (as applicable) for officers using the equipment.

In an effort to promote sustained enforcement activities among Utah's law enforcement agencies, ways to recognize law enforcement for their effective work toward reducing traffic crashes and fatalities will be explored. Agencies will be encouraged to conduct data-driven traffic safety enforcement to include occupant protection, impaired driving, vulnerable user protection, and speed/aggressive driving. Elements of recognition may include acknowledgement of high performing and participating agencies and officers that work to improve traffic safety in their community.

PT170102	**SUPPORT FOR MULT-AGENCY TASK FORCES AND LAW ENFORCEMENT ORGANIZATIONS**
Funding Source	**402**
Project Year	**Ongoing**
Manager	**Heather Fuhr**

Utah saw an increase in motor vehicle traffic crash deaths in 2015 to the highest number in seven years with 276 people killed, an increase of 20 deaths from 2014 and 56 more than 2013. Leading causes of fatalities and injuries include speed and unrestrained occupants; impaired driving and vulnerable users fatalities are also areas of concern due to fatality trends increasing. Enforcement of traffic safety laws help curtail risky behaviors and promote safety actions, creating safer roads for all users. Enforcement is also a vital aspect to comprehensive prevention campaigns for specific traffic safety issues. To promote the UHSO's resources, coordinate enforcement efforts, and network with statewide law enforcement agencies, the UHSO will organize and support the Multi-Agency Task Force meetings and work with other law enforcement organizations on networking opportunities.

Partnerships with the Multi-Agency Task Forces are one of the most valuable tools available to the Highway Safety Office in its work with Utah law enforcement agencies. These meetings bring law enforcement representatives together on a regular basis to plan and implement various traffic safety and enforcement activities aimed at reducing injury and fatal crashes. The Task Force members are committed to sustained evidence-based enforcement efforts and the support of national traffic safety campaigns, as demonstrated by their active participation in high-visibility enforcement and safety campaigns. Meetings with law enforcement agencies from Davis, Morgan, Salt Lake, Utah, and Weber counties will occur on a regular basis throughout the year. Plans to expand these meetings and enhance collaborations and resource sharing among additional law enforcement agencies will be explored throughout the year.

Additional outreach will be conducted with law enforcement agencies throughout the state, with a focus on rural agencies. Through the UHSO LEL Program, attendance at law enforcement meetings will be arranged in order to gain a presence in communities outside of the Wasatch

Front. Meetings and networking events held by law enforcement organizations, such as the Utah Chiefs of Police Association and Utah Sheriffs' Association, will also be explored to further collaborations and exposure of the UHSO and its resources and programs. These various networking opportunities are venues to disseminate information on high visibility traffic enforcement methods and to provide educational opportunities through trainings. Law enforcement agencies will receive information and give input on upcoming media efforts and then share this information within their respective agencies and other networks to distribute and promote UHSO efforts. These collaborative approaches facilitate mutual respect and foster lasting partnerships to accomplish shared goals for traffic safety and reductions in crashes, fatalities, and injuries.

PT170103 LAW ENFORCEMENT LIAISON PROGRAM EXPANSION
Funding Source 402
Project Year First
Manager Heather Fuhr

One of the UHSO's main collaborative venues to work with local law enforcement agencies on traffic safety programs and enforcement is through the Law Enforcement Liaison (LEL) Program. Currently, the UHSO LELs are certified peace officers with the Utah Highway Patrol, with one trooper serving as an LEL full time and one trooper supporting UHSO LEL projects on an overtime basis. During the FY 2017, the LEL Program will be expanded to contract with local and county law enforcement agencies for LEL activities, in addition to the UHP trooper LELs.

Expanding the LEL Program to partner with local and county law enforcement agencies addresses several needs in current partnerships. The 2016 Occupant Protection Program Assessment noted several challenges related to partnerships and work with local and county law enforcement. The recommendations suggested expanding and more directly including local and county law enforcement agencies in UHSO mobilizations, messaging, and resource distributions, with focus on rural and non-overtime funded agencies. To address these challenges and recommendations, the UHSO will expand the current LEL Program to contract with local and county agencies to perform LEL related activities.

Contracted LEL partner agencies can help recruit LEAs for mobilizations and other LE projects from their specific areas. Having local and county LEA champions recruit and 'sell' programs to similar agencies may make the messages and information more relatable and show that traffic safety and enforcement needs to be a priority for local agencies. Contracting with local agencies also shows the UHSO's investment in the local community and desire to have community members living in those areas work to solve their traffic safety problems. Resources will be more easily distributed to agencies outside of the Wasatch Front area, where collaborations and participation in UHSO program is already well established. Because Utah is a large state with expansive and sometimes challenging terrain, ensuring materials and resources get to rural areas is difficult. The newly formed LEL Program network will be a beneficial venue to pass on important information. This expansion will also facilitate partnership opportunities with rural agencies that may be reluctant, skeptical, or lack the capacity to work on UHSO projects. Fellow, small rural agencies that regularly partner with UHSO can work closely with these agencies to gain their buy-in and support, more easily than state program managers or law enforcement from urban areas.

The five regions have been established for the LEL Program. They are:

1. Box Elder, Weber, Cache, Rich, and Morgan
2. Tooele, Davis, Salt Lake, Millard, Summit, Wasatch, Utah, and Juab
3. Grand, San Juan, Emery, Carbon, and east Wayne
4. Piute, Sevier, Sanpete, Garfield, and west Wayne
5. Duchesne, Uintah, and Daggatt
6. Washington, Kane, Iron, and Beaver

The UHSO will identify law enforcement agencies and/or officers that are highly focused on traffic safety enforcement with the capacity and skills to champion efforts to fellow law enforcement agencies. Each identified region will have an assigned LEL position. The full-time Utah Highway Patrol trooper at the UHSO will be assigned to focus on and work with Region 2 law enforcement agencies, in addition to this trooper's other statewide LEL responsibilities. LELs in the other regions (1, 3, 4, 5, and 6) will perform their LEL responsibilities and duties as overtime, with a memorandum of understanding between the contracting agency(ies) and the UHSO.

DD170803	**DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR OREM DEPARTMENT OF PUBLIC SAFETY**
Funding Source	**402**
Project Year	**First**
Manager	**Heather Fuhr**

Looking three year data trends, Utah County is among the top 5 counties in the state for both highest number of total distracted driver crashes and highest percent of total crashes that involved a distracted driver. Orem city is a large city in Utah County and has 95,000 residents and 33,000 Utah Valley University students. Provo City, also in Utah County, borders Orem City, with the cities share many similarities and roadways. Provo has 112,000 residents and 30,000 Brigham Young University students. State Street is a large road that connects the two cities and is heavily traveled. University Parkway is used to connect the two university campuses. The Utah Department of Transportation (UDOT) identified State Street and University Parkway as the second busiest intersection in Utah with a total traffic use of 97,190.

During most of 2015, the intersection of State Street and University Parkway was averaging 24 collisions a month. Of these, nearly 50% were rear-ending collisions with stopped vehicles. In the past, Orem DPS, along with partner law enforcement agencies in the area, experienced success in reducing crashes at this intersection, and the surrounding roadways, through highly visible enforcement strategies. This funding will focus on expanding the success of past programs. Highly visible enforcement strategies will be implemented with directed enforcement along State Street and University Parkway, and the 'feeder' streets and roads, and limited paid media and strong use of earned media to draw attention to the enforcement activities.

DD170803	**DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR UNIFIED POLICE DEPARTMENT**
Funding Source	**402**
Project Year	**Second**
Manager	**Heather Fuhr**

The Unified Police Department (UPD) of Greater Salt Lake is a police department that serves eleven communities in Salt Lake County and is overseen by Salt Lake County Sheriff Jim Winder. Unified PD allows communities to have comprehensive police services at a fraction of the cost of establishing and maintaining their own police force. The combined services equates to cost-sharing between communities, thereby saving money for local governments and reducing the tax burden on citizens.

Salt Lake County had the most distracted driver crashes in Utah, accounting for 48.1% of the distracted driver crashes in the state. Within UPD jurisdictions, 398 crashes were attributed to distracted driving in 2014. UPD will utilize both education and enforcement practices to decrease distracted driving in targeted neighborhoods where it has been identified as a major concern. These communities include Herriman, Holladay, Taylorsville, Riverton and Midvale. These five cities comprise nearly half of the distracted driving crashes among the 11 cities and townships in UPD. Prevention and education messages, with emphasis on texting and driving, will focus on the teen population by using existing partnerships and outreach events with high schools in the focus communities. Directed enforcement for distracted driving violations is also a planned activity, which is needed to fully address the traffic problem. Patrol shifts will be spread across the five identified cities of which are targeted for this program. Earned media opportunities will be combined with the teen outreach to bring added attention to the prevention messages and focused enforcement. This will be the program second year of funding with successes identified in the first year, as high number of enforcement contacts and education campaigns at the local high schools. The program will be bolstered in the second year by applying the enforcement tactics that worked well for the distinct communities and continuing to focus on high-risk, high-crash intersections and roadways.

PROJECT # 8X170806 DISTRACTED DRIVING INITIATIVES SUPPORT
Funding Source **405e**
Program Year **First**
Manager **Carrie Silcox**

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support distracted driving initiatives and countermeasures that are effective in decreasing the incidence of crashes involving drivers who are distracted behind the wheel. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

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

The Utah Highway Patrol uses motorcycle units to perform traffic enforcement, including enforcing speed limits and aggressive and distracted driving laws to ultimately reduce injury and fatal traffic crashes. The Motors Squad is made up of 30 certified officers and sergeants, and

work in four different sections: Salt Lake; Utah; Tooele; and Weber Counties. The motors officers work regular shifts on their assigned motorcycles to provide general and targeted traffic law enforcement, provide assistance to neighboring agencies, etc. To enhance their effectiveness when participating in special events, the squad will often conduct enforcement blitzes while traveling to the event location. The UHP Motors Squad also offers motors training to officers from other law enforcement agencies in the State.

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

Utah continues to be a low alcohol-related fatality rate state due in large part to aggressive DUI enforcement and a proactive approach to combating underage drinking issues. In 2013, over 12,000 DUI arrests were made, and most arrests resulted in the impoundment of the violator's motor vehicle. When the vehicles are retrieved by the owners, various impound fees are collected and the person arrested must pay specific reinstatement fees to regain a valid driver license, when eligible. The Utah Legislature has earmarked a portion of those fees to assist in removing impaired drivers from Utah's roadways. The monies are used to fund sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on saturation patrols during major holidays and HVBE efforts during national safety campaign periods. The funds also provide local law enforcement agencies with equipment such as the updated Intoxilyzer 8000 for accuracy in testing, and new digital in-car video systems to enhance officer safety and capture evidentiary information during DUI stops.

Informational	**CRASH REDUCTION PARTNERSHIP IN IDENTIFIED SPEED CORRIDORS**
Funding Source	**State**
Project Year	**Second**
Manager	**Mark Panos**

The Utah Highway Patrol (UHP) responds to nearly one-third of the traffic crashes in the state each year and speed has been identified as a major contributor in all traffic crashes in Utah. Reducing injury and fatal crashes is a high priority for this agency and a focus for UHP standard patrols as well as special projects. To leverage the available resources, UHP and the Utah Department of Transportation (UDOT) have joined together to implement data-driven high visibility enforcement efforts. Enforcement focus areas are identified using a multi-tiered approach. First, speed survey data is used to analyze the average vehicle speeds at approximately ¼ mile intervals, listing data in relation to the posted speed limits and direction of travel. This information was then overlayed on speed-related crash heat maps which show where crashes are clustered. Using these maps and corresponding data, eight problematic traffic corridors with high speeds and a concentration of speed-related crashes have been identified and directed enforcement will concentrate around these areas which are located in the heavily populated Wasatch Front counties and major commuting roadways. The goal is to reduce traffic crashes in these specific corridors, which will in turn greatly improve overall traffic safety and subsequently reduce traffic fatalities and serious injuries. Evaluation of enforcement activities will consist of speed surveys before, during and after the directed enforcement shifts on the targeted corridors and roadways. The evaluation data will further inform the length of time the

highly visible enforcement has on motorists speed behaviors. The UHP will use its existing partnerships with local media venues to promote and highlight the speed enforcement efforts part of this project.

Informational	**LOGAN POLICE DEPARTMENT STOP THE MAIN DISTRACTION**
Funding Source	**Logan City**
Project Year	**Ongoing**

The "Stop the Main Distraction" campaign has been a part of the reduction in crashes on Logan's roadways. Given the success of this program, the community has invested their own resources into maintaining it. The program is now self-sustaining after receiving federal funding from the UHSO for several years.

Logan will continue their education programs in the local schools, university, and community groups, along with the partnership they have established with the courts, to educate drivers on the dangers of distracted driving and other traffic safety issues.

TRAFFIC RECORDS

Problem Identification:

Traffic records are the backbone for problem identification in all of the various traffic safety areas. Data is what drives the ability to identify trends, recognize emerging problem areas, and to measure the success of previous efforts. While Utah has made great strides in the timeliness and completeness of most traffic records, the performance attributes of accuracy, integration, and accessibility could use improvement.

Utah completed a transition to all-electronic crash reporting in mid-2013, but subsequent crash data reviews have shown that the accuracy level of the reports is lower than desired. The ability to use innovative tools to analyze and distribute accuracy information to stakeholder and data-user agencies is limited.

Performance measures for accuracy, completeness and timeliness are either not in place or ineffective in some traffic record systems. The emphasis in the crash records and injury surveillance systems over the past several years has been to transition to an all-electronic reporting or access system. U-13 shows how effective the crash record transition has been as the average number of days between submission and occurrence for Utah motor vehicle crashes has reduced from 139.91 days in 2011 to 8.06 days in 2014. There has not been as much emphasis on setting system performance measures due to the limited resources.

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

Utah's Performance Target:

- Utah's performance target for U-12 is 65.6% in 2017.
- Utah's performance target for U-13 is 7.89 days in 2017.

Planned Countermeasures:

- Maintain the State's traffic records information in a form that is of high quality and readily accessible to users throughout the State. (NHTSA Highway Safety Program Guideline No. 10)
- Collect data electronically using field data collection software. (FHWA Crash Data Improvement Program Guide)
- Electronic transfer of data. (FHWA Crash Data Improvement Program Guide)

- Use traffic safety strategic planning process to identify and support program needs and addresses the changing needs for information over time. (NHTSA Highway Safety Program Guideline No. 10)
- Accessibility through efficient flow of data to support a broad range of traffic safety and other activities. (NHTSA Highway Safety Program Guideline No. 10)

Project Descriptions:

3DA170501 CRASH INFORMATION MANAGEMENT SYSTEM
Funding Source 405c
Project Year Ongoing
Manager Gary Mower

Analysis of Utah's current crash file database indicates the need for continued improvement in Utah's crash data, and this project will work to improve the accuracy, completeness and accessibility of the crash file database, using a multi-tiered approach. The traffic information system law enforcement liaison (LEL) will continue with technical outreach and education, including conducting seminars at local agencies on crash reporting and its importance to officers on the street. Additionally, monitoring reports will be created by the LEL and distributed to agencies statewide, highlighting the areas in which the agencies can perform training or improve quality control. Another method the project will use to improve the quality of the crash data is to coordinate with the State IT staff and crash application vendors to improve the validation rules as part of the electronic submission process. By implementing more effective validation rules, the data entered at the roadside will improve greatly.

To promote continued communication with law enforcement agencies and stakeholder organizations on crash records issues, the project will promote participation in working groups in conjunction with the TRCC, provide data quality reports, create crash reporting training, etc.

To improve data accessibility and integration, the project will also support a partnering effort to create a more cohesive crash information system that integrates different traffic records components and provides for a more efficient quality control of the incoming crash data.

The goal of the project is to improve the performance attributes of accuracy, integration, accessibility, timeliness, and completeness of traffic records.

Funding will be used to fund a 0.1 FTE LEL, out of state travel to the Traffic Records Forum, and necessary supplies and operating costs of networks, phones, and computers. Contractual services will be provided to the University of Utah for the University of Utah Transportation and Public Safety – Crash Data Initiative (UTAPS-CDI), DTS for programming the crash repository, and for law enforcement and other local requests.

3DA170502 EMS PREHOSPITAL DATA REPORTING
Funding Source 405c
Project Year Ongoing
Manager Gary Mower

Two areas of special emphasis in the Highway Safety Plan are to improve the crash data system and to enhance emergency services capabilities. This project will improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of injury-related crash data. Integration efforts will continue, to achieve automated integration between prehospital (ambulance), emergency department, trauma registry, dispatch, and crash data. Efforts will continue to make integrated data available to stakeholders and the public for analysis and reporting. Finally, the State of Utah needs to implement prehospital data system upgrades in order to move to the next version of the National EMS Information System (NEMSIS) data standard. Funding will be used in contractual services for application development and support.

3DA170503 TRAFFIC RECORDS INITIATIVES SUPPORT
Funding Source 405c
Program Year First
Manager Gary Mower

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support traffic records improvement initiatives. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational FATALITY ANALYSIS REPORTING SYSTEM (FARS)
Funding Source FARS
Project Year Ongoing
Manager Gary Mower

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

Informational SAFETY MANAGEMENT SYSTEM
Funding Source FHWA
Project Year Ongoing
Manager Scott Jones

The SMS application is an Oracle database used by the Utah Department of Transportation for the storage, retrieval, and analysis of crashes within the State of Utah. Crashes are located on the Utah Road Network using the LRS as defined in the SPP application. SMS contains a record of every crash within the State of Utah. One objective of this project is to allow the seamless retrieval of data across both the Linear Referencing System and the Safety Management System so crash data and roadway data can be joined together for greater flexibility in analysis of high crash locations.

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

The Highway Safety Office (HSO) and the Department of Health, Office of Injury Prevention (UDOH) have partnered to obtained critical BAC information from autopsy records housed within the Medical Examiner's Office. It was discovered recently that the fatal victim BAC data determined at the ME's office was not included in the electronic BAC reporting mechanism set in place by the State Toxicology lab. In order to gather this critical data, an agreement between a team housed within UDOH and HSO was drafted that appointed the UDOH team in charge of extracting the BAC data elements from the autopsy reports. This team was already extracting other data elements for UDOH and it made sense for them to add the few additional data elements to their list. The UDOH team provides HSO with the reported BAC data on a monthly basis.

SECTION VI – COMPREHENSIVE EVIDENCE BASED ENFORCEMENT PLAN

A. Overview

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

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

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

B. Partnerships with Utah Law Enforcement Agencies

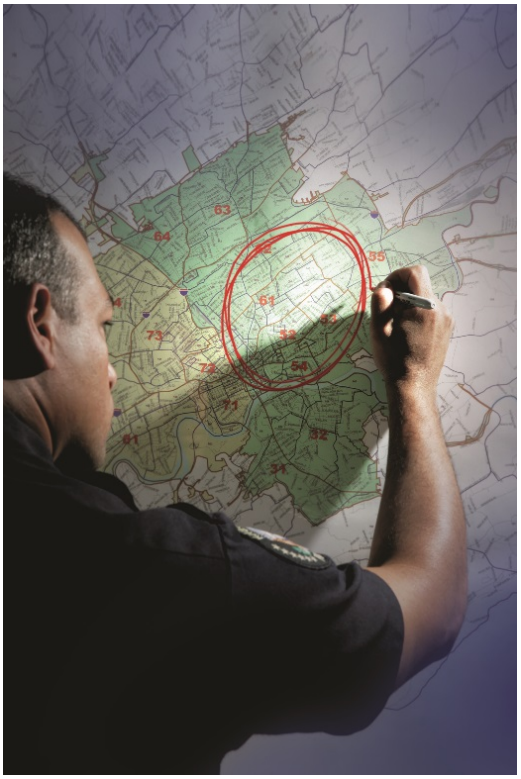
One of the UHSO's main collaborative venues to work with local law enforcement agencies on traffic enforcement strategies and safety goals is through the Law Enforcement Liaison (LEL) Program. Currently, the UHSO LELs are certified peace officers with the Utah Highway Patrol, with one trooper serving as an LEL full time and one trooper supporting UHSO LEL projects on an overtime basis. Through the LEL Program, the UHSO smoothly collaborates with law enforcement agencies and communicates enforcement priorities and evidence-based countermeasures. The UHSO LELs are in regular contact with law enforcement agencies through face-to-face meetings and informal phone conversations to maintain relationships and strong working rapport. The LELs actively participate in traffic enforcement work with partner law enforcement agencies to demonstrate their commitment to traffic safety, foster relationships with the agencies, and set an example for the expectations of enforcement work. For the FY 2017, the UHSO LEL Program will be expanded to contract with local and county law enforcement agencies for LEL activities, in addition to the UHP trooper LELs. Expanding the LEL Program to partner with local and county law enforcement agencies addresses several needs. The winter 2016 OP assessment noted several challenges related to partnerships with local and county law enforcement. The recommendations suggested expanding and more directly including local and county law enforcement agencies in UHSO mobilizations, messaging, and resource distributions, with focus on rural and non-overtime funded agencies. To address these challenges and recommendations, the UHSO will expand the LEL Program to contract with local and county agencies to perform LEL related activities. Resources will be more easily distributed to agencies outside of the Wasatch Front area, where collaborations and participation in UHSO program is already well established. Because Utah is a large

state with expansive and sometimes challenging terrain, ensuring resources get to rural areas is difficult. The newly formed LEL Program network will be a beneficial venue to pass on important information. Lastly, given the large geographic area of Utah, traveling to the rural and less populated areas of the state is not feasible for one full time LEL, when time constraints and resources are considered. The LEL expansion will be a more efficient and effective use of resources to connect to these rural areas. It will also allow the UHSO full time LEL to train and support the new LEL contracted agencies and build upon the robust law enforcement network the UHSO has.

The Multi-Agency Task Force (MATF) activities and meetings are coordinated by the UHSO LEL as well. These meetings bring law enforcement representatives together on a regular basis for traffic safety trainings and updates and to plan various traffic enforcement activities. Meetings with law enforcement agencies from Davis, Morgan, Salt Lake, Utah, and Weber counties occur on a regular basis throughout the year. These meetings and task force activities have been key for networking and coordinating; it is planned to develop similar task forces or coalitions with law enforcement agencies in other areas of the state as part of the LEL Program Expansion with rural communities. As referenced throughout this E-BE Plan, enforcement mobilizations and HVE strategies are coordinated at these meetings with key law enforcement partners present to offer their perspectives, resources, and commitment to traffic safety projects.

C. Problem Identification and Risk Analysis

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



As Utah's roadways become busier and busier due to a strong economy and a growing population, traffic safety will remain an essential piece to a healthy state. Though Utah traffic safety has improved in some areas over the years, the improvement trend did not hold for recent years (2014 and 2015) in most program areas. Utah saw an increase in traffic crash deaths in 2015 with 276 people killed, up by 20 fatalities in 2014 and 56 more than 2013. The main contributing factors for Utah fatalities remain speed and unrestrained occupants; other areas of concern are emerging, given the rise in fatalities, such as pedestrians and other vulnerable roadway users, and impaired and distracted drivers.

- *Occupant protection:*
    - Unrestrained occupants accounted for 31% (86) of deaths in 2015. This is 14 more unrestrained occupant deaths than in 2014 and 25 more than 2013.
    - Roughly two-thirds of the unrestrained occupant fatalities were male.
    - 57% of unrestrained deaths occurred in rural areas.

- *Impaired Driving:*
    - Alcohol-related crashes account for 4% of the total and 13% of fatal crashes.
    - Drugged driving is on the rise with 38 drivers testing positive for marijuana in 2015 compared to 21 in 2014 and 17 drivers testing positive for methamphetamine in 2015 compared to 5 in 2014. This may be due, in part, to an increase in testing.
    - Of the 259 drivers in fatal crashes tested for alcohol and/or drugs, 64% were negative for alcohol/drugs, 24% were positive for drugs only, 6% were positive for alcohol only, and 6% were positive for both alcohol and drugs.

- *Vulnerable roadway users:*
    - Pedestrians in crashes have shown an increasing trend over the last 10 years with 48 deaths in 2015, 37 in 2014, and 30 in 2013.
    - People aged 45 to 54 years and 20 to 29 years have the highest number of deaths, while people aged 10-24 years have the highest number of pedestrians hit by vehicles.
    - Urban areas experience the most pedestrian crashes with 90% of pedestrians hit in these areas.
    - Males account for 60% of pedestrians involved in crashes.

- *Distracted drivers* were involved with 10.5% of all traffic crashes in 2014, up slightly from 2013. These percentages are believed to be a low estimate of distracted driver related crashes due to the difficulty in identifying distraction and its role in the crash.

- *Speeding* continues to be the lead contributing factor in deaths and the third contributing factor for crashes. A downward trend was experienced through 2013 with an upward appearing for 2014 and 2015. The speed category includes crashes where the driver exceeded the speed limit or traveled too fast for conditions.

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

D. Deployment of Resources Based on Analysis

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

Utah is home to 156 law enforcement-based agencies consisting of 21 Utah Highway Patrol (UHP) sections, 29 county sheriff departments, 96 local law enforcement agencies, and 10 college campus or state parks agencies. Of those, approximately 130 agencies conduct traffic enforcement. With limited resources and the inability to offer overtime funds and financial resources to all agencies, the UHSO offers enforcement funds and grant awards to law enforcement agencies in communities that have been identified as high-risk and/or strongly traffic safety focused through problem identification.

Utah's geography and population distribution require special consideration of resource allotment and deployment. The traffic safety needs are different for the rural and urban areas of the state. Utah consists of 29 counties spread over a large geographical area with 85% of the population living in the state's six urban counties, including Cache, Davis, Salt Lake, Utah, Washington, and Weber. Of those urban areas, four counties (Davis, Salt Lake, Utah, and Weber) are located along a 100 mile stretch of the Wasatch Front and house 77% of the population. Utah's 23 rural counties account for only 15% of the state's population, yet these areas experience a high traffic fatal burden. Rural areas had a higher fatal crash rate, while urban areas had a higher rate of total crashes per vehicles miles traveled. Additionally, crashes occurring in rural areas were 3.4 times more likely to result in a death than crashes in urban areas.

The UHSO will use data and local conditions to determine the most effective use of resources. Each traffic problem area requires the use of unique data and information to analyze the distribution of enforcement funds and focus. For occupant protection, rural law enforcement agency outreach is essential for both funded enforcement and standard enforcement emphasis. Rural areas experience higher rates of unrestrained fatalities and have lower seat belt use rates as well. Enforcement in these areas will drive up seat belt usage and, in turn, decrease fatalities. Urban areas also need occupant protection enforcement, due to the number of crashes and fatalities experienced. There is a balance required for addressing the unique local conditions of the areas. For impaired driving, factors and data examined to determine resource distribution includes the number of alcohol-related crashes, fatalities, law enforcement agency capacity, and alcohol outlet location/density. Impaired driving in urban areas is high, partly due to the population size and availability of alcohol through liquor stores, restaurants, bars and events. In rural areas, people often drive longer distances from the location at which they drank alcohol to their home, making the time on the roadways longer and more risky. Additionally, the perception of risk related to encountering law enforcement in rural areas may be lower due to the isolated nature of the roadways and area. These conditions are examined when working with law enforcement to distribute funds for statewide enforcement efforts. Lastly, the capacity of local law enforcement partners to staff overtime patrols and commitment to overall traffic safety goals are also considerations for the allocation of resources.

Through the LEL Program and other collaborations with law enforcement agencies, the UHSO has been successful in keeping traffic safety enforcement a priority. The UHSO's LEL Program works closely with

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

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

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

E. E-BE Plan for Identified Problems based on Risk Analysis

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

Occupant Protection

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

With the passage of Utah's primary seat belt law, education and enforcement is vital to show the effectiveness and utility of the law. These will be major components of the UHSO for the next fiscal year.

Countermeasures:

A. The UHSO, with law enforcement partners, will provide education to the public and Utah legislators about the advantages of having a primary versus a secondary seat belt law.
B. The UHSO will coordinate statewide participation in national enforcement mobilizations for seat belt enforcement. Engagement with and participation from law enforcement agencies in areas

with low seat belt use rates, high numbers and rates of unrestrained fatalities, and strong capacity for traffic enforcement will be the focus for overtime shift assignments.

- November 2016
  - The *National Click It or Ticket Mobilization* enforcement efforts will be focused on high need areas and highly traveled roadways to target holiday drivers.
- May to June 2017
  - The *National Click It or Ticket Mobilization* enforcement efforts will be implemented statewide law enforcement partners.
- March 2017
  - Nighttime seat belt enforcement efforts will be focused on high risk areas with favorable conditions for nighttime enforcement with law enforcement agencies in the identified areas.
- September 2017
  - Seat belt saturation patrols will be implemented with law enforcement partners in identified areas with low seat belt use.

C. Seat belt enforcement will be discussed at the Multi-Agency Task Force meetings to emphasize the importance of sustained seat belt enforcement.

Impaired Driving

Alcohol and drug impaired driving is a statewide issue, with fatalities occurring in both the urban and rural areas of Utah. The UHSO and traffic and safety partners are concerned about the rising numbers of drug-only impaired drivers, as well as the high number of alcohol impaired drivers. Countermeasures include ongoing, statewide high visibility enforcement and checkpoint operations, with focus on high risk times.

In general, traffic enforcement deters motorists from engaging in the problem behaviors, such as speeding, driving under the influence, texting while driving, etc. When motorists have an increased perceived risk of being cited (or arrested) for a traffic offense, their driving behavior will change. Impaired drivers, particularly those under the influence of alcohol, are more responsive to enforcement tactics and messages than other prevention messages. High visibility enforcement along with heavy media promotion (earned and paid) is very effective in reducing impaired drivers on the roads, particularly hardcore alcohol and drug users. The fewer impaired drivers on the road, the safer everyone will be.

The Utah Highway Patrol performs statewide, sustained impaired driving enforcement, and uses the dedicated DUI squad to concentrate patrol activities throughout the state. Similar to coordination efforts for other traffic safety concerns, the Multi-Agency Task Force meetings with key local law enforcement partners will be used to coordinate HVE activities for high risk and highly populated areas. Data and mapping will be used to inform agencies where checkpoints should be placed and when they should be scheduled.

Countermeasures Timeline and Details:

- October 2016
  - Using the *Drive Sober or Get Pulled Over* campaign, the UHSO and its law enforcement partners will target Halloween celebrations with enforcement coordinated through the LELs and the Multi-Agency Task Forces.
- November to December 2016
  - *Holiday Crackdown/Drive Sober or Get Pulled Over National Mobilization* enforcement efforts will be implemented statewide through the Utah Highway Patrol. Wasatch Front-targeted enforcement will be coordinated with law enforcement partners in Salt Lake, Utah, Davis and Weber Counties. Additional outreach to law enforcement agencies for focused-patrols will be completed by the LELe, with particular attention to rural agencies in need of mobilization support.
- February 2017
  - *Drive Sober or Get Pulled Over* initiative will target Super Bowl activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.
- March 2017
  - *Drive Sober or Get Pulled Over* initiative will target St. Patrick's Day activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.
- April 2017
  - *Drive Sober or Get Pulled Over* initiative will target areas in the state where recreational activities usually occur around the Easter holiday.
- May 2017
  - *Drive Sober or Get Pulled Over* initiative will supplement the 100 Deadliest Days messaging and enforcement through the Utah Highway Patrol and Wasatch Front-targeted enforcement in cooperation with law enforcement partners in Salt Lake, Utah, Davis and Weber Counties.
- July 2017
  - *Drive Sober or Get Pulled Over* initiative will target 4th of July celebrations with the Utah Highway Patrol performing statewide enforcement patrols.
- September 2017
  - *Drive Sober or Get Pulled Over* initiative will focus on Labor Day celebrations with the Utah Highway Patrol performing statewide enforcement patrols, and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.
- DUI Checkpoint operations will be conducted with law enforcement partners at identified high risk times and locations. The UHSO will provide the needed supplies and equipment for the checkpoint, such as a centralized trailer for visibility, signs and safety equipment. The law enforcement partner agency conducting the checkpoint is charged with meeting the statutory requirement of public notification of the checkpoint date, time, and location. The UHSO will assist with funding enforcement activities as well as promotions as needed.

- DUI Blitzes will also be coordinated with law enforcement partners. Two main methods for the blitzes will be used. One approach will be to work with agencies in an identified high impaired driving area; agencies in the area will be invited to participate and efforts will be coordinated for a unified and highly visible enforcement blitz. The second approach is to conduct statewide DUI blitzes with law enforcement agencies from across jurisdictions invited to participate in a coordinated weekend (or weekends) blitz; invitations to agencies will be based on problem identification as well as statewide location.

Vulnerable Users, Pedestrian and Bicycle safety

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

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

Distracted Driving

Distracted driving is a problem across the United States, and Utah is no exception to this epidemic. In 2014, distracted driver crashes represented 10.5% of all crashes and 7.7% of all fatal crashes. The younger the driver, the more likely they were to be distracted.

Utah law enforcement partners are committed to performing distracted driving enforcement as part of standard patrols as well as directed education events. Specific law enforcement partners, Orem Police Department, Provo Police Department, Utah County Sheriff's Office, and Unified Police Department communities of Herriman, Holladay, Taylorsville, Riverton and Midvale, will provide directed overtime patrols for distracted driving enforcement as well as media messaging and outreach events.

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

- Overtime focus patrols with Orem Police Department, Provo Police Department, Utah County Sheriff's Office, and Unified Police Department communities of Herriman, Holladay,

Taylorsville, Riverton and Midvale Outreach events with distracted driving components and education.

- Media promotions through local venues as well as partnerships with area businesses and organizations for earned media opportunities.

Speed Enforcement

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

- Utah Highway Patrol will coordinate participation in the eleven state I-80 Challenge to reduce speed on this Interstate through Utah.
- Utah Highway Patrol will conduct focused speed enforcement as part of the 100 Deadliest Days enforcement project operating from Memorial Day to Labor Day.
    - "Traffic calming" tactics will continue to be used by Utah Highway Patrol on identified high risk roadways, such as I-15, I-215, and I-80, during high risk times, such as the large driving holidays in Utah of July 4th (Independence Day) and July 24th (Pioneer Day).

F. Follow-up and E-BE Plan Adjustment

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

SECTION VII – COMMUNICATION PLAN

A. Overview

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

B. Guiding Theme: Knowledge

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

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

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

C. Overall Communication Program

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

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

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

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

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

- *Action Item*: Provide guidance to media contractors through teams comprised of UHSO staff, which will always include the communication manager.
- *Action Item*: Share materials and creative concepts produced by media contractors with traffic safety partners throughout the State so they can utilize them in their areas.

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

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

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

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

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

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

Internet memes in order to post timely, relevant content.

- *Action Item*: Cross-promote all aspects of social media program across all platforms.

D. Occupant Protection

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

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

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

- *Action Item:* Support and participate in National Click It or Ticket high-visibility enforcement mobilization in October 2016 and May 2017.
- *Action Item: Support a nighttime enforcement mobilization by developing targeted messaging in March 2017.*
- *Action Item*: Utilize Click It or Ticket as a secondary message in other enforcement and media events throughout the year.

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

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

Goal: Increase booster seat use throughout the State and increase the percentage of children ages 5-8 involved in motor vehicle crashes who were secured in an appropriate child car seat to 54% from 43%.

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

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

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

Goal:

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

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

E. Alcohol Program

Goal: Increase the awareness of DUI enforcement in Utah.

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

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

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

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

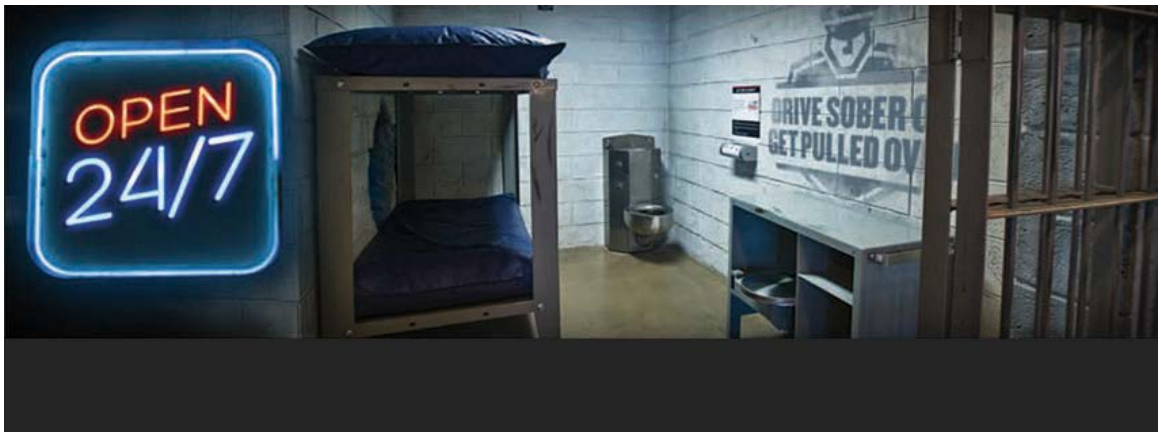
- *Action Item:* Continue existing and develop new partnerships with Department of Alcoholic Beverage Control and venues that serve alcohol.
- *Action Item*: Encourage media contractor to develop creative messaging that can be incorporated in venues that sell and serve alcohol.

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

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

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

- Action Item: Support the "Use Only As Directed" campaign.



- Action Item: Encourage drivers to check with their physician for alternate medications that will not impair them to drive.
- Action Item: Educate drivers that heavy equipment **includes** a vehicle, and is not limited to

things such as road graders or jack hammers.

F. Motorcycle Safety

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

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

Goal: Increase driver awareness of motorcyclists.

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

Goal: Promote and support motorcycle rider education and training.

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

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

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

Goal: Promote motorcyclist use of personal protective equipment.

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

G. Pedestrian Safety

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

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

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

Goal: Increase driver awareness of pedestrians.

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

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

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

H. Bicycle Safety

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

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

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

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

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

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

I. Speeding

Goal: Increase the awareness of speed enforcement in Utah.

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

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

- *Action Item*: Utilize earned and social media to share messages about speeding throughout the

year.

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

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

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

J. Teen Driving

Goal: Increase awareness of teen drivers issues in Utah.

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

Goal: Increase parental knowledge of teen driver issues.

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

Goal: Increase seatbelt use among Utah's teens.

- *Action Item:* Support Zero Fatalities Don't Drive Stupid program.
- *Action Item:* Develop and distribute resources for driver education teachers to promote seatbelt usage.
- *Action Item:* Develop and distribute resources for parents of pre-teens and teens to promote seatbelt usage.

K. Distracted Driving

Goal: Increase awareness of distracted driving issues in Utah.

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

L. Older Drivers

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

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

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

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

Goal: Increase seatbelt use among senior drivers.

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

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

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

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2017-10-01-00	FED17 - P&A	$265,200.00	$.00	$265,200.00	$.00	$265,200.00	$.00
	PA-2017-10-02-00	402 - STATE MATCH P&A	$.00	$265,200.00	$.00	$.00	$.00	$.00
	PA-2017-10-03-00	402 - STATE MATCH -402,405b,405c,405d,40	$.00	$100,000.00	$.00	$.00	$.00	$.00
Planning and Administration Total			**$265,200.00**	**$365,200.00**	**$265,200.00**	**$.00**	**$265,200.00**	**$.00**
Motorcycle Safety								
	MC-2017-09-01-00	MCP17 - MOTORCYCLE SAFETY MEDIA PI&E	$95,000.00	$.00	$95,000.00	$.00	$95,000.00	$.00
Motorcycle Safety Total			**$95,000.00**	**$.00**	**$95,000.00**	**$.00**	**$95,000.00**	**$.00**
Occupant Protection								
	OP-2017-04-02-00	BOB17 - OCCUPANT PROTECTION MEDIA, MATER	$160,000.00	$.00	$160,000.00	$.00	$160,000.00	$160,000.00
	OP-2017-04-03-00	PPE17 -402d OCCUPANT PROTECTION PROGRAM	$30,000.00	$.00	$30,000.00	$.00	$30,000.00	$.00
	OP-2017-04-04-00	JED17 - RURAL SEATBELT PROGRAM	$235,000.00	$.00	$235,000.00	$.00	$235,000.00	$235,000.00
	OP-2017-04-05-00	RSB17- 402d RURAL SEATBELT PROGRAM	$120,000.00	$.00	$120,000.00	$.00	$120,000.00	$.00
	OP-2017-04-08-00	SAM17 - 402d - OCCUPANT PROTECTION MEDIA	$100,000.00	$.00	$100,000.00	$.00	$100,000.00	$.00
	OP-2017-04-09-00	HST17 - HISPANIC TRAFFIC SAFETY PROGRAM	$80,000.00	$.00	$80,000.00	$.00	$80,000.00	$80,000.00
Occupant Protection Total			**$725,000.00**	**$.00**	**$725,000.00**	**$.00**	**$725,000.00**	**$475,000.00**
Pedestrian/Bicycle Safety								
	PS-2017-07-01-00	PED17 - PEDESTRIAN SAFETY PI&E	$150,000.00	$.00	$150,000.00	$.00	$150,000.00	$100,000.00
	PS-2017-07-02-00	BKS17 - BICYCLE SAFETY PI&E	$87,000.00	$.00	$87,000.00	$.00	$87,000.00	$87,000.00
	PS-2017-07-03-00	PSV17 - PEDESTRIAN SAFETY VISIBILITY PRO	$10,000.00	$.00	$10,000.00	$.00	$10,000.00	$10,000.00
	PS-2017-07-04-00	BPS17 - SALT LAKE CITY BICYCLE & PEDESTR	$13,320.00	$.00	$13,320.00	$1,680.00	$15,000.00	$15,000.00
Pedestrian/Bicycle Safety Total			**$260,320.00**	**$.00**	**$260,320.00**	**$1,680.00**	**$262,000.00**	**$212,000.00**

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
Police Traffic Services								
	PT-2017-01-01-00	PTS17 - POLICE TRAFFIC SERVICES & EQUIPM	$189,400.00	$.00	$189,400.00	$.00	$189,400.00	$189,400.00
	PT-2017-01-02-00	MAF17 - MATF GROUPS	$20,000.00	$.00	$20,000.00	$.00	$20,000.00	$20,000.00
	PT-2017-01-03-00	LEE17 - LAW ENFORCEMENT LIASION EXPANSIO	$60,000.00	$.00	$60,000.00	$.00	$60,000.00	$60,000.00
Police Traffic Services Total			**$269,400.00**	**$.00**	**$269,400.00**	**$.00**	**$269,400.00**	**$269,400.00**
Traffic Records								
	TR-2017-02-01-00	TRC17-405d-TRAFFIC RECORDS PROGRAM	$300,000.00	$.00	$300,000.00	$.00	$300,000.00	$300,000.00
Traffic Records Total			**$300,000.00**	**$.00**	**$300,000.00**	**$.00**	**$300,000.00**	**$300,000.00**
Community Traffic Safety Project								
	CP-2017-02-01-00	PER17 - PERSONNEL 402	$714,347.00	$.00	$714,347.00	$.00	$714,347.00	$.00
	CP-2017-02-02-00	TTR17 - ADMINISTRATIVE SUPPORT	$350,000.00	$.00	$350,000.00	$.00	$350,000.00	$.00
	CP-2017-02-03-00	LFS17 - OPERATION LIFESAVER	$15,000.00	$.00	$15,000.00	$.00	$15,000.00	$7,500.00
	CP-2017-02-04-00	UPE17 - UHP PI&E/ADOPT-A-HIGH SCHOOL	$12,500.00	$.00	$12,500.00	$.00	$12,500.00	$12,500.00
	CP-2017-02-05-00	OLD17 - OLDER DRIVER PROGRAM	$4,000.00	$.00	$4,000.00	$6,000.00	$10,000.00	$10,000.00
	CP-2017-02-07-00	NET17 - UTAH SAFETY COUNCIL TRAFFIC SAFE	$30,000.00	$.00	$30,000.00	$.00	$30,000.00	$30,000.00
	CP-2017-02-08-00	PUB17 - PI&E	$5,000.00	$.00	$5,000.00	$.00	$5,000.00	$5,000.00
	CP-2017-02-10-00	TEE17 - TEEN DRIVING OUTREACH	$28,000.00	$.00	$28,000.00	$.00	$28,000.00	$28,000.00
Community Traffic Safety Project Total			**$1,158,847.00**	**$.00**	**$1,158,847.00**	**$6,000.00**	**$1,164,847.00**	**$93,000.00**
Distracted Driving								
	DD-2017-08-03-00	UUD17- UNIFIED DISTRACTED DRIVING CAMPAI	$20,000.00	$.00	$20,000.00	$.00	$20,000.00	$20,000.00
	DD-2017-08-05-00	OPD17 - OREM POLICE DEPT DISTRACTED DRIV	$35,000.00	$.00	$35,000.00	$.00	$35,000.00	$35,000.00
Distracted Driving Total			**$55,000.00**	**$.00**	**$55,000.00**	**$.00**	**$55,000.00**	**$55,000.00**
NHTSA 402 Total			***$3,128,767.00***	***$365,200.00***	***$3,128,767.00***	***$7,680.00***	***$3,136,447.00***	***$1,404,400.00***
MAP 21 405b OP Low								
405b Low HVE								
	M2HVE-2017-04-01-00	STS17 - CIOT STEP SUPPORT	$200,000.00	$.00	$200,000.00	$.00	$200,000.00	$.00

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405b Low HVE Total			**$200,000.00**	**$.00**	**$200,000.00**	**$.00**	**$200,000.00**	**$.00**
405b Low Public Education								
	M2PE-2017-02-04-00	HPE17 - UHP PI&E / ADOPT-A-HIGH SCHOOL	$12,500.00	$.00	$12,500.00	$.00	$12,500.00	$.00
	M2PE-2017-04-02-00	JIM17 - OCCUPANT PROTECTION MEDIA, MATER	$150,000.00	$.00	$150,000.00	$.00	$150,000.00	$.00
	M2PE-2017-04-09-00	OPI17- OCCUPANT PROTECTION INITIATIVES S	$.00	$.00	$.00	$.00	$.00	$.00
	M2PE-2017-10-03-00	405b - STATE MATCH	$.00	$187,200.00	$.00	$.00	$.00	$.00
405b Low Public Education Total			**$162,500.00**	**$187,200.00**	**$162,500.00**	**$.00**	**$162,500.00**	**$.00**
405b Low Community CPS Services								
	M2CPS-2017-04-03-00	CPS17 - UTAH CPS PROGRAM	$200,000.00	$.00	$200,000.00	$.00	$200,000.00	$.00
405b Low Community CPS Services Total			**$200,000.00**	**$.00**	**$200,000.00**	**$.00**	**$200,000.00**	**$.00**
MAP 21 405b OP Low Total			***$562,500.00***	***$187,200.00***	***$562,500.00***	***$.00***	***$562,500.00***	***$.00***
MAP 21 405c Data Program								
405c Data Program								
	M3DA-2017-02-01-00	PAY17 - PERSONNEL 405C	$107,048.00	$.00	$107,048.00	$.00	$107,048.00	$.00
	M3DA-2017-05-01-00	CSC17 - CRASH INFORMATION SYSTEM MANAGEM	$271,400.00	$.00	$271,400.00	$.00	$271,400.00	$.00
	M3DA-2017-05-02-00	PHD17 - EMS PRE-HOSPITAL DATA REPORTING	$192,740.00	$.00	$192,740.00	$.00	$192,740.00	$.00
	M3DA-2017-05-04-00	TRI17 - TRAFFIC RECORDS INITIATIVES SUPP	$.00	$.00	$.00	$.00	$.00	$.00
	M3DA-2017-10-03-00	405c - STATE MATCH	$.00	$190,300.00	$.00	$.00	$.00	$.00
405c Data Program Total			**$571,188.00**	**$190,300.00**	**$571,188.00**	**$.00**	**$571,188.00**	**$.00**
MAP 21 405c Data Program Total			***$571,188.00***	***$190,300.00***	***$571,188.00***	***$.00***	***$571,188.00***	***$.00***
MAP 21 405d Impaired Driving Low								
405d Low Other Based on Problem ID								
	M6OT-2017-02-01-00	PNL17 - PERSONNEL 405d	$143,932.00	$.00	$143,932.00	$.00	$143,932.00	$.00
	M6OT-2017-03-01-00	AEC17 - DUI ENFORCEMENT, CHECKPOINTS & S	$500,000.00	$.00	$500,000.00	$.00	$500,000.00	$.00

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	M6OT-2017-03-03-00	DRT17 - DRE/ARIDE/SFST/PHLEBOTOMY	$50,000.00	$.00	$50,000.00	$.00	$50,000.00	$.00
	M6OT-2017-03-04-00	DMD17 - IMPAIRED DRIVING MEDIA CAMPAIGN	$400,000.00	$.00	$400,000.00	$.00	$400,000.00	$.00
	M6OT-2017-03-05-00	TSR17 - TRAFFIC SAFETY RESOURCE PROSECUT	$143,902.00	$.00	$143,902.00	$.00	$143,902.00	$.00
	M6OT-2017-03-06-00	CCD17 - SIP/TRACE, YOUTH ALCOHOL SUPPRES	$45,000.00	$.00	$45,000.00	$.00	$45,000.00	$.00
	M6OT-2017-03-08-00	DIS17-IMPAIRD DRIVING INITIATIVES SUPPOR	$.00	$.00	$.00	$.00	$.00	$.00
	M6OT-2017-10-03-00	405d - STATE MATCH	$.00	$427,200.00	$.00	$.00	$.00	$.00
405d Low Other Based on Problem ID Total			**$1,282,834.00**	**$427,200.00**	**$1,282,834.00**	**$.00**	**$1,282,834.00**	**$.00**
MAP 21 405d Impaired Driving Low Total			***$1,282,834.00***	***$427,200.00***	***$1,282,834.00***	***$.00***	***$1,282,834.00***	***$.00***
MAP 21 405f Motorcycle Programs								
405f Motorcyclist Awareness								
	M9MA-2017-09-01-00	MSM17 - MOTORCYCLE SAFETY MEDIA CAMPAIGN	$72,000.00	$.00	$72,000.00	$.00	$72,000.00	$.00
	M9MA-2017-09-02-00	MSI17- MOTORCYCLE SAFETY INITIATIVES SUP	$.00	$.00	$.00	$.00	$.00	$.00
	M9MA-2017-10-03-00	405f - STATE MATCH	$.00	$24,000.00	$.00	$.00	$.00	$.00
405f Motorcyclist Awareness Total			**$72,000.00**	**$24,000.00**	**$72,000.00**	**$.00**	**$72,000.00**	**$.00**
MAP 21 405f Motorcycle Programs Total			***$72,000.00***	***$24,000.00***	***$72,000.00***	***$.00***	***$72,000.00***	***$.00***
FAST Act NHTSA 402								
Community Traffic Safety Project								
	CP-2017-02-06-00	TSI17 - FAST ACT - TRAFFIC SAFETY INITIA	$2,400,000.00	$.00	$2,400,000.00	$.00	$2,400,000.00	$.00
Community Traffic Safety Project Total			**$2,400,000.00**	**$.00**	**$2,400,000.00**	**$.00**	**$2,400,000.00**	**$.00**
FAST Act NHTSA 402 Total			***$2,400,000.00***	***$.00***	***$2,400,000.00***	***$.00***	***$2,400,000.00***	***$.00***
FAST Act 405b OP Low								
405b Low Public Education								
	M2PE-2017-04-09-00	OP117- OCCUPANT PROTECTION INITIATIVES S	$299,670.62	$.00	$299,670.62	$.00	$299,670.62	$.00
405b Low Public Education Total			**$299,670.62**	**$.00**	**$299,670.62**	**$.00**	**$299,670.62**	**$.00**

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

State: Utah

Highway Safety Plan Cost Summary

2017-HSP-6

Posted: 12/01/2016

Report Date: 12/01/2016

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
FAST Act 405b OP Low Total			***$299,670.62***	***$.00***	***$299,670.62***	***$.00***	***$299,670.62***	***$.00***
FAST Act 405c Data Program								
405c Data Program								
	M3DA-2017-05-04-00	TTI17-TRAFFIC RECORDS INITIATIVES SUPPOR	$328,264.02	$.00	$328,264.02	$.00	$328,264.02	$.00
405c Data Program Total			**$328,264.02**	**$.00**	**$328,264.02**	**$.00**	**$328,264.02**	**$.00**
FAST Act 405c Data Program Total			***$328,264.02***	***$.00***	***$328,264.02***	***$.00***	***$328,264.02***	***$.00***
FAST Act 405d Impaired Driving Low								
405d Low Other Based on Problem ID								
	M6OT-2017-03-08-00	DIS17-IMPAIRED DRIVING INITIATIVES SUPPO	$1,174,991.72	$.00	$1,174,991.72	$.00	$1,174,991.72	$.00
405d Low Other Based on Problem ID Total			**$1,174,991.72**	**$.00**	**$1,174,991.72**	**$.00**	**$1,174,991.72**	**$.00**
FAST Act 405d Impaired Driving Low Total			***$1,174,991.72***	***$.00***	***$1,174,991.72***	***$.00***	***$1,174,991.72***	***$.00***
FAST Act 405e Comprehensive Distracted Driving								
405e Distracted Driving								
	M8X-2017-08-06-00	DDI17-DISTRACTED DRIVING INITIATIVES SUP	$109,612.37	$.00	$109,612.37	$.00	$109,612.37	$.00
405e Distracted Driving Total			**$109,612.37**	**$.00**	**$109,612.37**	**$.00**	**$109,612.37**	**$.00**
FAST Act 405e Comprehensive Distracted Driving Total			***$109,612.37***	***$.00***	***$109,612.37***	***$.00***	***$109,612.37***	***$.00***
FAST Act 405f Motorcycle Programs								
405f Motorcyclist Awareness								
	M9MA-2017-09-02-00	MSI17-MOTORCYCLE SAFETY INITIATIVES SUPP	$36,088.28	$.00	$36,088.28	$.00	$36,088.28	$.00
405f Motorcyclist Awareness Total			**$36,088.28**	**$.00**	**$36,088.28**	**$.00**	**$36,088.28**	**$.00**
FAST Act 405f Motorcycle Programs Total			***$36,088.28***	***$.00***	***$36,088.28***	***$.00***	***$36,088.28***	***$.00***
FAST Act 405h Nonmotorized Safety								
405h Nonmotorized Safety								
	FHX-2017-07-04-00	PSI17 - 405h - PEDESTRIAN SAFETY INITIAT	$237,312.46	$.00	$237,312.46	$.00	$237,312.46	$.00

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

State: Utah

Highway Safety Plan Cost Summary

2017-HSP-6

Report Date: 12/01/2016

Posted: 12/01/2016

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
405h Nonmotorized Safety Total			**$237,312.46**	**$.00**	**$237,312.46**	**$.00**	**$237,312.46**	**$.00**
FAST Act 405h Nonmotorized Safety Total			***$237,312.46***	***$.00***	***$237,312.46***	***$.00***	***$237,312.46***	***$.00***
NHTSA Total			***$10,203,228.47***	***$1,193,900.00***	***$10,203,228.47***	***$7,680.00***	***$10,210,908.47***	***$1,404,400.00***
Total			***$10,203,228.47***	***$1,193,900.00***	***$10,203,228.47***	***$7,680.00***	***$10,210,908.47***	***$1,404,400.00***

SECTION IX – APPENDICES TO SECTION 402

APPENDIX A TO PART 1300 –
CERTIFICATIONS AND ASSURANCES
FOR HIGHWAY SAFETY GRANTS
(23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59,
AS AMENDED BY SEC. 4011, PUB. L. 114-94)

[*Each fiscal year, the Governor's Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.*]

State: Utah Fiscal Year: 2017

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
  (i) the entity in the preceding fiscal year received—
    (I) 80 percent or more of its annual gross revenues in Federal awards;
    (II) $25,000,000 or more in annual gross revenues from Federal awards; and
  (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION
(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination ("Federal Nondiscrimination Authorities"). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies** Act of 1970, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.),* **and Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.),* as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.),* (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, sub-recipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR at 74087 to 74100).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted.

- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;

- Agrees to comply (and require any of its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;

- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;

- Insert in all contracts and funding agreements with other State or private entities the following clause:

  "During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

  a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in Appendix B of 49 CFR part 21 and herein;

c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;

d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and

e. To insert this clause, including paragraphs a through e, in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
b. Establishing a drug-free awareness program to inform employees about:
    - The dangers of drug abuse in the workplace.
    - The grantee's policy of maintaining a drug-free workplace.
    - Any available drug counseling, rehabilitation, and employee assistance programs.
    - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
    - Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
    - Abide by the terms of the statement.
    - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction.
e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –

- Taking appropriate personnel action against such an employee, up to and including termination.
- Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.

f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who

fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Certification (States)

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.

2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.

3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.

4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarment, suspension, ineligible, lower tier, participant, person, primary tier, principal, and voluntarily excluded*, as used in this clause, have the

meaning set out in the Definitions and coverage sections of 2 CFR Part 180. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarment, suspension, ineligible, lower tier, participant, person, primary tier, principal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 2 CFR Part 180. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification

Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency with which this transaction originated may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

BUY AMERICA ACT
(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase only steel, iron and manufactured products produced in the United States with Federal funds, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase

foreign produced items, the State must submit a waiver request that provides an adequate basis and justification to and approved by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE
(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashed caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.

2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably

equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)

5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
    - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
        - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
        - Increase use of seatbelts by occupants of motor vehicles;
    - Submission of information regarding mobilization participation into the HVE Database;
    - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
    - An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
    - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
    - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).
      (23 U.S.C. 402(b)(1)(F))

8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

The State: **[*CHECK ONLY ONE*]**

☒ Certifies that automated traffic enforcement systems are not used on any public road in the State;

OR

☐ Is unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 CFR 1300.13(d)(3) AND will submit the survey results to the NHTSA Regional office no later than March 1 of the fiscal year of the grant.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.

Signature Governor's Representative for Highway Safety — Date: 6/23/16

Keith D. Squires

Printed name of Governor's Representative for Highway Safety

APPENDIX B TO PART 1300 –
APPLICATION REQUIREMENTS
FOR SECTION 405 AND SECTION 1906 GRANTS

[*Each fiscal year, to apply for a grant under 23 U.S.C. 405 or Section 1906, Pub. L. 109-59, as amended by Section 4011, Pub. L. 114-94, the State must complete and submit all required information in this appendix, and the Governor's Representative for Highway Safety must sign the Certifications and Assurances.*]

State: Utah Fiscal Year: 2017

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances –

- I have reviewed the above information in support of the State's application for 23 U.S.C. 405 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- As condition of each grant awarded, the State will use these grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants.
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of a grant award.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.

Keith D. Squires 6/23/16
Signature Governor's Representative for Highway Safety Date

Keith D. Squires
Printed name of Governor's Representative for Highway Safety

Utah State Code Unsecure Load noted in Coordinated of Efforts Section - 41-61a-1712, 41-61a-1713, 72-7-409

Utah Code

41-6a-1712 Destructive or injurious materials on highways -- Throwing lighted material from moving vehicle -- Enforcement officers.

(1) A person may not throw, deposit, or discard, or permit to be dropped, thrown, deposited, or discarded on any public road or highway in the state, whether under state, county, municipal, or federal ownership, any plastic container, glass bottle, glass, nails, tacks, wire, cans, barbed wire, boards, trash or garbage, paper or paper products, or any other substance which would or could:
  (a) create a safety or health hazard on the public road or highway; or
  (b) mar or impair the scenic aspect or beauty of the public road or highway.
(2) A person who drops, throws, deposits, or discards, or permits to be dropped, thrown, deposited, or discarded, on any public road or highway any destructive, injurious, or unsightly material shall:
  (a) immediately remove the material or cause it to be removed; and
  (b) deposit the material in a receptacle designed to receive the material.
(3) A person distributing commercial handbills, leaflets, or other advertising shall take whatever measures are reasonably necessary to keep the material from littering public roadways or highways.
(4) A person removing a wrecked or damaged vehicle from a public road or highway shall remove any glass or other injurious substance dropped from the vehicle on the road or highway.
(5) A person may not throw any lighted material from a moving vehicle.
(6) Except as provided in Section 72-7-409, any person transporting loose cargo by truck, trailer, or other motor vehicle shall secure the cargo in a reasonable manner to prevent the cargo from littering or spilling on both public and private property or public roadways.
(7) A law enforcement officer as defined in Section 53-13-103, within the law enforcement officer's jurisdiction:
  (a) shall enforce the provisions of this section;
  (b) may issue citations to a person who violates any of the provisions of this section; and
  (c) may serve and execute all warrants, citations, and other process issued by any court in enforcing this section.
(8) A municipality within its corporate limits and a county outside of incorporated municipalities may enact local ordinances to carry out the provisions of this section.

Amended by Chapter 22, 2008 General Session

Utah Code

Effective 5/12/2015

41-6a-1713 Penalty for littering on a highway.

(1) A person who violates any of the provisions of Section 41-6a-1712 is guilty of an infraction and shall be fined:
  (a) not less than $200 for a violation; or
  (b) not less than $500 for a second or subsequent violation within three years of a previous violation of this section.
(2) The sentencing judge may require that the offender devote at least eight hours in cleaning up:
  (a) litter caused by the offender; and
  (b) existing litter from a safe area designated by the sentencing judge.

Amended by Chapter 412, 2015 General Session

Effective 5/10/2016

72-7-409 Loads on vehicles -- Limitations -- Confining, securing, and fastening load required -- Penalty.

(1) As used in this section:
(a) "Agricultural product" means any raw product which is derived from agriculture, including silage, hay, straw, grain, manure, and other similar product.
(b) "Vehicle" has the same meaning set forth in Section 41-1a-102.
(2) A vehicle may not be operated or moved on any highway unless the vehicle is constructed or loaded to prevent its contents from dropping, sifting, leaking, or otherwise escaping.
(3)
(a) In addition to the requirements under Subsection (2), a vehicle carrying dirt, sand, gravel, rock fragments, pebbles, crushed base, aggregate, any other similar material, or scrap metal shall have a covering over the entire load unless:
(i) the highest point of the load does not extend above the top of any exterior wall or sideboard of the cargo compartment of the vehicle; and
(ii) the outer edges of the load are at least six inches below the top inside edges of the exterior walls or sideboards of the cargo compartment of the vehicle.
(b) In addition to the requirements under Subsection (2), a vehicle carrying trash or garbage shall have a covering over the entire load.
(c) The following material is exempt from the provisions of Subsection (3)(a):
(i) hot mix asphalt;
(ii) construction debris or scrap metal if the debris or scrap metal is a size and in a form not susceptible to being blown out of the vehicle;
(iii) material being transported across a highway between two parcels of property that would be contiguous but for the highway that is being crossed; and
(iv) material listed under Subsection (3)(a) that is enclosed on all sides by containers, bags, or packaging.
(d) A chemical substance capable of coating or bonding a load so that the load is confined on a vehicle, may be considered a covering for purposes of Subsection (3)(a) so long as the chemical substance remains effective at confining the load.
(4) Subsections (2) and (3) do not apply to a vehicle or implement of husbandry carrying an agricultural product, if the agricultural product is:
(a) being transported in a manner which is not a hazard or a potential hazard to the safe operation of the vehicle or to other highway users; and
(b) loaded in a manner that only allows minimal spillage.
(5)
(a) An authorized vehicle performing snow removal services on a highway is exempt from the requirements of this section.
(b) This section does not prohibit the necessary spreading of any substance connected with highway maintenance, construction, securing traction, or snow removal.
(6) A person may not operate a vehicle with a load on any highway unless the load and any load covering is fastened, secured, and confined to prevent the covering or load from becoming loose, detached, or in any manner a hazard to the safe operation of the vehicle, or to other highway users.
(7) Before entering a highway, the operator of a vehicle carrying any material listed under Subsection (3), shall remove all loose material on any portion of the vehicle not designed to carry the material.
(8)

(a) Any person who violates this section is guilty of an infraction.
(b) A person who violates a provision of this section shall be fined not less than:
(i) $200 for a violation; or
(ii) $500 for a second or subsequent violation within three years of a previous violation of this section.
(c) A person who violates a provision of this section while operating a commercial vehicle as defined in Section 72-9-102 shall be fined:
(i) not less than $500 for a violation; or
(ii) $1,000 for a second or subsequent violation within three years of a previous violation of this section.

Amended by Chapter 303, 2016 General Session

SECTION X - 405b ATTACHMENTS FOR 1200.21 OCCUPANT PROTECTION

A. OCCUPANT PROTECTION PROGRAM PLAN

1. OCCUPANT PROTECTION PROGRAM STRATEGIC PLAN 2012-2017

As the entity responsible for overseeing the state's occupant protection program, in 2011 the Utah Highway Safety Office (UHSO) created the Occupant Protection Advisory Committee to conduct strategic planning and involve stakeholders in guiding the statewide program. As part of the committee's responsibilities, this five-year Strategic Plan (2012-2017) was adopted and has a broad purpose of identifying key areas, initiatives and concerns of interest to the state program.

The state's occupant protection program has a long history which began nearly 50 years ago when the federal Highway Safety Act of 1966 established an organizational structure and funding stream to create highway safety offices in each state. The following year, the UHSO was formed under the Utah Department of Public Safety umbrella and began its work to promote safe driving. Soon after, in 1968, the federal government required seat belts to be installed in all new passenger cars which, ultimately, helped give birth to the state and national occupant protection program we know today.

Nearly 20 years after the UHSO opened its doors, Utah enacted the Safety Belt Use Law in 1986; only two years after New York passed the first state law requiring the use of seat belts. While the law has gone through several revisions, each time giving it more strength, it has remained a secondary law which means an officer can issue a seat belt citation only if the driver is stopped for another violation, such as speeding. Up until 2015 the law stated that drivers and passengers must wear a seat belt and that children up to age 8 must be properly restrained in a child car seat or booster seat. Violation of the law can result in a $45 fine. The law provided for primary enforcement for individuals through age 18 years. In 2015, the legislature passed a primary seat belt law which took effect May 12th. All motorists are required to use appropriate safety restraints in all seating positions. The fine remains at $45 and can be waived upon completion of a 30 minute seat belt course offered by the Utah Safety Council. A written warning and education must be issued for the first offense.

Legislating seat belt use, while effective in increasing the number of people who buckle up, must accompany a comprehensive education program if success in reducing motor-vehicle related death and injury is to be achieved. In turn, a number of countermeasures and strategies are conducted by state, local, private and non-profit partners. These strategies have helped increase seat belt use from 18% in 1986 to the 2015 use rate of 87.2%.

As a behavioral factor affecting overall highway safety, occupant protection is a priority area of the Utah Highway Safety Office (UHSO) which is committed to keeping motorists safe through proper and consistent use of the seat belts, child safety restraints, and airbags.

2. MISSION, VISION AND GOAL

The UHSO's mission and vision statements reflect the purpose of our division, what we aspire to be, and the guiding principles that we will use to reach our goals.

Mission Statement

The mission of the Utah Highway Safety Office is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on Utah's roadways.

Vision Statement

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

The Occupant Protection Program is one of the main program areas supported by the UHSO and works to support its mission and vision statements. Over the past decade, the percentage of deaths to unrestrained occupants has shown a decreasing trend; however, 32.8 percent of traffic-related fatalities have been to unrestrained occupants, which is an unacceptable portion. On average, 84 people die each year in Utah who are unbuckled and failing to wear a seat belt continues to be one of the top three causes of traffic fatalities. In turn, increasing the use of this life-saving device is the goal of the program.

Program Goal

Under the state's secondary seat belt law the goal of the occupant protection program was to increase the statewide seat belt use from the 2012 rate of 81.9% to 84.4% in 2017 and to increase seat belt use in the rural counties from 70.1% to 76.3% during that same five-year period. This goal is based on a historical trend of an annual increase in seat belt use of 0.6% from 2003 to 2011 and assumes no major changes in the law, funding or current programing. A more assertive goal was established for rural counties due to the fact that their seat belt use rate is very low and a comprehensive program focusing on increasing belt usage in the rural areas of the state will be conducted for a five-year period beginning in 2013. In turn, an annual goal of 2.0% increase in rural areas was established.

With the passage of a primary seat belt law Utah has established a lofty goal of increasing seat belt usage by 10 percentage points over the next 3 years. There is a "sunset" period that expires July 1, 2018, which means the state has three years to demonstrate that the Primary seat belt law is effective in reducing deaths and serious injuries, as well as increasing seat belt usage rates. To support this effort, a comprehensive plan has been

developed and includes action items related to enforcement, public information and outreach, and training.

3. STRATEGIC ADVANTAGES

Utah has been considered a leading state in the nation with regards to decreasing seat belt fatalities and increasing belt use. According to a study, "Analyzing the First Years of the Click It or Ticket Mobilizations," which reviews the program from 2002 to 2009, Utah was ranked #1 in the nation for having the greatest increase in seat belt use during that time period. In addition, over the past 10 years, the percentage of deaths to unrestrained occupants has shown a decreasing trend. The success of the state's program can be attributed to many factors and advantages that keep the program momentum strong. These include:

- Utah has had a steady decline in the fatal crash rates over the last 40 years.
- High demand: The demand for occupant protection resources, education, and training remains solid.
- Strong partnerships: The state has strong partnerships among state, local, private and non-profit highway safety partners. Through these partnerships, come shared resources, expertise and coordinated activities and messaging. In addition, as advocacy organizations work towards a common goal more effective programs have been developed and limited resources are utilized more efficiently.
- Since 2006, the state has an established Teen Driving Task Force which meets monthly, coordinates campaigns and activities, and supports effective countermeasures that work to increase seat belt use among young drivers.
- Road safety improvements continue to be a highly funded area of transportation safety, helping to reduce the number of traffic crashes.
- Long-standing reputation: the UHSO and its occupant protection program have a reputation for being objective, credible, and committed.

4. STRATEGIC CHALLENGES

The state faces many challenges when working towards increasing safety restraint use and decreasing motor-vehicle related deaths and injuries due to unbuckled occupants. These challenges include:

- Lack of sufficient funding: Every year, unrestrained occupants is one of the leading causes of death and is generally only second to speed-related crashes. Unlike other traffic safety issues, the decision to use a seat belt or child safety seat is made by every motorist regardless of their demographics. Sadly, the program does not receive sufficient funding to support a collage of programs, campaigns and activities that are required to reach every population with an appropriate message.

- Lack of commitment by law enforcement agencies: Enforcing the state's seat belt law is not considered a priority among many of the state's rural local and county law enforcement agencies.

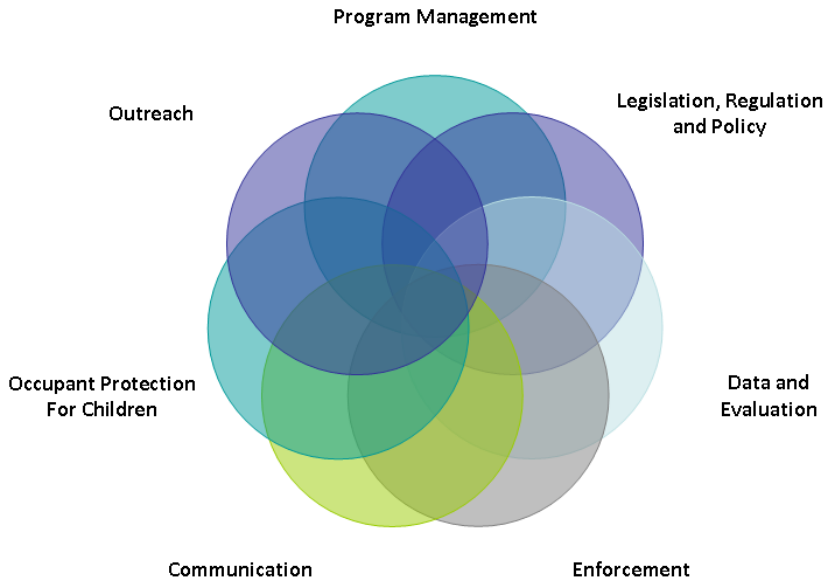
- Changing behavior among non-users of seat belts will take more than the threat of a ticket, a radio advertisement or a presentation. The seat belt message must be heard across the entire social ecology and must be integrated into the culture as a behavior that is essential to the health and well-being of a population.

5. STRATEGIC INITIATIVES, GOALS AND ACTION ITEMS

In developing the strategic initiatives, goals and action items outlined in this plan, the state Occupant Protection Program Manager reviewed the Uniform Guideline for State Highway Safety Occupant Protection Programs No. 20, which describes the components that a State program should include and the criteria that the components should meet.

After the plan was reviewed, modified, and ultimately accepted by the Utah Occupant Protection Advisory Committee, major gaps were identified and defined as an area in which improvement or expansion is needed in order to enhance, or even to maintain, the program. With timing and funding limitations, it is impossible to address all gaps in a single year. In turn, on an annual basis the committee will prioritize the action items with the goal of filling gaps within the state program by working to expand projects and implement appropriate countermeasures.

The plan outlines seven strategic initiatives, encompassing 26 goals and 92 action items that work to improve the overall program, fill gaps, and help the UHSO achieve its mission. The program's goals and action items are distributed into the following key components or strategic initiatives: program management, legislation/regulation/policy, data/evaluation, enforcement, communication, occupant protection for children, and outreach.



STRATEGIC INITIATIVE I: PROGRAM MANAGEMENT AND LEADERSHIP

Goal 1: **Conduct long range planning involving all major players**

Action Item: Convene a state Occupant Protection Advisory Committee and meet quarterly

Status Update: 100% achieved on 04/11/2012

Action Item: Invite new players to participate in planning including representatives from education, diverse populations and non-traditional partners

Status Update: 50% achieved and currently ongoing

Action Item: Create a strategic planning document that is reviewed and updated annually

Status Update: 100% achieved with the most recent review and update on 04/16/2015

Goal 2: **Provide leadership, training and technical assistance to other agencies and local programs and projects**

Action Item: Conduct the Zero Fatalities Safety Summit every two years and ensure special opportunities and tracks are available to major groups, including child passenger safety technicians and law enforcement officers

Status Update: 100% achieved with next Summit scheduled for April 2018

Action Item: Apply for federal funding that is available to enhance the state's occupant protection program

Status Update: 100% achieved and ongoing with latest submission on June 30, 2016

Action Item: Look for opportunities to expand the program by sharing resources and coordinating activities with other state, local, private, and non-profit partners

Status Update: 50% achieved. Occupant Protection Program staff are involved in regular work group meetings such as Teen Driving Task Force, Occupant Protection Advisory Committee, Primary Belt Law Task Force, and others

Action Item: Coordinate with other state agencies (i.e. Utah Department of Health, Utah Department of Transportation, and Utah State Office of Education) when making strategic decisions regarding grant funding to local health departments and other agencies in an effort to decrease duplication of efforts and expand available resources

Status Update: 50% achieved. This is ongoing with monthly coordination meetings taking place between agency administrations. Refer to the "coordination of efforts" section of the HSP

Action Item: Be responsive to the needs of the state and its counties and communities

Status Update: 100% achieved and continues to be ongoing

Goal 3: **Integrate occupant protection concepts into state and community-based traffic safety programs**

Action Item: Encourage community traffic safety programs to incorporate occupant protection activities into their grant proposals

Status Update: 75% achieved. OPP program staff work with local health departments and other community-based groups to include seat belts and child safety seats into their ongoing efforts. All 13 local health departments meet this request.

Action Item: Support the inclusion of occupant protection into programs supported by other state agencies such as Utah Department of Health, Department of Transportation, and Office of Education

Status Update: 75% achieved. All state agencies that work towards preventing traffic-related deaths and injuries have collaborated with the OPP program staff to meet this action item. This past year, Driver License Division revised its driver instruction manual to include updated information. UDOT has established seat belts as one of its top priorities as an agency and primary funding source for the Zero Fatalities Program

STRATEGIC INITIATIVE II: LEGISLATION, REGULATION AND POLICY

Goal 1: Support the strengthening of traffic safety laws

Action Item: Support the passage of a Primary Safety Belt Use Law for all motorists

Status Update: 100% achieved. A Primary Seat Belt Law was passed during the 2015 legislative session and became effective on May 12, 2015

Action Item: Support the strengthening of GDL and child restraint laws

Status Update: 50% achieved with action item being ongoing

Goal 2: Support and enforce regulations requiring government employees and contractors to wear seat belts

Action Item: Work with appropriate government entities to identify policies, educate employees about current regulations, and establish a penalty and/or reward system to encourage compliance

Status Update: 75% achieved. A business outreach work group was organized and meet quarterly to address this action item. DPS and DOT administration openly supported efforts to increase seat belt use among employees by conducting seat belt observational surveys three times this past year, publicizing the results, sending monthly reminders to employees, and conducting a joint safety fair for employees and their families

Goal 3: Require organizations and law enforcement agencies that receive federal funds to have a written and enforced seat belt use policy for employees

Action Item: Require sub-grantees and contractors to provide proof of an existing seat belt use policy

Status Update: 50% achieved. Currently subgrantees certify that a policy exists. Beginning in FFY2017, the copy of the seat belt policy must be uploaded into a grant application before it can be considered

Action Item: Provide sample policies and ideas of ways to enforce existing or new policies

Status Update: 100% achieved. Ongoing and will be heavily emphasized during FFY2016 through a newly organized Police Traffic Services Program

Goal 4: Ensure policies are in place and enforced by agencies that transport child passengers

Action Item: Ensure all pre-schools, day care centers, and Head Start programs are in compliance with state and federal regulations

Status Update: 40% achieved

Action Item: Provide standardized CPS policies and training for organizations that transport children

Status Update: 100% achieved

STRATEGIC INITIATIVE III: DATA AND EVALUATION

Goal 1: Access and analyze reliable data sources for problem identification and program planning

Action Item: Conduct and publicize a NHTSA-approved statewide safety belt observational survey annually

Status Update: 100% achieved

Action Item: Conduct and publicize a statewide study that measures child safety seat and booster seat usage among children every three to five years

Status Update: 25% achieved. UDOT partnership funds have been set aside to support conducting a comprehensive child restraint use study. The study was planned for FFY2016; however, with changes in HSO and UDOT staffing, the study has been delayed and will be conducted in FFY2017 or FFY2018.

Action Item: Use local surveys, other studies, and crash statistics to analyze the use of child safety seats and booster seats

Status Update: 100% achieved

Action Item: Collect, analyze and publicize data on injuries, fatalities and medical expenses resulting from non-use of safety restraints

Status Update: 100% achieved

Action Item: Maintain trend data on safety restraint use in crashes

Status Update: 100% achieved

Action Item: Identify high-risk populations through surveys and crash data

Status Update: 100% achieved

Action Item: Obtain data from law enforcement agencies on the number of safety restraint citations and warnings issued

Status Update: 100% achieved

Goal 2: Ensure evaluation is an integral part of program planning at the state and local level

Action Item: Evaluate the use of program resources and the effectiveness of existing communication and education programs

Status Update: 50% achieved. This is an ongoing process with evaluation being conducted on an annual basis, at a minimum

Action Item: Conduct and publicize attitudinal and public awareness surveys about OP systems and laws

Status Update: 100% achieved. Studies are conducted annually through DPS/HSO or UDOT with results being shared among partners and public

Action Item: Provide evaluation guidelines and survey methods to sub-grantees and partnering organizations

Status Update: 100% achieved

Action Item: Require programs funded with federal highway safety dollars to incorporate an effective evaluation tool into their annual plan

Status Update: 100% achieved

STRATEGIC INITIATIVE IV: ENFORCEMENT PROGRAM

Goal 1: Support vigorous enforcement of occupant protection laws, including citations and warnings

Action Item: Reinstate a true zero tolerance policy for safety restraint violators

Status Update: 60% achieved

Action Item: Gather and monitor citation rates for non-use of safety restraints

Status Update: 100% achieved

Goal 2: Support sustained enforcement of occupant protection laws

Action Item: Identify populations, locations, and time periods with low seat belt use rates or high unbuckled fatality and serious injury rates and develop enforcement initiatives that target those motorists

Status Update: 75% achieved. The Police Traffic Services Program Manager has developed a comprehensive evidence-based enforcement plan, which is updated annually. It includes elements that support fulfilling this action item

Action Item: Support a nighttime enforcement initiative in communities with high nighttime unbuckled fatality rates

Status Update: 85% achieved. Nighttime enforcement is an emphasis of the HSO's enforcement plan with campaigns being implemented in March, May (during CIOT), and September. Efforts to increase restraint use during nighttime hours are ongoing

Action Item: Recruit participation from law enforcement agencies in national campaigns such as Click It or Ticket and Child Passenger Safety Week and encourage them to coordinate efforts with their local partners (i.e. local health departments)

Status Update: 85% achieved. Utah participates in the May and November national campaigns. At least two additional enforcement campaigns will be included in the plan during FFY2017 in March and September

Action Item: Develop an annual enforcement plan that incorporates and encourages regular enforcement of the state's safety restraint law

Status Update: 95% achieved. The comprehensive evidence-based enforcement plan includes all occupant protection initiatives

Action Item: Support a law enforcement challenge program that recognizes and rewards top performing officers and agencies

Status Update: 15% achieved. Over the past two years, efforts have been made to develop this program. However, there have been many challenges which continue to be addressed.

Goal 3: Provide occupant protection resources to law enforcement

Action Item: Offer occupant protection training (NHTSA, CPST, in-service) to law enforcement agencies

Status Update: 95% achieved. This training is offered and law enforcement participate regularly. However, additional effort will be made to recuit law enforcement to become trained in occupant protection enforcement

Action Item: Provide resources that educate officers about the state's seat belt and child restraint law, as well as the Graduated Driver Licensing Law as it pertains to seat belt use among young drivers.

Status Update: 100% achieved

Action Item: In rural communities, train and equip officers with appropriate responses when citing family or friends

Status Update: 70% achieved. A new rural law enforcement toolkit was distributed in FFY2016 to law enforcement agencies in Utah's rural target counties. The kit contains information and resources on enforcement of OP laws and will help accomplish this action item. This resource will continue to be distributed and promoted in FFY2017

Goal 4: Ensure there is accurate occupant protection reporting by law enforcement

Action Item: Work with the UHSO crash data team to assure officers are trained to identify and report accurate seat belt and child restraint use on accident reporting forms

Status Update: 85% achieved

Action Item: Require Law Enforcement Liaisons to routinely monitor citation rates for non-use of seat belts and child restraints, especially those issued during federally-funded overtime shifts

Status Update: 95% achieved

STRATEGIC INITIATIVE V: COMMUNICATION PROGRAM

Goal 1: **Develop a communications plan that includes yearlong messaging**

Action Item: Incorporate occupant protection into the UHSO communication plan and ensure strategic placement of messaging on a regular basis

Status Update: 100% achieved

Action Item: Coordinate messaging with National themes, the Zero Fatalities program, and campaigns supported or promoted by other partnering agencies

Status Update: 100% achieved

Action Item: Develop creative that helps promote seat belt use during holiday and seasonal periods

Status Update: 100% achieved

Action Item: Utilize all media outlets including television, online, radio, print, signage, outdoor, theaters, sports events, health fairs

Status Update: 100% achieved

Action Item: Utilize social and emerging media such as Facebook, Blogs, Instagram, and Twitter to inform and educate the public about occupant protection systems

Status Update: 100% achieved

Action Item: Use media to publicize results of seat belt use surveys, new initiatives, seat belt survivors, special projects, and other relevant statistics

Status Update: 100% achieved

Goal 2: Identify specific audiences and develop appropriate messages

Action Item: On an annual basis, analyze current and trend data to identify specific audiences that have low belt use rates, high unbuckled fatality rates, or are hard-to-reach

Status Update: 100% achieved

Action Item: Implement an effective occupant protection campaign in rural communities

Status Update: 100% achieved

Action Item: Develop and support programs to increase booster seat use

Status Update: 100% achieved

Action Item: Develop seat belt messaging aimed at pre-teens and teen drivers

Status Update: 60% achieved. Efforts continue to be made to reach pre-teens with this population being identified as a priority for FFY2016

Status Update: 70% achieved. Two "pre-driver" task forces have been created, one aimed at elementary school-aged students and one targeted to junior high and middle schools. The task forces are actively developing materials or utilizing existing content to provide to schools.

Action Item: Support campaigns that target hard-core non-users of seat belts

Status Update: 100% achieved

Action Item: Support enforcement campaigns that encourage seat belt usage among nighttime motorists in identified high-risk communities

Status Update: 100% achieved

Action Item: Provide materials and media messages in other languages

Status Update: 100% achieved

Action Item: Provide materials and support programs that reach older drivers

Status Update: 100% achieved

Goal 3: Participate in national campaigns and utilize NHTSA-supported themes and materials

Action Item: Support and participate in the National Click It or Ticket high-visibility enforcement mobilization

Status Update: 100% achieved

Action Item: Support and participate in National Child Passenger Safety Week

Status Update: 100% achieved

Goal 4: Evaluate all campaigns and communication programs

Action Item: Conduct an annual public awareness and attitude survey that asks questions related to safety restraint use, laws, campaigns, knowledge, and related behaviors

Status Update: 100% achieved

Action Item: Coordinate with partner programs, such as Zero Fatalities, to conduct focus groups, public awareness surveys and other studies to determine campaign effectiveness

Status Update: 100% achieved

STRATEGIC INITIATIVE VI: OCCUPANT PROTECTION FOR CHILDREN

Goal 1: Provide child passenger safety training using the NHTSA-approved curriculum

Action Item: Conduct at least three child passenger safety certification courses annually

Status Update: 100% achieved

Action Item: Conduct special courses such as transporting children with special health care needs and child passenger safety for school bus training, as needed

Status Update: 100% achieved

Action Item: Offer mini-courses (i.e. Operation KIDS and TOPS) for law enforcement, medical personnel, and individuals and organizations that provide secondary transportation for children

Status Update: 100% achieved

Goal 2: Provide re-training for certified child passenger safety technicians

Action Item: Conduct re-certification and refresher courses, as needed

Status Update: 100% achieved

Action Item: Support and promote CEU opportunities and other resources designed to keep technicians certified and current in CPS issues

Status Update: 100% achieved

Action Item: Provide a child passenger safety pre-conference and specific track during the Zero Fatalities Safety Summit

Status Update: 100% achieved

Goal 3: Promote the proper use of child safety seats and booster seats

Action Item: Support the state's Car Seat Inspection Stations by providing technical assistance, guidance, and financial assistance

Status Update: 100% achieved

Action Item: Work to increase the number of Car Seat Inspection Stations, with a special emphasis to outreach diverse or hard-to-reach populations

Status Update: 100% achieved

Action Item: Conduct and support community car seat inspection clinics/checkpoints

Status Update: 100% achieved

Action Item: Advertise inspection stations, clinics/checkpoints and other special events and activities that aim to increase the proper and consistent use of safety restraints

Status Update: 100% achieved

Goal 4: Establish the infrastructure to coordinate and assess Utah's Child Passenger Safety program components

Action Item: Contract with a Training Coordinator to ensure the state provides the National CPS Technician Certification Course each year, supports technician retention, and recruits and maintains car seat inspection stations

Status Update: 100% achieved

Action Item: Support a committee of the state's Child Passenger Safety Technician Instructors to coordinate and evaluate training and activities

Status Update: 100% achieved

Action Item: Routinely evaluate inspection stations to ensure they meet minimum quality criteria established by NHTSA

Status Update: 100% achieved

STRATEGIC INITIATIVE VII: OUTREACH PROGRAM

Goal 1: **Utilize extensive statewide and community involvement in occupant protection education**

Action Item: Develop and advertise a comprehensive occupant protection website that serves as a central source of state information and programs

Status Update: 100% achieved

Action Item: Utilize a variety of methods to keep the public informed of resources, programs and activities (i.e. hotline, social media, websites)

Status Update: 100% achieved

Action Item: Support state and local coalitions and task forces that work to increase the use of seat belts, child safety seats, and booster seats

Status Update: 100% achieved

Goal 2: **Provide materials and resources necessary to conduct programs directed toward diverse populations**

Action Item: Provide materials and resources in multiple languages

Status Update: 100% achieved

Action Item: Collect and analyze crash data in diverse communities

Status Update: 100% achieved

Action Item: Ensure representation of diverse groups on State and local coalitions and other work groups

Status Update: 100% achieved

Action Item: Provide guidance to grantees on conducting outreach in diverse communities

Status Update: 100% achieved

Action Item: Utilize leaders from diverse communities as spokespeople to promote seat belt and child restraint use

Status Update: 90% achieved. In FFY2015, a Hispanic Seat Belt Committee was formed and includes representatives from law enforcement, local health departments, and advocates who coordinate efforts designed to increase seat belt use among the Latino population. This group utilizes key leaders to help spread this message. This action item is ongoing

Status Update: 100% achieved and ongoing

Action Item: Conduct outreach efforts to diverse organizations and populations during state or national safety weeks or mobilizations

Status Update: 90% achieved and ongoing. Due to the partnerships with the Hispanic marketing firm and the DPS Public Affairs office, materials are offered in Spanish during these safety weeks or mobilizations and Spanish media regularly attends press events.

Goal 3: **Integrate occupant protection into health programs**

Action Item: Integrate seat belts and child restraints into professional health training curriculum

Status Update: 65% achieved. A committee, convened in Spring 2015, works to plan and implement action items related to the integration of occupant protection issues into health and medical programs

Action Item: Collaborate with the Utah Department of Health to promote occupant protection as an injury prevention measure and integrate into public health planning

Status Update: 100% achieved

Action Item: Provide technical assistance, education and resources about seat belts and child restraints to primary caregivers

Status Update: 75% achieved. Through a committee, formed in Spring 2015, efforts are being made to contact every primary caregiver in Utah and share information and resources regarding occupant protection. This will include a call to action

Action Item: Include questions about seat belt and child restraint use in health risk appraisals

Status Update: 100% achieved

Action Item: Utilize health care providers as visible public spokespeople

Status Update: 100% achieved. In May 2015, a major hospital network made seat belts a priority and conducted weekly activities among staff and patients, held a press event, and incorporated related signage on the properties

Action Item: Provide information about child restraint distribution programs and fitting stations to maternity hospitals and other prenatal and natal care centers

Status Update: 90% achieved and ongoing. HSO partners with Primary Children's Hospital on their Safe Seats Save Lives campaign, which targets pediatrician offices with the goal of educating them on the most up-to-date recommendations for child passenger safety and to ensure their patients are receiving adequate education and resources.

Goal 4: **Incorporate occupant protection education into school curricula**

Action Item: Ensure occupant protection is included in the K-12 health and safety education curricula and textbooks

Status Update: 100% achieved

Action Item: Encourage active promotion of regular seat belt use through classroom and extracurricular activities

Status Update: 90% achieved. Two "pre-driver" task forces have been created, one aimed at elementary school-aged students and one targeted to junior high and middle schools. The task forces are actively developing materials or utilizing existing content to provide to schools.

Action Item: Establish and enforce written school policies that require students and faculty to wear seat belts

Status Update: 80% achieved with no changes from the previous year

Goal 5: **Outreach employers with occupant protection programs and resources**

Action Item: Establish and enforce a seat belt policy with sanctions for non-use

Status Update: 100% achieved

Action Item: Conduct occupant protection education programs for employees on their seat belt use policies and the benefits of regular and appropriate restraint use

Status Update: 60% achieved. The Public Information and Education arm of the Utah Highway Patrol regularly educates employees. Members of the Employer Traffic Safety Committee participate in employee education as well. This status is ongoing

Action Item: Support state and local programs that outreach business partners

Status Update: 100% achieved

6. CALL TO ACTION AND ACCOUNTABILITY

For the Occupant Protection Program Strategic Plan to be successful, the initiatives outlined in the plan will be incorporated into everyday management, operations, and decision making.

Implementation:

An implementation plan is critical to the plans success and ensures that it is carried out effectively. Key stakeholders involved in implementing the initiatives and action items outlined in this plan include:

- Utah Department of Public Safety
- Utah Highway Safety Office
- Utah Highway Patrol
- Utah Department of Transportation
- Utah Department of Health
- Utah Department of Education
- 13 Local Health Departments
- Primary Children's Medical Center
- Utah Safety Council
- Bureau of Emergency Medical Services
- University of Utah Health Care
- Local Law Enforcement

The plan is integrated as the guide for the UHSO's Occupant Protection (OP) program budget process. In addition, the UHSO and other groups participate in ongoing revisions and

modifications on an annual basis. The table below details an organizational structure to support the plan and assign responsibilities.

Plan Levels	Scope	Timeframe	Lead Responsibility	Content
UDPS	State and Departmental Strategic Direction	10 years	Utah Strategic Highway Safety Planning Committee	Long-term Initiatives
UHSO	Operational Goals (Budget)	2 years	Division Director and Deputy Director	Short-term Initiatives
State OP Program	Program's Strategic Directions	5 years	OP Program Manager and Support Staff	Long-term Initiatives
State OP Program	Operational Goals	12 months	Occupant Protection Advisory Committee	Priority Initiatives & Implementation Details
Local Task Forces	Cross-divisional Goals	Short-term	Partnering Agencies and Sub-grantees	Implementation Details

***Accountability*:**

In order for the plan to operate as a tool to help reach the goal of increasing seat belt use, the UHSO ensures that an effective system involving both communication and assessment was established and is currently maintained.

The Occupant Protection Program Manager has developed a communication system to inform staff of their commitment to the mission and progress towards the initiatives, goals and action items. Routine reporting on the goals will be a standard part of quarterly meetings with the Occupant Protection Advisory Committee. During every meeting, there will be a report on the priority initiatives. The report will include progress and issues. Once each year, a complete report will be provided to the UHSO Division Director that addresses overall progress toward initiatives and goals. In addition, status updates are provided for each action item along with a rate of achievement.

As a result of our internal highway safety data program, the UHSO will be able to assess the program's progress, and senior staff will have regular opportunities to discuss and adjust the plan's initiatives as needed.

7. PRIORITY AREAS FOR 2016-2017

Utah's Occupant Protection Program's Strategic Plan (2012-2017) encompasses 7 strategic initiatives, 26 goals and 92 action items. From this plan, the Occupant Protection Program Advisory Committee selected priority areas for 2016-2017 which includes 11 action items specific to 4 goals and 3 strategic initiatives. The priority areas selected are presented below.

- **Strategic Initiative IV – Enforcement Program**

  Goal 2: **Support sustained enforcement of occupant protection laws**

  Action Item: Identify populations, locations, and time periods with low seat belt use rates or high unbuckled fatality and serious injury rates and develop enforcement initiatives that target those motorists

  Action Item: Support a nighttime enforcement initiative in communities with high nighttime unbuckled fatality rates

- **Strategic Initiative V – Communications Program**

  Goal 2: Identify specific audiences and develop appropriate messages

  Action Item: Implement an effective occupant protection campaign in rural communities

  Action Item: Support enforcement campaigns that encourage seat belt usage among nighttime motorists in identified high-risk communities

  Action Item: Provide materials and media messages in other languages

- **Strategic Initiative VII – Outreach Program**

  Goal 2: **Provide materials and resources necessary to conduct programs directed toward diverse populations**

  Action Item: Provide materials and resources in multiple languages

  Action Item: Utilize leaders from diverse communities as spokespeople to promote seat belt and child restraint use

  Action Item: Conduct outreach efforts to diverse organizations and populations during state or national safety weeks or mobilizations

  Goal 5: **Outreach employers with occupant protection programs and resources**

  Action Item: Establish and enforce a seat belt policy with sanctions for non-use

  Action Item: Conduct occupant protection education programs for employees on their seat belt use policies and the benefits of regular and appropriate restraint use

  Action Item: Support state and local programs that outreach business partners

B. PARTICIPATION IN THE CLICK IT OR TICKET NATIONAL MOBILIZATION

Utah began participating in the National Click It or Ticket Mobilization in 1999 and adopted the campaign's tag line in May 2005 after using a state-specific slogan, *Buckled or Busted,* for six years. When combined with educational programs, this high-visibility enforcement campaign has been highly effective in increasing seat belt use from 66.7% in 1998 to 87.2% in 2015.

1. ENFORCEMENT PLAN

During FFY2017, the state will participate in the two National Click It or Ticket (CIOT) Mobilizations scheduled to take place during the Thanksgiving Holiday in 2016 and May 2017. Efforts to recruit the state's 130 law enforcement agencies that conduct traffic enforcement to participate and/or support the Mobilizations. Methods for outreach will mainly be through the LEL troopers and officers working with the UHSO; the expanded LEL program with local agencies representing different regions of the state will be well positioned to recruit historically hard to reach and engage areas. Outreach will include in person meetings, phone calls, task force meetings, and attendance at the Utah Chiefs of Police and Sheriffs' Conferences.

May Mobilization:

During the May Mobilization, all law enforcement agencies statewide will be asked to support the high-visibility campaign. Overtime enforcement will be funded in the 17 counties represented in the statewide seat belt survey with emphasis on the six most urban counties, (Cache, Davis, Salt Lake, Utah, Washington, and Weber) where 85% of the state's population resides, and high need areas identified through data and problem analysis. Specific focus and partnership with the law enforcement agencies in the rural seat belt programs areas (Box Elder, Sanpete, and San Juan) will also occur. It is estimated that 3,000 overtime hours will be issued to approximately 74 law enforcement agencies. Enforcement will include saturation patrols and traffic stops, as these have been the preferred methods of enforcement. Utah's law enforcement officers are unable to conduct checkpoints that solely focus on seat belt use.

Local law enforcement agencies in Utah's 23 rural counties will also be asked to support the campaign by pledging their support and declaring zero tolerance towards unbuckled motorists. Recognition of law enforcement agencies through a Law Enforcement Challenge may be provided for participation during the May Mobilization. The recognition would be afforded to agencies with high participation in the patrol shifts, strong earned media results, and/or creative engagement with their communities during the two-week enforcement period.

Participating agencies will be encouraged to incorporate data-driven enforcement time periods in their plans. To facilitate this, the UHSO will provide state and local data to partnering law enforcement agencies that show the time periods when unrestrained fatalities are more likely to occur.

To facilitate nighttime seat belt enforcement during mobilizations, the UHSO program managers and LEL troopers will identify areas with high nighttime unrestrained fatality rates and

conditions conducive to enforcement during nighttime hours. Outreach to the law enforcement agencies in these identified areas will be conducted to partner with the agencies on using up to 25% of the overtime award to conduct nighttime enforcement of seat belts. Agencies conducting nighttime enforcement will be provided with guidelines for conducting effective enforcement during these time periods.

Thanksgiving Mobilization:

The UHSO will also participate in the National Thanksgiving CIOT Mobilization with seat belts being the primary message and all other safe driving behaviors being secondary. A limited amount of funding will be available for overtime shifts during this high travel time. As such, the UHSO will use data to determine which law enforcement agencies will receive overtime funding awards. The focus for enforcement will be areas of highly traveled roadways, such as the several interstates in Utah, and communities with high unrestrained crashes and fatalities. Enforcement will be conducted statewide through the partnerships with Utah Highway Patrol, in urban communities (Cache, Davis, Salt Lake, Utah, Washington, and Weber), and in the three pilot seat belt program counties (Box Elder, Sanpete, and San Juan). Through the UHSO expanded LEL program, law enforcement agencies that will not be awarded overtime shifts will be contacted (via in-person meeting or email) to receive a pledge of their support for the initiative by declaring zero tolerance toward unbuckled motorists during their regular patrols.

2. CAMPAIGN REACH

The state is home to 156 law enforcement-based agencies consisting of 21 Utah Highway Patrol sections, 29 county sheriff's offices, 96 local law enforcement agencies, and 10 college campus or state parks agencies. Of those agencies, approximately 130 conduct traffic enforcement on a regular basis.

Due to the limited funding available for overtime shift awards, the UHSO will examine seat belt use rates, numbers and rates of unrestrained fatalities, and capacity for traffic enforcement when making determinations for overtime shift awards. As stated previously, officers and troopers with the UHSO LEL Program will be in touch with the 130 agencies that focus on traffic enforcement to gain support for the efforts beyond the agencies that receive funding.

Given the unique geographic layout of Utah's population, specific attention will be paid to the large urban, populated areas when deploying resources as well. Urban counties contribute to 85% of the state's population and at least 90% of the law enforcement agencies in these counties participate and/or support the Click It or Ticket mobilization, assuring at least 70 percent of the state's population is reached.

While law enforcement agencies in urban counties will be the primary partner for the mobilization, a greater emphasis will be placed on recruiting the 68 rural law enforcement partners in effort to increase seat belt use in the state's rural communities. To assist with the recruitment of rural agencies, the UHSO will expand the state's Law Enforcement Liaison (LEL) program. This expansion will take place in FFY2017 with more detail included in the Evidence-

Based Enforcement Plan included in the Highway Safety Plan. The revised program will include local officers who were specifically identified and recruited to take on the role of LEL for their area. The officers will represent overtime paid officers from local rural law enforcement agencies will increase the meaningful participation for the rural and hard to reach areas, as reaching the 130 law enforcement agencies in the state is a challenge for the small LEL staff working for the UHSO. Again, Utah's geography plays into the challenge of reaching some areas, as there is a great distance between the urban center (where the UHSO is housed) and rural areas. The cultural differences between the urban and rural areas manifest through some resistance to enforcement of what is perceived as a person choice issue (wearing one's seat belt or not) and the role of the government in these matters. The local LELs will expand the capacity of the overall LEL program, making the ability to connect with all agencies more likely, as well as showcase the benefits and importance of participation in mobilization and focused seat belt enforcement to the rural agencies. Utah's 23 rural and frontier counties house only 15% of the state's population and contribute to more than one-third of all occupant fatalities and serious injuries. However, rural crashes are approximately 3 times more likely to be fatal than urban crashes and occupants are less likely to buckle up on rural roadways. The 2015 seat belt observational study found that 80.1% of rural motorists wear seat belts compared to 89.6% in urban counties. Law enforcement agencies in these areas will be asked to pledge their support for the initiative by declaring zero tolerance toward unbuckled motorists during their regular patrols.

The listing below represents 97 of the state's law enforcement agencies that are past supporters of the campaign and will most likely be supportive of future efforts. According to the 2010 Census, Utah has a population of 2,763,885. The population for each of the six urban counties is provided, as well as an estimated population served by the rural law enforcement partners. Of the 88 urban law enforcement agencies, it is anticipated that 58 will be awarded overtime grants or pledge their support for the campaign. Of the 68 rural agencies, a minimum of 39 will participate in the incentive program or pledge their support for the campaign by strictly enforcing the use of seat belts during their regular patrols. In addition, it is anticipated that 75 percent of the agencies in the seven pilot program counties (Box Elder, Cache, Carbon, Sanpete, Sevier, San Juan, Tooele) will be awarded overtime shifts during the mobilization.

POPULATION SERVED BY 6 URBAN COUNTIES = 2,331,705 (85% OF STATE POPULATION)

Cache Co. (Pop. 112,656)	Bountiful Police Dept	Kaysville Police Dept
Cache Co. Sheriff's Office	Layton Police Dept	Woods Cross Police Dept
Logan City Police Dept	Centerville Police Dept	North Salt Lake Police Dept
North Park Police Dept	Clearfield Police Dept	Sunset Police Dept
Smithfield Police Dept	Clinton Police Dept	Syracuse Police Dept
UHP Section 1	Davis County Sheriff's Office	UHP Section 3
Davis Co. (Pop. 306,479)	Farmington Police Dept	West Bountiful Police Dept

Salt Lake (Pop. 1,029,655)

Draper Police Dept
Murray Police Dept
Salt Lake City Police Dept
Sandy City Police Dept
South Jordan Police Dept
South Salt Lake Police Dept
UHP Section 4
UHP SLCC
UHP Section 16
UHP Section 18
Unified Police Dept
University of Utah Police
West Jordan Police Dept
West Valley City Police Dept

Utah Co. (Pop. 516,564)

Lehi Police Dept
Mapleton Police Dept
American Fork Police Dept
Orem DPS
Payson Police Dept
Pleasant Grove Police Dept
Provo Police Dept
Salem Police Dept
Utah County Sheriff's Office
Santaquin Police Dept
Springville Police Dept
Spanish Fork Police Dept
UHP Section 6

Washington (Pop. 138,115)

Santa Clara Police Dept
UHP Section
Ivins Police Dept
St.George Police Dept

Weber Co. (Pop. 231,236)

Riverdale Police Dept
Weber Co. Sheriff's Office
UHP Section 12
Harrisville Police Dept
North Ogden Police Dept
Ogden City Police Dept
Pleasant View Police Dept
Roy Police Dept

POPULATION SERVED BY 23 RURAL COUNTIES = 147,000 (5.3% OF STATE POPULATION)

Brigham City Police Dept
Box Elder Sheriff's Office
Cedar City Police Dept
Centerfield Police Dept
Nephi City Police Dept
UHP Section 7 - Wasatch
Duchesne Co. Sheriff's Office
Ephraim City Police Dept
East Carbon Police Dept
Emery County Sheriff's Office
Grantsville Police Dept
Gunnison Police Dept
Heber City Police Dept
Mantua City Police Dept
Monticello Police Dept
Nephi City Police Dept
Perry City Police Dept
Price Police Dept
Roosevelt Police Dept
Salina Police Dept
San Juan Co. Sheriff's Office
Sanpete Co. Sheriff's Office
Summit Co. Sheriff's Office
Tooele City Police Dept
Tooele Co. Sheriff's Office
Morgan Co. Sheriff's Office
Tremonton Police Dept
UHP Section 1-Box Elder
UHP Section 5 – Vernal
UHP Section 7 – Wasatch
UHP Section 8 - Tooele
UHP Section 9 - Price
UHP Section 10 - Richfield
UHP Section 11 - Beaver
UHP Section 13 - San Juan
UHP Section 14
Uintah Co. Sheriff's Office
Wasatch Co. Sheriff's Office
Wellington Police Dept

3. MEDIA & OUTREACH PLAN

During the May mobilization, Utah's media plan will utilize a mix of mediums that may include radio, social media platforms and online advertisements. Due to limited funding, the state will rely on the national television placement and will primarily focus on radio, outdoor and online advertisements. The state will also combine efforts with the Zero Fatalities media buy which is already in place for the year. With this partnership, additional media will include UDOT's variable message boards on the highways, local news outlets, sports marketing and movie theater advertising, The strategy is to reach people while they are in their cars and when they are more likely to react to the message and buckle up. By combining local radio, outdoor, and online ads with the national television buy, Utah will be able to run an entire media campaign utilizing four mediums that work efficiently together. Radio, television, and online ads will educate and inform, while the outdoor messaging will remind the public to "buckle up" while they are driving. In placing these spots, the state will select stations that target the target audiences that include a primary target of men ages 18-34, secondary target of adults ages 18-54, and tertiary target of men ages 45 and older. The goal is to receive between 100 and 200 GRP's per week. The state may develop its own radio, outdoor, and online advertisements using the Click It or Ticket moniker. In addition, Spanish radio and television stations will be provided with the spots for placement. Matching media will be obtained from all media partners at a minimum of 1:1 GRP. Added value will also be a requirement from all media and may include on-air interviews, tweets, web advertisements, audio streaming, top-of-hour ID's, Facebook posts, and :10 ads.

Funding will also be used to conduct a paid media campaign during the Thanksgiving mobilization. This will most likely include placement of radio and online media with a primary target audience of men ages 18-34 years and a secondary target of adults ages 18-54 years.

The table below details the proposed media buy, which is an estimate based on past years and will not be confirmed until two months prior to the campaign.

MAY MOBILIZATION					
MEDIUM	**PLACEMENT PERIOD**	**PAID MEDIA**		**BONUS MEDIA**	
		Placement	**Paid $**	**Total**	**Bonus $**
Radio	May 15 – May 29 (Paid) May 15 – June 15 (Bonus)	400 Spots	$40,000	550 Spots	$40,000
Online	May 11 – June 11		$15,000		$15,000
TOTAL		**Paid Media $55,000**		**Bonus Media $55,000+**	
THANKGIVING MOBILIZATION					
MEDIUM	**PLACEMENT PERIOD**	**PAID MEDIA**		**BONUS MEDIA**	
		Placement	**Paid $**	**Total**	**Bonus $**
Radio	November 10 – 24 (Paid) November 10 – 30 (Bonus)	400 Spots	$30,000	400 Spots	$30,000

Online	November 10 – 24		$10,000		$10,000
TOTAL		**Paid Media $40,000**		**Bonus Media $40,000+**	

Online Banner Ad that Links to utahclickitorticket.com

Earned media will be used to support all enforcement efforts conducted during the year and will include television news stories, radio interviews with officers and survivors, and print media, as well as advertisements on websites such as the Utah Department of Public Safety's, local radio stations and newspapers, high schools, law enforcement agencies, and other traffic safety partners. One of the primary methods used to earn media time is through the press events conducted prior to enforcement mobilizations. These events generally generate at least 20 television news stories, 25 newspaper articles, and many radio interviews and announcements. In addition, campaign materials will be distributed to all media outlets and every law enforcement agency in the state. Materials will also be provided to all campaign partners who will be encouraged to submit articles to local papers, participate in radio talk shows, and invite local media to events supporting the campaign.

Another component to the campaign includes public information and education, which will be implemented year round with targeted activities during the May and Thanksgiving mobilizations. Educational efforts will include presentations, media interviews, community traffic safety programs, among other efforts. Activities will include school programs and presentations, car seat inspection clinics, community safety events, and outreach to businesses. Enhanced outreach will focus on young drivers ages 15-24 years since crash data shows that this age group is killed at far higher rates in crashes.

Campaign partners include the Utah Department of Health, local health departments, UDOT, Utah Highway Patrol, Safe Communities, Utah Latino Community Information and Education Center, Utah Safety Council, Network for Employee Traffic Safety (NETS), Utah Student Safety Program (USSP), and Governing Youth Council (GYC). All partnering agencies will work to promote the Click It or Ticket message by conducting public information and education activities in their respective communities.

4. EVALUATION

Pre- and post-mobilization seat belt observational surveys will be conducted. The pre-mobilization survey will be a sub-sample survey and will take place April 20 to May 3. Surveys will take place in twelve of the seventeen counties where the NHTSA-approved post-survey is conducted. The post-mobilization seat belt observational survey will be a full statewide survey conforming to NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use. It will

take place for a two week period in June. This survey will be conducted during day time hours and will conform to the state plan which was approved by NHTSA.

In addition, to evaluate the effectiveness of the media campaign, a public awareness telephone survey may be conducted in June. Questions regarding the media campaign, as well as seat belt use and the law, will be asked of respondents. Depending on funding availability, this activity may be completed every other year instead of on an annual basis.

5. TIMELINE

May 2017 Click It or Ticket Mobilization	**Target Dates**
Conduct Pre-Survey (Sub-Sample of NHTSA-Approved Survey)	April 25 - May 8
Send Campaign Kits	May 1
Conduct PI&E Activities	May 8 - June 15
Earned Media	May 8 - June 15
Paid Media	May 15 - 29
Send Press Release *(MM Enforcement & Press Event)*	May 17
Kick-Off Media Event	May 22
Enforcement Period	May 22 - June 4
Conduct Post-Surveys (Full NHTSA-Approved Survey)	June 5 - 15
Send Press Release *(Report Survey Results)*	June 30
Thanksgiving 2016 Click It or Ticket Mobilization	**Target Dates**
Media and Education Campaign	November 7-21
Enforcement Mobilization	November –23-27

C. UTAH'S ACTIVE NETWORK OF CHILD RESTRAINT INSPECTION STATIONS

The state is divided into 29 counties with 85% of the population living in six urban counties including Cache, Davis, Salt Lake, Utah, Washington, and Weber. Four of these counties are clustered along a 100 mile stretch of land called the Wasatch Front. The other 23 rural and frontier counties are home to 15% of the state's population. Currently, there are 102 car seat inspection stations that serve families in 24 counties. The five counties that do not established inspection stations are very small and receive services from neighboring communities. These counties are marked with a red X.

The table below demonstrates that, according to 2010 Census Data, this network of inspection stations reaches 99% of the state's population with appropriate child passenger safety education and services.

Of the 99 inspection stations, 73 have established dates and/or times they are open to the public and 26 serve targeted populations such as hospital patients and homeless or refugee families. A list of the 73 community-based inspection stations is provided below. The programs that serve targeted populations are included on the comprehensive listing included at the end of this section.

County Population Ranked by Size and Share of State Total

Size Rank	County	1980 Census	1980 Share of the State	1990 Census	1990 Share of the State	2000 Census	2000 Share of the State	2010 Census	2010 Share of the State
1	Salt Lake	619,066	42.37%	725,956	42.14%	898,387	40.23%	1,029,655	37.25%
2	Utah	218,106	14.93%	263,590	15.30%	368,536	16.50%	516,564	18.69%
3	Davis	146,540	10.03%	187,941	10.91%	238,994	10.70%	306,479	11.09%
4	Weber	144,616	9.90%	158,330	9.19%	196,533	8.80%	231,236	8.37%
5	Washington	26,065	1.78%	48,560	2.82%	90,354	4.05%	138,115	5.00%
6	Cache	57,176	3.91%	70,183	4.07%	91,391	4.09%	112,656	4.08%
7	Tooele	26,033	1.78%	26,601	1.54%	40,735	1.82%	58,218	2.11%
8	Box Elder	33,222	2.27%	36,485	2.12%	42,745	1.91%	49,975	1.81%
9	Iron	17,349	1.19%	20,789	1.21%	33,779	1.51%	46,163	1.67%
10	Summit	10,198	0.70%	15,518	0.90%	29,736	1.33%	36,324	1.31%
11	Uintah	20,506	1.40%	22,211	1.29%	25,224	1.13%	32,588	1.18%
12	Sanpete	14,620	1.00%	16,259	0.94%	22,763	1.02%	27,822	1.01%
13	Wasatch	8,523	0.58%	10,089	0.59%	15,215	0.68%	23,530	0.85%
14	Carbon	22,179	1.52%	20,228	1.17%	20,422	0.91%	21,403	0.77%
15	Sevier	14,727	1.01%	15,431	0.90%	18,842	0.84%	20,802	0.75%
16	Duchesne	12,565	0.86%	12,645	0.73%	14,371	0.64%	18,607	0.67%
17	San Juan	12,253	0.84%	12,621	0.73%	14,413	0.65%	14,746	0.53%
18	Millard	8,970	0.61%	11,333	0.66%	12,405	0.56%	12,503	0.45%
19	Emery	11,451	0.78%	10,332	0.60%	10,860	0.49%	10,976	0.40%
20	Juab	5,530	0.38%	5,817	0.34%	8,238	0.37%	10,246	0.37%
21	Mo[illegible]n	4,917	0.34%	5,528	0.32%	7,129	0.32%	9,469	0.34%
22	Grand	8,241	0.56%	6,620	0.38%	8,485	0.38%	9,225	0.33%
23	Kane	4,024	0.28%	5,169	0.30%	6,046	0.27%	7,125	0.26%
24	Beaver	4,378	0.30%	4,765	0.28%	6,005	0.27%	6,629	0.24%
25	Garfield	3,673	0.25%	3,980	0.23%	4,735	0.21%	5,172	0.19%
26	W[illegible]e	1,911	0.13%	2,177	0.13%	2,509	0.11%	2,778	0.10%
27	Ri[illegible]	2,100	0.14%	1,725	0.10%	1,961	0.09%	2,264	0.08%
28	Pi[illegible]	1,329	0.09%	1,277	0.07%	1,435	0.06%	1,556	0.06%
29	Da[illegible]ett	769	0.05%	690	0.04%	921	0.04%	1,059	0.04%
	State of Utah	1,461,037	100%	1,722,850	100%	2,233,169	100%	2,763,885	100%

IS YOUR CHILD SAFE IN THE CAR?

Most parents are surprised to find that their children are not safely secured in the car.
Make an appointment with a *Nationally Certified Child Passenger Safety Technician*

BEAVER

Utah Highway Patrol - Beaver
(435) 262-0206 - Preston Holgreen

BOX ELDER

Bear River Health Department - Brigham City
(435) 695-2064 - Allena Pierce

CACHE

Bear River Health Department - Logan
(435) 792-6512 - BreeAnn Silcox

Cache County Sheriff's Office – Logan
(435) 755-1000 - Erin Griffeth

Utah Highway Patrol - Logan
(435) 752-1110 - Nathan Wood

CARBON

Carbon County Sheriff's Office - Price
(435) 650-5309 - Isaiah Palmer

Southeastern Utah Health Department - Price
(435) 637-3671 - Debbie Marvidikis

DAVIS

Davis County Health Department - Clearfield
(801) 525-5177 - Priscilla Angulo

Nationwide Insurance
(801) 807-1285 - Tammy Martin

South Davis Metro Fire Dept. - Bountiful
(801) 677-2400 - Paul George

Utah Highway Patrol - Farmington
(801) 447-8120 - Nick Bricker

DUCHESNE

Duchesne County Sheriff - Duchesne
(435) 705-9497- Travis Romney

Roosevelt City Police Department
(435) 823-1095 - Alexander Thompson

Tri-County Health Department - Roosevelt
(435) 722-6306 - Jeramie Tubbs

EMERY

Emery County Sheriff - Castle Dale
(435) 381-2404 - Nicole Deabenderfer

Southeastern Utah Health Dept. - Castle Dale
(435) 381-2252 - Lori Hardee

GRAND

Southeastern Utah Health Department - Moab
(435) 259-5602 - Marta Lamont

IRON

Cedar City Police Department
(435) 586-2956 - Terry Petersen

Southwest Utah Health Dept. - Cedar City
(435) 865-5151 - Kylaas Flanagan

JUAB

Central Utah Health Department - Nephi
(435) 623-0696 - Pam Goodrich

Utah Highway Patrol - Nephi
(435) 851-4612 - Dustin Livingston

KANE

Southwest Utah Health Department - Kanab
(435) 644-2537 - Lexie Little

MILLARD

Central Utah Health Department - Delta
(435) 864-3612 - Pam Goodrich

Utah Highway Patrol - Fillmore
(435) 743-6530 - Dean Shields

06/2016 KB

If you know of any changes that need to be made to this list contact Kerilee Burton at 801-505-3315 or kburton@utah.gov

SALT LAKE

AAA Insurance - Draper
(801) 878-8531- Jennifer Frost

AAA Insurance - Murray
(801) 263-4750 - Merilee Bingham

AAA Insurance - Salt Lake City
(801) 238-1272 - McKenna Trinnaman

Draper Police Department
(801) 831-5635 - Gina Haws

Health Choice Utah - South Jordan
(801) 758-3103 - Joyce Kim

Primary Children's Hospital - Salt Lake City
(801) 662-CARS (2277)

Primary Children's Outpatient at Riverton Hospital
(801) 662-CARS (2277) - *3rd Thursday*

Salt Lake County Health Department. - Murray
(385) 468-3880[Sp] **Call for class dates*

Sandy City Police Department
(801) 568-7200 - Tammie Marquez

South Jordan City Police Department
(801) 254-4708 - Sam Winkler

Unified Police - Kearns
(385) 468-9488 - Rhonda Curtis

Unified Police - Magna
385-468-9592 - Randi Ivie

Unified Police - Midvale
(385) 468-9356 - Lori Shaw

Unified Police - Riverton
(385) 468-9400 - Ed Malm

Unified Police - Taylorsville
(385) 468-9428 - Shirlee Maxfield

Utah Highway Patrol - Murray
(801) 284-5520 - David (Joe) Pearson

Utah Highway Safety Office - Salt Lake City
801) 366-6040 - Stacy Debban

Utah Safety Council - Salt Lake City
(801) 746-7233 (SAFE) x 312

West Jordan City Fire Department
(801) 260-7300 - Ed Hall

West Valley City Police Department
(801) 965-5174 - Michael Millett

SAN JUAN

San Juan Health Department—Blanding
435-678-2723 – Fielding Adams

SANPETE

Centerfield City Police Dept. - Centerfield
(435) 528-5511- Brett McCall

Central Utah Health Department - Manti
(435) 835-2231[Sp] - Jana Kaya Smith

Central Utah Health Department - Mt. Pleasant
(435) 462-2449[Sp] - Jana Kaya Smith

SEVIER

Central Utah Health Department - Richfield
(435) 896-5451 x340 - Valyn Leavitt

Utah Highway Patrol, Sec. 10 - Richfield
(435) 896-2780

Utah Highway Safety Office
Rural Traffic Safety Coordinator
(435) 201-4312 - Terry Smith

SUMMIT

Summit County Health Department - Coalville
(435) 336-3228 - Jean Paskett

Summit County Health Department - Park City
(435) 333-1505 - Geri Essen

TOOELE

Tooele City Police Department
(435) 882-8900 - Tanya Turnbow

Tooele County Health Department
(435) 277-2480 - Amy Bate

UINTAH

Tri-County Health Department - Vernal
(435) 247-1177 - Roseanne Farmer

Utah Highway Patrol - Vernal
(435) 781-6740 - Brad Gailey

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UTAH

AAA Insurance - Orem
(801) 788-3302 - Amanda Cook

American Fork City Fire Department
(801) 763-7218 - Leif Nelson

Orem City Police Department
(801) 229-7070 - Josh Hansen

Payson City Fire Department
(801) 465-5252 - Terrance Reilly

Pleasant Grove City Police Department
(801) 785-3506 - Derek Clegg

Utah County Health Department - Provo
(801) 851-7513 - Marla Brannum

Utah County Health Dept. - American Fork
(801) 851-7513 - Every Tuesday

Utah Highway Patrol - Orem
(801) 234-8285 - Lynda Reinstein

WASATCH

Heber City Police Department
(435) 654-3040 - Salvador Segura

Wasatch County Health Department - Heber
(435) 657-3259 - Amber Pulley

WASHINGTON

Hildale City Fire Department
(435) 874-2400 - Mary Barlow

Ivins City Public Safety
435-414-4555 - Cory Norman

LaVerkin City Police Department
(435) 634-5730 - Amber Crouse

Southwest Utah Health Dept. - St. George
(435) 652-4064 - Kaysha Price

St. George City Police Communications
(435) 627-4300 - Heather Hallman

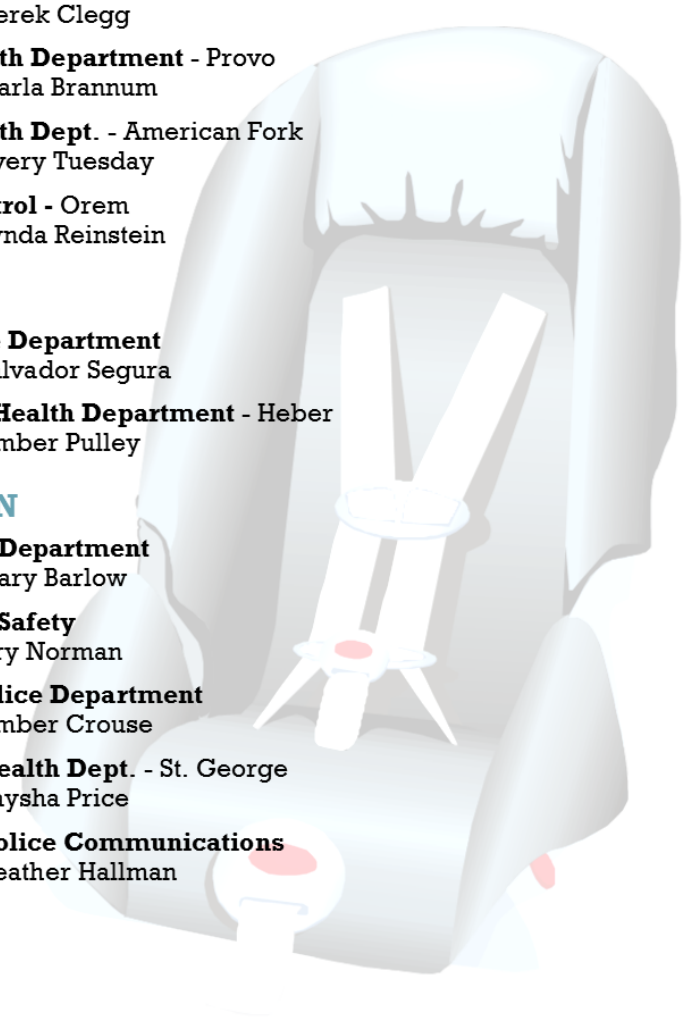
WEBER / MORGAN

AAA Insurance - Ogden
(801) 605-0122 - Ben Mueller

McKay-Dee CHIC Center - Ogden
(801) 387-7800^{Sp} - Kara Hansen

South Ogden City Police Dept.
(801) 622-2800 - Bryan Hough

Weber-Morgan Health Department - Ogden
(801) 399-7186 - Jann Fawcett



06/2016 KB

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D. CHILD PASSENGER SAFETY TECHNICIAN RECRUITMENT, TRAINING & RETENTION

Utah has had an active child passenger protection education program since the early 1980's. The Utah Highway Safety Office (UHSO) and local health departments, along with other state, local and private organizations have collaborated on increasing the use of child safety seats and seat belts through education, legislation and enforcement, media campaigns and the distribution of child safety seats to needy families. Through these efforts safety restraint use among children has steadily increased from 14% in 1984 to the current usage rate of 91.9%, in 2008.

The state is divided into 29 counties with 75.4% of the population living in four counties (Davis, Salt Lake, Utah, and Weber) which are clustered along the Wasatch Front. The other 25 counties are home to 24.6% of the state's population. Each county is represented by one of thirteen local health departments, which are considered the strongest supporters of CPS education and activities in the state. Through the efforts of these local health departments, as well as the state's children's hospital and various other advocacy groups, it is estimated that approximately 98% of the state's population is being reached with child passenger safety education activities and/or materials.

1. TRAINING AND RETRAINING

The UHSO is the lead agency when conducting occupant protection trainings. All requests are funneled to the office and funds, as well as staff time, are devoted to meeting these requests. The office also maintains a data base of all trained certified technicians, technician instructors and specialists. Currently there are 312 child passenger safety technicians.

To increase the number of certified technicians in Utah and to support retaining of current technicians, the UHSO will support 14 training courses, During FFY2017, three Standardized CPS Technician Courses, two Renewal Testing Courses, one Special Needs Course, two 4-6 hour Operation Kids: CPS Basic Awareness Trainings, and 6 Technician Update classes will be held. The Technician Update classes are held throughout the state. One of the trainings held at the Four Corners Conference in Monument Valley, Utah every April. The largest gathering of CPS Technicians takes place at the Zero Fatalities Safety Summit which is held every 2 years, also in April. This conference was held in April 2016 with the next one being planned for 2018. In addition, each Health Department has agreed to maintain technician's abilities by holding update classes and activities. The update will consist of checking skills, providing information and hands-on practice with tether straps and latch systems, and providing up-to-date information regarding checkpoints, installation practices, new devices on the market, and other resources.

Below is a table that provides a listing of the trainings offered, the course dates and anticipated number of participants.

FFY 2017 Utah Child Passenger Safety Training Schedule		
Training	**Course Dates**	**# of Participants**
Standardized CPS Technician Training	March 2017 – Murray, UT	25
	June 2017 – Murray, UT	25
	September 2017 – Murray, UT	25
Renewal Testing Courses	November 2016 – Bountiful, UT	10
	August 2017	10
Special Needs Course	October 12-13, 2016	
	December 2016 – Murray, UT	40
	February 2017 –Logan, UT	15
	April 2017 – Provo, Utah	15
	April 2017 – Four Corners Area	50
	May 2017 – Central Utah	12
	August 2017 – Southern Utah	15
Operation Kids: CPS Basic Awareness Classes	February 2017 Medical Personnel	25
	August 2017 Law Enforcement	25
Total # of Participants in Training/Retraining Courses		**312**

2. TECHNICIAN RECRUITMENT

The UHSO occupant protection training coordinator recruits advocates, educators, law enforcement personnel, EMS providers, health and medical providers, health educators, and others to become certified CPS technicians through a variety of methods. Prior to each training, advertisements are sent to the state's current CPS technicians, state and local health departments, law enforcement agencies, and UHSO grantees and partners providing information regarding the training. This information directs interested individuals to the UHSO website and the National Safe Kids website to register for the course. Recruitment is also conducted during the state's Zero Fatalities Safety Summit, which is a two-day traffic safety conference that occurs every 2 years and attracts approximately 500 safety professionals across Utah. In addition, fliers announcing the year's training dates are provided at other meetings and conferences. Last, participants of half-day or full-day child passenger safety training workshops, such as Operation KIDS, are encouraged to become fully certified as CPS technicians and provided with appropriate information.

3. TECHNICIAN RETENTION

Utah's efforts to retain our certified Child Passenger Safety Technicians include a new "Meet in the Middle" Mentoring Program, the Technician Incentive Program, and notices of opportunities and re-certification reminders. "Meet in the Middle" is the name chosen for this new program because the state's CPS Technician Instructors wanted to encourage the Mentor, or the more seasoned technician, and the new CPS Technician to work together and equally make efforts to "Meet in the Middle." After consulting with the local Safe Kids Coordinators in the State, new technicians are matched up with a friend or mentor in their local area who has been a CPS Technician for at least 2 years. By the last day of any CPS Certification Class, the student has the name and contact information of their mentor. Mentors are encouraged to send an email every month to check in with their new technician, be available and open to answer questions, pass on resources or helpful websites, invite them to any checkpoints or events in their area and talk to them about the re-certification process. Mentors are provided with a resource packet to support them. The goal is to provide every new technician with a friend in the CPS world that makes them feel needed and appreciated. The goal of this program is to support our new technicians and increase the state's re-certification numbers.

The UHSO supports other activities that encourage technicians to participate in inspection clinics and CEU opportunities in order to prepare for re-certification. First, new technicians are provided with a Latch Manual if they participate in a car seat inspection clinic within 2 months of their initial class. Second, the occupant protection training coordinator sends out monthly emails to technicians announcing CEU opportunities and reminding them if their certification is about to expire. Last, the UHSO offers sponsorship grants to local health departments and SAFE KIDS coalitions who organize re-certification opportunities for area technicians.

4. COMMUNITY CAR SEAT INSPECTION STATIONS

It is the goal of the UHSO to provide all Utah families with a location in their area where they can obtain a car seat inspection. In turn, 98 permanent inspection stations have been established throughout the state. More than half are located in the six urban counties (Cache, Davis, Salt Lake, Utah, Washington and Weber) that contain 85% of the state's population. It is estimated that at least 9,100 car seats will be inspected at these inspection stations each year. Unfortunately, approximately 92% of the seats inspected are misused. The listing provided below gives a quick glance of the inspection stations located throughout the state and includes the number of stations open to the public, as well as the number of stations that serve target populations. A more comprehensive list of these Car Seat Inspection Stations is Section III of this attachment.

Quick Glance at Utah's Inspection Stations		
County	**# of Public Inspection Stations**	**# that Serve a Targeted Population**
Beaver	1	0

Box Elder	1	1
Cache	3	3
Carbon	2	1
Davis	4	1
Duchesne	3	0
Emery	2	0
Grand	1	0
Iron	2	2
Juab	2	0
Kane	1	0
Millard	2	2
Salt Lake	20	7
San Juan	1	2
Sanpete	3	1
Sevier	3	1
Summit	2	0
Tooele	2	0
Uintah	2	2
Utah	8	4
Wasatch	2	0
Washington	5	2
Weber-Morgan	4	1
TOTALS	**72**	**30**

5. OUTREACH TO UNDER-SERVED POPULATIONS

Utah is not a very diverse state when compared to other states or the nation. The demographic breakdown from the 2010 Census shows that white persons (not Hispanic) make up 80.1% of the state's population. The largest minority group is Hispanic at 13.3%, followed by Asian at 2.2%, American Indian at 1.5%, Black at 1.3%, and Pacific Islander at 1.0%. The program primarily outreaches to under-served populations such as Hispanic, homeless and refugee families, Native Americans, and low-income.

Hispanic: Over 22 of the state's inspection stations provide education and instruction in Spanish through either a Spanish-speaking certified technician or interpreter. These fitting stations are located in areas that have a high percentage of Hispanic population. In addition, nearly all inspection stations have educational material available in other languages.

Homeless and Refugee Families: The Salt Lake County Health Department and UHSO provide resources and assistance to area homeless shelters and agencies that oversee services to refugee families in an effort to ensure children receive an appropriate child

safety seat regardless of their financial status. There are two inspection stations that are not publicized to the public and only serve this specific population. These fitting stations include Catholic Community Services, and International Rescue Clinic.

Native American: There are four inspection stations covering three counties (Duchesne, San Juan, and Uintah) that serve Native Americans in Utah. In the four corners area of Southeastern Utah, the Utah Navajo Health System employs four CPS Technicians and provides services to the Navajo Tribal members. This fitting station is not advertised to the public and serves a specific group of under-served population. In addition, there are three inspection stations located in Northeastern Utah that provide services to Ute Tribal members.

Low-Income: The state's children's hospital and nearly all of the twelve local health departments offer low-cost car seats to families who are on government assistance or qualify as "low-income" according to department guidelines. All of these locations employ Certified CPS Technicians to educate and help install these seats. We have many supportive partners to support our efforts in educating about child passenger safety. The Junior League of Salt Lake City purchases 300 car seats every July and we work with low income families to ensure they are educated and receive the proper seats. AAA Insurance also donates seats to our local Inspection Stations for distribution.

Section III of this attachment includes a comprehensive listing of inspection stations that details the number of technicians by county, the number of technicians by inspection station, and the way in which each station supports the under-served population.

6. CAR SEAT INSPECTION CLINICS

Through the work of the state's 312 certified Child Passenger Safety Technicians, it is anticipated that at least 110 car seat inspection clinics will be conducted in nearly all of the state's 29 counties. Inspection clinics are advertised using fliers, radio, and newspaper advertisements. Standard inspection clinics include teams of certified technicians and a Senior Checker who ensures that seats are installed using appropriate tools such as checkpoint forms, manufacturer's instruction booklets, automobile owner's manuals, the Latch manual, and other tools. Each Senior Checker has ample experience, has been certified technician for at least 2 years and has been approved by National SAFE KIDS. They verify each seat is properly installed and review the checkpoint forms for accuracy.

During the events, educational materials are provided to parents that include proper positioning for children, air bag safety guidelines, and safety belt use for all passengers in the vehicle. Further, child safety seats will be on hand for families in need or to replace unsafe seats.

7. CHILD PASSENGER SAFETY EDUCATION CLASSES

In addition, it is anticipated that 400 community classes and 4,800 individual appointments will be made to provide instruction to parents on the proper use of their child's safety seat. The majority of our lead agencies provide weekly or monthly community classes for parents who have concerns about their child's safety seat or are in need of a seat. At least thirteen organizations across Utah conduct classes on a regular basis. The class instructor will discuss the different types of child safety seats available, the proper placement of children in the vehicle, the most common misuses, and air bag safety. Education is also provided on proper restraint use for the entire family. Most of these classes will provide child safety seats to low-income families at no-cost or a reduced cost.

8. REQUIRED ATTACHMENTS

- Inspection Station Facts 2017 – Lists all the public car seat inspection stations with more detailed information regarding how they help the underserved.
- Inspection Stations for Targeted Populations 2017 – List of Inspection Stations that assist certain populations.
- CPS Technicians Listed By County

Facts about Utah's Car Seat Inspection Stations 2017

Utah Highway Patrol - Beaver	Car seat checks conducted by appointment only with 1 technician
Bear River Health Department in Brigham City	Local technicians from partnering agencies help at community buckle up events. Offer seats at a reduced cost to low income residents.
Spanish:	*Provide education and materials in Spanish.*
Underserved:	*Work with many agencies/groups that serve the Hispanic population, migrant Head Start and the Northern Hispanic Health Coalition. Partner with local social service agencies that target the underserved in our areas. These include partnering on campaigns and providing materials/education to area Family Support Centers, Domestic Violence shelters, Work Force Services, Department of Family Services, etc.*
Bear River Health Department in Logan	4 certified technicians work at the Bear River Health Department's Inspection Station. Events are held every second and fourth Thursday's. Clinics are free and open to the public.
Spanish:	*The Bear River Health Department has a CPS technician who speaks Spanish and makes available bi-weekly clinics and buckle up events to the Hispanic population. The literature is in Spanish. There are three coalition members who speak Spanish that are technicians who actively participate in community buckle up events.*
Underserved:	*Once a year the Utah Department of Health mini-grant funds are used to provide a special Hispanic Outreach Buckle Up event. The Latino population is targeted by providing a voucher for a $10 car seat for the last 6 years.*
Cache County Sheriff's Office	2 technicians assist community members with car seat checks by

	appointment.
Utah Highway Patrol – Logan	Car seat checks conducted by appointment only.
Carbon County - 11 Certified Technicians	
Carbon County Sheriff's Office	2 technicians conduct car seat checks as requested
Southeastern Utah Health Dept. in Price	3 certified CPS technicians at the Inspection Station
Spanish:	*Offer educational materials in Spanish.*
Underserved:	*75 Booster Seats are given away for only $5 each for low income families at the Kids Day in July. Offer reduced cost car seats for low income populations after they receive one on one education. The seats are given after a donation of 1/2 the amount that the Health Department paid for the seat. In dire circumstances, seats are given away.*
Davis County - 32 Certified Technicians	
Davis County Health Department in Clearfield	10 technicians
Spanish:	*Spanish literature is available.*
Underserved:	*Provide reduced cost seats for low income families.*
Nationwide Insurance in Layton	1 certified technician conducting seat checks as requested
South Davis Metro Fire Dept	4 certified technicians doing seat checks by appointment
Utah Highway Patrol - Farmington	2 certified technicians conducting seat checks by appointment only
Duchesne County - 4 Certified Technician	
Duchesne County Sheriff's Office	1 certified technician checking seats as requested
Roosevelt City Police Department	1 certified technician checking seats as requested
TriCounty Health Department in Roosevelt	2 certified CPS technicians at the Inspection Station
Spanish:	*Materials in Spanish to clients who prefer that language (NHTSA's 4 Steps, etc.)*
Underserved:	*Serve many low income clients and sell car seats for reduced price. In exceptional situations, we have provided seats free of charge. Provide seats for the local tribal members and DCFS for a reduced cost. Provide SNAP trainings for Head Start and DCFS.*
Emery County - 6 Certified Technicians	
Emery County Sheriff	1 technician helping community members by appointment
Southeastern Utah Health Dept. in Castle Dale	Technicians from the Health Department work with volunteers in the community who are certified.
Spanish:	*Have Spanish literature for car seat education.*
Underserved:	*Offer reduced cost car seats to low income clients and one on one education. Offer a car seat education class every month.*
Grand County - 1 Certified Technician	
Southeastern Utah Health Dept. in Moab	1 certified CPS technician at the Inspection Station
Spanish:	*Have Spanish materials, and provide a video to individuals who speak Spanish*
Underserved:	*Provide reduced cost car seats to low income clients and one on one education and offer a car seat education class every other mont*
Iron County - 6 Certified Technicians	
Cedar City Police Department:	1 technician who is a retired officer takes appointments for car seat checks

Southwest Utah Health Dept. in Cedar City	1 certified technician runs the Inspection Station
Spanish:	*No Spanish speaking services but materials and video available in Spanish*
Underserved:	*Check car seats as requested and offer low income seat to underserved populations*
Juab County - 1 Certified Technician	
Central Utah Public Health Dept. in Nephi	This Inspection Station has support from neighboring offices and works with volunteers, as well as 1 traveling technician
Spanish:	*Uses an interpreter for both the West Millard and East Millard offices when needed. Do not have a large Hispanic population in Juab County. Have materials available in Spanish.*
Underserved:	*Charge $30.00 for Harness seats, $20.00 for seats without harnesses and $10.00 for Backless Boosters for low income clients. They accept donation of whatever they can give in some cases. Travel to the schools and met parents there in small nearby communities.*
Utah Highway Patrol - Nephi	Car seat checks conducted by appointment only
Kane County - 1 Certified Technician	
Southwest Utah Health Dept. in Kanab:	1 certified technician
Spanish:	*Provide a video to individuals who speak Spanish*
Underserved:	*When seats are available, provide car seats at a reduced cost*
Millard County - 9 Certified Technicians	
Central Utah Health Dept. in Delta	4 technicians at the agency, plus local law enforcement, hospital staff and volunteers help out as needed.
Spanish:	*Use an interpreter when needed. Have materials available in Spanish.*
Underserved:	*Charge $30.00 for Harness seats, $20.00 for seats without harnesses and $10.00 for Backless Boosters for low income clients and average about 2 - 3 seats per month. If the parents cannot pay that much we make exceptions and take whatever donation they can give.*
Utah Highway Patrol - Fillmore	Car seat checks conducted by appointment only
Salt Lake County - 88 Certified Technicians	
AAA Insurance in Draper	1 technician serves clients and the community conducting car seat checks as requested
AAA Insurance in Murray	2 technicians serves clients and the community conducting car seat checks as requested
AAA Insurance in Salt Lake City	2 technician serves clients and the community conducting car seat checks as requested
Draper Police Department	1 technician checking seats by appointment only
Health Choice Utah	2 technicians serving the state traveling to safety fairs and educational events
Penna Powers, Brian Haynes Advertising Agency	Handles the Zero Fatalities Outreach contract with the state. 5 certified technicians.
Primary Children's Medical Center in Salt Lake:	12 certified car seat technicians who are Child Advocacy Staff and 2 certified car seat technicians who work in other areas of the hospital
Spanish:	*Use car seat brochures and fitting station forms in Spanish. Interpretation services are available in the hospital as needed.*

Underserved:	*Serve the low income population by offering car seats for $25 and no back boosters for $5. Help the underserved population of families with children having special healthcare needs*
Primary Children's Outpatient Clinic at Riverton Hospital:	Certified technicians come from Primary Children's Hospital the 3rd Thursday of each month, but 4 certified technicians serve in other areas of Riverton Hospital
Spanish:	*Use car seat brochures and fitting station forms in Spanish. Interpretation services are available in the hospital as needed.*
Underserved:	*Serve the low income population by offering car seats for $25 and no back boosters for $5.*
Salt Lake County Health Department:	6 certified technicians work at the Inspection Station. Car Seat classes are scheduled for the public as a requirement to receive a car seat. Events throughout the year car seats at no charge.
Spanish:	*Provide Spanish interpretation at the Health Department and through refugee partnerships. Provide the needed languages for the refugee population. Car seat classes, materials, videos, and demonstrations are held in Spanish as well as English.*
Underserved:	*Attend community Latino Fairs to get the message out to Spanish speakers. Have a partnership with Mexican Consulate and provide materials to them in Spanish as well as interact with community members. A group of Latina women provide car seat resource materials and car seat referrals when they are out in the community. Conduct Early Intervention Programs for children with moderate special needs which is an underserved population*
Sandy City Police Department	1 certified technician
South Jordan Police Department	5 technicians with SJPD and have assistance from others as needed.
Spanish:	*Have never have been asked for classes in a different language. Have information in Spanish such as pamphlets and fliers.*
Underserved:	*Sell car seats for reduced prices (or free) for those who cannot afford them. Travel to houses or apartments to do inspections/installations. Work with the local hospital for those who need car seat education or assistance. As far as immigrant population, we have not been asked to help in this manner.*
Unified Police – Kearns Precinct	1 certified technician
Unified Police – Magna Precinct	1 certified technician
Unified Police – Midvale Precinct	1 certified technicians
Unified Police – Riverton Precinct	1 certified technician
Unified Police – Taylorsville Precinct	1 certified technician
Utah Highway Patrol Section 4 - Murray	8 trained officers install seats as requested
Utah Highway Safety Office	1 technician mans the fitting station, but 7 technicians work out of the office.
Spanish:	*Have literature in Spanish*
Underserved:	*Loan car seats to people who need them for a short period of time. The Highway Safety Office is the only program that loans conventional seats.*
Utah Safety Council	2 technicians work at fitting station
Spanish:	*Provide one on one appointments to teach parents how to install child restraints properly. Have some brochures in Spanish.*

Underserved:	*In 2012, we provided 39 seats at a discounted price to those in need. We have recently discontinued the sale of car seats, due to lack of funding. Provide classes for people who receive tickets.*
West Jordan City Fire Dept	1 certified technician
West Valley City Police Dept	2 technicians handle the fitting station.
San Juan Health Department	1 CPS Techs in our newly formed agency
Spanish:	*Literature in Spanish if needed*
Underserved:	*Work with low income clients and serve the Navajo population. We offer low cost seats when they are available.*
Centerfield Police Department:	Police Chief is certified and checks community seats
Central Utah Public Health in Manti	1 certified technician
Spanish:	*Have handouts in Spanish and an interpreter that comes in when needed.*
Underserved:	*Serve Hispanic people in Sanpete County. Early Intervention program provides a nurse to come into homes after a woman on Medicaid gives birth to assist and teach about proper car seat use and offers low income seats.*
Central Utah Public Health in Mt. Pleasant	1 certified technician in Manti who travels to Mt. Pleasant when requested.
Spanish:	*Have handouts in Spanish and an interpreter that comes in when needed.*
Underserved:	*Serve Hispanic people in Sanpete County. Early Intervention program provides a nurse to come into homes after a woman on Medicaid gives birth to assist and teach about proper car seat use and offers low income seats.*
Central Utah Health in Richfield	6 or more technicians are present to help for car seat checkpoints
Spanish:	*Have an interpreter that helps with car seat checks.*
Underserved:	*Distribute materials that are in both Spanish and English. Provide educational presentations to the under-served through our Hispanic interpreters, if called upon to do so.*
Utah Highway Patrol Section 10 in Richfield	1 technician mans the fitting station full time. When needed, 6 UHP certified technicians assist.
Spanish:	*Brochure available in Spanish for those who need it.*
Underserved:	*One technician speaks a little Spanish and attends the Sanpete County checkpoints where there is a large population of Hispanic people.*
Utah Highway Safety Office:	Rural Traffic Safety Coordinator travels as requested to rural communities to hold checkpoints and conduct trainings.
Summit County Health in Coalville	1 certified CPS Technician
Spanish:	*Provide fitting station paperwork and materials in Spanish.*
Underserved:	*Provide low cost seats and one on one car seat education*
Summit County Health in Park City	5 certified CPS Technicians run the Inspection Station
Spanish:	*Provide fitting station paperwork and materials in Spanish. 1 CPS Tech at the office speaks Spanish*
Underserved:	*Provide low cost seats and one on one car seat education*

Tooele County Health Department	6 certified technicians at the Tooele Fitting Station.
Spanish:	*Provide car seat education and literature in Spanish.*
Underserved:	*Provide outreach to under-served populations in providing seats at low cost or no cost.*
Tooele City Police Dept.	2 certified CPS technicians checking seats when available
Uintah County - 6 Certified Technicians	
TriCounty Health Department in Vernal	2 certified technicians
Spanish:	*Materials in Spanish to clients who prefer that language (NHTSA's 4 Steps, etc.)*
Underserved:	*Serve many low income clients and sell car seats for reduced price. In exceptional situations, we have provided seats free of charge. Provide seats for the local tribal members and DCFS for a reduced cost. Provide SNAP trainings for Head Start and DCFS.*
Utah Highway Patrol – Vernal	1 technician checking seats by appointment
Utah County - 35 Certified Technicians	
AAA Insurance in Orem	1 technician serves clients and the community conducting car seat checks as requested
American Fork Fire Department	2 technicians check community seats when available
Orem City Police Department	2 technicians man the Inspection Station
Payson City Fire Department	1 technician checks seats
Pleasant Grove City Police Department	2 technicians are available to the community to educate regarding proper usage.
Utah County Health Department	16 certified technicians, 2 of which do most of the car seat check appointments in Provo. The others assist in large car seat check events, busy times, & just enough to keep the education fresh in their minds.
Spanish:	*Currently teach 1 Spanish car seat class per month at the Provo office and provide materials in both English and Spanish. 3 of our technicians are Spanish Speaking. Almost half the classes are taught in Spanish.*
Underserved:	*The Utah County Health Department now operates two fitting stations. One is located here at our Provo office and the other is at our North County Health Department offices. Our low-cost or discounted car seats are available to low-income families on WIC, MEDICAID, and Food Stamps.*
Utah County Health Department North County in American Fork	The Utah County Health Department now operates two fitting stations. One is located in Provo and the other is at our North County Health Department offices
Spanish:	*Currently teach 1 Spanish car seat class per month at the Provo office and provide materials in both English and Spanish. 3 of our technicians are Spanish Speaking. Almost half the classes are taught in Spanish.*
Underserved:	*Our low-cost or discounted car seats are available to low-income families on WIC, MEDICAID, and Food Stamps.*
Utah Highway Patrol Section 6 - Orem	1 technician is available to check seats when requested
Wasatch County - 4 Certified Technicians	
Heber City Police Department	1 officer is trained and checks seats with advance notice
Wasatch County Health Department	3 certified technicians at our fitting station
Spanish:	*No Spanish Technician but interpreters are available and literature is distributed in Spanish*

Underserved:	*Offer car seats at a reduced rate for the low income population*
Hildale/Colorado City Fire Department	2 techs from Utah and 2 from Arizona that work there
Spanish:	*Language services usually are not needed*
Underserved:	*The community goes through as many seats as they can manage to get. Hardly ever get a call where people don't need a seat. Offer car seats checks to everyone and car seats to needy families. They get seats from Washington County Health Department and sometimes from Arizona Public Health. Do their own car seat checkpoints as requested which are registered through Safe Kids Washington County.*
Ivins City Public Safety	Car seat checks conducted by appointment only by 2 techs
La Verkin City Police Department	Car seat checks conducted by appointment only by 1 tech
Southwest Health Dept. in St. George	3 certified technicians at our fitting station
Spanish:	*Provide a video to individuals who speak Spanish and have a translator to help with any follow-up questions.*
Underserved:	*Partner with local Spanish speaking techs. Work with Head Start to provide trainings and seats to their clients. Reached out to women's shelters and DCFS with our programs and services.*
St. George Police Communications	3 Technicians at the Inspection Station. Offer car seat checks by Certified Techs from 8 am - 12pm most days since they are dispatchers that work around the clock.
Spanish:	At this time, we don't have a technician that speaks Spanish. We do provide literature in Spanish.
AAA Insurance of Ogden:	1 certified technician
McKay Dee Hospital:	9 certified technicians.
Spanish:	*Provide car seat flyers in Spanish. One tech speaks Spanish.*
Underserved:	*Provide car seats to low income families who are unable to get one on their own.. A Social Worker at the hospital approves them for a new seat.*
South Ogden Police Department:	1 certified technician with limited time
Weber-Morgan Health Department:	10 certified technicians.
Spanish:	A Spanish Speaking CPS Tech is present at every class and is available before and after class for car seat checks. Offer 3 Spanish taught 2 hour car seat classes per year. Provide materials in Spanish (Car Seat Fact Sheet, Boost Til 8, etc.).
Underserved:	After low income clients take the class, they get a car seat for approximately $15 less than what the Health Department pays. Use a Sliding Scale which brings the seat to about $33 - $40

Inspection Stations for Targeted Populations 2017

Northwestern Band of the Shoshone Nation 707 North Main Street Brigham City, UT 84302 (435) 734-2286	Beatrice Barrientez beatricebarrientez@yahoo.com
1 Technician	Serve families from the local Indian Tribes

Cache County		
Bear River Head Start 95 West 100 South, Suite 200 Logan, UT 84321 (435) 755-0081 X 0081		Tammie Fisher tfisher@brheadstart.org
9 Technicians	Serves families of the kids enrolled in Head Start	
Cache County Schools 1550 North 800 West Logan, UT 84321 (435) 792-7626		Ed Crookston ed.crookston@ccsdut.org
1 Technician	Serve families from the school district	
Logan Regional Hospital 274 East 700 South River Heights, UT 84321 (801) 764-1701		Babette Burtis babette.burtis@imail.org
2 Technicians	Serves families of patients in the hospital	
Carbon County		
Castleview Hospital 300 North Hospital Road Price, UT 84501 (435) 636-4828		Julie Sprague Julie.sprague@lpnt.net
9 Technicians	Serve families of patients at the hospital	
Davis County		
Hill Air Force Base Fire Station 1 775 CES/CEF 7257 6th Street Building 349 Hill AFB, UT 84056 801-777-1082		Virgil Jones Virgil.Jones@hill.af.mil
5 Technicians	Check car seats for Hill Air Force Base Personnel	
Iron County		
Iron County Schools 5205 North Juniper Ridge Road Cedar City, UT 84721 (435) 559-0801		Amber Dalton pddalton@hotmail.com
1 Technician	Serve families from the school district	
Cedar City Hospital 1303 North Main Street Cedar City, UT 84720 (435) 868-5700		Jenny Call jenny.call@imail.org
1 Technician	Serve families of patients in the hospital	
Millard County		
Delta Community Medical Center 126 White Sage Avenue Delta, UT 84624 (435) 864-5591		Terice Warnick terice.warnick@imail.org
2 Technicians	Serves families of patients in the hospital	

Fillmore Community Medical Center 674 South Hwy 89 Fillmore, UT 84631 (435) 743-5591		Sharon Blad Sharon.blad@imail.org
3 Technicians	Serve families of patients in the hospital	
Salt Lake County		
Catholic Community Services Refugee Resettlement Program 745 East 300 South Salt Lake City, UT 84102 (801) 428-1250		Katie Dahlgren kdahlgren@ccsutah.org
3 Technicians	Ensure clients have car seats and proper education	
Cottonwood Pediatrics 5770 South 250 East, Suite 290 Murray, UT 84107 (801) 747-8700		Brittany Laswell brittlaswell@yahoo.com
1 Technician	Work with their patients	
Hillcrest Pediatrics 1053 N 1300 W Salt Lake City, UT 84116 (801) 507-1855		Veronica Rodriguez Veronica.rodriguez@imail.org
1 Technician	Work with their patients	
International Rescue Committee 1783 Trafalga Way, Unit F Salt Lake City, UT 84117 (801) 835-835-5328		Trisha Gourley Trisha.Gourley@the IRC.org
2 Technicians	Work with the families of the children in daycare.	
St. Marks Hospital 1200 E 3900 S Salt Lake City, UT 84124 (801) 268-7111		Lee Hicks
1 Technician	Work with new parents	
Shriners Hospital for Children Fairfax Road at Virginia Street Salt Lake City, UT 84103 (801) 536-3664		Carolyn Duerden cbergquist@shrinenet.org
1 Technician	Serve the patients with car seat needs	
University of Utah Medical Center 50 N Medical Drive Salt Lake City, UT 84132 801-581-2261		Kay Shafter Kay.Shafter@hsc.utah.edu
6 technicians	Serve families of patients at the hospital in NICU and Newborn	
San Juan County		
Utah Navajo Health System East Hwy 162 P.O. Box 130		Heather Brown hbrown@unhsinc.orc

Montezuma Creek, UT 84534 (435) 651-3714		
3 Technicians	Serve the Navajo population exclusively. Hand out cards that give proper car seat installation instructions, when or what car seat is to be used with the weight, height and age. Organize and schedule community car seat checks. Four technicians are trained in Special Needs so we can serve families with children with special healthcare needs.	
Kayenta Health Center Hwy 163 KY Bldg 20-10 PO Box 36012 Monument Valley, UT 84536 (928)-697-4000		Loretta Atene loretta.atene@ihs.gov
1 Technician	Serve the Navajo population exclusively. Hand out cards that give proper car seat installation instructions, when or what car seat is to be used with the weight, height and age. Organize and schedule community car seat checks. Four technicians are trained in Special Needs so we can serve families with children with special healthcare needs.	
Sanpete County		
Gunnison Valley Hospital 64 East 100 North P.O. Box 579 Gunnison, UT 84634 (435) 528-7246		Brian Davis briand@gvhospital.org
1 Technician	Work with families of patients at the hospital	
Sevier County		
Sevier Valley Medical Center 1100 North Main Street Richfield, UT 84701 (435) 893-4100		KaTrina Anderson Katrina.anderson@imail.org
1 Technician	Serve the families of patients at the hospital	
Uintah County		
Indian Health Services 910 South 7500 East Fort Duchesne, UT 84026 (435) 722-5141		Theresa Shields theresa.shields@ihs.gov
3 Technicians	Serve the families of the Ute Indian Tribe	
Uintah School District 210 South 100 West Vernal, UT 84078 (435) 219-2187		Lane Haddock lane.hadlock@uintah.net
1 Technician	Serve the children in the school district	
Utah County		
Babycubby 71 S 1380 W Lindon, UT 84042 (801) 770-0584		Katherine Burton katykate3@hotmail.com
1 Technician	Serve customers with car seat questions and installation services	
Canyon View Pediatrics		Cristina Bray

325 W. Center Street Spanish Fork, UT (801) 885-6869		cristinabray@hotmail.com
1 Technician	Serve the children at the Pediatric Office	
Intermountain Healthcare 2228 West 200 North Provo, UT 84601 (801) 357-7414		Trudy Phillips trudy.phillips@imail.org
1 Technician	Patients at the clinic.	
Utah Valley Regional Medical Center Springville, UT (801) 357-7414		Anita Brandow Anita.Bowles@imail.org
1 Technician	Serve families of the patients at the hospital	
Washington County		
Dixie Regional Medical Center 544 South 400 East St. George, UT 84770 435-688-4490		Jan Heward jan.heward@imail.org
2 Technicians	Serve families of patients in the hospital	
The Learning Center for Families 2044 South Mesa Palms Drive St. George, UT 84770 (435) 673-5353 X 113		Penny Nuttall pnuttall@tlc4families.org
Who they serve:	Serve families of clients receiving services	
Weber County		
Honey Bee Birth Services 2868 Eccles Ave Ogden, UT 84403 (801) 557-0169		Melissa Nanes melissa.nanes@gmail.com
1 Technician	Educate clients	

UTAH'S CHILD PASSENGER SAFETY TECHNICIANS BY COUNTY

BEAVER:						
Preston	Holgreen	Utah Highway Patrol-Beaver Office	Beaver	435-262-0206	pholgreen@utah.gov	T725906
BOX ELDER:						
Allena	Pierce	Bear River Health Department	Brigham City	435-734-0845	apierce@brhd.org	T021541
Beatrice	Barrientez	NW Band of the Shoshone Nation	Brigham	435-734-2286	beatricebarrientez@yahoo.com	T717656
CACHE:						
Tamie	Fisher	Bear River Early Head Start	Logan	435-755-0081	tfisher@brheadstart.org	T664913
Ana	Ayala	Bear River Head Start	Logan	435-755-0081	aayala@brheadstart.org	T690197
Allison	Barry	Bear River Head Start	Logan	435-755-0081	abarry@brheadstart.org	T748474
Kami	Christensen	Bear River Head Start	Logan	435-755-0081	kchristensen@brheadstart.org	T735481
Momi	Christensen	Bear River Head Start	Logan	435-755-9180	mwheeler@brheadstart.org	T734655
Raelynn	DeGraffenried	Bear River Head Start	Logan	435-755-0081	rdegraffenried@brheadstart.org	T735482
Camilla	McArthur	Bear River Head Start	Logan	435-787-8885	cmcarthur@brheadstart.org	T024029
Cynthia	Pugmire	Bear River Head Start	Logan	435-755-0081	cpugmire@brheadstart.org	T685484
Laura	Seager	Bear River Head Start	Logan	435-755-0081	lseager@brheadstart.org	T748526
Allen	Grunig	Bear River HEalth Department	Logan	438-792-6506	allengrunig@utah.gov	T620291
BreeAnn	Silcox	Bear River Health Department	Logan	435-792-6512	bsilcox@brhd.org	T717694
Monica	Thunell	Bear River Health Department	Logan	435-792-6531	mthunell@brhd.org	T664090
Farrin	Wiese	Bear River Health Department	Logan	435-792-6522	fwiese@brhd.org	T2534
Ed	Crookston	Cache County School District	Logan	435-792-7626	ed.crookston@ccsdut.org	T036226
Erin	Griffeth	Cache County Sheriff's Office	Logan	435-755-1000	egriffeth@cachesheriff.com	T680822
Blaine	Ibey	Cache County Sheriff's Office	Logan	435-755-1044	bibey@cachesheriff.com	T737042
Babette	Burtis	Intermountain Health	Hyrum	435-716-5502	burtis@digis.net	T658873
Helen	Henson-Hale	Logan Regional Hospital	River Heights	801-764-1701	jerzy_29@msn.com	T658860
Nathan	Wood	Utah Highway Patrol	Logan	435-752-1110	nwood@utah.gov	T691298
CARBON:						
Isaiah	Palmer	Carbon County Sheriff's Office	Wellington	435-650-5309	Isaiah.Palmer@carbon.utah.gov	T737321
John	Powell	Carbon County Sheriff's Office	Price	(435) 650-4240	jp142@yahoo.com	T737319
Lori	Ball	Castleview Hospital	Price	435-637-4800	loriirball@hotmail.com	T3227
Linda	Beal	Castleview Hospital	Price	435-637-4800	Linda.beal@lpnt.net	T735958
Lana	Bettino	Castleview Hospital	Wellington	435-637-4800	Julie.Sprague@LifePointHospitals.com	T66699
Tiffany	Butler	Castleview Hospital	Price	435-637-4800	tiffany_m_butler@yahoo.com	T735529
Julia	Henrie	Castleview Hospital	Price	435-636-4828	jhenrie4434@yahoo.com	T662205
Julie	Sprague	Castleview Hospital/Safe Kids SE Utah	Price	435-636-4828	julie.sprague@lpnt.net	T3412
Georgina	Nowak	Retired as of July 14, 2011	Price	435-637-8704	georg@emerytelcom.net	T1155
Debbie	Marvidikis	Seudhd	Price	435-637-3671	dmarvidikis@utah.gov	T66708
Kathy	Donathan	Southeastern Utah District Health Dept.	Price	435-637-3671	kathydonathan@yahoo.com	T735516
DAVIS:						
Priscilla	Angulo	Davis County Health Department	Clearfield	801-289-6456	pangulo@daviscountyutah.gov	T694292
Kristen	Brimley	Davis County Health Department	Clearfield	801-525-5077	kbrimley@co.davis.ut.us	T748515
Marcie	Clark	Davis County Health Department	Clearfield	801-525-5072	mclark@daviscountyutah.gov	T733332
Jessica	Hardcastle	Davis County Health Department	Farmington	801-525-5087	jhardcastle@daviscountyutah.gov	T669243
Andrea	Hood	Davis County Health Department	Clearfield	801-525-5181	ahood@daviscountyutah.gov	T728340
Morganne	Housley	Davis County Health Department	Clearfield	801-525-5087	mhousley@co.davis.ut.us	T712797
Jacob	Isaacson	Davis County Health Department	Clearfield	801-525-5099	jlsaacson@daviscountyutah.gov	T728342
Denise	Mealy	Davis County Health Department	Clinton	801-525-5079	dmealy@co.davis.ut.us	T748479
Amy	Mikkelsen	Davis County Health Department	Clearfield	801-525-5075	aMikkelsen@daviscountyutah.gov	T728345
Teresa	Smith	Davis County Healty Dept.	Farmington	801-525-5013	teresaj@co.davis.ut.us	T12351
Michelle	Whiteley	Davis Hospital and Medical Center	Syracuse	801-807-7093	mbwhiteley@comcast.net	T748552
Tiana	Bykowski	Hill AFB Fire Department	Hill AFB	801-777-3021	tianayonan@gmail.com	T729348
Cory	Lingelbach	Hill AFB Fire Department	Hill AFB	801-777-3021	cory.lingelbach.1@us.af.mil	T734764
Sergio	Alarcon	Hill AFB Fire Dept	Hill AFB	801-777-3021	sergio.alarcon.1@us.af.mil	T734765
Virgil	Jones	Hill Air Force Base	Hill Afb	801-777-1082	virgil.jones.2@us.af.mil	T12440
Kourtney	Barney	Home	Farmington	208-240-4423	barneybunch@gmail.com	T692061
Michelle	Jamison	Home	Woods Cross	801-860-0051	jamison.michelle@gmail.com	T635764
Jeri	Boren	Jeri Boren	Layton	801-721-5394	jeri.boren@yahoo.com	T046385
Tammy	Martin	Nationwide Insurance	Layton	801-807-1285	martit6@nationwide.com	T741821
Rachel	Tate	Rachel Tate	Farmington	801-447-4600	czrachel@gmail.com	T109709
Vanessa	Deem	South Davis Metro Fire	Bountiful	801-677-2100	vanessa_deem@yahoo.com	T748550
Paul	George	South Davis Metro Fire	Bountiful	801-677-2400	pgeorge@sdmetrofire.org	T69674
Todd	Smith	South Davis Metro Fire Agency	Bountiful	801-677-2400	sport1010@hotmail.com	T689921
Nick	Bricker	Utah Highway Patrol	Farmington	801-628-4886	nbricker@utah.gov	T687632
Ashley	Creighton	Utah Highway Patrol	Farmington	801-447-8120	acreighton@utah.gov	T729942
Darrin	Applegate	Volunteer	Bountiful	801-538-6852	Darrin_4005@yahoo.com	T739322
Ali	Martin	Volunteer	Fruit Heights	801-243-7655	alizmartin@gmail.com	T706307
Jeannette	Villalta	Volunteer	Woods Cross	801-888-8327	smile38@live.com	T676132
Kathryn	Burnham		Bountiful	385-468-3864	Kathrynlburnham@gmail.com	T724476
Emily	Carrier		Kaysville	801-292-1422	emilycarrier@gmail.com	T734113
Holly	Ericksen		Clinton	801-368-5899	hericksen03@yahoo.com	T740610
Shai	Palmer		Clinton	801-725-0927	briteliteus@comcast.net	T695716

DUCHESNE:						
Travis	Romney	Duchesne County Sheriff'S Office	Duchesne	435-705-9497	tromney@duchesne.utah.gov	T739203
Alexander	Thompson	Roosevelt City Police Department	Roosevelt	435-823-1095	alexthomp66@gmail.com	T738968
Marcie	Tucker	TriCounty Health Department	Roosevelt	435-722-6300	mtucker@tricountyhealth.com	T738055
Jeramie	Tubbs	TriCounty Health Dept	Roosevelt	435-722-6306	jtubbs@tricountyhealth.com	I646492
EMERY:						
Lacey	Mickelsen	Castleview Hospital	Castle Dale	435-689-0032	lemickel10@hotmail.com	T735986
CHARLOT	OLSEN	Castleview Hospital	Cleveland	435-637-4800	ocharlotte73@yahoo.com	T662194
Nicole	Deabenderfer	Emery County Sheriff's Office	Castle Dale	435-381-2404	nicoled@ecso.com	T683168
Jessica	Anderson	Jessica Anderson	Orangeville	801-258-1547	jessie_a_916@yahoo.com	T735460
Jodi	Richardson	Life Point Hospitals	Huntington	435-636-4828	ashjodi@etv.net	T735698
Lori	Hardee	Southeastern Utah Dept. of Health	Castle Dale	435-381-2252	lhardee@utah.gov	T635758
GRAND:						
Marta	Lamont	SEUDHD	Moab	435-259-5602	mlamont@utah.gov	T674970
IRON:						
Terry	Petersen	Cedar City Police Dept.	Cedar City,	435-586-2956	terryp0112@gmail.com	T62674
Amber	Dalton	Iron County School District	Cedar City	435-559-0801	pddalton@hotmail.com	T674821
Tanayah	Tom	Paiute Indian Tribe of Utah	Cedar City	435-586-1112	tanayah.tom@ihs.gov	T728885
Kylaas	Flanagan	Southwest Utah Public Health Dept.	Cedar City	435-865-5151	kflanagan@swuhealth.org	T732172
Jenny	Call		Cedar City	435-868-5150	jenny.call@IHC.COM	T566103
JUAB:						
Dustin	Livingston	Utah Highway Patrol	Nephi	435-851-4612	dlivingston@utah.gov	T630793
KANE:						
Lexie	Little	Southwest Utah Public Health Dept.	Kanab	435-644-2537	little@swuhealth.org	T727171
MILLARD:						
Pamela	Goodrich	Central Utah Public Health	Delta	435-864-3612	pgoodrich@utah.gov	T69673
Eva	Neilsen	Delta Community Medical Center	Leamington	435-864-5591	evad.neilsen@gmail.com	T717444
Terice	Roper	Delta Community Medical Center	Delta	435-864-5591	terice.wamick@imail.org	T717413
Alison	Robinson	Fillmore Community Medical Center	Fillmore	435-743-5591	alison.robinson@imail.org	T690598
Bobbette	White	Fillmore Community Medical Center	Fillmore	435-743-5591	bobbettewhite@gmail.com	T733352
Sharon	Blad	Fillmore Hospital/Safe Kids	Fillmore	435-743-1514	sharon.blad@imail.org	T046383
Curtis	Shields	Safe Kids Great Basin Chapter	Fillmore	435-743-6530	cshields@utah.gov	T036218
Trevor	Atkinson	Utah Highway Patrol	Fillmore	435-743-6530	tatkinson@utah.gov	T723521
Jared	Jensen	Utah Highway Patrol	Fillmore	435-760-7691	jaredjensen@utah.gov	T706705
SALT LAKE:						
John	Dutson	AAA Northern CA, NV & UT	Salt Lake City	801-238-1254	John.Dutson@goaaa.com	T727077
Amber	Marsh	AAA Northern CA, NV & UT	Murray	801-266-4749	Amber.Marsh@goaaa.com	T727312
McKenna	Trinnaman	Aaa Northern Ca, Nv & Ut	Salt Lake City	801-238-1272	McKenna.Trinnaman@goaaa.com	T738398
Merilee	Bingham	Aaa Utah	Murray	801-263-4750	Merilee.Bingham@goaaa.com	T738008
Jennifer	Frost	AAA Utah	Draper	801-878-8531	Jennifer.Frost@goaaa.com	T745204
Lhaksam	Choedon	Catholic Community Services	Salt lake city	801-428-1250	lchoedon@ccsutah.org	T679490
Katie	Dahlgren	Catholic Community Services	Salt Lake City	801-428-1248	kdahlgren@ccsutah.org	T733238
Susan	Dearden	Catholic Community Services	Salt Lake City	801-428-1246	swride235@gmail.com	T741201
Brittany	Laswell	Cottonwood Pediatrics	Murray	801-747-8700	brittlaswell@yahoo.com	T714951
Marlena	Griego	DDI Vantage EHS	Taylorsville	801-839-8464	mgriego@ddivantage.com	T707152
Gina	Haws	Draper Police Department	Draper	801-831-5635	g.haws@draper.ut.us	T713313
Fanny	Vernal	Fanny A Vernal	West Jordan	801-661-0205	fvf95@hotmail.com	T652326
Joycelyn	Kim	Health Choice Utah	South Jordan	801-758-3103	jkim@iasishealthcare.com	T739751
Austin	Strebel	Health Choice Utah	South Jordan	801-758-3121	astrebel@iasishealthcare.com	T739729
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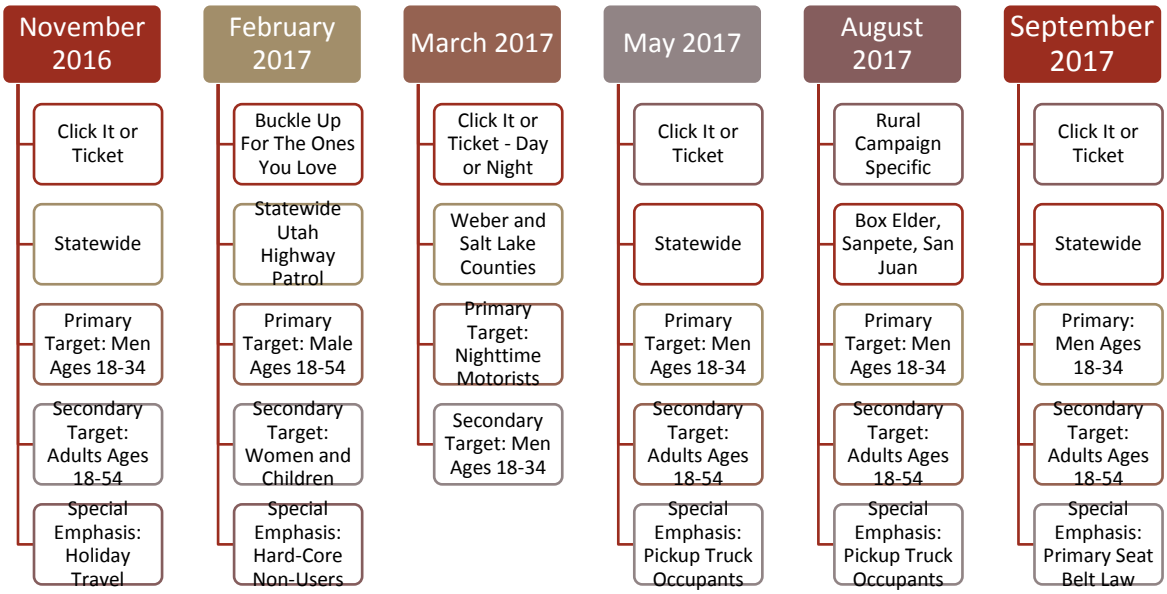
E. SEAT BELT ENFORCEMENT PLAN

Motor vehicle crashes are a leading cause of death for people in Utah and across the United States. Seat belts reduce the risk of injury and death by about 70 percent when used correctly, according to the NHTSA. In fact, in 2014, unbuckled motorists were 37 times more likely to die than buckled motorists involved in crashes on Utah's roadways. Still, nearly one-half of vehicle occupants killed in crashes in Utah in past five years were unrestrained. High-visibility enforcement has proven to be an effective countermeasure in changing behavior and increasing seat belt usage among non-users. The goal of the seat belt enforcement plan is to incorporate

enforcement activities and related messaging into the State's educational efforts and conduct sustained enforcement that target hard-core non-users and other high-risk groups in an effort to reduce unrestrained fatalities.

During the year, the state plans on conducting six occupant protection enforcement campaigns that focus on specific populations that have high unbuckled fatality rates or low seat belt usage rates. Enforcement efforts are conducted in conjunction with the two national mobilizations and during periods of high traffic flow, such as holidays and state events. The image below lists each of the enforcement periods and includes the main message for the campaign, where enforcement will be focused, the target demographic, and any special emphasis that will be addressed through the educational and media elements of the campaigns. More details on each campaign is provided below.



- **November 2016—Click It or Ticket National Mobilization:** All state and local law enforcement agencies will be recruited to participate in statewide selective enforcement patrols. All law enforcement agencies in Utah will be asked to pledge their support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.

- **February 2017—Buckle Up for The Ones You Love:** This state initiative targets male hard-core non-users in conjunction with Valentine's Day, with the Utah Highway Patrol performing statewide enforcement patrols.

- **March 2017—Click It or Ticket Day or Night:** This nighttime enforcement mobilization will focus on Salt Lake City, West Valley City, and Ogden City, which are all identified high risk locations for nighttime unrestrained fatalities. All law enforcement agencies that serve

these areas will be recruited to participate in the campaign by conducting selective nighttime enforcement patrols in strategically identified locations. Participating agencies will be provided with guidelines for conducting effective enforcement during these time periods. In addition, campaign-specific messaging and educational outreach efforts will be used to support the enforcement activity.

- **May 2017—Click It or Ticket National Mobilization:** State and local law enforcement agencies in the 17 counties included in the statewide seat belt observational study will perform statewide selective enforcement patrols. In addition, rural agencies in the target counties will be recruited to participate. All law enforcement agencies in Utah will be asked to pledge their support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.

- **August 2017—Rural Enforcement Campaign:** Law enforcement agencies in the seven pilot rural counties (Cache, Carbon, Box Elder, Sanpete, San Juan, Sevier, Tooele) with be recruited to support this initiative. Rural-specific messaging that supports the ongoing efforts of the pilot rural seat belt program will be used to support this effort.

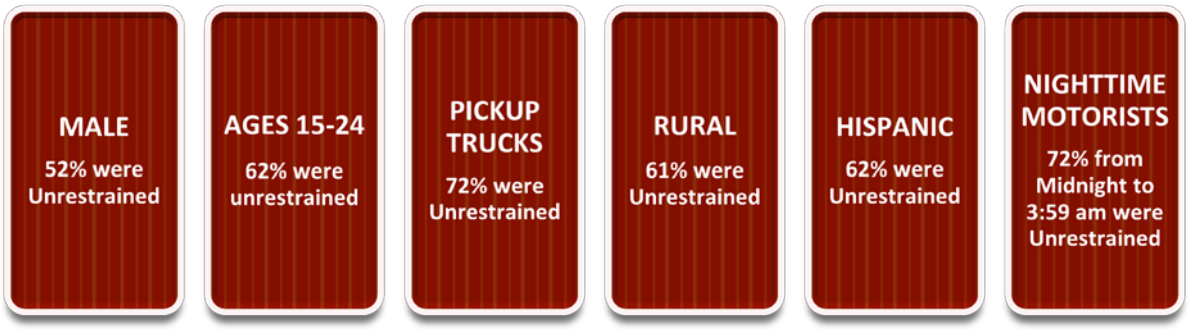
- **September 2017—Click It or Ticket State Mobilization:** State and local law enforcement agencies in the 17 counties included in the statewide seat belt observational study will perform statewide selective enforcement patrols. All law enforcement agencies in Utah will be asked to pledge their support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.

In support of this plan, the Utah Highway Patrol coordinates with the HSO to organize the mobilizations and the multi-agency task forces established in the four largest counties within the State (Davis, Salt Lake, Utah and Weber) meet regularly to plan their participation in seat belt enforcement initiatives. During the occupant protection enforcement campaigns, all non-users of seat belts or child safety seats are targeted, as well as other traffic violations such as impaired driving, speeding, and aggressive driving. In addition, joint enforcement will be supported with seat belt use being enforced as a secondary emphasis, during all impaired driving overtime enforcement efforts sponsored by the UHSO. To encourage sustained enforcement, the UHSO's law enforcement liaisons will work with the State's law enforcement agencies to establish guidelines and incentive programs designed to encourage consistent enforcement of the State's seat belt use law on a regular basis.

D. HIGH RISK SEAT BELT COUNTERMEASURE PROGRAM

The state occupant protection program targets all unbuckled motorists; however, six high risk populations have been identified as having a high percentage of unrestrained fatalities and low seat belt usage rates. To decrease the number of motor vehicle-related deaths among identified

high-risk motorists, countermeasures have been developed to increase seat belt usage. The image below provides the percentage of unrestrained fatalities for each group using five years



of crash data (2010-2014).

1. MALE MOTORISTS

Crash data shows that more unrestrained occupant fatalities are male. In addition, males buckle up less often. The 2015 seat belt observational survey shows that 84.6% of male occupants used seat belts, whereas 90.4% of female occupants buckled up. The primary countermeasures used to target this population include Click It or Ticket, hard-core non-users campaign, and employer programs.

- **Click It or Ticket:** Utah's participation in the Click It or Ticket Campaign is discussed in detail in Section II of attachment 1200.21. The primary target audience are men ages 18-34, the secondary target are adults ages 18-54, and the tertiary target are men ages 45 and older.

- **Hard-Core Non-Users Campaign**: In 2009, a study was conducted to determine what messages will motivate non-users of seat belts to change their behavior and buckle up. Two focus group studies were performed among male urban and rural drivers who do not regularly or never use seat belts when driving. It was determined that the most effective method for motivating non-users of seat belts to buckle up was the urging from spouses, children, and grandchildren. The study also found that the presence of law enforcement was not effective and that traditional media campaigns do not work. The planned countermeasure includes an outreach and earned media campaign during the week of Valentine's Day or Father's Day that relays the message to male motorists to "buckle up for the ones they love." The campaign includes educational tools to communities statewide through schools, businesses and local businesses and asks partners to distribute this message to motorists who continue to ride unrestrained.

- **Employer Programs**: Motor vehicle crashes are the leading cause of death on the job. In addition, crashes were highest between 2:00 and 6:59 pm, when many employees commute to and from work. The planned countermeasure consists of communications

and outreach strategies for low-belt-use groups through the Network of Employers for Traffic Safety (NETS). The goal of the NETS program is to engage employers to improve the safety and health of employees and their families by preventing traffic-related injuries and deaths that occur both on and off the job. The program works to implement safety policies and provide workplace training and programs to 1,100 business members.

1. MOTORISTS AGES 15-24 WITH AN EMPHASIS ON TEEN DRIVERS

Utah crash data from 2010 to 2014 shows that 63.0% of the unrestrained occupant fatalities were ages 15-44 years. More than 40% of the fatalities in this age group were young drivers aged 15-24 years and over two-thirds of those occupants were unrestrained. Special emphasis has been placed on teen drivers as they accounted for only 8.6% of licensed drivers but were involved in 19.8% of all motor vehicle crashes and 12.8% of fatal crashes. When examining teen occupant fatalities between 2010 and 2014, over half (57.9% or 55 out of 95) were not restrained. The primary countermeasures used to target this population include:

- **Click It or Ticket:** This high-visibility seat belt enforcement campaign is conducted three times during the year. The national mobilizations occur Thanksgiving 2016 and May 2017 and has a primary target audience that includes men ages 18-34. Utah's participation in the Click It or Ticket Campaign is discussed in detail in detail in Section II of attachment 1200.21.

- **Teen Driving Task Force:** In 2006 the Utah Teen Driving Task Force was formed as a result of the State and Territorial Injury Prevention Directors Association (STIPDA) roundtable workshop. This group represents state, local, and private organizations concerned about coordinating activities to improve the safety of teen drivers and passengers with an emphasis on increasing seat belt use. The task force meets monthly and coordinates activities and programs designed to reduce traffic fatalities and injuries among teen motorists. Successful strategies implemented through this task force include:

    - Presentations in high school driver education and health classes
    - Development and distribution of an educational booklet that addresses seat belt use and the law
    - Statewide contests between schools such as, "Let's Make It A Zero Fatalities Year"
    - Implementation of a parent program that educates parents of teen drivers about laws and how to help form safe driving habits
    - Development of an annual Teen Memoriam booklet that shares stories behind teen fatalities during the previous year
    - High school assemblies with teens and parents on a regular basis

- Educational outreach activities during high school lunch breaks and events
- Presentations at community/county safety fairs
- Press events
- Calendar and multi-media contests

The Utah Teen Driving Task Force also supports several countermeasure programs that are overseen by partnering organizations such as the Utah Department of Transportation, Utah Department of Health, the Utah Safety Council and Utah Highway Patrol. These programs are comprehensive and utilize various strategies for increasing seat belt use among teen motorists. These programs are summarized below.

- **Zero Fatalities Don't Drive Stupid program**: Under the Zero Fatalities umbrella program, Don't Drive Stupid work between 40 and 50 high schools by helping to create a year-round educational program. Through a partnership with the state's 12 local health departments, this program has been expanded into schools with low observed seat belt use rates. Quarterly activity kits are provided to participating schools which are asked to organize activities on a monthly basis and report on those efforts. A website, www.dontdrivestupid.com, was developed for the public and the program has received awards and endorsements from key local leaders and state and national organizations. In fact, after the first year, fatalities among 16-19 year olds dropped 42 percent.

- **Utah Highway Patrol Adopt-A-High School:** The Utah Highway Patrol's Adopt-A-High-School program teams Troopers up with high school administrations and student governments in helping the students learn of the dangers they pose to themselves and others while driving. The UHP adopts 5 to 14 schools each year and Troopers participate at the schools on a monthly basis during assemblies, sports activities, classes and other functions to provide students with safety information and encourage them to wear seat belts and practice safe driving habits. Seat belt surveys are conducted prior to any activity, as well as at the end of the school year in effort to document the program's success.

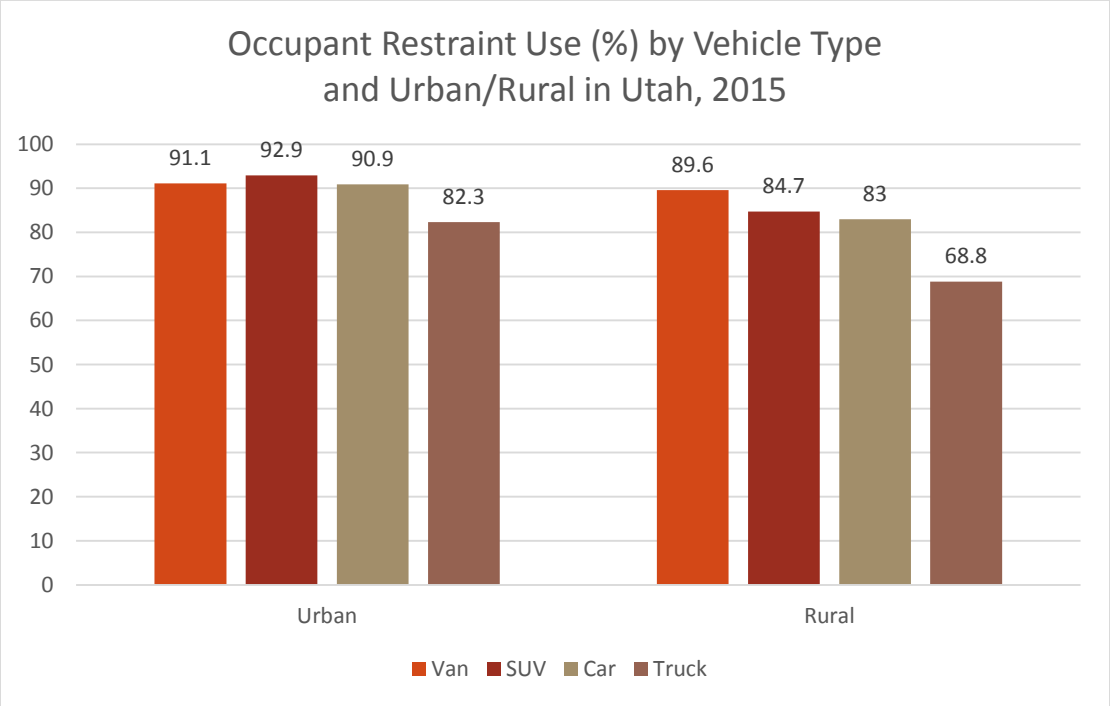
- **Teen Driving Challenge:** The Utah Highway Patrol's Teen Driving Challenge is designed to teach new drivers crash survivor and avoidance skills during an 8-hour training session at an EVO track. The course instructor discusses the importance of regular seat belt use as part of the course. During the year, approximately 7 courses will be taught to 100 teen drivers.

- **Alive at 25 Program:** Alive at 25 is overseen by the Utah Safety Council with the purpose of reducing the number of traffic fatalities and crashes amongst Utah drivers 15-24 years of age by focusing on safe driving attitudes and behaviors, such as buckling up. The Alive at 25 program is implemented in high schools and coordinates with court

systems across the state. The 8-hour defensive driving course is becoming well recognized by several juvenile court systems as a resource to direct teen drivers who violate Utah's traffic laws. The effort also incorporates a parent program that is designed to educate parents about the laws and safe driving behaviors most likely to affect their young driver, including seat belt use.

2. PICKUP TRUCK DRIVERS AND PASSENGERS

When examining both Utah crash data and observational surveys, occupants in pickup trucks were the least likely to be restrained. Of the occupant fatalities from 2010 through 2014, 71.6% were unrestrained. In addition, the 2015 statewide seat belt observational survey reports pickup truck drivers and front seat passengers as having the lowest usage rate (78.1%) of all vehicle types followed by cars (89.3%), SUVs (90.6%) and vans (90.7%). The chart below demonstrates the difference in usage rates between urban and rural motorists by vehicle type and shows that vans driven in urban areas have the highest rates, whereas pickup trucks driven in rural communities had the lowest seat belt use rates.



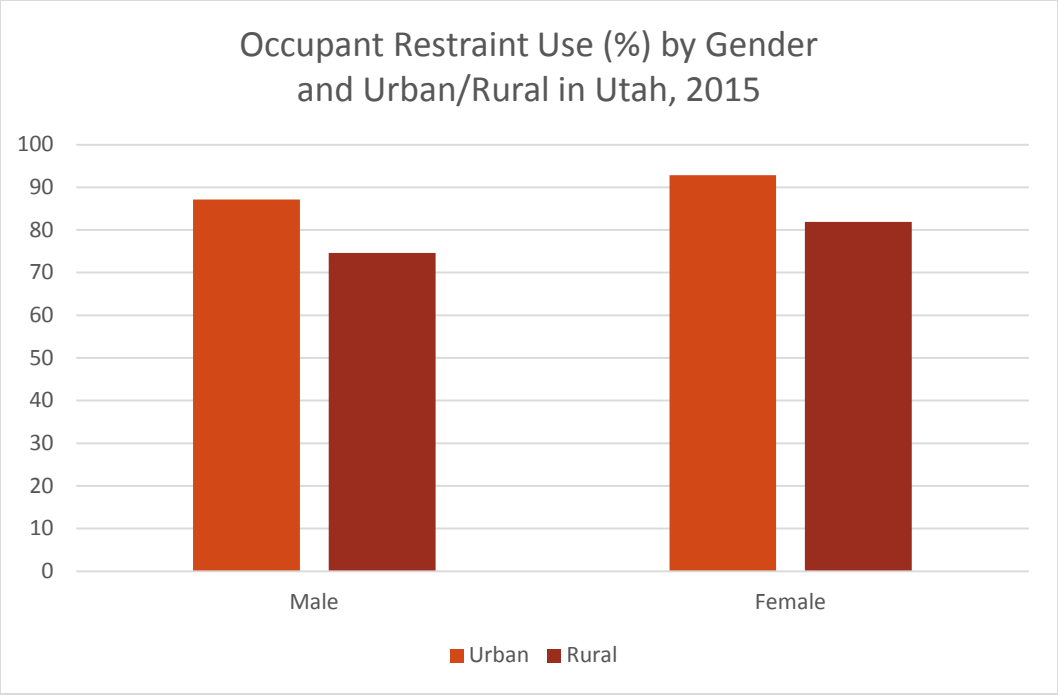
The primary countermeasures used to target pickup truck motorists include Click It or Ticket and the rural seat belt program.

- **Click It or Ticket:** Utah's participation in the Click It or Ticket media campaign and outreach places special emphasis on pickup truck drivers and passengers and is discussed in detail in Section II of attachment 1200.21.

- **Rural Seat Belt Program:** With rural communities having the lowest seat belt usage rates, especially with regards to pickup trucks, a three-year pilot project in three rural counties is being conducted with the goal of increasing seat belt and child safety seat use through education, enforcement and messaging campaigns. More detail on this program is discussed below.

3. RURAL MOTORISTS

Of Utah's 29 counties, 23 are considered rural and contribute only 15% of the state's population. Yet, when examining crash data from 2010 to 2014, more than half (56.6%) of the unbuckled fatalities occur in rural counties and 64.1% of all occupant deaths in rural areas were unrestrained. According to the 2015 Utah Safety Belt Observational Survey, the seat belt usage rate for urban counties was 89.6%, whereas the rate observed in rural counties was 80.1%. Furthermore, male motorists in rural counties had the lowest usage rate (77%) of all motorists. The table below provides use rates by gender for urban and rural counties.



Current efforts implemented in Utah's more urban areas have been successful at achieving higher seat belt usage rates. However, these same efforts may not be as effective in rural

environments. The UHSO will take a different approach that is more applicable to a rural setting to address this critical protective behavior to improve traffic safety.

In order to increase seat belt and child safety seat use in rural communities, work must be done to transform the culture around driving and seat belts. The Western Transportation Institute at Montana State University has developed the Positive Community Norms (PCN) framework, which is a comprehensive prevention approach addressing three critical areas – leadership, communication campaigns, and the strategic allocation and integration of prevention resources (called prevention portfolio management) to cultivate cultural transformation.

Based on the 2012 statewide seat belt observational survey and other factors, three rural counties were identified as being suitable for this initial pilot project. Those counties included Box Elder, Sanpete and San Juan. The seat belt use rates in 2012 were found to be 75.0% in Box Elder, 57.3% in Sanpete, and 62.3% in San Juan. These three counties have worked to increase their seat belt use through transforming the safety culture within the community. In FFY2017, four counties will be added, as the second cohort, of this pilot project. These counties were chosen based on seat belt usage rates as well as community readiness and include Carbon (66.5%), Sevier (72.1%), Tooele (87.6%) and Cache (85.5%) Counties.

There are several key strategies to support the development and evaluation of this comprehensive effort. Based on decades of research on actual and perceived norms and media campaigns, Montana State University has identified that significant formative research and stakeholder development are needed prior to launching into media message development and community education. Specifically, they have found that social marketing media campaigns that focus on risk factors such as not wearing a seat belt are important but insufficient and unsustainable for achieving long-term goals of changing driver cultures through attitudinal and behavioral changes. Their pioneering approach seeks to transform community norms through rigorous scientific process. The following are the key objectives for this countermeasure program:

- Build the capacity of key stakeholders from the state and the target counties to lead efforts at improving traffic safety by increasing seat belt usage using the PCN framework.

- Develop and implement baseline surveys to measure existing positive norms, perceived norms and critical gaps regarding seat belt usage, related attitudes, and enforcement among adults, members of law enforcement, key leaders and youth in the identified communities (four separate surveys). These surveys will be conducted in the second cohort group and will be repeated with the initial three pilot counties to determine if the program has been effective in changing the culture, norms, behaviors, and perceptions.

- Develop and implement communications efforts focused on reaching adults, youth, law enforcement and key leaders in the target counties. The communication effort will be based on the PCN 7-Step Communication process.

- Develop and foster integration of community-based Prevention Portfolios to increase seat belt usage in the target counties. This includes development of individual program kits that target the community, law enforcement, schools, and key leaders.

- Evaluate the overall initiative to assess the change and transformation within the target counties based on a combination of qualitative and quantitative information including both observed and self-reported data.

Cultivating cultural transformation and long-lasting behavioral changes takes time and commitment. The UHSO will work with Montana State University over a five-year period to develop an evidence-based effort, including a social marketing campaign, to increase seat belt usage among rural citizens of Utah. For the first three years, extensive work will be conducted with the three pilot counties to assure the program is effective in changing behavior, after which the program will be replicated in other rural counties across the state.

4. HISPANIC POPULATION

Hispanics and Latinos are the largest ethnic minority group making up approximately 13% of the state's population. Of the Hispanic occupants killed between 2009 and 2013, 62% were unrestrained. Crash data also shows Hispanic occupants ages 15-24 had the highest number of deaths and 68% were male. In addition, approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah and 56% of the traffic fatalities involving this population occur in these areas. Planned countermeasures to increase seat belt usage among this population include:

- **Community Traffic Safety Programs:** Projects will be funded in three target counties including Salt Lake, Weber and Utah. These areas were strategically identified using crash data and have a high percentage of Hispanic population. These projects will oversee effective countermeasures including communications and outreach strategies

for low-belt-use groups, school-based and business-based programs, as well as child restraint distribution and education programs.

- **Hispanic Media Campaign:** A Hispanic seat belt public service advertisement (PSA) campaign will help promote seat belt use among the state's Hispanic populations, with special emphasis on communities with a high percentage of this population. The campaign includes three :30-second television PSAs, three accompanying radio PSAs, and supporting social media creative. The key messages and target audiences for the campaign include:

    1. The importance of using a seat belt on every trip (Primary Target: Adults ages 21-49)
    2. The positive influence family members have with regards to buckling up (Primary Target: Children ages 4-15; Secondary Target: Women ages 21-49)
    3. Setting an example for others by buckling up and requiring everyone in the vehicle to do the same (Primary Target: Teens ages 13-19; Secondary Target: Males ages 21-49)

5. NIGHTTIME MOTORISTS

Utah crash data (2009-2013) shows that 63.8% of occupants in fatal crashes occurring between 10:00 p.m. and 5:59 a.m. were unrestrained and usage is lowest between midnight and 3:59 a.m. when 72.0% of occupants killed were unbuckled. Data also shows that 17% of the unrestrained occupant fatalities during nighttime hours occurred in March. That month also had the lowest percentage of restraint use among occupant deaths during nighttime hours. When examining where these crashes occur, it was determined that urban counties contributed to more than 90% of the nighttime occupant fatalities. Cities with the highest number of unrestrained fatalities include Salt Lake City and West Valley City, which are located in Salt Lake County, and Ogden in Weber County. The planned countermeasures used to increase seat belt use among this population include:

- **Click It or Ticket National Mobilization:** During the May Mobilization, law enforcement agencies in the target communities will be encouraged to work 25% of their approved overtime shifts during nighttime hours from 10:00 p.m. to 5:59 a.m. More details about the state's participation in Click It or Ticket is provided in Section II of attachment 1200.21.

- **Nighttime Enforcement Campaign:** A nighttime enforcement mobilization will occur in March 2016 and will focus on the target communities with high unrestrained fatality rates during nighttime hours. More details about this campaign are provided in Section V of attachment 1200.21.

E. UTAH'S PRIMARY SEAT BELT LAW

Utah was successful in passing its primary seat belt law during the 2015 Legislative session. The law went into effect on May 12, 2015. There is a sunset for the first 18 months, allowing the offender be given a warning on the first stop. This is recorded in the State's electronic submission section. The law also requires the State to provide a 30 minute Seat Belt Safety class to be offered in lieu of the $45 fee.

Enrolled Copy **H.B. 79**

SAFETY BELT LAW AMENDMENTS

2015 GENERAL SESSION

STATE OF UTAH

Chief Sponsor: Lee B. Perry

Senate Sponsor: Curtis S. Bramble

Cosponsors:	Rebecca P. Edwards	Paul Ray
Patrice M. Arent	Sandra Hollins	Edward H. Redd
Joel K. Briscoe	Don L. Ipson	Angela Romero
Rebecca Chavez-Houck	Brian S. King	Scott D. Sandall
Rich Cunningham	Justin J. Miller	Mark A. Wheatley
Jack R. Draxler	Carol Spackman Moss	
Susan Duckworth	Marie H. Poulson	

LONG TITLE

General Description:

This bill modifies the Traffic Code by amending provisions relating to safety belt restraints.

Highlighted Provisions:

This bill:

- amends the provision that provides that a state or local law enforcement officer may only enforce the safety belt restraint requirement as a secondary action in certain circumstances to only apply beginning on a specified date;
- provides that until a specified date, a peace officer may not issue a citation to an individual for a violation if the person has not previously been warned for a violation but shall issue the individual a warning;
- amends the requirements for the court to waive the fine for a safety belt violation; and
- makes technical corrections.

Money Appropriated in this Bill:

None

Other Special Clauses:

None

Utah Code Sections Affected:

AMENDS:

41-6a-1803, as last amended by Laws of Utah 2008, Chapter 160

41-6a-1805, as renumbered and amended by Laws of Utah 2005, Chapter 2

Be it enacted by the Legislature of the state of Utah:

Section 1. Section **41-6a-1803** is amended to read:

41-6a-1803. Driver and passengers -- Seat belt or child restraint device required.

(1) (a) The operator of a motor vehicle operated on a highway shall:

(i) wear a properly adjusted and fastened safety belt;

(ii) provide for the protection of each person younger than eight years of age by using a child restraint device to restrain each person in the manner prescribed by the manufacturer of the device; and

(iii) provide for the protection of each person eight years of age up to 16 years of age by securing, or causing to be secured, a properly adjusted and fastened safety belt on each person.

(b) Notwithstanding the requirement under Subsection (1)(a)(ii), a child under eight years of age who is 57 inches tall or taller:

(i) is exempt from the requirement in Subsection (1)(a)(ii) to be in a child restraint device; and

(ii) shall use a properly adjusted and fastened safety belt as required in Subsection (1)(a)(iii).

(2) A [~~passenger who is~~] person 16 years of age or older [~~of~~] who is a passenger in a motor vehicle operated on a highway shall wear a properly adjusted and fastened safety belt.

(3) If more than one person is not using a child restraint device or wearing a safety belt in violation of Subsection (1), it is considered only one offense, and the driver may receive only one citation for that offense.

(4) [~~For~~] Beginning on July 1, 2018, and for a person 19 years of age or older who violates Subsection (1)(a)(i) or (2), enforcement by a state or local law enforcement officer shall be only as a secondary action when the person has been detained for a suspected violation of Title 41, Motor Vehicles, other than Subsection (1)(a)(i) or (2), or for another offense.

Section 2. Section **41-6a-1805** is amended to read:

41-6a-1805. Penalty for violation.

(1) (a) A person who violates Section 41-6a-1803 is guilty of an infraction and shall be fined a maximum of $45.

(b) Until July 1, 2018, a peace officer may not issue a citation to an individual for a violation of Section 41-6a-1803 if the person has not previously been warned for a violation of Section 41-6a-1803 but shall issue the individual a warning informing the individual that operating or being a passenger in a vehicle without wearing a properly adjusted and fastened safety belt is prohibited.

[~~(b)~~] (c) The court shall waive all [~~but $15~~] of the fine for a violation of Section 41-6a-1803 if a person:

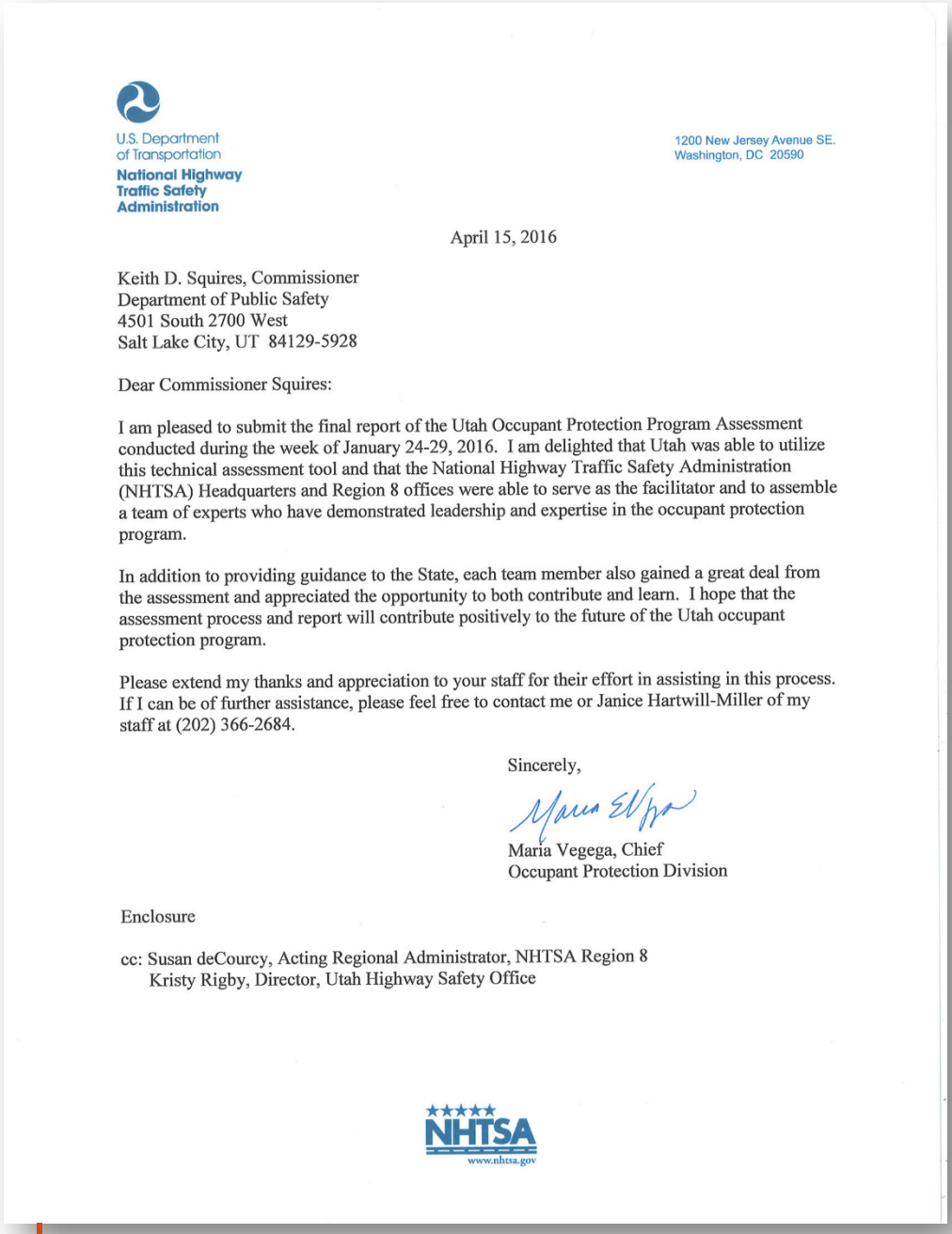
(i) shows evidence of completion of a [~~two-hour~~] 30 minute course approved by the commissioner of the Department of Public Safety that includes education on the benefits of using a safety belt [~~and~~] or child restraint device; and

(ii) if the violation is for an offense under Subsection 41-6a-1803(1)(b), submits proof of acquisition, rental, or purchase of a child restraint device.

(2) Points for a motor vehicle reportable violation, as defined under Section 53-3-102, may not be assessed against a person for a violation of Section 41-6a-1803.

F. UTAH OCCUPANT PROTECTION PROGRAM ASSESSMENT

Utah completed a comprehensive NHTSA-facilitated assessment of its occupant protection program on January 25-29, 2016. The assessment report was shared with partnering organizations and used as a tool to assist in planning local and statewide occupant protection programs. The findings were reviewed by the Occupant Protection Program Advisory Committee and all key findings were prioritized and given a time frame of 1, 3, or 5 years in which the finding would be addressed or implemented. The image shows a copy of the letter submitted to the UHSO recognizing the assessment was completed.



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

1200 New Jersey Avenue SE.
Washington, DC 20590

April 15, 2016

Keith D. Squires, Commissioner
Department of Public Safety
4501 South 2700 West
Salt Lake City, UT 84129-5928

Dear Commissioner Squires:

I am pleased to submit the final report of the Utah Occupant Protection Program Assessment conducted during the week of January 24-29, 2016. I am delighted that Utah was able to utilize this technical assessment tool and that the National Highway Traffic Safety Administration (NHTSA) Headquarters and Region 8 offices were able to serve as the facilitator and to assemble a team of experts who have demonstrated leadership and expertise in the occupant protection program.

In addition to providing guidance to the State, each team member also gained a great deal from the assessment and appreciated the opportunity to both contribute and learn. I hope that the assessment process and report will contribute positively to the future of the Utah occupant protection program.

Please extend my thanks and appreciation to your staff for their effort in assisting in this process. If I can be of further assistance, please feel free to contact me or Janice Hartwill-Miller of my staff at (202) 366-2684.

Sincerely,

Maria Vegega, Chief
Occupant Protection Division

Enclosure

cc: Susan deCourcy, Acting Regional Administrator, NHTSA Region 8
Kristy Rigby, Director, Utah Highway Safety Office

NHTSA
www.nhtsa.gov

SECTION 405c ATTACHMENTS FOR 1200.22 – TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS

I. TRCC Charter – Utah Traffic Records Advisory Committee Charter

STATE OF UTAH
UTAH TRAFFIC RECORDS ADVISORY COMMITTEE (UTRAC)
MISSION AND STATEMENT OF AUTHORITY

The Utah Traffic Records Advisory Committee (UTRAC) is a multidisciplinary, interagency committee that has agreed to collaborate in the development and implementation of the Utah Traffic Safety Information Systems Strategic Plan. The mission of UTRAC is to provide more timely, accurate, complete, uniform, integrated and accessible data to the traffic safety community.

The Utah Traffic Records Advisory Committee (UTRAC) is operational and functioning, and members of UTRAC represent the interests of the following:

- Highway safety;
- Highway infrastructure;
- Law enforcement and adjudication;
- Public health and injury control;
- Motor carrier agencies and organizations.

The role and function of the Utah Traffic Records Advisory Committee (UTRAC) is outlined as follows:

- Review and approve the Utah Traffic Safety Information Systems Strategic Plan;
- Review Utah's highway safety data and traffic records systems;
- Review changes to Utah's highway safety data and traffic records systems before the changes are implemented;
- Provide a forum for the discussion of highway safety data and traffic records issues;
- Report any highway safety data and traffic records issues to the agencies and organizations in Utah that create, maintain and use highway safety data and traffic records;
- Consider and coordinate the views of organizations in Utah that are involved in the administration, collection and use of the highway safety data and traffic records system;
- Represent the interests of the agencies and organizations within the traffic records system to outside organizations;
- Review and evaluate new technologies to keep the highway safety data and traffic records systems up-to-date; and
- Approve annually the membership of the UTRAC, the UTRAC coordinator, any change to the State's multi-year Strategic Plan and performance measures to be used to demonstrate quantitative progress in the accuracy, completeness, timeliness, uniformity, accessibility, or integration of a core highway safety database.

Keith D. Squires
Commissioner, Utah Department of Public Safety
Governor's Highway Safety Representative

5/18/16
Date

II. UTRAC, Meeting Notes and Other Reports from the Preceding 12 Months

Agenda and Meeting Notes for August 12, 2015

Utah Traffic Records Advisory Committee (UTRAC)

August 12, 2015

Public Health Lab

UTRAC mission: Provide more timely, accurate, complete, uniform, integrated, and accessible data to the traffic safety community.

UTRAC role and function: 1) Review & approve the Utah Traffic Safety Information Systems Strategic Plan; 2) Review Utah's highway safety data & traffic records systems; 3) Review changes to Utah's data & records systems before the changes are implemented; 4) Provide a forum for the discussion of data & records issues; 5) Report any data & records issues to the agencies & organizations in Utah that create, maintain & use data & records; 6) Consider & coordinate the views of organizations in Utah that are involved in the administration, collection, & use of the data & records system; 7) Represent the interests of the agencies & organizations within the records system to outside organizations; 8) Review & evaluate new technologies to keep the data & records systems up-to-date.

Agenda

Welcome

Introductions

Approval of Minutes

Follow-up Items

Strategic Plan

Agency Presentation: Scott Jones, UDOT

Round table

Tour

Next meeting: **November 4, 2015 10:30-12:00 @ UDOT Traffic Operations Center**

Room #230, 2060 S 2760 W, Salt Lake City, UT

Utah Traffic Records Advisory Committee (UTRAC)

August 12, 2015

Utah Public Health Laboratory

Meeting Minutes

Attendees:

Gary Mower, DPS Highway Safety
Mike Cook, DPS Driver License
John Fairbanks, DPS Driver License
Alice Moffat, DPS BCI
Robyn Atkinson-Dunn, UDOH PHL Tox
Rick Martin, AOC
Paul Barron, AOC
Lisa Crenshaw, AOC
Scott Jones, UDOT, Traffic & Safety
Mike Sadler, DTS DPS
Steve Coons, DTS Tax DMV
Roland Stanger, FHWA
Bert Granberg, AGRC

Welcome

Introductions

Phil Bates has moved to another position and Mike Sadler has replaced him. Mike does not have a replacement yet.

May meeting minutes approved

Follow-up Items:

- Unknown if Phil Bates ever contacted the 911 Committee about participating on the committee. Mike Sadler will take on that assignment.
- New performance measure added to strategic plan relating to public health laboratory – "Decrease the mean number of days from date of sample arrival time at the Utah Public Health Laboratory until a report is issued to law enforcement to 14 days."
- MIDRIS (Model Impaired Driving Records Information System) was researched as no one was very familiar with it at the last meeting. MIDRIS is designed to link law enforcement, driver license, and courts for a comprehensive data tracking system to improve impaired driving data. The components include statewide coverage, real time electronic access, electronic citation system, citation tracking system, and linkage of information. Several of these items are in place currently. Committee decided to drop the performance measure from strategic plan.

Strategic Plan:

The Highway Safety Office is required to report on quantifiable and measurable progress for their grant with NHTSA. Utah demonstrated measurable progress by:

- Improving crash timeliness by decreasing the mean number of days from the crash date to submission to the crash repository from 28.65 days to 8.18 days.
- Improving crash timeliness by increasing the percentage of crash reports submitted into the crash repository within 30 days after the crash from 83.03% to 95.78%.
- Improving crash accuracy by decreasing the percentage of crash reports with errors in alcohol/drugs, manner of collision, first harmful event location, sequence of events, and speed.
- Improving crash completeness by decreasing the percentage of crash reports with unknowns or blanks in the data elements of first harmful event, crash severity, and manner of collision.

Agency Presentation:

Scott Jones presented on UDOT data.

Round table:

- New primary seat belt law is in effect. Seat belt surveys show an increase in seat belt use. More details to be released later.
- Matt Slawson is replacing Gambrelli Layco at the Utah Public Health Laboratory and will attend our next meeting.

Meeting Schedule:

- November 4, 2015 10:30-12:00 @ UDOT Traffic Operations Center
- February 10, 2016 10:30-12:00 @ location to be determined later
- May 11, 2016 10:30-12:00 @ location to be determined later

Assignments:

- Mike Sadler to invite Eric Perry or someone else from the 911 Committee to participate on the committee and attend the meetings.
- Courts to present at next meeting.
- Scott Jones to schedule tour for next meeting.
- Scott Jones to send copy of presentation.
- Next meeting discuss increasing the percentage in compliance with MMUCC 4.0 reporting standards.

Next meeting: November 4, 2015 10:30-12:00 UDOT Traffic Operations Center Room #230, 2060 S 2760 W, Salt Lake City, UT

Agenda and Meeting Notes for November 4, 2015

Utah Traffic Records Advisory Committee (UTRAC)
November 4, 2015
UDOT Traffic Operations Center

UTRAC mission: Provide more timely, accurate, complete, uniform, integrated, and accessible data to the traffic safety community.

UTRAC role and function: 1) Review & approve the Utah Traffic Safety Information Systems Strategic Plan; 2) Review Utah's highway safety data & traffic records systems; 3) Review changes to Utah's data & records systems before the changes are implemented; 4) Provide a forum for the discussion of data & records issues; 5) Report any data & records issues to the agencies & organizations in Utah that create, maintain & use data & records; 6) Consider & coordinate the views of organizations in Utah that are involved in the administration, collection, & use of the data & records system; 7) Represent the interests of the agencies & organizations within the records system to outside organizations; 8) Review & evaluate new technologies to keep the data & records systems up-to-date.

Agenda

Welcome

Introductions

Approval of Minutes

Follow-up Items

Agency Presentation: Courts

Motor Vehicle Crash Report Compliance with MMUCC 4.0

Round table

Meeting Location Schedule and Presentation Schedule

Tour

Next meeting: **February 10, 2016 10:30-12:00 @ to be determined**

Utah Traffic Records Advisory Committee (UTRAC)
November 4, 2015
UDOT Traffic Operations Center

Meeting Minutes

Attendees:

Gary Mower, HSO
Alice Moffat, BCI
Scott Jones, UDOT
Rick Martin, AOC
Lisa Crenshaw, AOC
Shari Hunsaker, UDOH BEMSP
Matt SLawson, UDOH, Forensic Toxicology

Welcome:

Matt Slawson, the Chief Forensic Scientist at the Forensic Toxicology Laboratory of the Utah Department of Health, joined the committee.

August meeting minutes approved.

Follow-up Items:

- Mike Sadler invited Eric Parry, Program Manager of the 911 Division, to participate on the committee. Eric was out of state for the November meeting and will try to attend the next meeting.

Agency Presentation:

- Rick Martin, Administrative Office of the Courts, presented on the e-citation process.

Motor Vehicle Crash Report Compliance with MMUCC 4.0:

- Discussion was held about the need to update the Utah motor vehicle crash report form to better be in compliance with the Model Minimum Uniform Crash Criteria. Currently Utah is in compliance with about 69% of the elements collected at the scene. The Highway Safety Office, UDOT, Motor Carriers, and EMS expressed interest in working on a sub-committee.

Round table:

- EMS is in the contract phase for ImageTrend to tract licensing. Utah is in first place among the states on performance improvements.

- UDOT told about two websites available in Utah that have crash mapping. One is for the public at crashmapping.utah.gov. To access the other website you will need to email Scott Jones, wsjones.utah.gov, to get access to the UDOT website.

Meeting Location Schedule and Presentation Schedule:

- February meeting to be held at the Calvin Rampton Building,

- May meeting to be held at the BCI training room or conference room.
- Possible presentations for the next meetings were AGRC to present on crashmapping.utah.gov, E911 consolidated dispatch, and EMS mapping.

Next meeting: February 10, 2016 10:30-12:00 Calvin Rampton Building, UDOT 1st Floor John Njord Conference Room

Agenda and Meeting Notes for February 10, 2016

Utah Traffic Records Advisory Committee (UTRAC)
February 10, 2016
Calvin Rampton Complex

UTRAC mission: Provide more timely, accurate, complete, uniform, integrated, and accessible data to the traffic safety community.

UTRAC role and function: 1) Review & approve the Utah Traffic Safety Information Systems Strategic Plan; 2) Review Utah's highway safety data & traffic records systems; 3) Review changes to Utah's data & records systems before the changes are implemented; 4) Provide a forum for the discussion of data & records issues; 5) Report any data & records issues to the agencies & organizations in Utah that create, maintain & use data & records; 6) Consider & coordinate the views of organizations in Utah that are involved in the administration, collection, & use of the data & records system; 7) Represent the interests of the agencies & organizations within the records system to outside organizations; 8) Review & evaluate new technologies to keep the data & records systems up-to-date.

Agenda

Welcome

Introductions

Approval of Minutes

Follow-up Items

TRCC Webinar – February 18, 2016 11:30 a.m.-1:00 p.m.

Agency Presentation: AGRC Crash Mapping

Round table

Meeting Location Schedule and Presentation Schedule

Next meeting: **May 11, 2016 10:30-12:00 @ BCI, 3888 W 5400 S, Taylorsville, UT**

Utah Traffic Records Advisory Committee (UTRAC)
February 10, 2016
Calvin Rampton complex

Meeting Minutes

Attendees:

Gary Mower, HSO
Alice Moffat, BCI
Matt Slawson, UDOH, Forensic Toxicology
Matt Peters, DTS AGRC
Steve Coons, DTS DMV
Mike Sadler, DTS DPS
Kerry Huntington, DTS DPS
Roland Stanger, FHWA
Scott Jones, UDOT
Lisa Crenshaw, AOC

Welcome:

Introductions were made.

November meeting minutes approved.

Follow-up Items:

- MMUCC Update subgroup has not met yet.

Agency Presentation:

- Matt Peters, DTS AGRC, presented on a new crash mapping tool that is available. The application can be viewed at: http://crashmapping.utah.gov/

Round table:

- FATPOT has been sending duplicate UHP crashes. The issue is still trying to be resolved.
- Gary Mower told about an upcoming webinar on TRCC noteworthy practices throughout the country.

Meeting Location Schedule and Presentation Schedule:

- May meeting to be held at the BCI training room or conference room.
- Alice Moffat will also present on BCI.
- Possible presentations for the next meetings are E911 consolidated dispatch, and EMS mapping.

Follow-up Items:

- Scott Jones with UDOT will find a replacement for Robert Kelleher with FMCSA Utah Division who retired.
- Gary Mower to provide highlights of the webinar on TRCC noteworthy practices throughout the country for those who couldn't participate.

- DTS to provide update about duplicate UHP crashes.

Next meeting: May 11, 2016 10:30-12:00 BCI, 3888 W 5400 S, Taylorsville, UT

Agenda and Meeting Notes for May 11, 2016

Utah Traffic Records Advisory Committee (UTRAC)
May 11, 2016
BCI Building

UTRAC mission: Provide more timely, accurate, complete, uniform, integrated, and accessible data to the traffic safety community.

UTRAC role and function: 1) Review & approve the Utah Traffic Safety Information Systems Strategic Plan; 2) Review Utah's highway safety data & traffic records systems; 3) Review changes to Utah's data & records systems before the changes are implemented; 4) Provide a forum for the discussion of data & records issues; 5) Report any data & records issues to the agencies & organizations in Utah that create, maintain & use data & records; 6) Consider & coordinate the views of organizations in Utah that are involved in the administration, collection, & use of the data & records system; 7) Represent the interests of the agencies & organizations within the records system to outside organizations; 8) Review & evaluate new technologies to keep the data & records systems up-to-date.

Agenda

Welcome

Introductions

Approval of Minutes

Follow-up Items

Agency Presentation: BCI

Review of Traffic Records Strategic Plan

Round table

Meeting Location Schedule and Presentation Schedule

Next meeting: **August 10, 2016 10:30-12:00 @ TBD**

Utah Traffic Records Advisory Committee (UTRAC)
May 11, 2016
BCI Building

Meeting Minutes

Attendees:

Gary Mower, HSO
Alice Moffat, BCI
Steve Coons, DTS DMV
Mike Sadler, DTS DPS
Juan Medina, U of U
Brendan Duffy, U of U
Mike Cook, DLD
John Fairbanks, DLD
Felicia Alvarez, EMS
Roland Stanger, FHWA
Rick Martin, AOC
Paul Barron, AOC

Welcome:

Introductions were made. Three new members of the group were introduced.

February meeting minutes were updated and then approved.

Follow-up Items:

- UHP duplicate crash issue has been resolved and should not occur again. Gary Mower provided a few highlights of the TRCC best practices webinar.
- Scott Jones was unable to attend so not known if a replacement for Robert Kelleher was found.

Agency Presentation:

- Alice Moffat, BCI, presented on the Bureau of Criminal Identification.

Review of Traffic Records Strategic Plan:

- The strategic plan was reviewed. The recommendations from the latest assessment were reviewed, especially the ones not being implemented. Assignments were given to complete the data for the performance measures. After everything is updated, Gary Mower will send out plan for approval through email.

Round table:

- Jared Jensen has left his position with DTS so contact DJ Isom and Bevis Kennedy about crash database issues.

Meeting Location Schedule and Presentation Schedule:

- Future meetings to be held in the Calvin Rampton building.
- August presentation will be by the Department of Motor Vehicles.

- November presentation will be by the University of Utah crash data project.
- Possible presentations for the next meetings are E911 consolidated dispatch, and EMS mapping.

Follow-up Items:

- Scott Jones with UDOT will find a replacement for Robert Kelleher with FMCSA Utah Division who retired.
- Everyone will send related performance measure updates to Gary Mower.
- Gary Mower will send out updated strategic plan for approval.
- Gary Mower to send out calendar invites to upcoming meetings.

Next meetings:

August 10, 2016 10:30-12:00 Calvin Rampton Complex

November 9, 2016 10:30-12:00 Calvin Rampton Complex

February 8, 2017 10:30-12:00 Calvin Rampton Complex

May 10, 2017 10:30-12:00 Calvin Rampton Complex

III. UTRAC Membership Roster with Organizations and Functions

UTAH TRAFFIC RECORDS ADVISORY COMMITTEE ROSTER

Name	Agency	Function
Alice Moffat	Utah Department of Public Safety	All
Angie Turner	Ogden City Police Department	All
Bert Granberg	Utah Department of Technology Services	Crash
Brendan Duffy	University of Utah College of Engineering	All
Chad Sheppick	Utah Department of Transportation, Motor Carrier Division	Crash, Vehicle
Christopher Caras	Utah Department of Public Safety	All
Daniel Fuhr	Utah Department of Public Safety	All
David Blauer	Federal Motor Carrier Administration	Crash, Vehicle
Eric Parry	Utah Communications Authority	All
Felicia Alvarez	Utah Department of Health	Crash, Person
Gary Mower	Utah Department of Public Safety	All
John Fairbanks Jr.	Utah Department of Public Safety	All
Juan Medina	University of Utah College of Engineering	All
Larry Cook Ph.D.	University of Utah School of Medicine	All
Lisa Crenshaw	Administrator Offices of the Courts	Citation
Matt Slawson	Utah Department of Health	Crash, Person
Mike Cook	Utah Department of Public Safety	All
Mike Sadler	Utah Department of Technology Services	All
Paul Barron	Administrator Offices of the Courts	Citation
Paul Patrick	Utah Department of Health	Crash, Person
Rick Martin	Administrator Offices of the Courts	Citation
Robert Miles	Utah Department of Transportation	All
Roland Stanger	Federal Highway Administration	Crash
Steve Coons	Utah Tax Commission	Vehicle
W. Scott Jones	Utah Department of Transportation	All
	Federal Motor Carrier Administration	Crash, Vehicle

IV. Name and Title State's Traffic Records Coordinator

Gary Mower, Traffic Records Program Manager

May 31, 2016
STATE OF UTAH

UTAH TRAFFIC RECORDS INFORMATION SYSTEMS STRATEGIC PLAN

Utah Traffic Records Advisory Committee (UTRAC)

May 31, 2016
STATE OF UTAH

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UTAH TRAFFIC RECORDS ADVISORY COMMITTEE (UTRAC) STRATEGIC PLAN ENDORSEMENT

Representatives of the Utah Traffic Records Advisory Committee have reviewed the Utah Traffic Information Systems Strategic Plan and endorse the plan.

_____ _____

Gary Mower, State Traffic Records Coordinator Date

Traffic Records Program Manager

Utah Department of Public Safety, Highway Safety Office

INTRODUCTION

The Utah Traffic Records Information Systems Strategic Plan serves as a guiding document for Utah's Traffic Records Advisory Committee (UTRAC). The purpose of this document is to provide a guide for Utah's traffic records information community to work towards increasing timeliness, accuracy, completeness, accessibility and uniformity of Utah's traffic records systems. This document offers a foundation to member and their organizations to continue working as one cohesive committee in efforts to improve and update data systems. Within this document are goals and objectives set forth as a committee to be used as a measurement tool of system improvement over the next five years.

PLANNING PROCESS

Goals and performance measures contained in this document are based upon the recommendations and findings from the most recent assessment conducted on the Utah traffic records information system. Assessment recommendations from other related traffic safety studies have also played a role in determining the some of the goals and objectives in specific areas of the strategic plan. The most recent traffic records assessment conducted in Utah occurred in May, 2014. This assessment was conducted by the National Highway Traffic Safety Administration (NHTSA). In June, 2011, the Federal Highway Administration (FHWA) facilitated a Crash Data Improvement Program (CDIP) Assessment. The recommendations and findings from these assessments drive the direction of the strategic planning process.

With the assessments as guides, a framework was developed for Utah's Traffic Records Information System Strategic Plan. Additionally, the Utah Traffic Records Advisory Committee (UTRAC) members, provided direction and feedback on the focus of the goals and objectives using their diverse expertise and experience in each of the traffic safety related areas.

STRATEGIC PLAN REVISION AND ACCOUNTABILITY

This document is intended to be a living document. As with prior strategic plans, this plan will be reviewed by the UTRAC on an annual basis. Reviewing the plan annually provides an opportunity for committee members to revise project plans to better meet changes in organizational priorities, as well as, any changes at the state or federal level.

The performance measures given in the goals and objectives section will be reviewed for progress at least annually. By doing so, the committee can ensure that data improvement projects are moving forward in a timely manner as prescribed by the State. Additionally, such improvement will ensure that demonstrated measurable progress will be met for the annual MAP21 405(c) certification.

UTAH TRAFFIC RECORDS ADVISORY COMMITTEE OVERVIEW

The Utah Traffic Records Advisory Committee (UTRAC) is a multidisciplinary, interagency committee that has agreed to collaborate in the implementation of the Utah Traffic Safety Information Systems Strategic Plan. The mission of UTRAC is to provide more timely, accurate, complete, uniform, integrated and accessible data to the traffic safety community.

The Utah Traffic Records Advisory Committee (UTRAC) is operational and functioning, and members of UTRAC represent the interests of the following:

- Highway safety;
- Highway infrastructure;
- Law enforcement and adjudication;
- Public health and injury control;
- Motor carrier agencies and organizations.
- Local organizations

ROLE OF UTAH TRAFFIC RECORDS ADVISORY COMMITTEE

The role and function of the Utah Traffic Records Advisory Committee (UTRAC) is outlined as follows:

- Review and approve the Utah Traffic Safety Information Systems Strategic Plan;
- Review Utah's highway safety data and traffic records systems;
- Review changes to Utah's highway safety data and traffic records systems before the changes are implemented;
- Provide a forum for the discussion of highway safety data and traffic records issues;
- Report any highway safety data and traffic records issues to the agencies and organizations in Utah that create, maintain and use highway safety data and traffic records;
- Consider and coordinate the views of organizations in Utah that are involved in the administration, collection and use of the highway safety data and traffic records system;
- Represent the interests of the agencies and organizations within the traffic records system to outside organizations; and
- Review and evaluate new technologies to keep the highway safety data and traffic records systems up-to-date.

UTAH TRAFFIC RECORDS ADVISORY COMMITTEE ROSTER

Name	Agency	Function
Alice Moffat	Utah Department of Public Safety	All
Angie Turner	Ogden City Police Department	All
Bert Granberg	Utah Department of Technology Services	Crash
Brendan Duffy	University of Utah College of Engineering	All
Chad Sheppick	Utah Department of Transportation, Motor Carrier Division	Crash, Vehicle
Christopher Caras	Utah Department of Public Safety	All
Daniel Fuhr	Utah Department of Public Safety	All
David Blauer	Federal Motor Carrier Administration	Crash, Vehicle
Eric Parry	Utah Communications Authority	All
Felicia Alvarez	Utah Department of Health	Crash, Person
Gary Mower	Utah Department of Public Safety	All
John Fairbanks Jr.	Utah Department of Public Safety	All
Juan Medina	University of Utah College of Engineering	All
Larry Cook Ph.D.	University of Utah School of Medicine	All
Lisa Crenshaw	Administrator Offices of the Courts	Citation
Matt Slawson	Utah Department of Health	Crash, Person
Mike Cook	Utah Department of Public Safety	All
Mike Sadler	Utah Department of Technology Services	All
Paul Barron	Administrator Offices of the Courts	Citation
Paul Patrick	Utah Department of Health	Crash, Person
Rick Martin	Administrator Offices of the Courts	Citation
Robert Miles	Utah Department of Transportation	All
Roland Stanger	Federal Highway Administration	Crash
Steve Coons	Utah Tax Commission	Vehicle
W. Scott Jones	Utah Department of Transportation	All
	Federal Motor Carrier Administration	Crash, Vehicle

UTAH TRAFFIC RECORDS INFORMATION STRATEGIC PLAN ELEMENTS

STRATEGIC GOALS

- **Timeliness:** Reduce or maintain the span of time between the occurrence of an event and entry into the appropriate traffic records database.

- **Accuracy:** Increase the amount of traffic records data that is error-free, satisfies internal consistency checks, and does not exist in duplicate within a single database.

- **Completeness:** Decrease both the number of records that are missing from the traffic records databases and the number of missing data elements in the records that are in the databases.

- **Uniformity:** Update and maintain the consistency among the files or records in the traffic records systems and how they measure against independent or national standards.

- **Integration:** Increase the ability of records in a database to be linked to a set of records or components thereof in another traffic records database.

Accessibility: Facilitate the ability of legitimate users to successfully obtain desired data in traffic records systems.

PERFORMANCE MEASURES

Timeliness: Reduce or maintain the span of time between the occurrence of an event and entry into the appropriate traffic records database.

T1: Decrease the average number of days from the day of the crash event to initial submission to the crash repository.					
YEAR	2013	2014	2015	2016	2017
# days	49.97	8.76	8.04		
T2: Increase the percentage of crash reports submitted into the database within 30 days after the crash.					
YEAR	2013	2014	2015	2016	2017
% submitted	74.61%	95.66%	96.46%		
T3: Decrease the median number of days from fatal crash event to initial FARS Entry.					
YEAR	2014	2015	2016	2017	2018
# days	39				
T4: Decrease the median days from a commercial vehicle crash event to crash submission to FMCSA MCMIS file from 53 to 30.					
YEAR	2014	2015	2016	2017	2018
# days	53	15			
T5: Decrease the median days from the crash event to crash geo-located on crash file from 218 to 21.					
YEAR	2014	2015	2016	2017	2018
# days	90	29			
T6: Decrease the percentage of citations filed with CORIS greater than 5 days past the date of the violation event.					
YEAR	July 2012	July 2013	July 2014	July 2015	July 2016
% citations	10.4%	12.6%	9.6%	9.5%	

T7: Decrease the number of median days from date of event to date accessible in trauma registry.					
YEAR	2014	2015	2016	2017	2018
# days	142	132			
T8: Decrease the mean number of days from date of sample arrival time at the Utah Public Health Laboratory until a report is issued to law enforcement to 14 days.					
YEAR	2014	2015	2016	2017	2018
# days	14 days	24 days			
		Without primary screening instrument, chief scientist, and toxicologist for some of the year.			

<u>Accuracy</u>: Increase the amount of traffic records data that is error-free, satisfies internal consistency checks, and does not exist in duplicate within a single database.

ACR1: Decrease the percentage of crash records with errors in alcohol/drugs, manner of collision, first harmful event/location, and sequence of events, vehicle maneuver and speed.					
YEAR	4/1/13-3/31/14	4/1/14-3/31/15	4/1/15-3/31/16	4/1/16-3/31/17	4/1/17-3/31/18
% with errors Alcohol/drugs Manner of collision First harmful event location Sequence of events Vehicle maneuver Speed	 6.6% 12.8% 9.3% 11.7% 6.5% 63.0%	 2.1% 7.8% 6.1% 3.1% 6.5% 55.1%	 0.8% 3.2% 5.2%		
ACR2: Decrease the percentage of prehospital records with errors in certain fields. (The specific data elements for this performance measure will be inserted in 2016, once EMS has implemented their new integrated system)					
YEAR	2014	2015	2016	2017	2018
% with errors					
ACR3: Decrease the percentage of Trauma Registry records with errors in certain fields (The specific data elements for this performance measure will be inserted in 2016, once EMS has implemented their new integrated system)					
YEAR	2014	2015	2016	2017	2018
% with errors					

ACR4: Decrease the percentage of Emergency Room records with errors in certain fields. (The specific data elements for this performance measure will be inserted in 2016, once EMS has implemented their new integrated system)					
YEAR	2014	2015	2016	2017	2018
% with errors					
ACR5: Decrease the percentage of Hospital Discharge records with errors in certain fields. (The specific data elements for this performance measure will be inserted in 2016, once EMS has implemented their new integrated system)					
YEAR	2014	2015	2016	2017	2018
% with errors					

<u>Completeness</u>: Decrease both the number of records that are missing from the traffic records databases and the number of missing data elements in the records that are in the databases.

C1: Decrease the percentage of crash reports with unknowns or blanks in critical data elements for which unknown is not an acceptable value.					
YEAR	4/1/12-3/31/13	4/1/13-3/31/14	4/1/14-3/31/15	4/1/15-3/31/16	4/1/16-3/31/17
First Harmful Event	1.15%	1.14%	0.59%	0.21%	
Crash Severity	0.13%	0.21%	0.08%	0.00%	
Manner of Collision	0.47%	0.59%	0.24%	0.08%	
C2: Increase the percentage of public roadways with route and milepost (LRS) accurately identified or referenced from 31% to 100%.					
YEAR	2014	2015	2016	2017	2018
% roadways with LRS accurately identified	31%	100%			

<u>Uniformity</u>*:* Update and maintain the consistency among the files or records in the traffic records systems and how they measure against independent or national standards.

U1: Maintain the number of NEMSIS data elements supported by Utah at 100%.					
YEAR	2014	2015	2016	2017	2018
% Elements	100%	100%			
U2: Increase the percentage in compliance with MMUCC 4.0 reporting standards.					
YEAR	2014	2015	2016	2017	2018
% Elements	66.4%	68.7%			

U3: Increase the number of MIRE Fundamental Data Elements collected on non-local paved roads from 23 to 37.					
YEAR	2014	2015	2016	2017	2018
# Elements	23	23			
U4: Increase the number of MIRE Fundamental Data Elements collected on local paved roads from 7 to 9.					
YEAR	2014	2015	2016	2017	2018
# Elements	7	7			
U5: Maintain the 5 MIRE Fundamental Data Elements being collected on unpaved roads.					
YEAR	2014	2015	2016	2017	2018
# Elements	5	5			

Integration: Increase the ability of records in a database to be linked to a set of records or components thereof in another traffic records database.

I1: Increase the percentage of crash, location, vehicle, driver elements integrated with FARS database.					
YEAR	2014	2015	2016	2017	2018
% elements	0	0			
I2: Increase the number of driver and/crash records integrated for traffic safety analysis purposes.					
YEAR	2014	2015	2016	2017	2018
# records	0	0			
I3: Increase the number of vehicle and crash records integrated for traffic safety analysis purposes.					
YEAR	2014	2015	2016	2017	2018
# records	0	0			

I4: Increase the number of citation and crash records integrated for traffic safety analysis and resource management purposes.					
YEAR	2014	2015	2016	2017	2018
# records	0	0			
I5: Increase the number of crash and emergency department records integrated for traffic safety analysis purposes.					
YEAR	2012	2013	2014	2015	2016
# records	12,334	12,538			

I6: Increase the percentage of records in prehospital file linked to trauma registry within 90 days.					
YEAR	2014	2015	2016	2017	2018
# records	20%	19%			
I7: Increase the percentage of records linked between the prehospital and hospital discharge files.					
YEAR	2014	2015	2016	2017	2018
# records	0				
I8: Increase the percentage of records linked between the Hospital Discharge and Vital Records file.					
YEAR	2014	2015	2016	2017	2018
# records	0				
I9: Increase the number of adjudicated citation records linked to crash records.					
YEAR	2014	2015	2016	2017	2018
# records	0	0			
I10: Increase the percentage of citation records linked to roadway file.					
YEAR	2014	2015	2016	2017	2018
# records	0	0			
I11: Increase the number of roadway jurisdictions that update the statewide roads dataset through a common interface.					
YEAR	2014	2015	2016	2017	2018
# systems	0	0			
I12: Increase the number of roadway attributes and characteristics linked to citation records file.					
YEAR	2014	2015	2016	2017	2018
# roadway elements	0	0			
I13: Increase the number of roadway attributes and characteristics linked to FARS file.					
YEAR	2014	2015	2016	2017	2018
# roadway elements	0	0			

Accessibility: Facilitate the ability of legitimate users to successfully obtain desired data in traffic records systems.

ACS1: Increase percentage of law enforcement agencies and organizations utilizing the official DDACTS Mapping Tool.					
YEAR	2014	2015	2016	2017	2018
# agencies	0	0			
ACS2: Increase the number of users accessing UDOT's portal for Data requests.					
YEAR	2014	2015	2016	2017	2018
# users	0	252			
ACS3: Increase the number of users accessing IBIS for data requests. (measured by hits, i.e. the number of requests)					
YEAR	2014	2015	2016	2017	2018
# users	217,006	233,492			
ACS4: Increase the number of data requests accessed through Utah Highway Safety Office web site. (Measured by page views of the statistics webpage)					
YEAR	2014	2015	2016	2017	2018
# data requests	5,964	2,187			
ACS5: Maintain the Crash data dictionary so that it is kept up to date, consistent with manuals/reports/training materials, contains edit checks and validation rules, and explains each data element.					
YEAR	2014	2015	2016	2017	2018
Data Dictionary Updated	Yes	Yes			
ACS6: Increase the number of requests for vital records accessed through the online request form.					
YEAR	2014	2015	2016	2017	2018
# data requests	31,816	35,557			

UTAH TRAFFIC RECORDS INFORMATION SYSTEMS DEMONSTRATED MEASURABLE PROGRESS

The provisions of the Section 405(c) grant application require States to demonstrate measurable improvement in at least one of the six core systems. Improvement must be shown in one of the prescribed performance areas of timeliness, accuracy, completeness, uniformity, accessibility, and integration.

In accordance with the requirement, Utah submits the following performance measures as its demonstrated measurable progress for certification FFY2017:

	Performance Measure #1			
Performance Area:	Crash Timeliness			
Improvement Details				
Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +-
8.63 days	7.61 days	4/1/2015	3/31/2016	1.02 days
Narrative:	Decrease the mean number of days from the crash date to submission to the crash repository			

	Performance Measure #2			
Performance Area:	Crash Timeliness			
Improvement Details				
Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +-
95.58%	96.92%	4/1/2015	3/31/2016	1.34%
Narrative:	Increase the percentage of crash reports submitted into the database within 30 days after the crash			

	Performance Measure #3			
Performance Area:	Crash Accuracy			
Improvement Details				
Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +-
Alcohol/drugs 2.1% Manner of collision 7.8% First harmful event location 6.1% Sequence of events 3.1% Vehicle Maneuver 6.5% Speed 55.1%	 0.8% 3.2% 5.2% 0.0% 3.8% 43.1%	4/1/2015	3/31/2016	 1.3% 4.6% 0.9% 3.1% 2.7% 12.0%
Narrative:	Decrease the percentage of crash reports with errors in alcohol/drugs, manner of collision, first harmful event/location, sequence of events, vehicle maneuver, and speed			

	Performance Measure #4			
Performance Area:	Crash Completeness			
Improvement Details				
Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +-
First Harmful Event 0.59% Crash Severity 0.08% Manner of Collision 0.24%	 0.21% 0.00% 0.08%	4/1/2015	3/31/2016	 0.38% 0.08% 0.16%
Narrative:	Decrease the percentage of crash reports with unknowns or blanks in critical data elements for which unknown is not an acceptable value			

Recommendations from the State of Utah Traffic Records Assessment Conducted May 12, 2014			
Status for 2017 Highway Safety Plan			
Recommendation	**Intend to Implement**	**Performance Measure(s) to Demonstrate Progress**	**Reason For Not Implementing**
Strategic Planning Recommendations			
Strengthen the TRCC's abilities for strategic planning that reflects best practices identified in the Traffic Records Program Assessment Advisory.	Yes	T1-8, ACR1-5, C1-2, U1-2, I1-13, ACS1-6	N/A
Crash Recommendations			
Improve the data dictionary for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	Yes	ACS5	N/A
Improve the procedures/ process flows for the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.	Yes	T1, T2	N/A
Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.	No	N/A	Crash system interfaces with the driver system and the roadway system. Interface with the roadway system, citation/adjudication system, and the injury surveillance system will be possibly implemented in the future.
Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	Yes	ACR1, C1	N/A
Vehicle Recommendations			
Improve the interfaces with the Vehicle data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.	No	N/A	Crash data system and citation system interfaces with the vehicle system and driver system.
Improve the data quality control program for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	No	N/A	New vehicle system provides current technology and an environment to provide expanded services to Utah traffic safety stakeholders. Every VIN is validated using RL Polk's VinTelligence software and there is a real time interface to NMVTIS.
Driver Recommendations			
Improve the data dictionary for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	No	N/A	There is no driver system data dictionary in and of itself. However, the Utah Driver Handbook explains all the items that would be in a data dictionary. Also, there are specific

			validation rules in the driver system application process.
Improve the data quality control program for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	No	N/A	The driver system is fully compliant with the PDPS and CDLIS. A driver identity and verification process was implemented a few years ago. There is a three level process for edit checks and validation rules.
Roadway Recommendations			
Improve the data dictionary for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	No	N/A	The MIRE Fundamental Data Elements collected are documented in the data dictionary. The data dictionary is updated whenever there is a need to change a database element or attribute. Updates are a collaborative effort between the business unit data steward and the programmer making the change.
Improve the data quality control program for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	Yes	T5, C2	N/A
Citation/Adjudication Recommendations			
Improve the interfaces with the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.	Yes	I4, I9, I10	N/A
Improve the data quality control program for the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.	Yes	T6	N/A
EMS/Injury Surveillance Recommendations			
Improve the interfaces with the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.	Yes	I5, I6, I7, I8	N/A
Improve the data quality control program for the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.	Yes	T7, T8, ACR2, ACR3, ACR3, ACR4, ACR5, U1	N/A
Data Use and Integration Recommendations			
Improve the traffic records systems capacity to integrate data that reflect best practices identified in the Traffic Records Program Assessment Advisory.	Yes	I2, I3, I4, I5, I6, I7, I8, I9, I10, I11, I12	N/A

UTAH TRAFFIC RECORDS INFORMATION SYSTEMS DEMONSTRATED MEASURABLE PROGRESS

The provisions of the Section 405(c) grant application require States to demonstrate measurable improvement in at least one of the six core systems. Improvement must be shown in one of the prescribed performance areas of timeliness, accuracy, completeness, uniformity, accessibility, and integration.

In accordance with the requirement, Utah submits the following performance measures as its demonstrated measurable progress for certification FFY2017:

	Performance Measure #1			
Performance Area:	Crash Timeliness			
Improvement Details				
Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +-
8.63 days	7.61 days	4/1/2015	3/31/2016	1.02 days
Narrative:	Decrease the mean number of days from the crash date to submission to the crash repository			

	Performance Measure #2			
Performance Area:	Crash Timeliness			
Improvement Details				
Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +-
95.58%	96.92%	4/1/2015	3/31/2016	1.34%
Narrative:	Increase the percentage of crash reports submitted into the database within 30 days after the crash			

```
MEANS TABLES=SUBMITTED_DAYS BY FEDERAL_YEAR
  /CELLS MEAN COUNT STDDEV.
```

Means

Mean number of days from crash date to submission

[DataSet1]

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
SUBMITTED_DAYS * FEDERAL_YEAR	119624	62.8%	70709	37.2%	190333	100.0%

Report

SUBMITTED_DAYS

FEDERAL_YEAR	Mean	N	Std. Deviation
2015	8.630214	56196	19.3922768
2016	7.605244	63428	16.0050245
Total	8.086746	119624	17.6846058

```
CROSSTABS
  /TABLES=FEDERAL_YEAR BY WITHIN_30_DAYS
  /FORMAT=AVALUE TABLES
  /CELLS=COUNT
  /COUNT ROUND CELL.
```

Crosstabs

Crash reports submitted within 30 days

[DataSet1]

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
FEDERAL_YEAR * WITHIN_30_DAYS	119624	62.8%	70709	37.2%	190333	100.0%

	Performance Measure #3			
Performance Area:	Crash Accuracy			
Improvement Details				
Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +-
Alcohol/drugs 2.1% Manner of collision 7.8% First harmful event location 6.1% Sequence of events 3.1% Vehicle Maneuver 6.5% Speed 55.1%	 0.8% 3.2% 5.2% 0.0% 3.8% 43.1%	4/1/2015	3/31/2016	 1.3% 4.6% 0.9% 3.1% 2.7% 12.0%
Narrative:	Decrease the percentage of crash reports with errors in alcohol/drugs, manner of collision, first harmful event/location, sequence of events, vehicle maneuver, and speed			

	Performance Measure #4			
Performance Area:	Crash Completeness			
Improvement Details				
Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +-
First Harmful Event 0.59% Crash Severity 0.08% Manner of Collision 0.24%	 0.21% 0.00% 0.08%	4/1/2015	3/31/2016	 0.38% 0.08% 0.16%
Narrative:	Decrease the percentage of crash reports with unknowns or blanks in critical data elements for which unknown is not an acceptable value			

Reportable MV Traffic Crashes 4/1/15-3/31/16, Utah

Count of ps_case_number	Crash severity						
Manner of collision	01	02	03	04	05	Grand Total	%
01	8705	2676	1723	302	35	13441	
02	12863	4467	1326	161	20	18837	
03	706	329	239	91	32	1397	
04	4581	461	197	35	7	5281	
05	743	139	102	18	2	1004	
06	3786	233	123	17	4	4163	
07	533	19	9	2		563	
08	299	10	1	2		312	
Blank	32	11	8	1		52	0.0820%
96	11925	2384	2191	622	161	17283	
97	291	89	63	13	1	457	
99	535	59	35	12	3	644	
Grand Total	**44999**	**10877**	**6017**	**1276**	**265**	**63434**	

Count of ps_case_number	Crash Severity					
First harmful event	01	02	03	04	05	Grand Total
07	618	341	460	163	39	1621
08	166	12	6	3		187
09	68	13	1	1		83
10	166	2	1			169
11	4		1		1	6
12	8	25	71	28	4	136
19	384	81	93	25	4	587
20	29184	8142	3597	608	95	41626
21	3271	208	106	16	3	3604
22	9	293	353	106	51	812
23	24	219	307	47	4	601
24	1	10	20	2	1	34
25	2810	107	59	16	1	2993
26	277	28	19	5	1	330
27	37	3	3	1		44
28	3	2				5
29	11	2	1		2	16
30	2	1	1		1	5
31	220	12	5	1		238
32	232	36	20	3		291
39	592	61	38	7	6	704
40	256	38	35	11	6	346
41	1759	390	227	41	10	2427
42	388	47	17	7	1	460
43	63	16	14	5		98
44	45	9	7	2		63
45	12	4			1	17
46	8	2	2			12
47	2					2
48	11	3	3			17
49	6	2	1	2		11
50	12	1				13
51	303	31	26	6		366
52	258	37	42	22	8	367
53	361	53	31	9	3	457
54	445	117	51	8		621
55	42	4	6	1		53
56	34	6	8	5	2	55
57	231	64	44	13		352
58	261	82	79	36	8	466
59	80	14	7	3		104
60	346	99	83	25	3	556
61	292	29	19	2	1	343
62	696	74	54	16	4	844
63	96	16	13	4		129
69	813	117	73	23	5	1031
Blank	92	24	13	3		132	0.2081%
Grand Total	**44999**	**10877**	**6017**	**1276**	**265**	**63434**

Gary Mower <gmower@utah.gov>

Re: crash records with errors performance measures

1 message

Mark Thompson <mthompson@utah.gov> Thu, May 19, 2016 at 6:01 PM
To: Gary Mower <gmower@utah.gov>

I just right now finished the data analysis and grading, so I'll double check it again tomorrow since my brain is passed melt down at this point. I have not put it in a graph, so let me know if you want to do that or you'd like me to. In the meantime here are the percents and categories:

Speed - 43.1% (Previously 55.1%)
Vehicle Maneuver - 3.8% (Previously 6.5%)
Sequence of Events - 0.0% (Previously 3.1%)
Location of 1st Harmful Event - 5.2% (Previously 6.1%)
Manner of Collision - 3.2% (Previously 7.8%)
Alcohol/Drugs - 0.8% (Previously 2.1%)

That includes 120184 records, so an increase from the previous years. I'm surprised with some still being as high as they are. I'll have to take some time and analyze what we are still lacking to make appropriate changes to the validations. But overall we continue to reduce error rates which I think is very impressive.

On Fri, May 13, 2016 at 1:44 PM, Gary Mower <gmower@utah.gov> wrote:

> Can you provide updated numbers for this performance measure for the strategic plan:
>
> ACR1: Decrease the percentage of crash records with errors in alcohol/drugs, manner of collision, first harmful event/location, and sequence of events, vehicle maneuver and speed.
>
> I've attached what you put together for last year. The dates are 4/1/15-3/31/16. If you could have this by 5/23 I would appreciate it.
>
> Thanks,
>
> Gary Mower, MPH, CPM
> Traffic Records Program Manager
> Highway Safety Office
> Utah Department of Public Safety
> 5500 W Amelia Earhart Dr #155
> Salt Lake City, UT 84116
>
> phone: 801-707-1731
> fax: 801-366-6044
> gmower@utah.gov

–
Trooper Mark Thompson
Law Enforcement Liaison
Utah Highway Safety Office
Cell: (801)657-7107
Fax: (801)366-6044
Email: mthompson@utah.gov
crashcitationsupport@utah.gov

SECTION 405f ATTACHMENTS FOR 1200.25 – MOTORCYCLE SAFETY

Copy of official State document identifying the designated State authority over motorcyclist safety issues

53-3-903. Motorcycle Rider Education Program.

(1) (a) The division shall develop standards for and administer the Motorcycle Rider Education Program.

(b) The division shall make rules in accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, to implement this chapter.

(2) The program shall include:

(a) a novice rider training course;

(b) a rider training course for experienced riders; and

(c) an instructor training course.

(3) The division may expand the program to include:

(a) enhancing public awareness of motorcycle riders;

(b) increasing the awareness of motorcycle riders of the effects of alcohol and drugs;

(c) motorcycle rider skills improvement;

(d) program and other motorcycle safety promotion; and

(e) improvement of motorcycle licensing efforts.

(4) (a) Subject to the restriction in Subsection (4)(b), rider training courses shall be open to all residents of the state who:

(i) are at least 15 years 6 months of age; and

(ii) either hold a valid learner permit or driver license for any classification or are eligible for a motorcycle learner permit.

(b) A person who has been issued a learner permit may enroll in and complete a rider training course if the course is conducted on a closed course that:

(i) is not conducted on a public highway;

(ii) is approved by the division; and

(iii) meets or exceeds established national standards for motorcycle rider training courses prescribed by the Motorcycle Safety Foundation.

(c) An adequate number of novice rider training courses shall be provided to meet the reasonably anticipated needs of all persons in the state who are eligible and who desire to participate in the program.

(d) Program delivery may be phased in over a reasonable period of time.

(5) (a) The division may enter into contracts with either public or private institutions to provide a rider training course approved by the division.

(b) The institution shall issue certificates of completion in the manner and form prescribed by the director to persons who satisfactorily complete the requirements of the course.

(c) An institution conducting a rider training course may charge a reasonable tuition fee to

cover the cost of offering the course.

(d) (i) The division may use program funds to defray its own expenses in administering the program.

(ii) The division may reimburse entities that offer approved courses for actual expenses incurred in offering the courses, up to a limit established by the division based upon available program funds.

(iii) Any reimbursement paid to an entity must be entirely reflected by the entity in reduced course enrollment fees for students.

(6) (a) Standards for the motorcycle rider training courses, including standards for course curriculum, materials, and student evaluation, and standards for the training and approval of instructors shall meet or exceed established national standards for motorcycle rider training courses prescribed by the Motorcycle Safety Foundation.

(b) Motorcycle rider training courses shall be taught only by instructors approved under Section 53-3-904.

(c) Motorcycle rider training courses for novices shall include at least eight hours of practice riding.

(7) The commissioner shall appoint a full-time program coordinator to oversee and direct the program.

Amended by Chapter 252, 2009 General Session

Document(s) showing the designated State authority approving the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle

---------- Forwarded message ----------
From: **Kurt Stromberg** <kstromberg@utah.gov>
Date: Tue, May 31, 2016 at 6:31 AM
Subject: Motorcycle Program
To: Helen Knipe <hknipe@utah.gov>

Utah Motorcycle Training Program Curriculum, Instructor and Quality Control Information

As the Motorcycle Rider Training program coordinator for the State of Utah, I would like to provide information about Utah's Motorcycle Rider Training program.

The Motorcycle Rider Training courses taught in Utah adhere to State of Utah standards, including following an approved Motorcycle Safety Foundation (MSF) curriculum. All instructors are certified by MSF. Chief instructors assist instructors in training and other guidelines established by the MSF curriculum, including team-teaching to keep student to teacher ratio small for increased student-teacher interaction.

As the Motorcycle Rider Training program coordinator for Utah, I ensure that all standards are met through several different channels. I conduct site visits at the various schools and remain in active contact with the instructors throughout the year. I conduct an annual update to ensure all instructors meet MSF and state requirements.

In addition to these quality control measures, student feedback is collected for each class, and is reviewed with the instructors and schools to address any issues and to improve the programs. At the end of the MSF student guide book, there is a class survey the students can fill out and send to MSF. About twice a year, MSF will send them to the motorcycle program coordinators. We take the comments seriously. After I read them, I make a copy to send to the school. Most comments from the students are positive and sometimes we do receive a negative comment. Some comments may be along the lines of that the instructor likes to talk about his/her riding experience, or the class was too long, or the motorcycles didn't run as well as they should. When I send the comments to the school, I make a note so the school can correct the instructor. We have had many very good instructors and very few negative comments, but all comments are acted on.

If you would like any additional information, please feel free to contact me.

Document(s) regarding locations of the motorcycle rider training courses

Complete List of Counties in Utah	2014 Motorcycle Registration Data by County		Training Site Information by County		Training was offered in the county during the month(s) selected:											
	Yes, there is a Training Site in the County	**No,** there is not a Training Site in the County	**Yes,** there is a Training Site in the County	**No,** there is not a Training Site in the County	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Beaver		114		1												
Box Elder		1,535		1												
Cache		3,376		1												
Carbon	651		1													
Daggett		22		1												
Davis		8,770		1												
Duchesne	644		1													
Emery		237		1												
Garfield		111		1												
Grand	530		1													
Iron		1,076		1												
Juab		243		1												
Kane		256		1												
Millard		283		1												
Morgan		336		1												
Piute		23		1												
Rich		68		1												
Salt Lake	26,304		1		X	X	X	X				X	X	X	X	X
San Juan		262		1												
Sanpete		466		1												
Sevier		474		1												
Summit		1,641		1												
Tooele		1,751		1												
Uintah	1,298		1													
Utah	12,356		1		X	X	X	X				X	X	X	X	X
Wasatch		999		1				X	X	X	X	X	X	X	X	
Washington	4,828		1													
Wayne		90		1												
Weber	6,803		1		X	X	X	X				X	X	X	X	X
TOTALS	53,414 (With)	22,133 (Without)	8 (With)	21 (Without)												

Document showing that certified motorcycle rider training instructors teach the motorcycle riding training course

53-3-904. Instructor training and approval.

(1) The program coordinator shall approve instructors for the motorcycle rider training courses.

(2) A person may not be approved as an instructor unless the person holds a current instructor certification issued by the Motorcycle Safety Foundation or another nationally recognized motorcycle safety instructor certifying body.

(3) (a) The program shall include instructor training courses as necessary.

(b) Prior to completion of an instructor training course, the participant shall demonstrate:

(i) knowledge of the course material;

(ii) knowledge of proper motorcycle operation;

(iii) proficiency in riding motorcycles; and

(iv) the necessary aptitude for instructing students.

(4) An applicant for an instructor training course shall:

(a) have a high school diploma or its equivalent;

(b) be at least 18 years of age;

(c) have a valid endorsement to his driver's license for motorcycles; and

(d) have at least two years of recent motorcycle riding experience.

(5) The division shall refuse to certify or revoke certification of an instructor if the applicant:

(a) has had his driver's license suspended or revoked during the preceding two years or within the preceding five years if the suspension or revocation was for an alcohol or drug-related offense;

(b) fails to successfully complete an instructor course or required course updates; or

(c) no longer meets the requirements of this section.

Enacted by Chapter 216, 1993 General Session

Description of the quality control procedures to assess motorcycle rider training courses and instructor training courses and actions taken to improve courses

---------- Forwarded message ----------
From: **Kurt Stromberg** <kstromberg@utah.gov>
Date: Tue, May 31, 2016 at 3:27 PM
Subject: One more email to send back to you
To: Helen Knipe <hknipe@utah.gov>

Quality Control

The Motorcycle Rider Training Courses adhere to Utah state standards, including following an approved Motorcycle Safety Foundation (MSF) curriculum. All instructors are certified by MSF. Chief Instructors assist instructors in training and other guidelines established by the MSF curriculum, including team-teaching to keep student to teacher ratio small for increased teacher-student interaction.

As the Motorcycle Rider Training program coordinator for the State of Utah, I ensure that all standards are met through several different channels. I conduct an annual update to ensure all instructors meet MSF and state requirements. Student feedback is collected for each class, and is reviewed with the instructors and school to address

At the end of the Motorcycle Safety Student Guide Book is a class survey the students can fill out and send to MSF. About twice a year, MSF will send them to the Motorcycle Coordinators. We take the comments seriously. After I read them, I make a copy to send to the school. Most comments from the students are positive and sometimes you may get a negative comment. When I send the comments to the school, I make a note so the school can correct the instructor if necessary. I have had many excellent instructors and very few negative comments but all comments are acted on.

Letter from Governor's Highway Safety Representative Regarding Utah's Motorcycle Awareness program

June 1, 2016

To Whom It May Concern:

The Utah Department of Public Safety's Highway Safety Office, working with the statewide coordinator for motorcyclist safety issues in Utah, developed a motorcyclist awareness and safety program in 2008. The original program has since been expanded to reach a wider range of motorists and motorcyclists and is comprehensive in nature. Highlights include:

- Earned and paid media to "brand" the program with the public
- Extensive social media participation and interaction
- Creation, production and placement of awareness messages including online advertisements, promoted social media posts, radio, billboards and videos produced and published on the Utah DPS HSO YouTube channel and through Utah Highway Patrol social media platforms
- Driver education classroom presentations in high schools given by motorcyclists from safety partner organizations and featuring the Share the Road message

To ensure that motorcycle safety stakeholders have a voice in the program, the Highway Safety Office achieved collaboration among the agencies and organizations responsible for and impacted by motorcycle safety issues. This included enthusiast organizations based in the four counties accounting for 70% of registered motorcycles in the State. A primary mechanism to achieve this collaboration is a periodic meeting of the members, with discussion and cooperative planning the normal outcome. Included among the agencies and organizations participating in these efforts are: Beehive Beemers, ABATE of Utah, Utah Sport Bike Association, Utah Driver License Division, Utah Department of Transportation, Zero Fatalities program, Harley Owners' Group of Salt Lake Valley, Hill Air Force Base rider education and rider groups, Utah Highway Patrol Motor Squad, officer from multi-agency task forces in Utah, Davis and Salt Lake Counties, various rider training providers.

The Highway Safety Office and its partners look forward to continuing efforts to increase motorcycle safety throughout the State of Utah. If you have additional questions, please feel free to contact Kristy K. Rigby, the Highway Safety Office Director, at 801-366-6040.

Sincerely,

Keith D. Squires

Governor's Representative for Highway Safety

Motorcycle Crash Conditions

Motorcyclists in Crashes by County (Utah 2014)

Motorcyclists (Driver and Passenger)												
	Non-Injured			Injured			Killed			Total		
County	#	Rate per 100 Million VMT	Rate per 1,000 Rgstrd Mtrcycl	#	Rate per 100 Million VMT	Rate per 1,000 Rgstrd Mtrcycl	#	Rate per 100 Million VMT	Rate per 1,000 Rgstrd Mtrcycl	#	Rate per 100 Million VMT	Rate per 1,000 Rgstrd Mtrcycl
Garfield	5	4.4	45.0	18	15.7	162.2	4	3.50	36.04	**27**	**23.6**	**243.2**
Wayne	2	4.1	22.2	8	16.4	88.9	0	0.00	0.00	**10**	**20.5**	**111.1**
Rich	2	4.0	29.4	5	9.9	73.5	0	0.00	0.00	**7**	**13.9**	**102.9**
Daggett	0	0.0	0.0	1	3.1	45.5	0	0.00	0.00	**1**	**3.1**	**45.5**
San Juan	2	0.7	7.6	8	2.8	30.5	1	0.35	3.82	**11**	**3.8**	**42.0**
Kane	3	2.2	11.7	6	4.5	23.4	1	0.75	3.91	**10**	**7.5**	**39.1**
Emery	3	0.8	12.7	5	1.4	21.1	0	0.00	0.00	**8**	**2.2**	**33.8**
Grand	3	0.9	5.7	13	3.7	24.5	0	0.00	0.00	**16**	**4.5**	**30.2**
Beaver	0	0.0	0.0	3	1.1	26.3	0	0.00	0.00	**3**	**1.1**	**26.3**
Morgan	0	0.0	0.0	7	5.3	20.8	0	0.00	0.00	**7**	**5.3**	**20.8**
Box Elder	6	0.7	3.9	24	2.6	15.6	0	0.00	0.00	**30**	**3.3**	**19.5**
Salt Lake	98	1.1	3.7	401	4.4	15.2	12	0.13	0.46	**511**	**5.6**	**19.4**
Washington	15	1.1	3.1	69	4.9	14.3	5	0.35	1.04	**89**	**6.3**	**18.4**
Sanpete	1	0.5	2.1	7	3.2	15.0	0	0.00	0.00	**8**	**3.7**	**17.2**
Duchesne	1	0.4	1.6	9	3.2	14.0	1	0.35	1.55	**11**	**3.9**	**17.1**
Wasatch	2	0.6	2.0	13	3.7	13.0	2	0.57	2.00	**17**	**4.8**	**17.0**
Utah	19	0.5	1.5	190	4.7	15.4	1	0.02	0.08	**210**	**5.1**	**17.0**
Weber	19	1.2	2.8	88	5.3	12.9	6	0.36	0.88	**113**	**6.9**	**16.6**
Tooele	3	0.4	1.7	25	3.0	14.3	1	0.12	0.57	**29**	**3.5**	**16.6**
Iron	4	0.5	3.7	13	1.7	12.1	0	0.00	0.00	**17**	**2.3**	**15.8**
Uintah	3	0.7	2.3	12	2.8	9.2	3	0.70	2.31	**18**	**4.2**	**13.9**
Juab	0	0.0	0.0	3	0.8	12.3	0	0.00	0.00	**3**	**0.8**	**12.3**
Carbon	0	0.0	0.0	7	2.2	10.8	1	0.31	1.54	**8**	**2.5**	**12.3**
Cache	3	0.3	0.9	34	3.8	10.1	4	0.44	1.18	**41**	**4.6**	**12.1**
Davis	11	0.4	1.3	65	2.5	7.4	0	0.00	0.00	**76**	**2.9**	**8.7**
Sevier	0	0.0	0.0	2	0.6	4.2	1	0.31	2.11	**3**	**0.9**	**6.3**
Summit	1	0.1	0.6	6	0.8	3.7	2	0.26	1.22	**9**	**1.2**	**5.5**
Millard	0	0.0	0.0	1	0.2	3.5	0	0.00	0.00	**1**	**0.2**	**3.5**
Piute	0	0.0	0.0	0	0.0	0.0	0	0.00	0.00	**0**	**0.0**	**0.0**
Statewide	**206**	**0.7**	**2.7**	**1,043**	**3.8**	**13.8**	**45**	**0.16**	**0.60**	**1,294**	**4.7**	**17.1**

- Garfield, Wayne, and Rich counties had the highest rates of motorcyclists in crashes per registered motorcycle and the highest rates of motorcyclists in crashes per vehicle miles traveled (VMT).

The State law or regulation requires all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs

53-3-905. Dedication of fees.

(1) The following shall be deposited as dedicated credits in the Transportation Fund to be used by the division for the program:

(a) $5 of the annual registration fee imposed for each registered motorcycle under Subsection 41-1a-1206(1)(a);

(b) $4 of the six-month registration fee imposed for each registered motorcycle under Subsection 41-1a-1206(2)(a); and

(c) $2.50 of the fee imposed under Section 53-3-105 for an original, renewal, or extension of a motorcycle endorsement.

(2) Appropriations to the program are nonlapsing.

(3) Appropriations may not be used for assistance to, advocacy of, or lobbying for any legislation unless the legislation would enhance or affect the financial status of the program or the program's continuation.

Amended by Chapter 397, 2012 General Session