

# Utah Highway Safety Plan 2021

Utah Department of Public Safety  
Highway Safety Office  
4501 S 2700 W  
Bldg. # 3 - 2nd Floor  
Taylorsville, Utah 84129  
801.965.4400  
[Highwaysafety.utah.gov](http://Highwaysafety.utah.gov)

# AN INTRODUCTION FROM THE DIRECTOR

Carrie Silcox

The Highway Safety Office took some time this past year to re-evaluate our mission, vision, values and motto. It was a great opportunity, as a group, to ponder on and discuss what we do and why we do it. The following mission statement, vision and values shows the hard work and dedication of the Highway Safety Office as we all work to meet our ultimate goal of zero fatalities.

**Mission Statement:** Our mission is to save lives by changing behavior, so everyone on Utah's roadways arrives safely.

**Vision Statement:** Create a culture where roadway users take responsibility for their safety and the safety of others.

**Core Values:** We -

- Encourage Innovation
- Collaborate and Build Strong Partnerships
- Foster open, safe, and respectful communication
- Effectively and efficiently manage resources
- Recognize fatalities and injuries aren't numbers, they're people

These statements provide a foundation to Utah's FY2021 Highway Safety Plan (HSP). Collaboration with partners on statewide initiatives and community-based programs are paramount to the success of behavioral change. Implementation of many proven strategies and countermeasures addressed in each of the program areas and planned activities provide the foundation for such partnerships. Additionally, the HSP aligns with the priorities and strategies within the Utah Strategic Highway Safety Plan (SHSP).

The plan also recognizes the importance of making data-driven decisions ensuring the most effective and efficient use of resources. Finally, the plan was developed using the federal requirements outlined in the Final Rule, 23 CFR Part 1300.

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## SECTION I – CURRENT CONDITION

This year has seen many changes in traffic patterns and traffic safety programs due to the effects of COVID-19. In early March, just like the rest of the country, Utah started implementing modifications in daily operations in order to try to mitigate the effects of COVID-19. The majority of our staff were moved to a telework schedule for 3 to 4 days per week. Policies were being implemented by department administration, human resources, and NHTSA guiding us in how to manage the workload and accomplish our goals during these unprecedented times. During that same month, on March 18th, we experienced a 5.7 magnitude earthquake along the Wasatch Front, one of the largest earthquakes Utah has felt since 1992. We appreciate the quick and responsive efforts of the Governor and his task force, DPS Administration, and NHTSA for continual communication and guidance as we adapted to the changes.

With spring being one of our busiest times of the year for events, conferences, evaluations, training classes, and enforcement overtime our staff has worked diligently to reschedule or cancel planned activities. The Highway Safety Office has worked closely with our partners to find creative solutions to keep traffic safety a priority in the communities, while being sensitive to the climate. One of those ways was to incorporate traffic safety messaging into the current health safety messages being used for COVID-19.

We have hired four new staff since September, and for the first time in almost two years have all of our positions filled. Our new Law Enforcement Liaison (LEL), a retired Utah Highway Patrol (UHP) trooper, started in May and we are excited to have him on board and ready to connect with the law enforcement community and our partner agencies. We also relocated our office during the month of April. After 8 plus years working out at the Salt Lake International Center, we are now located in Taylorsville, where we are physically closer to the Department of Public Safety (DPS) Administration and Utah Department of Transportation (UDOT).

Crash trends show that as of June 1, 2020 there have been 91 fatal crashes resulting in 99 deaths statewide. So far for 2020, data shows that fatalities are up and overall crashes are down. With less traffic on the roads during the COVID-19 crisis, Utah saw less crashes but more fatal crashes. Excessive speeds seemed to be one of the leading contributing factors, with law enforcement noticing a large increase of speeds topping over 100 mph.

Similar to the rest of the nation, traffic related fatalities in Utah have been decreasing since 2016. Utah traffic crashes continue to fluctuate from year to year. There were 237 fatalities in

Motorcycle deaths have decreased by 12 since 2018.

Pedestrian fatalities had an increase of 4 in 2019 compared to 2018.

Utah had 40.7% fewer unrestrained fatalities in 2018 than 2017. There was a decrease of 6 fatalities in 2019.

Although there were fewer fatalities due to speed in 2018, speeding continues to be a factor for traffic deaths in Utah.

2019 – 23 fewer than in 2018. In recent years speed has been the leading contributing factor for traffic related deaths; currently it is still a factor but no longer the leading factor. Teen drivers have more total crashes than any other age group, followed by senior drivers. For 2019, motorcycle fatalities declined but pedestrian fatalities increased. Utah had almost 41 percent fewer unrestrained fatalities in 2018 than 2017, and in 2019 there was a decrease of 6 fatalities. The number of fatalities involving a driver with a BAC of .08 is the lowest it has been in Utah over the past 10 years; there were 19 in 2019.

For FY2021 we will continue to prioritize our efforts in those areas where we are seeing increases while also continuing our work to reduce all fatalities, crashes and injuries on Utah roadways.

## SECTION II – HIGHWAY SAFETY PLANNING PROCESS

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

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



### Data Analysis

The Utah Highway Safety Office (UHSO) collected data from a variety of sources as a prelude to the planning for the FY2021 Highway Safety Plan, including:

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

Raw crash and injury data is collected, analyzed and compiled by the UHSO to support the performance measures used in the development and implementation of Utah’s Highway Safety Plan and related programs. This includes 11 Core Performance Measures that the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA) agreed upon (C-1 through C-11), as well as three Activity Measures (A-1 through A-3), one Behavioral Measure (B-1), and sixteen performance measures specific to Utah programs (U-1 through U-16).

## Establish Performance Measures

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

### Activity and Behavior Performance Measures

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

### Core Performance Measures

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

### State-Specific Performance Measures

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

- U-14) Number of Utah drowsy driving-related fatalities
- U-15) Number of Utah traffic fatalities involving a distracted driver
- U-16) Number of drivers age 65 or older in Utah fatal crashes

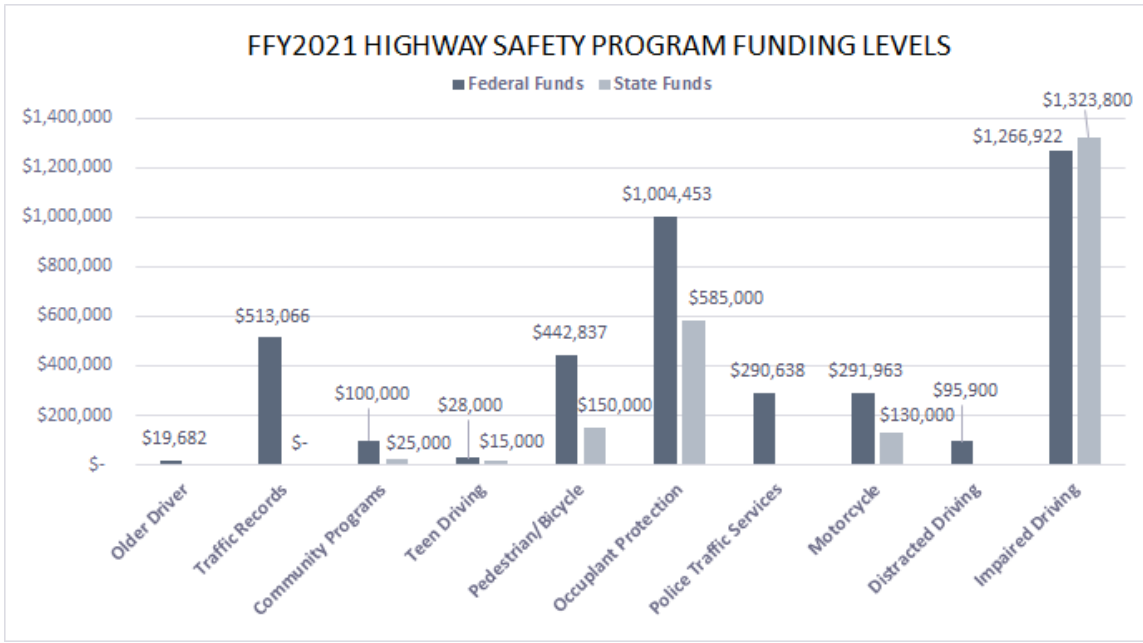
Each performance measure identifies a 5 year rolling average. For this HSP, the five-year rolling average is 2016-2020. Trends are evaluated in each of the performance measures. To further scrutinize and analyze the data, an environmental scan was conducted to determine other influencing factors such 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 (65 percent) of the funding consisting of awards from the National Highway Traffic Safety Administration (NHTSA). Of the federal NHTSA dollars received, both 402 and 405 grant funds are used to support the state's Highway Safety Plan. Whereas 405 funding is dedicated to specific programs (i.e. occupant protection, impaired driving, traffic records, distracted driving, non-motorized roadway users), 402 funds must be distributed to the various program areas. Utah's strategy for allocating these 402 funds to the programs is based on using a process to identify statewide fatal crash characteristics, especially as they relate to driver behavior performance areas. The seven programs that were identified and include common fatal crash characteristics were speed, unrestrained occupants, older drivers, impaired drivers, pedestrians/bicyclists, motorcycles and distracted drivers. Other programs considered when establishing funding levels include, traffic records, teen driving, and community programs.

To determine the level of funding provided to each of the program areas, the UHSO took into account its role in the individual programs. This was assessed using a five tier rating system ranging from minimal to primary. For example, the UHSO's role in speed enforcement was rated as low since law enforcement statewide are performing this task during normal, daily patrols. While the UHSO's role in pedestrian and bicycle safety is high with the state's Vulnerable Roadway Program Manager housed within the Division and there is minimal support from other agencies in overseeing these program areas. Using this information, each characteristic was weighted and a percentage target of available funding was established. Based on the analysis process, areas that receive enough dedicated 405 and/or state monies to manage the program goals, are given no additional Section 402 funding. After removing such programs, a final available funding split is established. The breakdown of the funding levels by program area is provided in the chart below and includes both 402 and 405 allocations. The funding levels include new monies awarded in FY2021 plus some carry-forward from the previous years.



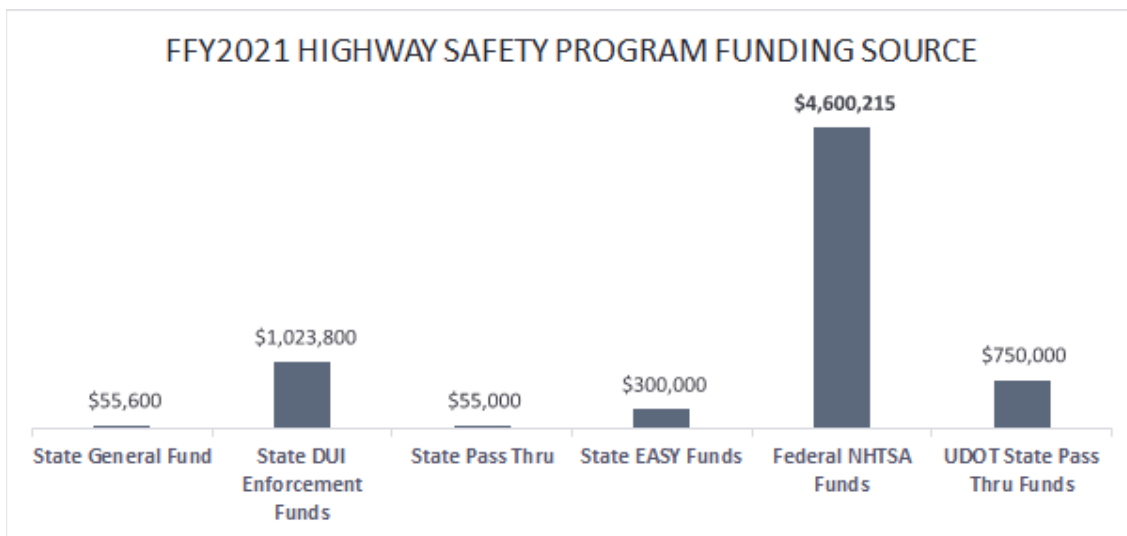


## Other Funding Sources

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

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

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



## Countermeasures and Project Selection

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

- Responds to the UHSO's identified problem areas
- Use of evidence-based countermeasures (such as those in Countermeasures That Work)
- Supports UHSO Performance Measures
- Realistic goals, objectives and activities
- Achievable timelines
- Effective evaluation methods
- Adequate budget detail
- Seat Belt Policy Included in application

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

- How many years has this grant been funded. Has the project been successful and should it continue?
- How many grants in total, from Highway Safety, has this agency applied for and received?
- What size of population will be affected by this proposal?
- What are the long term effects of the population by implementing this proposal?

- How does this grant fit in the budget? What are the cost benefits?
- Does the proposed application require any amendments prior to approval?

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

## Participants in the Planning Process

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

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

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

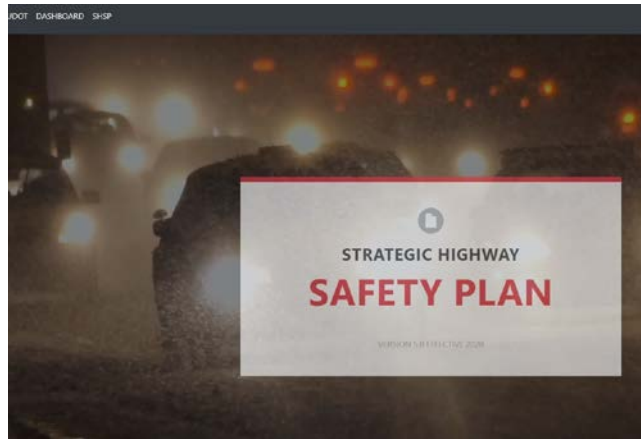
- Utah Department of Public Safety
- Utah Department of Transportation (UDOT)
- Utah Department of Health (UDOH)
- National Highway Traffic Safety Administration (NHTSA)
- Federal Highway Administration (FHWA)
- Federal Motor Carrier Safety Administration (FMCSA)
- Utah Transit Authority
- Salt Lake City Transportation Department
- Mountainland Association of Governments
- Wasatch Front Regional Council
- Utah Local Technical Assistance Program Center (LTAP)
- Dixie Metropolitan Planning Organization
- Cache Metropolitan Planning Organization
- Operation Lifesaver
- Primary Children's Hospital
- 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 save lives by changing behavior, so everyone on Utah’s roadways arrives safely. Although the UHSO is the only agency in the state with the sole purpose of reducing traffic-related deaths and injuries on our roadways, 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 committee began the process to draft a new online interactive version of the SHSP in 2019. The finalized version was scheduled to be unveiled in April 2020. However, due to the impacts of COVID, the SHSP will not be unveiled and formally accepted by FHWA until August 2020. The online version incorporates the same five behaviors as in previous versions: Aggressive Driving/Speed, Impaired Driving, Distracted Driving, Drowsy Driving, and Not Buckling Up. The implementation of this strategic plan is the culmination of the joint efforts of Utah’s traffic safety organizations. The UHSO’s Highway Safety Plan supports the SHSP. Highway Safety program managers and administration participate or oversee committees or task force groups that are directly involved in most of the focus areas of the SHSP. This participation helps set the direction for our future collective safety effort, leverage the limited resources, and obtain maximum impact.



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

- Utah Driver and Traffic Safety Association (UDTSEA)
- Utah Teen Driving Task Force
- State USAAV DUI Committee
- ADF Committee
- Safe Kids Utah Executive and Advisory Committees
- Utah Operation Lifesaver Board

- Utah Traffic Records Committee (UTRC)
- Traffic Safety Resource Prosecutor Advisory Board
- Utah Emergency Medical Services for Children Advisory Committee

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

- Hot Spots Group: meets monthly to discuss “hot spots” related to speed, distracted driving, impaired driving, and occupant protection. Once locations are identified, enforcement activity is directed to address specific traffic safety issues in those areas.
- Zero Fatalities Executive Committee: Meets quarterly to review, update and discuss interagency traffic safety messaging opportunities. This provides an opportunity for open communication between the UHSO, Utah Highway Patrol, Utah Department of Transportation, Zero Fatalities Team, and the Utah Department of Health.
- Utah Transportation and Public Safety Crash Data Initiative (UTAPS) Advisory Committee: Meets quarterly to review, update and discuss the direction of the project. Representatives are from DPS - Highway Safety Office, Utah Highway Patrol, Technology Services; UDOT - Traffic and Safety Division, Technology Services, Motor Carrier Division.

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 unfunded 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. 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.

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

## SECTION IV – PERFORMANCE MEASURES

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

The tables below provide a review of the progress made and also the targets for FY2021 for each National and Utah performance measure.

When possible, the latest year of Fatality data available was used for data analysis. As required, the UHSO collaborates with the Utah Department of Transportation on National Performance Measures C-1 through C-3. Because of this collaboration and the requirements in place by FHWA, the latest 5-year rolling average used to analyze the target for FY2021 includes FY2016-FY2020.

### Performance Report

| PM#   | Performance measure name  | Progress    |
|---|---|-------------|
| C-1   | Number of traffic fatalities (FARS)   | In Progress |
| Utah set a target, using the 5-year rolling average, for 2016-2020 of 263.5 fatalities. As of June 16, 2020 the average would be 232.6. Utah will need to continue its efforts to meet the 2020 goal.     |   |             |
| C-2   | Number of serious injuries in traffic crashes (State crash data files)                  | In Progress |
| Utah set a target, using the 5-year rolling average, for 2016-2020 of 1415 serious injuries. As of June 16, 2020 the average would be 1237. Utah will need to continue its efforts to meet the 2020 goal. |   |             |
| C-3   | Fatalities/VMT (FARS, FHWA)   | In Progress |
| Utah set a target, using the 5-year rolling average, for 2016-2020 of .82 fatalities/VMT. As of June 16, 2020 the average would be .82. Utah will need to continue its efforts to meet the 2020 goal.     |   |             |
| C-4   | Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) | In Progress |
| Utah set a target, using the 5-year rolling average, for 2016-2020 of 66.8 unrestrained occupant deaths. As of June 16, 2020 the average would be 54.8. Utah will need to                                 |   |             |

|  |  |             |
|--|--|-------------|
| continue its efforts to meet the 2020 goal.  |  |             |
| C-5  | Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | In Progress |
| Utah's target goal (2016-2020) fatalities involving a driver with a BAC of .08 or greater is 40.4 As of June 25, 2020 the average would be 29.4. Utah will need to continue its efforts to meet the 2020 goal. |  |             |
| C-6  | Number of speeding-related fatalities (FARS)   | In Progress |
| Utah set a target of 67.4 deaths for 2016-2020. As of June 16, 2020 the average would be 60.8. Utah will need to continue its efforts to meet the 2020 goal.   |  |             |
| C-7  | Number of motorcyclist fatalities (FARS)   | In Progress |
| Utah set a target of 38.1 deaths for 2016-2020. As of June 16, 2020 the average would be 34. Utah will need to continue its efforts to meet the 2020 goal.   |  |             |
| C-8  | Number of unhelmeted motorcyclist fatalities (FARS)  | In Progress |
| Utah set a target of 18.9 deaths for 2016-2020. As of June 16, 2020 the average would be 17.2. Utah will need to continue its efforts to meet the 2020 goal.   |  |             |
| C-9  | Number of drivers age 20 or younger involved in fatal crashes (FARS)   | In Progress |
| Utah set a target of 42.8 deaths in 2016-2020 at this point. As of June 16, 2020 the average would be 38. Utah will need to continue its efforts to meet the 2020 goal.  |  |             |
| C-10   | Number of pedestrian fatalities (FARS)   | In Progress |
| Utah set a target of 39 pedestrian deaths for 2016-2020. As of June 16, 2020 the average would be 35. Utah will need to continue its efforts to meet the 2020 goal.  |  |             |
| C-11   | Number of bicyclists fatalities (FARS)   | In Progress |
| Utah set a target of 4.4 in 2016-2020. As of June 16, 2020 the average would be 4.4 Utah will need to continue its efforts to meet the 2020 goal.  |  |             |
| A-1  |  | 3143        |

|   |   |             |
|---|---|-------------|
| Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities   |   |             |
| A-2   |   | 2834        |
| Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities  |   |             |
| A-3   |   | 9442        |
| Number of Speeding Citations Issued During Grant-funded Enforcement Activities  |   |             |
| B-1   | Observed seat belt use for passenger vehicles, front seat outboard occupants (survey) | In Progress |
| Utah set a target of 88.5% usage rate in 2016-2020. The 2019 usage rate was 90.2%, showing an increasing trend. Due to COVID19, Utah was not required to conduct a survey in 2020. Therefore the current usage rate stands at 90.2% |   |             |
| U-1   | Child Safety Seat Use for Children Ages 0-8 years in Traffic Crashes                  | In Progress |
| Utah set a target of 68.8% in 2016-2020. As of June 16, 2020 the average would be 68.1%. Utah will need to continue its efforts to meet the 2020 goal.  |   |             |
| U-2a  | Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes                  | In Progress |
| Utah set a target of 94.5% in 2016-2020. As of June 16, 2020 the average would be 90.7% Utah will need to continue its efforts to meet the 2020 goal.   |   |             |
| U-2b  | Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes                  | In Progress |
| Utah set a target of 86.5% in 2016-2020. As of June 16, 2020 the average would be 85%. Utah will need to continue its efforts to meet the 2020 goal.  |   |             |
| U-2c  | Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes                  | In Progress |
| Utah set a target of 43.5% in 2016-2020. As of June 16, 2020 the average would be 42.5%. Utah will need to continue its efforts to meet the 2020 goal.  |   |             |
| U-3   | Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19                               | In Progress |



|  |  |                   |
|--|--|-------------------|
|  | years That Were Unrestrained   |                   |
| Utah set a target of 54.5% in 2016-2020. As of June 16, 2020 the average would be 45.6% Utah will need to continue its efforts to meet the 2020 goal.                          |  |                   |
| U-4a   | Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 pm to 5:59 a.m.) | Not Met Currently |
| Utah set a target of 58.6% in 2016-2020. As of June 16, 2020 the average would be 62.8%. Utah will need to continue its efforts to reduce this number to meet the 2020 goal. . |  |                   |
| U-4b   | Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 pm)    | Not Met Currently |
| Utah set a target of 31.1% in 2016-2020. As of June 16, 2020 the average would be 36.9% Utah will need to continue its efforts to reduce this number to meet the 2020 goal.    |  |                   |
| U-5a   | Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural                                       | In Progress       |
| Utah set a target of 27.5% in 2016-2020. As of June 16, 2020 the average would be 28.7% Utah will need to continue its efforts to reduce this number to meet the 2020 goal.    |  |                   |
| U-5b   | Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban                                       | In Progress       |
| Utah set a target of 22.5% in 2016-2020. As of June 16, 2020 the average would be 19.5% Utah will need to continue its efforts to meet the 2020 goal.                          |  |                   |
| U-6a   | Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers   | In Progress       |
| Utah set a target of 107.1 in 2016-2020. As of June 16, 2020 the average would be 88. Utah will need to continue its efforts to meet the 2020 goal.                            |  |                   |
| U-6b   | Utah Fatalities Involving an Impaired Driver - Evidenced Based Drug Impaired Driver                              | In Progress       |
| Utah set a target of 64.1% in 2016-2020. As of June 16, 2020 the average would be  |  |                   |

|  |   |                   |
|--|---|-------------------|
| 52.8%. Utah will need to continue its efforts to meet the 2020 goal.   |   |                   |
| U-7  | Utah Helmeted Motorcycle Fatalities   | Currently Not Met |
| Utah set a target of 38.8% in 2016-2020. As of June 16, 2020 the average would be 45.04% Utah will need to continue its efforts to reduce the number to meet the 2020 goal.  |   |                   |
| U-8  | Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists                        | In Progress       |
| Utah set a target of 14 in 2016-2020. As of June 16, 2020 the average would be 14.7. Utah will need to continue its efforts to meet the 2020 goal.   |   |                   |
| U-9  | Teen Driver Crash Rate per 1,000 Licensed Driver  | In Progress       |
| Utah set a target of 79.9 in 2016-2020. As of June 16, 2020 the average would be 73.1. Utah will need to continue its efforts to meet the 2020 goal.   |   |                   |
| U-10   | Pedestrian in Utah Crashes per 10,000 Licensed Driver                                   | In Progress       |
| Utah set a target of 2.74 in 2016-2020. As of June 16, 2020 the average would be 2.9. Utah will need to continue its efforts to meet the 2020 goal.  |   |                   |
| U-11   | Bicyclists in Utah Crashes per 10,000 population  | In Progress       |
| Utah set a target of 1.59 in 2016-2020. As of June 16, 2020 the average would be 1.66. Utah will need to continue its efforts to meet the 2020 goal.   |   |                   |
| U-12   | Drivers in Utah Fatal Crashes with Known BAC results                                    | Currently Not Met |
| Utah set a target of 50.4% in 2016-2020. As of June 16, 2020 the average would be 51.86%. Utah has not met this goal as of now. The increase will be monitored and HSO will continue enforcement efforts in this program.  |   |                   |
| U-13   | Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes | Currently Not Met |
| Utah has not met this goal at this time. Utah has set a goal 5.9% in 2016-2020. The current rate as of June 16, 2020 is indicating 6.4% This will be a difficult trend to continue decreasing. Utah plans to conduct a review of performance measures in the upcoming fiscal year. |   |                   |
| U-14   | Utah Drowsy Driving-related   | Not Met           |

|   |  |         |
|---|--|---------|
|   | Fatalities   |         |
| Utah set a target of 8.17 in 2016-2020. As of June 16, 2020 the average would be 10.6. Utah has not met this goal as of now. Research will be conducted to determine the demographic in this area so that we can effectively provide outreach.  |  |         |
| U-15  | Utah Traffic Fatalities<br>Involving a Distracted Driver | Not Met |
| Utah set a target of 15.1 in 2016-2020. As of June 16, 2020 the average would be 16.4. Utah has not met this goal as of now. The message for Zero Fatalities in the upcoming year will be centered on driver distractions. Additionally, HSO will continue enforcement efforts in this program. |  |         |
| U-16  | Driver Age 65 or Older in Utah<br>Fatal Crashes          | Not Met |
| Utah set a target of 43 in 2016-2020. As of June 16, 2020 the average would be 47.2. Utah has not met this goal as of now. Utah will increase efforts in the Older Driver program, focusing on education and outreach to high risk populations.   |  |         |

## Performance Plan

| PM#  | Performance measure name / Performance Target Justification  | Target Period | Target Start Year | Target End Year | Target Value |
|--|--|---------------|-------------------|-----------------|--------------|
| C-1  | Number of traffic fatalities (FARS)  | 5 Year        | 2017              | 2021            | 251.7        |
| Target goals for reduction of fatalities are coordinated with the Utah Department of Transportation. Fatalities and Serious Injuries are reduced by 2.5% per year to reflect goals set in Utah's Highway Strategic Plan document approved in 2015.                               |  |               |                   |                 |              |
| C-2  | Number of serious injuries in traffic crashes (State crash data files)                                       | 5 Year        | 2017              | 2021            | 1363.2       |
| Target goals for reduction of serious injuries are coordinated with the Utah Department of Transportation. Fatalities and Serious Injuries are reduced by 2.5% per year to reflect goals set in Utah's Highway Strategic Plan document approved in 2015.                         |  |               |                   |                 |              |
| C-3  | Fatalities/VMT (FARS, FHWA)  | 5 Year        | 2017              | 2021            | .78          |
| Target goals for reduction of fatalities per VMT are coordinated with the Utah Department of Transportation. VMT data can be highly variable from year-to-year, however Utah's VMT has remained relatively constant for since 2016.  |  |               |                   |                 |              |
| C-4  | Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)                      | 5 Year        | 2017              | 2021            | 66           |
| Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 67% (2015 - 2019). Target goals for the reduction of this performance measure are in line with the trend line data point for 2016-2020.  |  |               |                   |                 |              |
| C-5  | Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 5 Year        | 2017              | 2021            | 35.3         |
| Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 35.8 (2015 - 2019). Target goals for the reduction of this performance measure are in line with the trend line data point for 2016-2020. |  |               |                   |                 |              |

|   |  |        |      |      |      |
|---|--|--------|------|------|------|
| C-6   | Number of speeding-related fatalities (FARS)                         | 5 Year | 2017 | 2021 | 67.3 |
| <p>Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 68.8 (2015 - 2019). Target goals for the reduction of this performance measure were set according to the trend line using the data point for 2016-2020.</p>  |  |        |      |      |      |
| C-7   | Number of motorcyclist fatalities (FARS)                             | 5 Year | 2017 | 2021 | 38.1 |
| <p>Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 39.4 (2015 - 2019). Using this method, the target would be 38.8, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal. Target goals for the reduction of this performance measure were set according to the trend line using the data point for 2016-2020.</p> |  |        |      |      |      |
| C-8   | Number of unhelmeted motorcyclist fatalities (FARS)                  | 5 Year | 2017 | 2021 | 18.9 |
| <p>Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 19.4 (2015 - 2019). Using this method, the target would be 19.1, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal. Target goals for the reduction of this performance measure were set according to the trend line using the data point for 2016-2020.</p> |  |        |      |      |      |
| C-9   | Number of drivers age 20 or younger involved in fatal crashes (FARS) | 5 Year | 2017 | 2021 | 42.7 |
| <p>Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 43.4 (2015 - 2019). Target goals for the reduction of this performance measure were set according to the trend line using the data point for 2016-2020.</p>  |  |        |      |      |      |
| C-10  | Number of pedestrian fatalities (FARS)                               | 5 Year | 2017 | 2021 | 39.2 |
| <p>Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 42 (2015 - 2019). Using this method, the target would be 41.4, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal. Target goals for the reduction of this performance measure were set according to the trend line using the data point for 2016-2020.</p>   |  |        |      |      |      |
| C-11  | Number of bicyclists fatalities (FARS)                               | 5 Year | 2017 | 2021 | 4.4  |

Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 5 (2015 - 2019). Using this method, the target would be 4.9, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal. Target goals for the reduction of this performance measure were set according to the trend line using the data point for 2016-2020.

|     |   |        |      |      |       |
|-----|---|--------|------|------|-------|
| B-1 | Observed seat belt use for passenger vehicles, front seat outboard occupants (survey) | 5 Year | 2017 | 2021 | 91.1% |
|-----|---|--------|------|------|-------|

Utah's seat belt usage in 2019 was 90.2% Due to COVID, Utah opted to not conduct a survey in FY2020, therefore the seatbelt usage remains at 90.2%. Utah has opted to set a goal to increase usage by 1% for FY2021.

|     |  |        |      |      |     |
|-----|--|--------|------|------|-----|
| U-1 | Child Safety Seat Use for Children Ages 0-8 years in Traffic Crashes | 3 Year | 2019 | 2021 | 69% |
|-----|--|--------|------|------|-----|

Target goals for the increase of this performance measure have been set with a 1.5% increase of the three year moving average total of 68% (2017 - 2019).

|      |  |        |      |      |       |
|------|--|--------|------|------|-------|
| U-2a | Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes | 3 Year | 2019 | 2021 | 94.5% |
|------|--|--------|------|------|-------|

Target goals for the increase of this performance measure have been set with a 1.5% increase of the three year moving average total of 92.1% (2017 - 2019). Using this method, the target would be 93.5%, a decrease from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|      |  |        |      |      |       |
|------|--|--------|------|------|-------|
| U-2b | Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes | 3 Year | 2019 | 2021 | 86.5% |
|------|--|--------|------|------|-------|

Target goals for the increase of this performance measure have been set with a 1.5% increase of the three year moving average total of 84.8% (2017 - 2019). Using this method, the target would be 86.1%, a decrease from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|      |  |        |      |      |       |
|------|--|--------|------|------|-------|
| U-2c | Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes | 3 Year | 2018 | 2020 | 43.5% |
|------|--|--------|------|------|-------|

Target goals for the increase of this performance measure have been set with a 1.5% increase of the three year moving average total of 42.6% (2017 - 2019). Using this method, the target would be 43.2%, a decrease from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|   |  |        |      |      |       |
|---|--|--------|------|------|-------|
| U-3   | Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained                             | 3 Year | 2019 | 2021 | 48.3% |
| Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 49% (2017 - 2019).   |  |        |      |      |       |
| U-4a  | Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 pm to 5:59 a.m.) | 3 Year | 2019 | 2021 | 58%   |
| Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 58.8% (2017 - 2019).   |  |        |      |      |       |
| U-4b  | Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 pm)    | 3 Year | 2019 | 2021 | 31.1% |
| Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 33.8% (2017 - 2019). Using this method, the target would be 33.3%, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal. |  |        |      |      |       |
| U-5a  | Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural                                       | 3 Year | 2019 | 2021 | 27.5% |
| Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 29.5% (2017 - 2019). Using this method, the target would be 29.9%, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal. |  |        |      |      |       |
| U-5b  | Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban                                       | 3 Year | 2019 | 2021 | 19.9% |
| Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 20.2% (2017 - 2019).   |  |        |      |      |       |
| U-6a  | Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers   | 3 Year | 2019 | 2021 | 107.1 |
| Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 110.3 (2017 - 2019). Using this  |  |        |      |      |       |

method, the target would be 108.6, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|      |   |        |      |      |      |
|------|---|--------|------|------|------|
| U-6b | Utah Fatalities Involving an Impaired Driver - Evidenced Based Drug Impaired Driver | 3 Year | 2019 | 2021 | 64.1 |
|------|---|--------|------|------|------|

Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 66.2 (2017 - 2019). Using this method, the target would be 65.2, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|     |                                     |        |      |      |       |
|-----|-------------------------------------|--------|------|------|-------|
| U-7 | Utah Helmeted Motorcycle Fatalities | 3 Year | 2019 | 2021 | 38.8% |
|-----|-------------------------------------|--------|------|------|-------|

Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 47.7% (2017 - 2019). Using this method, the target would be 47%, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|     |  |        |      |      |    |
|-----|--|--------|------|------|----|
| U-8 | Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists | 3 Year | 2019 | 2021 | 14 |
|-----|--|--------|------|------|----|

Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 15.2 (2017 - 2019). Using this method, the target would be 15, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|     |  |        |      |      |    |
|-----|--|--------|------|------|----|
| U-9 | Teen Driver Crash Rate per 1,000 Licensed Driver | 3 Year | 2019 | 2021 | 76 |
|-----|--|--------|------|------|----|

Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 77.2 (2017 - 2019).

|      |   |        |      |      |     |
|------|---|--------|------|------|-----|
| U-10 | Pedestrian in Utah Crashes per 10,000 Licensed Driver | 3 Year | 2019 | 2021 | 2.7 |
|------|---|--------|------|------|-----|

Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 2.9 (2017 - 2019). Using this method, the target would be 2.85, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|      |  |        |      |      |      |
|------|--|--------|------|------|------|
| U-11 | Bicyclists in Utah Crashes per 10,000 population | 3 Year | 2019 | 2021 | 1.59 |
|------|--|--------|------|------|------|



Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 1.71 (2017 - 2019). Using this method, the target would be 1.7, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|      |  |        |      |      |       |
|------|--|--------|------|------|-------|
| U-12 | Drivers in Utah Fatal Crashes with Known BAC results | 3 Year | 2019 | 2021 | 50.1% |
|------|--|--------|------|------|-------|

Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 53.6% (2017 - 2019). Using this method, the target would be 52.8%, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|      |   |        |      |      |     |
|------|---|--------|------|------|-----|
| U-13 | Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes | 3 Year | 2019 | 2021 | 5.9 |
|------|---|--------|------|------|-----|

Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 6.4 (2017 - 2019). Using this method, the target would be 6.3, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|      |  |        |      |      |      |
|------|--|--------|------|------|------|
| U-14 | Utah Drowsy Driving-related Fatalities | 3 Year | 2019 | 2021 | 8.17 |
|------|--|--------|------|------|------|

Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 10 (2017 - 2019). Using this method, the target would be 9.9, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|      |   |        |      |      |       |
|------|---|--------|------|------|-------|
| U-15 | Utah Traffic Fatalities Involving a Distracted Driver | 3 Year | 2019 | 2021 | 15.07 |
|------|---|--------|------|------|-------|

Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 17.3 (2017 - 2019). Using this method, the target would be 17, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.

|      |  |        |      |      |    |
|------|--|--------|------|------|----|
| U-16 | Driver Age 65 or Older in Utah Fatal Crashes | 3 Year | 2018 | 2020 | 43 |
|------|--|--------|------|------|----|

Target goals for the decrease of this performance measure have been set with a 1.5% decrease of the three year moving average total of 55 (2017 - 2019). Using this method, the target would be 54.2, an increase from the FY2020 target. In these cases, UHSO opts to maintain the previous year's goal.





## SECTION V – COUNTERMEASURES AND PROJECTS

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

### **Program Administration and Support**

- Personnel, Planning and Administration

### **Community Traffic Safety Programs**

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

### **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

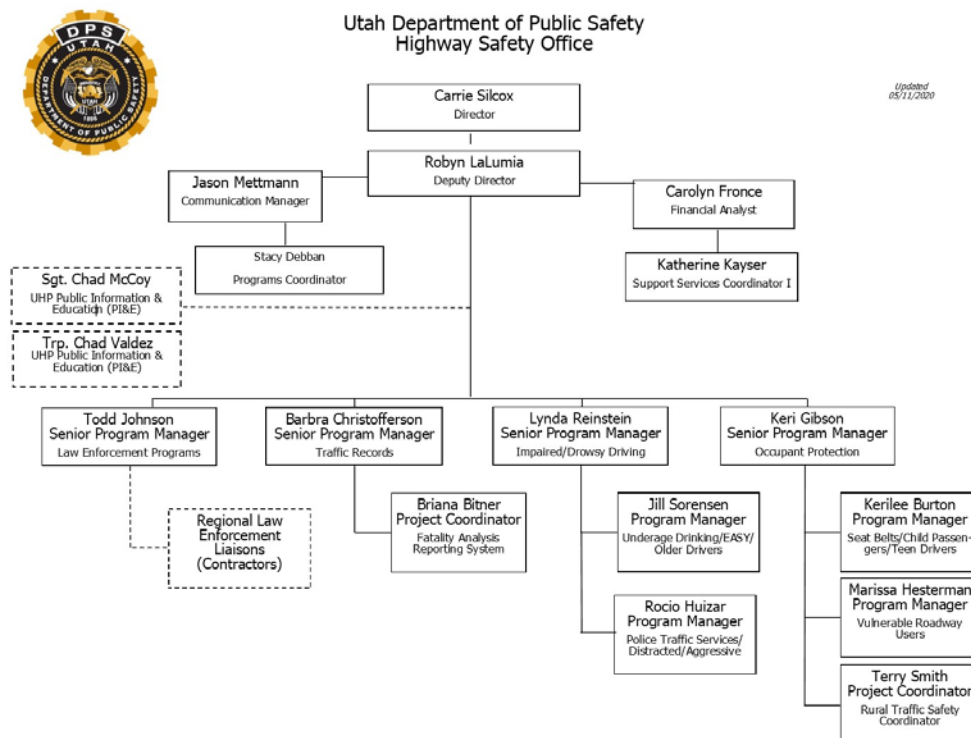
### **Traffic Records**

- Data Improvement Projects

# PROGRAM ADMINISTRATION AND SUPPORT

## Problem Identification:

The Utah Highway Safety Office (UHSO) is one of the smallest Divisions within the Utah Department of Public Safety with 16 on staff. The office is self-contained and self-sufficient with each staff member having a specific program area or responsibility to ensure that the state's Highway Safety Plan is developed and implemented in an efficient and effective manner. The team consists of five senior program managers who oversee the largest of the traffic safety program areas including, Occupant Protection, Impaired Driving, Traffic Records, Law Enforcement Programs (LEL), and Communications. In addition, there are six program coordinators who oversee other program areas including, police traffic services (TSEP, equipment grants, speed, aggressive driving), distracted driving, vulnerable roadway users (pedestrian, bicycle and motorcycle safety), youth alcohol, older drivers, child passenger safety, business outreach, rural outreach, and teen driving. The UHSO also supports the Fatality Analysis Reporting System (FARS), a fiscal analyst, and a support services coordinator. The office also houses the Utah Highway Patrol's Public Information and Education Program that includes two full-time troopers.



## Utah Performance Target in 2021:

- Utah's performance target for C-1 251.7
- Utah's performance target for C-2 1363.2

## Planned Countermeasures:

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

## Project Descriptions:

**PA211001**  
**Project Year**  
**Manager**

**PLANNING AND ADMINISTRATION**  
**Ongoing**  
**Carrie Silcox**

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

services, phones, mail, office supplies and related office equipment and support for the grant management system are also part of this project.

**CP210201**  
**Project Year**  
**Manager**

**PERSONNEL**  
**Ongoing**  
**Robyn LaLumia**

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

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

**CP210202**  
**Project Year**  
**Manager**

**ADMINISTRATIVE SUPPORT**  
**Ongoing**  
**Robyn LaLumia**

The Utah Highway Safety Office continually studies and analyzes annual and historical state and national crash data to identify trends, emerging problem areas, and to measure the success of previous efforts. State and federal funding resources are also analyzed to determine how best to use available monies to effectively address the identified problems. This information is incorporated as part of the Highway Safety Planning and Annual Reporting process for Utah. Other tasks performed include providing support for project development such as technical assistance, resource allocation, monitoring and reporting. This project covers costs associated with communications, research, training, workshops, administration travel, contractual services, and developing and distributing educational materials. Other fully or partially funded expenses include the ongoing support for the electronic grant management system, technology services, phones, office equipment, and costs associated with the standard support of office staff.

**CP210206, 2PE21040 9, 6OT210308, 9MA210902, HX210704, 3DA210504,**  
**FESX210202**  
**Project Year**  
**Manager**

**Traffic Safety Initiatives Support**  
**Ongoing**  
**Robyn LaLumia**

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

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

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

# COMMUNITY TRAFFIC SAFETY PROGRAMS

## Problem Identification:

Community Traffic Safety programs serve as the cornerstone of local interaction and education, allowing for additional outreach opportunities to areas or populations in Utah that the Highway Safety Office finds difficult to reach. According to HealthyPeople2020, educational and community-based programs play a key role in preventing motor vehicle crashes and related injuries and fatalities. Safe behaviors are partially determined by influences at multiple levels including personal, organizational, institutional, environmental and policy. Because significant and dynamic interrelationships exist among these different levels of health determinants, educational and community-based programs are most likely to succeed in improving health and wellness when they address influences at all levels and in a variety of environments/settings

With such a small staff, it is important for the Highway Safety Office to utilize partners, law enforcement agencies, businesses, hospitals, and other stakeholders to provide public information and education through community outreach efforts. State and National data is analyzed to identify problem areas and trends. In partnership with the community programs, projects are implemented to address the identified challenges.

Utah consists of 29 counties with 6 being urban and 23 rural or frontier. There are 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State.

Between 2014 - 2018, 296,737 motor vehicle crashes occurred in Utah. On average, there are 59,347 crashes per year of which 17,433 involve injuries and 245 involve deaths.

- 1,348 people died in a crash; 45.8% were drivers, 21.5% were passengers, 15.4% were motorcyclists, 15.1% were pedestrians, and 2.1% were bicyclists;
- Speed was the contributing factor for 25% of all fatalities and accounted for 14% of all crashes;
- Nearly one-third of the deaths were to unrestrained occupants;
- Teenage drivers account for 35% of total crashes, which is higher than any other age group;
- Rural fatalities accounted for 51% of all deaths;
- Between 2009-2018 there have been 135 crashes in which 28 people have died, and 41 people have been injured at highway-rail grade crossings.

## Utah Performance Target in 2021:

- Utah's performance target for C-1 is 251.7
- Utah's performance target for C-2 is 1363.2
- Utah's performance target for C-3 is .78



## 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, 2017)

## Project Descriptions:

|                     |                            |
|---------------------|----------------------------|
| <b>CP210203</b>     | <b>OPERATION LIFESAVER</b> |
| <b>Project Year</b> | <b>Ongoing</b>             |
| <b>Manager</b>      | <b>Marissa Hesterman</b>   |

During the last 10 years (2009 -2018), there have been 135 crashes in which 28 people have died and 41 people have been injured at highway -rail grade crossings.

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

Rail traffic in Utah has increased dramatically with the creation of Utah Transit Authority's (UTA) TRAX light rail trains in 1999 (with four additional lines completed), UTA's FrontRunner commuter rail trains in 2009 and 2012, UTA's Sugar House streetcar line in 2014. There are approximately 580 more trains per day operating in Utah than 16 years ago!

402 Funds will be used to pay for attendance to training, training materials, rent, placement of public service announcements (radio, TV, print, movie theaters), activity books and coloring books with rail safety messages for children and other miscellaneous operating expenses including program insurance, internet, and etc.

UDOT Funds will be used to pay for attendance to training, training materials, rent, placement of public service announcements (radio, TV, print, movie theaters), activity books and coloring

books with railsafety messages for children and program educational and enhancement items for audiences at presentations, safety fairs, community events, etc.

**CP210204**                      **UHP PUBLIC INFORMATION & EDUCATION / ADOPT -A-HIGH SCHOOL**  
**Project Year**                      **Ongoing**  
**Manager**                              **Rocio Huizar**

There are roughly 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State. The Utah Highway Patrol (UHP) is the lead law enforcement agency that patrols these stretches of roadway. Each year, the UHP handles nearly one-third of the traffic crashes in the state. Because of UHP's involvement and dedication to traffic safety, the main areas of educational emphasis are distracted and aggressive driving, impaired/drugged driving, occupant protection, speed, bicycle and pedestrian safety, drowsy driving, and motorcycle safety.

For 2018 --the most recent accurate data available --in the state of Utah: Drivers aged 15 -24 years had the highest crash rates per licensed driver in Utah though teens actually saw an increased number of Teenage Driver Involved Fatalities. From 2014 -2018 Utah still lost 134 teen lives on its roads. Utah teens represented approximately 8.9% of licensed drivers in the state, yet they represented 13% of all drivers involved in motor vehicle crashes. It is also worth pointing out that teen crash involvement remained at 21%. Though there may be a variety of factors for this, it seems most likely that our outreach and education efforts have played a large part as to why we are maintaining these numbers and haven't seen an increase or decrease.

Teens must still be educated about the importance of safe driving behaviors such as buckling up, avoiding distractions, never driving impaired or over the speed limit. Examining 2018, Utah saw increased success with the teen crash rates in a downward trend; however, this is where we need to carry the momentum forward. Also, 2018 was the second year that speed was not the leading cause of a collision. Alcohol-related driver crashes saw an increase in 2018 after seeing a continuous decrease from 2015 -2017. Drug-related driver crashes have also seen an increase in 2018. Impaired driving as a whole saw 1039 crashes in 2018.

By establishing positive and safe driving practices with teen and young adult drivers, these behaviors will be carried forward.

There are still several areas that need addressing: in 2018, 830 motor vehicle crashes involved pedestrians; 811 people were injured in those crashes and 38 were killed. Older drivers (aged 65+) crashes per year have increased steadily in the last 7 years, for a total increase of 37% during that period. About 30% of motorcycle drivers in crashes were between 20 and 29 years old.

With teen fatalities finally in a downward trend, we still see the usefulness of the Adopt a High School program. 2018 -2019's Adopt a High School participation was, sadly, incredibly low and this may point to a need in changing demographics and needs. For 2019 -2020 we plan on utilizing Adopt -a-High School again but with a greater focus on hybridizing our outreach

efforts. In speaking with troopers around the state, the desire is to keep the Adopt a High School program but adapt it to each section as needed. If the 2019-2020 school year sees extremely low participation again it will likely be time to focus on a new approach in education and outreach.

It is worth mentioning here that our involvement with local businesses and older age groups is increasing and there seems to be a greater desire for outreach within the adult community. We are also seeing increased requests from governmental agencies for training and education for their employees.

We will continue activities that support the Utah Highway Safety Office campaigns and initiatives by providing traffic safety education. We plan on participating in community events that include the general driving public and facilitate outreach, and by working closely with Utah high schools. Examples of such activities are utilizing the seat belt convincers, driver education presentations, the teen driving task force, reducing impaired driving, the Safe Kids coalition, local business outreach, car shows, health and safety fairs, car seat checkpoints, and various traffic safety programs.

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

**CP210207**  
**Project Year**  
**Manager**

**UTAH SAFETY COUNCIL TRAFFIC SAFETY**  
**Ongoing**  
**Kerilee Burton**

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

In Utah, a motor vehicle crash occurred every 8.5 minutes, a person was injured in a crash every 20.5 minutes, and a person was killed in a crash every 33.7 hours. Motor vehicle crashes are the leading cause of injuries and fatalities on the job, with an estimated 2 billion-dollar statewide economic loss.

Employers bear the cost for injuries that occur both on and off the job. The increasing traffic congestion on our roads wastes significant time and money, reduces productivity and promotes risky driving behavior. Employees may feel pressured to engage in potentially distracting in-vehicle activities to meet their job responsibilities.

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

Activities conducted by the Utah Safety Council (USC) will include newsletters for NETS members, a traffic safety booklet for employers, which includes policies and procedures, maintenance and inspections, Utah state laws and steps to minimize crash risks. USC will solicit participation in the Occupational Seat Belt Award and hold an annual conference where traffic sessions provide relevant traffic safety information and resources for employers. In addition, the USC educates using various avenues including radio, print, digital media and attend local health and safety fairs. Through the use of the recently purchased Driving Simulator, NETS members can educate their employees on distracted and impaired driving.

Grant funds will be used towards the salary of a Traffic Safety Manager, travel, supplies and operating costs and support of an annual employer safety conference.

|                       |                                      |
|-----------------------|--------------------------------------|
| <b>CP210211</b>       | <b>ZERO FATALITIES SAFETY SUMMIT</b> |
| <b>Funding Source</b> | <b>Federal</b>                       |
| <b>Project Year</b>   | <b>Ongoing</b>                       |
| <b>Manager</b>        | <b>Keri Fuhr</b>                     |

The Zero Fatalities Safety Summit brings traffic safety advocates together to exchange new ideas about how to improve safety in our communities. The semi-annual conference is an opportunity for law enforcement, government officials, educators, engineers, planners, CPS technicians, emergency responders, community advocates, judicial members, health and medical professionals among others to collaborate and work towards the goal of Zero Fatalities. Due to the COVID-19 pandemic, the 2020 conference has been rescheduled for April 2021.

Funds will be used to pay for a portion of the conference expenses and to provide limited scholarships to attendees that otherwise would not be able to participate.

### Partner Programs:

|                       |                                |
|-----------------------|--------------------------------|
| <b>Informational</b>  | <b>ZERO FATALITIES PROGRAM</b> |
| <b>Funding Source</b> | <b>State</b>                   |
| <b>Program Year</b>   | <b>Ongoing</b>                 |
| <b>Manager</b>        | <b>Robert Miles (UDOT)</b>     |

The Zero Fatalities program is a united effort from state agencies and public and private businesses that attacks the top five contributing factors to fatalities on Utah roads 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."

## OCCUPANT PROTECTION PROGRAM

### Problem Identification:

Seat belts are the single most effective traffic safety device for preventing death and injury 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 91% of urban motorists and 89% of rural motorists, and 83% of pick-up truck occupants buckle up on Utah's roadways. Furthermore, according to 2014-2018 crash data, over two-thirds (67%) of the unrestrained occupant fatalities were male; and over half of Hispanic occupants and 50% of children ages 0-9 who died in crashes were unrestrained. Additionally, restraint use in crashes is lowest on weekends between midnight and 3:59 a.m. with 55% of occupants killed being unbuckled. According to crash data, over a five year period from 2014-2018, the following populations have been identified as having a high percentage of unrestrained fatalities.

These are focus populations for the program and include:

- Males: 43% of fatalities were unrestrained
- Male Drivers: 67% of unrestrained drivers were male
- Young Drivers ages 15-19: 44% of fatalities were unrestrained
- Teenage drivers: the highest percent of unrestrained injured crash occupants were 15-19 years old.
- Young passengers: 77% of unrestrained passengers were less than 33 years of age
- Pick-up Truck Motorists: 59% of fatalities were unrestrained
- Rural Motorists: 46% of fatalities were unrestrained
- Hispanic Motorists: 50.7% of fatalities were unrestrained
- Child Passengers: 44% of fatalities among ages 0-8 years were unrestrained
- Nighttime motorists: 50% of fatalities were unrestrained

While the number of unrestrained occupant fatalities has increased slightly, it still represents over one third (47%) of the motor vehicle deaths in the state and is a top priority of the Utah Highway Safety Office.

In addition, the 2019 statewide seat belt observational survey reports pickup truck drivers as having the lowest usage rate (83%) of all vehicle types. While seat belt use has increased significantly among rural counties, pickup truck drivers in rural counties still remain the least likely to buckle up.

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 2014 to 2018, it was determined that:

- More than half (69%) of the unbuckled fatalities occur in rural counties
- Urban counties, which include Cache, Davis, Salt Lake, Utah, Washington and Weber, contribute to 44% of unrestrained occupant fatalities
- 46% of all occupant deaths in rural counties were unrestrained compared to 36% in urban counties

In addition, according to the 2019 seat belt observational study, 89% of rural motorists wear seat belts compared to 91% 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 11% of the total number of occupant fatalities and 13% to the total number of unrestrained occupant fatalities.

When examining the remaining 13 rural counties, nine were identified as having a high percentage of unrestrained occupant fatalities that was above the state average of 41%. These counties include Box Elder, Carbon, Grand, Iron, Millard, Morgan, San Juan, Sanpete, Sevier, 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 2014 to 2018, 50.7% of Hispanic occupants were unrestrained compared to 37% of non-Hispanic occupants. Similar to state and national trends, young males continue to be at higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and more than half (62%) were male. In fact, according to the Centers for Disease Control and Prevention, traffic crashes are the leading cause of death in the U.S. among Hispanics under the age of 34.

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, 91% of children ages 0-1 years were restrained in a child safety seat compared to 81% of children ages 2-4 years and 40% of children ages 5-8 years.

When examining the time period when occupant fatalities occur, it was determined that 72% of the unrestrained fatalities occur during daytime hours of 6:00 a.m. and 5:59 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., 50% of fatal occupants were unrestrained, which is higher than the daytime unrestrained fatality rate of 38%. In addition,

restraint use is lowest between 10 p.m. and 11:59 p.m. with 55% of occupants killed being unbuckled. Urban counties contribute to 47% of the nighttime unrestrained occupant fatalities.

## Utah's Performance Targets 2021:

- Utah's performance target for C-4 (Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions) is 66.
- Utah's performance target for U-1 (Percent of Children in Utah Crashes in Child Safety Seats) is 69%.
- 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 94.5%, 86.5% and 43.5% respectively.
- Utah's performance target for U-3 (Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 that were Unrestrained) is 48.3%
- Utah's performance target for U-4 (Percent of Utah Motor Vehicle Crash Passenger Vehicle Occupant Fatalities that were Restrained Night vs Day) are 58% and 31.1%
- Utah's performance target for U-5 (Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes Rural vs Urban) are 27.5% and 19.9%.

## Planned Countermeasures:

- Short-Term, High-Visibility Belt Law Enforcement (Countermeasures That Work, NHTSA, 2017)
- Combined Enforcement, Nighttime (Countermeasures That Work, NHTSA, 2017)
- Sustained Enforcement (Countermeasures That Work, NHTSA, 2017)
- Communications and Outreach Supporting Enforcement (Countermeasures That Work, NHTSA, 2017)
- Communications and Outreach Strategies for Low-Belt-Use Groups (Countermeasures That Work, NHTSA, 2017)
- Child Restraint/Booster Seat Law Enforcement (Countermeasures That Work, NHTSA, 2017)
- Short-Term, High-Visibility Child Restraint/Booster Law Enforcement (Countermeasures That Work, NHTSA, 2017)
- Communications and Outreach Strategies for Older Children (Countermeasures That Work, NHTSA, 2017)
- Communications and Outreach Strategies for Booster Seat Use (Countermeasures That Work, NHTSA, 2017)
- School Programs (Countermeasures That Work, NHTSA, 2017)
- Child Restraint Distribution Programs (Countermeasures That Work, NHTSA, 2017)
- Inspection Stations (Countermeasures That Work, NHTSA, 2017)

## Project Descriptions:

2HVE 210401

CLICK IT OR TICKET STEP SUPPORT



**Project Year**                      **Ongoing**  
**Manager**                              **Keri Fuhr**

Motor vehicle crashes are a leading cause of death for people in Utah and across the United States. Seat belts reduce the risk of injury and death by about 70% when used correctly, according to the NHTSA. In fact, in 2018, unbuckled motorists were 29 times more likely to die than buckled motorists involved in crashes on Utah’s roadways. Still, only 90.2% of Utahns use seat belts. High -visibility enforcement has proven to be an effective countermeasure in changing behavior and increasing seat belt usage among non -users. The goal of this project is to continue combining enforcement and media into the high -visibility enforcement model, and conduct sustained enforcement in support of year -round campaigns that aim to increase the number of motorists who buckle up.

Planned countermeasures include short -term, high -visibility seat belt law enforcement campaigns, combined enforcement initiatives, nighttime enforcement activities, and sustained enforcement efforts. In turn, the project will fund four seat belt enforcement mobilizations that focus on identified high risk populations. Two high -visibility enforcement mobilizations will be held in conjunction with the National Click It or Ticket Campaign occurring in November of 2020 and May 2021 and will focus on young males and pickup truck motorists. One high -visibility enforcement campaign is scheduled for March 2021 and will focus on nighttime motorists in communities with high unbuckled fatality rates during nighttime hours. To target rural motorists, one mobilization will take place in the nine target rural counties and will be held August -September 2020 in conjunction with Labor day weekend when increased holiday travel takes place.

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

Seat belt enforcement mobilizations will be funded with 402 funds and state pass -thru funds.

**OP210 402**                              **OCCUPANT PROTECTION MEDIA, MATERIALS & SUPPORT**  
**Program Year**                              **Ongoing**  
**Manager**                                      **Keri Fuhr**

Wearing a seat belt is one of the best ways to decrease injuries and deaths in motor vehicle crashes. In addition, unlike many other traffic behaviors, the decision to use a seat belt is made by nearly every motorist each time they ride in a motor vehicle . Occupant protection affects every age group, geographic area, race, ethnicity, gender, and income level. Yet, only 91% of urban motorists, 89% of rural motorists, and 83 of pickup truck occupants buckle up on Utah’s roadways. Furthermore, according to crash data, nearly two -thirds of unrestrained occupant fatalities were male and 63% were ages 15 -44 years old. Two -thirds of Hispanic occupants and one -third of children ages 0 -9 who died in crashes are unrestrained. Furthermore, restraint use is the 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 two additional enforcement-based educational efforts, and three campaigns that target high risk groups. In addition, this project will promote and support national, state, and local traffic safety campaigns, programs and activities statewide by providing educational materials to requestors and key stakeholder in the traffic safety community. Campaigns, educational materials, and media efforts will focus on identified high risk populations and areas such as counties with low seat belt use rates, cities with high night-time unrestrained fatality rates, pickup truck drivers and passengers, male hard-core non-users, diverse groups, and children riding in booster seats. In addition, the project will support the Rural Seat Belt Program's communications plan for the nine target counties, Box Elder, Cache, Carbon, Iron, Sanpete, Sevier, San Juan, Tooele and Uintah.

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.

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|---------------------|---|
| <b>2CPS210403</b>   | <b>STATEWIDE CHILD PASSENGER SAFETY PROGRAM</b> |
| <b>Project Year</b> | <b>Ongoing</b>                                  |
| <b>Manager</b>      | <b>Kerilee Burton</b>                           |

The goal of the statewide child passenger safety program (CPS) is to increase the proper and consistent use of car safety seats and booster seats by supporting a comprehensive and statewide child passenger safety program.

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, 83.2% were restrained which is below the state average for all ages. As children grow, they are less likely to be properly restrained in a child safety seat or booster seat. Only 41.3% 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 8-4%. More work must be done to ensure our youngest passengers are properly protected.

To increase the number of children who ride in the proper safety restraints and prevent injury in crashes, Utah will increase safety seat use for children ages 0-8 and maintain safety seat use for children under one. One of the goals of the CPS program is to support current

technicians and CPS Inspection Stations by being an educational resource for technicians and offering re-certification opportunities.

The state of Utah, working in partnership with Safe Kids Utah and Safe Kids Worldwide will administer and facilitate three or more CPS Standardized Certification Trainings where up to 70 new technicians will be certified. A Renewal Testing Course will be offered to local expired technicians and the instructor will teach the courses and meet annually. We will accomplish this with a fixed price agreement with Safe Kids Utah. The CPS grant will support travel for instructors to assist with trainings, checkpoints, re-certification courses, etc

Fixed-Price Agreement Grants for local car seat inspection stations will be set up with local health departments throughout the state and both children's hospitals. These programs will support local activities aimed at providing education and instruction to parents, caregivers and children regarding the importance of proper use of child restraints and seat belts. Each local area will have the opportunity to apply for a sponsorship opportunity to receive support to organize Continuing Education Unit (CEU) opportunities for CPS Technicians, or other activities that directly affect child car seat or booster seat use in a community.

The child passenger safety program will continue to prioritize helping the low income population with car seats. Funds will also be used to support the purchase of car seats for inspection clinics. Per federal regulations, less than 5 percent of the total 405b award will be used for this purpose and low-income status will be required in order to receive a child restraint device. A portion of the UDOT Pass-Thru Funding will also be used to support the state's 107 car seat inspection stations by providing educational tools and child restraints for under-served populations.

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

The Click It Club Elementary School-Based Program will continue to increase the use of appropriate car seats, boosters, and seat belts among students, faculty and their family members. Funding will be used for educational materials and resources that are provided to the schools. The UDOT Pass-Thru funds will also support this objective to expand the Click It Club elementary school-based program. UDOT funds will also be used to support the state's 107 car seat inspection stations by providing educational tools and child restraints for under-served populations.

|                     |                                |
|---------------------|--------------------------------|
| <b>OP210404</b>     | <b>RURAL SEAT BELT PROGRAM</b> |
| <b>Project Year</b> | <b>Ongoing</b>                 |
| <b>Manager</b>      | <b>Keri Fuhr</b>               |

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 unbuckled fatalities occur in rural counties and 64.1% of all occupant deaths in rural areas were unrestrained. According to the 2019 Utah

Safety Belt Observational Survey, the seat belt usage rate for urban counties was 91%, whereas the rate observed in rural counties dropped to 89%. Furthermore, male motorists in rural counties had the lowest usage rate (85.8%) of all motorists.

In an effort to increase seat belt use in Utah's rural communities, a pilot project has successfully been implemented in seven counties for the past five years to determine the most effective combination of countermeasures to use. The first two years consisted of program planning, contract developments and community surveys. This comprehensive project includes all elements of program planning, implementation, and evaluation using the Positive Community Norming model for communications and messaging. Since the beginning of the project in 2015, participating rural counties have seen a 22% average increase in seat belt use. In fact, several counties have higher seat belt use rates than the urban counties along the Wasatch Front. Beginning in FY2020, two 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 for each county. Survey results will be used to develop a comprehensive program using lessons learned during the pilot project. The two new counties selected are Iron and Uintah; whose seat belt use rates are one of the lowest in the state.

Funds will be used to support: The communications plan that includes earned and paid media; development and distribution of tool-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 all nine participating counties. Funding will also support a contract with Montana State University's 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 by 402 and State pass-thru funding.

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|---------------------|--|
| <b>OP210407</b>     | <b>HISPANIC TRAFFIC SAFETY PROGRAM</b> |
| <b>Program Year</b> | <b>Ongoing</b>                         |
| <b>Manager</b>      | <b>Keri lee Burton</b>                 |

Utah is a fairly homogeneous 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 of the state's 29 counties, including Salt Lake, Weber, and Utah. In addition, over 50% of the traffic fatalities involving this population occur in these urban areas. These counties were selected to participate in a Hispanic traffic safety task force in an effort to increase safe driving behaviors with focus on increasing seat belt and child restraint 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 2014 -2018, 210 Hispanics were killed on Utah's roadways and 6% of those fatalities occurred in Weber County, 20% occurred in Salt Lake County, and 6.2% occurred in Utah County. In addition, of those killed, 38% were unrestrained.

Similar to state and national trends, young males continue to be at higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths.

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 a 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.

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|---------------------|---|
| <b>OP210408</b>     | <b>OCCUPANT PROTECTION PROGRAM EVALUATION</b> |
| <b>Program Year</b> | <b>Ongoing</b>                                |
| <b>Manager</b>      | <b>Keri Fuhr</b>                              |

Since 1986, the Utah Safety Belt Observational Survey has been conducted annually and studies seat belt use among drivers and front seat passengers. The study is designed to accommodate the probability requirements of the National Highway Traffic Safety Administration (NHTSA) as written in the Federal Register, as well as the specific needs of the State. The survey is a top priority for the UHSO as the results are reported to NHTSA and also used to define areas of opportunity for the UHSO. The survey is also a required element of each state's Highway Safety Plan and may impact federal funding awarded to the State. Using the current design, the study will be conducted in June 2021. 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. Note: The safety belt observational survey was not conducted in FY2020 due to the COVID-19 pandemic. This is the first time the survey has not been completed since 1986.

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

### Partner Programs:

|                       |                                       |
|-----------------------|---------------------------------------|
| <b>Informational</b>  | <b>OCCUPANT PROTECTION TASK FORCE</b> |
| <b>Funding Source</b> | <b>State</b>                          |
| <b>Program Year</b>   | <b>Ongoing</b>                        |
| <b>Manager</b>        | <b>Kristen Hoschouer (UDOT)</b>       |

Funding will be used to support countermeasures and action items identified by the Occupant Protection Advisory Committee that are designed to increase seat belt use through public information, education, and outreach efforts across the state. The committee 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 primary seat belt 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**                   **Ongoing**  
**Manager**                         **Mike Rapich (UHP)**

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

**Informational**                      **ZERO FATALITIES PROGRAM – SEAT BELT CAMPAIGN**  
**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: 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**                   **Ongoing**  
**Manager**                         **Robert Miles (UDOT)**

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

Each county has their own community traffic safety coalition that supports the rural seat belt project. Coalition membership represents key leaders, schools, businesses/worksites, law enforcement, health department, and EMS. Local buy-in and support from the coalition and community contributes to the project's ongoing success toward increasing seat belt use in rural counties.

**Informational**                      **HISPANIC SEAT BELT PROJECT**  
**Funding Source**                **State**  
**Program Year**                  **Ongoing**  
**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 and social media toolkit for partners to post in their communities. Funding will be used to help support the local projects, an evaluation component that will include intercept surveys in the three target counties.

**Informational**                      **PROGRAM EVALUATION**  
**Funding Source**                **State**  
**Program Year**                  **Ongoing**  
**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. The child restraint survey is in a planning phase with plans to implement the survey during FY2022.

**Informational**                      **CHILD PASSENGER SAFETY PROGRAM**  
**Funding Source**                **State**  
**Program Year**                  **Ongoing**  
**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 an effort to recruit more participating schools. Funding will also be used to support the state's 107 active car seat inspection stations by providing educational tools and child restraints for under-served populations.

**Informational**                      **OUTREACH PROJECTS**  
**Funding Source**                **State**  
**Program Year**                  **Ongoing**  
**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 known as Road Safety Force.

**Informational  
Funding Source  
Program Year  
Manager**

**UTAH SAFETY COUNCIL TRAFFIC SAFETY PROGRAMS  
Private  
Ongoing**

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 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 PROGRAM

### Problem Identification:

This project will work to decrease motor vehicle crashes involving teen drivers by promoting increased parental involvement in, and awareness of, teen driving as each new group of young drivers hit the roadways.

Teen drivers (ages 15-19 years) are a special concern in Utah, as they are over-represented in crashes. Teenage drivers accounted for only 8% of licensed drivers but were involved in 20.8% of all motor vehicle crashes. Teenage drivers were responsible for over 61,000 crashes during the years 2014-2018 in Utah. Research has shown that during the first 18 months of teenage licensure, overall teenage crash and near-crash (CNC) rates declined over time, but were 4 times higher among teenagers than adults. Contributing factors to teenage CNC rates included secondary task engagement (e.g., distraction), kinematic risky driving, low stress responsivity, and risky social norms. Conclusions: The data support the contention that the high novice teenage CNC risk is due both to inexperience and risky driving behavior, particularly kinematic risky driving and secondary task engagement. In Utah, teenage drivers 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 an 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% of all crashes and 13.8% of fatal 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). Over a five year period of time from 2014 to 2018, more than half of teen occupants killed in motor vehicle crashes were not restrained.

### Utah's Performance Targets 2021:

- Utah's performance target for C-9 (Number of Drivers in Fatal Crashes Age 20 or Younger) is 42.7
- Utah's performance target for U-3 (Percentage of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years that were Restrained) is 48.3%
- Utah's performance target for U-9 (Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers) is 76

### Planned Countermeasures:

All the below activities can be found in Countermeasures That Work, NHTSA, 2017



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

## Project Description:

|                     |                              |
|---------------------|------------------------------|
| <b>CP210210</b>     | <b>TEEN DRIVING OUTREACH</b> |
| <b>Project Year</b> | <b>Ongoing</b>               |
| <b>Manager</b>      | <b>Kerilee Burton</b>        |

The project supports the Utah Highway Patrol Teen Driving Challenge, the Road Safety Force Program and the Teen Driving Task Force. These programs provide outreach and awareness to both the younger teen and the older teen age groups.

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

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

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

## Partner Programs:

|                       |  |
|-----------------------|--|
| <b>Informational</b>  | <b>DRIVER EDUCATION PROGRAM FOR HIGH SCHOOL STUDENTS</b> |
| <b>Funding Source</b> | <b>State</b>   |
| <b>Program Year</b>   | <b>Ongoing</b>   |
| <b>Manager</b>        | <b>Audra Urie</b>  |

According to extensive research summarized in Hedlund, Shults, & Compton, 2003, young drivers have high crash risks for two main reasons. First, they are inexperienced, just learning to drive. The mechanics of driving require much of their attention, so safety considerations frequently are secondary. They do not have experience in recognizing potentially risky situations or in reacting appropriately and controlling their vehicles in these situations. Second, they are immature, sometimes seeking risks for their own sake, often not able or willing to

think ahead to the potentially harmful consequences of risky actions. In fact, research on adolescent development suggests that key areas of the brain involved in judgments and decision making are not fully developed until the mid-20s (Dahl, 2008; Keating, 2007; Steinberg, 2007).

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

|                       |                            |
|-----------------------|----------------------------|
| <b>Informational</b>  | <b>TEEN DRIVER SAFETY</b>  |
| <b>Funding Source</b> | <b>State</b>               |
| <b>Program Year</b>   | <b>Ongoing</b>             |
| <b>Manager</b>        | <b>Robert Miles (UDOT)</b> |

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.

|                       |                                 |
|-----------------------|---------------------------------|
| <b>Informational</b>  | <b>DEFENSIVE DRIVING COURSE</b> |
| <b>Funding Source</b> | <b>Private</b>                  |
| <b>Program Year</b>   | <b>Ongoing</b>                  |
| <b>Manager</b>        | <b>Utah Safety Council</b>      |

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

|                       |                                      |
|-----------------------|--------------------------------------|
| <b>Informational</b>  | <b>TRUCK SMART</b>                   |
| <b>Funding Source</b> | <b>FMSCA</b>                         |
| <b>Program Year</b>   | <b>Ongoing</b>                       |
| <b>Manager</b>        | <b>UDOT - Motor Carrier Division</b> |

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 3,500 students through presentations at various high schools throughout Utah.

## IMPAIRED DRIVING PROGRAM

### Drowsy Driving Problem ID

Drowsy driving has much the same effects on driving as driving under the influence of alcohol or drugs. Driving while tired decreases awareness, slows reaction time and impairs judgement, putting the driver and others around them in danger. As a result of the similarities in driver behavior, the drowsy driving program was placed within the Impaired Driving Program.

After several years of increased traffic fatalities in Utah, overall fatalities have decreased the last couple years. In 2016 there were 281 deaths; 2017 had 273, and 2018 had 261. The number of drowsy driving related fatalities decreased from 19 in 2016 to 8 in 2017, then increased in 2018 to 16.

Looking at crash data 2014-2018 fatal drowsy driver-related crashes account for 4.7% of all Utah fatal crashes. While these numbers are significant, they may not show the true size of the problem, since the identification of drowsiness or fatigue and its role in the crash by law enforcement can be very difficult.

Utah crash data for a five-year period (2014-2018) for Drowsy driver-related crashes and fatal crashes showed that:

- Fatal crashes were highest among drivers aged 15-24 years (34% of drowsy drivers)
- Fatal crashes were more common among males (70% of drowsy drivers)
- Wednesday had the highest number of fatal crashes, while Friday and Saturday had the highest number of total crashes.
- May through August were highest for total crashes, while May-August had the most deaths involving a drowsy driver.
- Fatal crashes were highest during the hour of 8:00 a.m., while 5:00-8:59 a.m. and 2:00-5:59 p.m. had the highest number of total crashes.
- Fatal crashes were highest in Utah, Salt Lake, and Box Elder Counties; fatal crash rates per mile traveled were highest in rural counties with Kane, Millard, and Sevier Counties having the highest rates; total crashes were highest in Salt Lake and Utah Counties.

### Alcohol/Drug Problem ID

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

Utah crash data from 2014-2018, shows that alcohol-related driver crashes are 7.1 times more likely to be fatal than other crashes. While only 3.1% of Utah's traffic crashes in 2014-2018 involved an alcohol related driver, they accounted for 18.4% of fatal motor vehicle crashes during that same period.

On average, 30 people die each year in Utah from drunk driving crashes, 1174 are in injury crashes and 2740 have property damage only crashes. Data from the same time-period shows that 59% of deaths involving an alcohol related - driver were to the drunk driver; 21% were to the drunk driver's passenger; 15% were to the occupants of another vehicle in the crash; and 4% were to non-motorists.

Drug-impaired driving is a growing problem, not just in Utah, but also across the country. Part of the challenge is there are over 430 specific drug types or metabolites and no equivalent of the .05 BAC to determine impairment levels with drugs. Another challenge is lack of training in drug recognition and legalization of marijuana now in Utah and surrounding states.

On average, 59 people die each year in Utah in crashes where the driver tested positive or was suspected for drugs. A drug-positive driver was involved in 27% of the traffic deaths in 2014-2018 and drug-related crashes account for 1.7% of all crashes in Utah. In 2017 the most common drug types found in drug-positive driver fatalities were stimulants (e.g. methamphetamine at 47%); opioids (e.g., oxycodone at 36%); Marijuana/THC at 31% and depressants (e.g., sedatives at 25%).

Crash data from 2014-2018 shows the demographics of the alcohol-impaired driver compared to the drug-impaired driver is very similar, yet there are some definite differences. The age range is similar to the national average 21-39 year-old males. When looking at Utah fatal crashes, for alcohol, the highest group ages 25-29; for drug-positive ages 21-24; both 2 to 1 male. Alcohol-related driver crashes are highest in August, October and November, occur most often Friday through Sunday, and are highest between the hours of 6p.m. – 2:00 a.m.; drug-impaired crashes are highest June - September, occur most frequently between 12:00 p.m. – 5:59 p.m. Tuesday thru Saturday. For fatal crashes in both categories, the data varies somewhat but not significantly.

Impaired driving crashes are a statewide problem, but they most frequently occur along the Wasatch Front, from Ogden to Provo, where the majority of the state's population lives. Crash data from 2014-2018 shows that Salt Lake and Utah Counties are highest for both drunk driver and drug-positive fatal crashes and are highest for drug-related and alcohol-related crashes. When looking at fatal crash rates per mile traveled, the highest numbers were in rural counties for both drunk drivers and drug-positive drivers. For drunk driver fatal crashes Piute, Duchesne, Wayne, and Rich Counties had the highest rates; for drug-positive fatal crashes Daggett, Uintah, Wayne, Duchesne, and Tooele Counties had the highest rates. Notice that Duchesne and Wayne Counties show up with the highest rates for both categories. Alcohol-related total crashes and drug-related crashes were both highest in urban areas.

In examining DUI arrest records for the past five years (2014 - 2018), the number of arrests made had been declining until 2016 where we saw the first increase with almost 500 more

arrests than in 2015. Since 2016 DUI arrests have continued to drop with 2018 showing the lowest number in that time period. Salt Lake, Utah, Weber, and Davis Counties account for the majority of the arrests made, followed by Washington and Tooele Counties.

Although the Drive Sober or Get Pulled Over message is an old one, people continue to drive after drinking. Some of the most common reasons people drive while impaired by alcohol are because they are overly confident in their sobriety and in their driving ability, their destinations are short, and they really can't determine their BAC level. Another reason is that they believe they will not be caught. MADD estimates that an average drunk driver has driven drunk more than 80 times before their first arrest.

Research shows that very few people set out to drive while impaired and most are aware of the consequences of being stopped by law enforcement. Impaired driving is most often the result of a long chain of decisions made by the person, both before and after consuming alcohol or taking drugs. The driver must make that critical decision not to drive long before they start drinking and plan for a sober ride.

### Utah's Performance Target 2021:

- Utah's performance target for U-14 (Number of Utah Drowsy Driving-related Fatalities) is 8.17
- Utah's performance target for C-5 (Number of Fatalities Involving a Driver with a BAC of .05 and above) is 35.3
- Utah's performance target for U-6 (Number of Utah Fatalities Involving a Drug Positive Driver) is 107.1

### Planned Countermeasures:

- Administrative License Revocation or Suspension (Countermeasures That Work, NHTSA, 2017)
- High-BAC Sanctions (Countermeasures That Work, NHTSA, 2017)
- BAC Test Refusal Penalties (Countermeasures That Work, NHTSA, 2017)
- Alcohol-Impaired Driving Law Review (Countermeasures That Work, NHTSA, 2017)
- Publicized Sobriety Checkpoints (Countermeasures That Work, NHTSA, 2017)
- High-Visibility Saturation Patrols (Countermeasures That Work, NHTSA, 2017)
- Breath Test Devices (Countermeasures That Work, NHTSA, 2017)
- Passive Alcohol Sensors (Countermeasures That Work, NHTSA, 2017)
- Integrated Enforcement (Countermeasures That Work, NHTSA, 2017)
- Alcohol Ignition Interlocks (Countermeasures That Work, NHTSA, 2017)
- Vehicle and License Plate Sanctions (Countermeasures That Work, NHTSA, 2017)
- Lower BAC Limits for Repeat Offenders (Countermeasures That Work, NHTSA, 2017)
- Mass Media Campaigns (Countermeasures That Work, NHTSA, 2017)
- Responsible Beverage Service (Countermeasures That Work, NHTSA, 2017)

- Alternative Transportation (Countermeasures That Work, NHTSA, 20 17)
- Designated Drivers (Countermeasures That Work, NHTSA, 20 17)
- Underage Drinking and Alcohol-Related Driving (Countermeasures That Work, NHTSA, 20 17)
- Minimum Drinking Age 21 Laws (Countermeasures That Work, NHTSA, 20 17)
- Zero-Tolerance Law Enforcement (Countermeasures That Work, NHTSA, 20 17)
- Alcohol Vendor Compliance Checks (Countermeasures That Work, NHTSA, 20 17)
- Other Minimum Drinking Age 21 Law Enforcement (Countermeasures That Work, NHTSA, 20 17)
- Youth Programs (Countermeasures That Work, NHTSA, 20 17)
- Enforcement of Drug Impaired Driving (Countermeasures That Work, NHTSA, 20 17)
- Education Regarding Medications (Countermeasures That Work, NHTSA, 20 17)
- 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, 20 17)
- General Driver Drowsiness and Distraction Laws (Countermeasure That Work, NHTSA, 20 17)
- Communications and Outreach on Drowsy Driving (Countermeasure That Work, NHTSA, 20 17)
- Employer Programs (Countermeasure That Work, NHTSA, 20 17)
- Education Regarding Medical Conditions and Medications (Countermeasure That Work, NHTSA, 20 17)

## Project Descriptions:

|                     |   |
|---------------------|---|
| <b>6OT210301</b>    | <b>DUI ENFORCEMENT, CHECKPOINTS AND SUPPORT</b> |
| <b>Project Year</b> | <b>Ongoing</b>                                  |
| <b>Manager</b>      | <b>Lynda Reinstein</b>                          |

Motor vehicle crashes involving impaired drivers 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 30 people die each year in Utah from crashes involving a drunk driver. In reviewing five years of crash data (2014 -2018), crashes involving an alcohol -impaired driver are 7.1 times more likely to result in a fatality than crashes not involving an alcohol -related driver. While only 3.1% of Utah’s traffic crashes involved an alcohol -related driver, they accounted for 18.4% of Utah’s traffic fatalities. Fatal crashes involving drivers who test positive for drugs (prescription and illegal) are a growing problem in Utah. On average, 59 people die each year in drug related crashes.

Impaired driving crashes are a statewide problem, but they most frequently occur along the Wasatch Front, from Ogden to Provo, where the majority of the state’s population live s. Crash data from 2014 -2018 shows that Salt Lake and Utah Counties are highest for both drunk driver and drug -positive fatal crashes and are highest for drug -related and alcohol -related crashes. When looking at fatal crash rates per mile traveled, the highest numbers were in rural counties for both drunk drivers and drug -positive drivers. For drunk driver fatal crashes Piute,

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Crash data from 2014-2018 shows the demographics of the alcohol-impaired driver compared to the drug-impaired driver is very similar, yet there are some definite differences. The age range is similar to the national average 21-39 year-old males. When looking at Utah fatal crashes, for alcohol, the highest group ages 25-29; for drug-positive ages 21-24; both 2 to 1 male. Alcohol-related driver crashes are highest in August, October and November, occur most often Friday through Sunday, and are highest between 6p.m. – 2:00 a.m.; drug-impaired crashes are highest June - September, occur most frequently between 12:00 p.m. – 5:59 p.m. Tuesday thru Saturday. For fatal crashes in both categories, the data varies somewhat but not significantly.

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This project will promote zero-tolerance of impaired driving in Utah through high-visibility enforcement, publicized DUI saturation patrols, and sobriety checkpoint programs focusing on both alcohol and drug impairment. The majority of efforts will be along the Wasatch Front where crash and citation data indicate higher impaired driving activities. An integrated enforcement approach will be promoted among participating agencies to support all laws regarding traffic safety behaviors. It will provide materials and supplies for education, prevention, intervention, communications, and outreach and through alternate transportation, designated driver, and responsible beverage service. Funds will be used to provide overtime shifts, sponsorships, training, support and supplies for officers in order to enhance their skills and enable them to identify and remove impaired drivers from Utah's roadways. There will be increased emphasis on the growing problem of drug-impaired driving. This project will also support partnerships with other outside agencies, including the toxicology lab, to help facilitate a quicker turnaround time and a more accurate picture of toxicology results for drug and alcohol impaired driving cases.

**6OT210303**  
**Project Year**  
**Manager**

**STATEWIDE DRE, ARIDE AND PHLEBOTOMY PROGRAM**  
**Ongoing**  
**Lynda Reinstein**

Utah continues to have one of the highest rates of prescription and illicit drug abuse in the nation. These drug abuse problems inevitably carry over to our roadways and cause traffic safety issues for everyone on the road. In looking at crash data 2014 -2018, there were 4786 crashes involving a drug -related driver. Of these, 3470 resulted in injuries. During the same time -period, there were also 255 fatal crashes that involved a drug positive driver and 297 deaths due to drug positive driver crashes. The number of deaths that occur each year in Utah



due to drug-positive drivers continues to increase, as there were 65 deaths in 2016 and 83 in 2018. The fatal crash summary for 2018 shows that in 237 fatal crashes there were 260 total fatalities. Of those 237 fatal crashes 131 of the drivers were determined to be impaired, a total of 55%. The breakdown of impaired drivers shows that 48 (36%), were impaired by alcohol and 83 (64%), were impaired by drugs. In 2017 the most common drug types found in drug-positive driver fatalities were stimulants (e.g. methamphetamine at 47%; opioids (e.g., oxycodone at 36%); Marijuana/THC at 31% and depressants (e.g., sedatives at 25%). Clearly, there is much more work to do for alcohol-impaired and drugged driving.

An important aspect of drugged driving is that testing positive for a substance does not imply impairment only drug presence; the relationship between drug impairment and driving ability, especially for marijuana, continues to be studied and no conclusions can be made yet. With this, it is vital to support and equip law enforcement with as many tools and as much training, as possible to help them 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). In addition, 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 100 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. This project also provides overtime funding for DRE call-outs on drug-impaired driving cases where agencies may not have a DRE available. Each of these NHTSA-supported programs will help Utah maintain its standing as having one of the lowest alcohol fatality rates in the nation.

**6OT210304**  
**Project Year**  
**Manager**

**IMPAIRED DRIVING EDUCATION AND MEDIA CAMPAIGN**  
**Ongoing**  
**Lynda Reinstein**

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 will contract 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. Funds will be used to support research, develop new materials, cover production costs, and purchase media placement.

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 and to promote the fact that law enforcement officers are out in full force. For the campaign to accomplish the safety objective, current perceptions of the social acceptability of driving under the influence, as well as immunity from the potential consequences, must change.

The media contractors will work with the Highway Safety Office (UHSO) to create high-visibility communications with an emphasis on the young, difficult-to-reach target audience of 21-39 age, favoring males. Messaging will be straightforward, point out the dangers, and focus on the moral consequences of drunk driving. This type of messaging is more likely to deter people from driving after drinking according to the results of the UHSO 2019 focus groups.

The campaign will continue to strengthen the “Drive Sober or Get Pulled Over” campaign message and direction as well as the “If You Feel Different, You Drive Different” message 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 and that it is preventable. The Highway Safety Office uses the national “Drive Sober or Get Pulled Over” slogan, combining high-visibility law enforcement with heightened public awareness.

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| <b>6OT21 0305</b>   | <b>TRAFFIC SAFETY RESOURCE PROSECUTOR</b> |
| <b>Project Year</b> | <b>Ongoing</b>                            |
| <b>Manager</b>      | <b>Lynda Reinstein</b>                    |

Utah’s Traffic Safety Resource Prosecutor 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.

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 number 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. The Traffic Safety Resource Prosecutor (TSRP) will also provide support to these agencies as needed.

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. The funding will cover personnel, travel expenses, expert witness/transcripts, data processing support as well as training materials, supplies and equipment.

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| <b>60T210305</b>    | <b>24/7 SOBRIETY PROGRAM</b> |
| <b>Project Year</b> | <b>Ongoing</b>               |
| <b>Manager</b>      | <b>Lynda Reinstein</b>       |

Even though Utah is considered a Low -range State (a State that has an average impaired driving fatality rate of 0.30 or lower), when it comes to fatal crashes, out of the 260 fatalities who were tested for alcohol, 3% had a BAC of 0.01 -0.07, and 23% were over the legal limit of 0.08 according to the Utah Highway Safety Office 2018 data. The Utah Commission on Criminal and Juvenile Justice Sixteenth Annual DUI Report to the Utah Legislature shows the average blood alcohol content (BAC) for arrestees was nearly .16 and the highest was .49, six times the legal limit. The same report shows 71% of arrestees were first -time offenders, with 19% having one prior arrest and another 10% having two or more prior arrests for DUI. The majority of arrests and crashes occur along the Wasatch Front with Weber, Davis, Salt Lake, and Utah Counties accounting for 74 percent of the total.

24/7 Sobriety Programs have been effective in other states in helping to reduce recidivism with those who have ongoing alcohol and addiction problems. The goal of the program will be for each defendant who enters the program to be tested for alcohol and/or drugs twice per day in order to maintain 24 hours per day and 7 days per week sobriety and to reduce recidivism. According to the National Highway Traffic Safety Administration (NHTSA), six factors are critical to reduce recidivism. Two of these factors are that offender sobriety must be monitored, with any necessary sanctions (and treatment), and that prompt action must be taken at any defiance (Fisher et al., 2013).

In fiscal year 2016, Utah Legislature appropriated one -time funds to the Attorney General's Office for pass -thru to the Weber County Sheriff's Office to start a 24/7 Sobriety pilot program. In order to get this pilot program going, changes needed to be made to DUI statutes. In Utah's 2017 General Session, HB250 was enacted which authorizes a court to order a person convicted of certain driving under the influence violations to participate in a 24/7 sobriety program. The Department of Public Safety was given authority to establish and administer a pilot program. The department has made rules that give Weber County Sheriff's

Office authority to run the pilot program. The start date of the program was pushed back in order to make some provisions to the law that were needed to start the program off on the right foot. In Utah's 2018 General Session, HB252 was passed that made some modifications to the law in order to affect a more solid program from the beginning.

The program started July 1, 2018. In the early stages, the program was only available to a limited number of Justice Courts in Weber County to create randomization of participants. In June of 2019, the decision was made to cease randomization and expand the 24/7 program to eligible cases throughout Weber County. Randomization officially ended on July 3, 2019. This past year has shown continued support and interest from additional stakeholders for this project to be expanded throughout the court system and be made available to participants statewide.

During the first year of the program there were 48 total participants with 32 of those being active. Out of the 32 active participants, 8 successfully completed the program. The funding will cover the research contractor, sponsorships, supplies, print and media costs.

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| <b>6OT210306</b>    | <b>SIP/TRACE AND YOUTH ALCOHOL SUPPRESSION</b> |
| <b>Project Year</b> | <b>Ongoing</b>                                 |
| <b>Manager</b>      | <b>Lynda Reinstein</b>                         |

While only 3.1% of Utah's traffic crashes in 2014 -2018 involved an alcohol -related driver, they accounted for almost 18.4% of the fatal crashes during that same period. On average, 30 people die each year in Utah in alcohol related crashes. Interestingly, the alcohol -related driver is most often the one killed in fatal alcohol -related driver crashes. When looking at drunk drivers in fatal crashes from 2014 -2018; drivers aged 21 -24 account for 12%, and drivers under the age of 21 account for 6%. Almost one -third (32%) of fatal drunk driver crashes occurred in Salt Lake County.

To reduce the number of fatalities related to impaired driving and provide a safer and more secure environment, the Utah Department of Public Safety's Alcohol Enforcement Team (AET) adopted the Serving Intoxicated Persons (SIP) and Targeting Responsibility for Alcohol Connected Emergencies (TRACE) Program. SIP conducts on premise alcohol consumption compliance checks to verify businesses are not over serving patrons or providing alcohol to minors. TRACE investigations aim to hold the provider of the alcohol accountable if any state laws or state liquor license agreements were violated. The AET will assist other agencies by conducting TRACE investigations as AET agents can conduct investigations across jurisdictional lines. 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.

### Partner Programs:

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| <b>Informational</b>  | <b>STATEWIDE SUSTAINED DUI ENFORCEMENT</b> |
| <b>Funding Source</b> | <b>STATE</b>                               |
| <b>Project Year</b>   | <b>Ongoing</b>                             |
| <b>Manager</b>        | <b>ADF</b>                                 |

Utah continues to be a low alcohol -related fatality rate state due in large part to aggressive DUI enforcement and a proactive approach to combating underage drinking issues. In 2018, over 10,000 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 updated Intoxilyzers for accuracy in testing, PBT's and new digital in-car video systems to enhance officer safety and capture evidentiary information during DUI stops

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| <b>Informational</b>  | <b>DROWSY DRIVING PREVENTION</b> |
| <b>Funding Source</b> | <b>State</b>                     |
| <b>Project Year</b>   | <b>Ongoing</b>                   |
| <b>Manager</b>        | <b>Kristen Hoschouer</b>         |

After several years of increased traffic fatalities in Utah, overall fatalities have decreased the last couple years. In 2016 there were 281 deaths; 2017 had 273, and 2018 had 261. The number of drowsy driving related fatalities decreased from 19 in 2016 to 8 in 2017, then increased in 2018 to 16.

Looking at crash data 2014 -2018 fatal drowsy driver -related crashes account for 4.7% of all

Utah fatal crashes. While these numbers are significant, they may not show the true size of the problem, since the identification of drowsiness or fatigue and its role in the crash by law enforcement can be very difficult.

According to the National Highway Traffic Safety Administration, the societal harm of drowsy-driving crashes is estimated at an annual cost of \$10.9 billion and represents 13 percent of the total \$83.6 billion in societal costs of traffic crashes. In a 24/7 society, with an emphasis on work, longer commutes, and exponential advancement of technology, many people do not get the sleep they need. Effectively dealing with the drowsy-driving problem requires fundamental changes to societal norms and especially attitudes about drowsy driving.

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

The "Sleep Smart. Drive Smart." Alliance, is a partnership of public and private sector agencies, who work together to promote drowsy driving awareness and education to various high schools, colleges and universities; encourage businesses to educate their employees about the dangers of drowsy driving; continue to support an annual Drowsy Driving Prevention Week; and hold media events that depict drowsy driving dangers. Zero Fatalities will continue to include drowsy driving awareness in their outreach presentations.

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| <b>Informational<br/>Funding Source<br/>Project Year<br/>Manager</b> | <b>State Judicial Outreach Liaison (SJOL)<br/>American Bar Association (ABA)<br/>2021 -2023<br/>Kennedy Green</b> |
|--|---|

NHTSA and the American Bar Association (ABA) are launching a great new initiative to fund the creation of up to 10 new State Judicial Outreach Liaison (JOL) positions. JOLs conduct peer-to-peer judicial education, provide local technical assistance and distribute resources to assist in the adjudication of impaired driving cases. At a time when alcohol-impaired driving deaths remain high and drug-impaired driving is increasing, having a JOL creates the opportunity to establish partnerships and to better help judges meet challenges with impaired driving cases. This is a two year, part time position with funding provided from the ABA, which may alleviate possible ethical concerns about how these positions are supported.

The Utah Highway Safety Office recently applied for and was granted the opportunity to be involved with the hiring of a State Judicial Outreach Liaison for Utah.

# VULNERABLE ROADWAY USERS PROGRAMS

## Problem Identification:

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

## Bicycle

The rising popularity of using bicycles for recreation, exercise and as an alternate or active means of commuting to work has increased the number of bicycles on Utah roadways. The number of fatalities resulting from a bicycle-motor vehicle crash has remained relatively low. Analysis of the bicycle-related crash data over a five-year period (2014-2018) has shown that:

- There were 3,021 bicyclists in a reportable motor vehicle crash. Of these 2,803 were injured, 191 were not injured, and 27 were killed.
- 48% of the crashes involved bicyclists under the age of 30 years, and 17% were under the age of 15.
- 78% of the bicyclists involved in crashes were male.
- 51% of the motor vehicle drivers were under the age of 39 years.
- 53% of the motor vehicle drivers were male.
- Crashes occurred more frequently from May through October, likely due to weather conditions.
- Crashes are more frequent during the weekdays (Monday through Friday).
- Crashes peak between noon and 6:00 pm.
- 94% of crashes occur in the six most populated counties (Salt Lake, Utah, Weber, Davis, Cache, and Washington).
- 93% of crashes occur on roads with speed limits between 20-45 mph.
- 27% 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 (60%) (includes motor vehicle turning)
- Cycling on the sidewalk (27%)
- The bicyclist was on the wrong side of the road (11%)

## Pedestrian

Every day, Utahns choose whether they want to drive a motor vehicle, be a motor vehicle occupant, ride a motorcycle, or a bicycle, yet almost all of us are pedestrians at one point in our day. While Utah's pedestrians represent about 0.6% of persons in crashes but 14% of deaths. Analysis of five years of pedestrian-related crash data (2014-2018) has shown that:



- 3,780 pedestrians were hit by motor vehicles with 201 pedestrians killed.
- 39% of the pedestrians in crashes are between the ages of 10-24.
- 45% of the pedestrians in crashes were under 25 years old.
- The mean age of pedestrians in crashes were 28.4.
- The majority of pedestrians hit were male while the majority of drivers involved in pedestrian crashes were male.
- 50% of the drivers involved in pedestrian-related crashes are between the ages of 24-53.
- Crashes occur more frequently in September, October, November, and December.
- 30% of pedestrian-involved crashes occur in September, October, and November.
- Crashes peak between 3:00 pm and 7:00 pm.
- Majority of the crashes occur in the urban counties (Salt Lake, Utah, Davis, Tooele, and Weber).
- 23% of pedestrians killed had a BAC of 0.08 or over (2013-2015)

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

## Motorcycle

Motorcyclists are much more vulnerable than other motorists and the consequences of crashes are frequently much more severe for motorcyclists. The number of registered motorcycles in Utah increased from 43,271 in 2005 to 78,155 in 2019. Less than 3% of Utah's registered vehicles are motorcycles. Motorcyclists accounted for less than 1% of persons in crashes and 18% of deaths. Motorcycle crashes were 13 times more likely to result in a death than other crashes. Motorcyclist fatalities reached an all-time high of 47 in 2018.

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

- 63% of motorcyclists involved in a traffic crash were wearing a helmet, according to all crash data over a five-year period (2014-2018).
- Motorcyclists who did not wear a helmet were 1.6 times as likely to have fatal injuries when involved in a crash compared to those who did wear a helmet.
- The average annual Emergency Department (ED) and hospital charges for motorcycle crashes where there was no helmet is \$527,521.38.
- 65.9% of motorcyclists use helmets in 17 counties, as reflected in the 2018 Utah Observation Helmet Use Survey.

Analysis of 2014-2018 crash data for motorcycle-related crashes has shown that:



- 5,515 motorcyclists were in a crash and 205 motorcyclists were killed.
- 93% of motorcyclists involved in crashes were male.
- 50% of motorcyclists in crashes were younger than 35 years.
- 84% of motorcycle passengers were female.
- 41% of motorcycle crashes involved the motorcycle only. Of these crashes, 55% of motorcycle drivers had a contributing factor in the crash.
- 59% of motorcycle crashes involve another motor vehicle.
- 77% of motorcycle crashes happened during warmer weather conditions - April - October.
- The leading contributing factors for motorcycle drivers in a crash were: following too closely, failure to keep in the proper lane, too fast for conditions, and speeding.
- The leading contributing factors for other drivers in motorcycle crashes were: failure to yield, followed too closely, and improper turn.

## Older Drivers

Over a 5 year trend between 2014-2018 there have been 39,071 older driver involved crashes in Utah. A total of 4,973 people ages 70 and older died in motor vehicle crashes in 2018. According to the Insurance Institute for Highway Safety (IIHS), 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. All of these reasons for deaths and injuries can lead back to addressing and explaining the five deadly behaviors of driving with Utah's active aging community.

The Trauma Program at University of Utah Health has treated 287 (204 were driving) drivers who were 65 and older for injuries sustained in a motor vehicle collision over the past five years. Of those there have been 19 fatalities treated at our facility. On average, those drivers had an Injury Severity Score (ISS) score of 12.81, which indicates severe injuries. 11% of those treated had their crashes occur during peak times (3PM to 7PM), and have a high number of head and chest injuries. Of note, the number of older adults treated at our hospital is increasing every year.

According to the 2019 Census Bureau, 11.1% of Utahns are 65 and older. Older adult drivers are commuting at all times to Doctor appointments, senior centers, and family visits. The majority of deaths and injuries in between 2014 -2018 of Utah's older adult drivers occurred on clear weather days, and at varying times of the day. The majority of those injuries occurred between the hours of 3PM and 7PM (Peak commute times for all drivers). Older adult drivers are on Utah's roadways and this program aims to keep them there in a safe and comfortable manner.

With the community aging, expanding a senior driving safety program will be beneficial for years to come. 264 lives were lost on Utah roads according to Zero Fatalities of Utah, and of those fatalities 15.4% were drivers who were 70 and older. According to the 5 year trend, the most deadly county in Utah was Salt Lake with 41% of older driver crashes. Utah and Davis

county followed with 14% and 10%, respectively. This demonstrates that a statewide program is needed, not just in Salt Lake County.

### Utah's Performance Target:

- Utah's performance target for C-7 (Number of Motorcyclist Fatalities) is 38.1.
- Utah's performance target for C-8 (Number of Unhelmeted Motorcyclist Fatalities) is 18.9.
- Utah's performance target for C-10 (Number Pedestrian Fatalities) is 39.2.
- Utah's performance target for C-11 (Number of Bicycle Fatalities) is 4.4.
- Utah's Performance target for U-7 (Percent of Utah Helmeted Motorcycle Fatalities) is 38.8%.
- Utah's Performance target for U-8 (Overall Rate of Motorcyclists in Crashes per 1,000 Registered Motorcycles) is 14..
- Utah's performance target for U-16 (Number of Drivers in Fatal Crashes Age 65 or Older) is 43.

### Planned Countermeasures:

The listing of countermeasures can all be found in the document published by NHTSA, Countermeasures That Work, 2017.

- 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:

**PS210701**                      **PEDESTRIAN SAFETY PI&E**  
**Project Year**                      **Ongoing**  
**Manager**                              **Marissa Hesterman**

The majority of us are a pedestrian at one point or another during the course of a day. While Utah’s overall traffic fatalities are below the national upward trend; pedestrians represent about 0.6% of persons in crashes but 14% of deaths. Everyone is part of this traffic safety problem, with young males contributing the most to auto/pedestrian crashes. Pedestrians under the age of 25 years old account for 45% of pedestrians involved in a crash. Interestingly, drivers 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 both driver and pedestrian 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.

**PS210702**                      **BICYCLE SAFETY PI&E**  
**Project Year**                      **Ongoing**  
**Manager**                              **Marissa Hesterman**

Bicyclists under age 30 are involved in about 48% of all bicycle -motor vehicle crashes in Utah, and 78% are male. Over 24% of the drivers involved in the crashes were under age 25, and equally mixed male -female. Bicycle -motor vehicle crashes occur more frequently June through September, likely due to the riding season. The highest frequency of the crashes is

Monday through Friday, peaking between 1 and 7 pm. The two most populated counties, Salt Lake and Utah, are also where the majority (70%) 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 is failure to yield the right of way by the motor vehicle driver (60%), and 7% of the crashes were hit and runs.

This project will focus on at least two or more of the evidence-based countermeasures (see above). Priority will be given to the most populated counties, Salt Lake, Utah, Davis, and Weber, where the majority of bicycle-motor vehicle crashes occur. Focus will be given to bicycle education for children, recreational riders, and commuters with emphasis on cycling skills clinics and bike rodeos where rules of the road are reinforced. Educational materials, 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 below.

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

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| <b>PS210704<br/>PROGRAM<br/>Project Year<br/>Manager</b> | <b>SALT LAKE CITY BICYCLE AND PEDESTRIAN SAFETY<br/><br/>Second<br/>Marissa Hesterman</b> |
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Salt Lake City, the capital and most populous city in the state of Utah, faces a unique bicyclist/pedestrian safety challenge as its 200,591 population (2018 U.S. Census) nearly doubles during daytime hours. This daily population increase not only includes motorists, cyclists and pedestrians commuting to Salt Lake City to work, but it also includes thousands of people who cycle and walk the city streets to attend festivals, Utah Jazz games, concerts or other events.

Between 2014 -2018, Salt Lake City Police Department reported 2,058 pedestrian -involved accidents and 1,520 cyclist -involved accidents. This equates to 13+ accidents per week. The department's project will seek to encourage safe behavior, increase awareness and provide education to pedestrians and cyclists in Salt Lake City to change behaviors that may lead to these accidents. In addition to conducting efforts aimed at increasing pedestrian and bicyclist safety, the police department regularly engages in efforts to teach children basic bicycle safety skills and the importance of using safety equipment. The department has partnered with the Utah Highway Safety Office to distribute hundreds of helmets over the past few years, but there are still many children in our community who either don't have a helmet or don't think

it's important to wear one. Each helmet distributed is paired with the proper helmet education. The department's proposed project will help the department continue its proactive efforts to engage with children and increase the number who wear a helmet. While the department makes every effort to sustain its proactive pedestrian and bicycle safety efforts, funding the required supplies and overtime is a continual challenge. The Pedestrian and Bicycle Safety program has provided tremendous support for these important efforts and the police department hopes to continue its efforts in partnership with the Utah Highway Safety Office.

The Salt Lake City Police Department is submitting this application to fund a project that will seek to increase safety for pedestrians and cyclists in Salt Lake City and engage youth in bicycle safety. The project will seek to do this by: 1) engaging kids in bicycle rodeos to increase riding skills and teach the importance of wearing safety gear, and 2) conducting enforcement efforts targeting pedestrians/cyclist/motorists to enforce traffic safety laws and provide education about dangerous or illegal behaviors that may lead to cyclist- or pedestrian-involved accidents. The federal funds for this project will be used for crosswalk overtime enforcement, bicycle rodeo overtime, and the distribution of helmets when paired with education.

**MC210901**                      **MOTORCYCLE SAFETY MEDIA AND PI&E**  
**Project Year**                      **Ongoing**  
**Manager**                              **Marissa Hesterman**

Motorcycles are over represented in traffic fatalities, as they accounted for less than 1% of persons in crashes and 18% of deaths. Males represent 93% of motorcyclists in crashes and the average age of those killed is 38. Motorcycles are more vulnerable in traffic crashes than occupants of motor vehicles. DOT approved helmets have been shown to reduce the likelihood of death in a motorcycle crash by 37%, only 65% of riders in Utah wear helmets since the state lacks a universal motorcycle helmet law. The attitudes of motorcyclists toward safety vary greatly. This is reflected in the gear they choose to wear and whether or not they complete a motorcycle rider education course.

To address this growing traffic safety issue in Utah, the UHSO will employ the following 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. Educational materials, supplies and fixed-price deliverable mini-grants will be offered to local law enforcement agencies and other partners involved with community-based motorcycle programs. A portion of project funds will be used for media outreach in communities with high-risk intersections where the majority of motorcycle/motor vehicle crashes occur and evaluation.

**CP210205**                      **SENIOR DRIVING SAFETY**  
**Project Year**                      **Ongoing**  
**Manager**                              **Marissa Hesterman**

According to the 2019 Census Bureau, 11.1% of Utahns are 65 and older. Older adult drivers are commuting at various times to doctor appointments, senior centers, and family visits. People age 65+ were 3 times more likely to be killed in a crash than younger people. Over half of those crashes occurred between the hours of 1PM and 6PM (Peak commute times for all drivers). Many of the injuries and fatalities are coming from simple driver error that can be fixed with a program such as the one at the University of Utah. Older adult drivers are on Utah's roadways and this program aims to keep them there in a safe and comfortable manner.

Currently, the University of Utah Hospital collaborates with numerous organizations, including the Utah Highway Safety Office and Zero Fatalities, to keep all drivers safe in Utah. Utah's active aging population presently does not have a statewide older driver safety program. Older drivers are defined as those who are 65+. In 2017, University of Utah health created a program aimed specifically at keeping older adult drivers safe behind the wheel of their vehicle. This program mainly focuses on Salt Lake County, with a progression of efforts taking aim at the entire state of Utah. The hospital works with our geriatric population to keep them safe in multiple facets of life. The organization has a driver rehabilitation program that works with the community to keep aging drivers safe and on the roads (also a collaborator on previous projects of our trauma program). The faint and falls clinic at University of Utah Health was established as a one-stop resource for patients who want to pinpoint a cause for their faint or fall as soon as possible. The only clinic of its kind, it brings together a multidisciplinary team of health care professionals who specialize in faints and falls to quickly diagnose the cause of the problem.

The driver rehabilitation program will be a large part of distribution for the older driver resources created from this grant. Already, drivers are coming into the clinics for older driver assessment, funds utilized from this grant would be used to enhance the resources that aging drivers take with them out of the clinic.

Additionally, the University of Utah Healthcare system revitalized and is utilizing the yellow dot program. With resources donated by the Utah Highway Safety Office, basic yellow dot info is being distributed to the community. Capitalizing on the successes of the yellow dot program in Salt Lake County, the program will be rolled out all across Utah. Seniors live in all counties in our state.

With the community ageing, starting a senior driving safety program will be beneficial for years to come. Between 2014 -2018 there were 39,071 involving older drivers with 254 being fatal injuries. The counties with the highest number of older driver crashes are Salt Lake, Utah, Davis, Weber, and Washington. This demonstrates that a statewide program is needed, not just in Salt Lake County.

Funding received for this program will be used for printing yellow dot and other ageing outreach materials, as well as costs associated with traveling to locations throughout the state in the Hospital's efforts to expand the program.

**PS210705**                      **BIKE UTAH**  
**Project Year**                      **Second**

**Manager** **Marissa Hesterman**

The Youth Bicycle Education and Safety Training Program is working to increase bicycle ridership and bicycle safety among children and their families. This program will educate and encourage children to safely and confidently get around their communities by bicycle for both transportation and recreation. Through the children, the program also does outreach to their families to encourage parents and siblings to get out riding safely. The long-term goal for this program is that every student in Utah will receive the Youth BEST Program at some point during their elementary school education. This will lay the foundation for more people interested in safe bicycling as well as more conscientious drivers who better understand the safety needs of bicyclists. Federal funds will be used to cover personnel for training and outreach costs. The Department of Transportation will also be funding this program.

### Partner Programs:

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

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

**Informational** **BIKE UTAH**  
**Project Year** **N/A**  
**Manager** **Crys Lee (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** **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 administered 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**

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

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

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

**Informational**                      **SALT LAKE COMMUNITY COLLEGE MOTORCYCLE TRAINING**

**Project Year** N/A  
**Manager** Daniel Terry

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

**Informational** ADVANCED RIDER TRAINING  
**Project Year** 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 a non-intimidating introduction to spirited riding in the safest possible environment, and an appropriate place to take riding skills to a higher level.

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

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

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

The American Automobile Association is an affiliation of about 50 clubs offering members driving and automobile-related services, and senior drivers are an important part of their service. One service they offer is a Driver Improvement Program, an online or in-classroom course to help senior drivers have the most up-to-date driving techniques and understand the latest vehicle technologies, and how to adjust for slower reflexes, weaker vision and other changes. CarFit was developed by the American Society on Aging in collaboration with AAA,

AARP and the American Occupational Therapy Association, is a community-based program that provides a quick, yet comprehensive 12-point check of how well the older driver and their car work together. It assists them in finding the proper fit in their vehicle, an essential element for their safety and the safety of others on the road. The Roadwise Review, an interactive self-evaluation program featuring a series of computer-based exercises that can help a person identify steps to reduce driving risks in eight key areas. The Smart Features service helps older drivers to know what to look for in a vehicle and to find the one right for their physical needs which optimizes their comfort and safety.

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

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

**Informational**                      **UTAH DEPARTMENT OF TRANSPORTATION RESEARCH**  
**DIVISION**  
**Project Year**                      **Ongoing**  
**Manager**                              **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 of crashes and resulting deaths and injuries to our most vulnerable roadway users.

## POLICE TRAFFIC SERVICES PROGRAM

### Problem Identification:

The Police Traffic Services Program focuses on decreasing distracted driving, aggressive driving, and speed related crashes.

### Distracted Driving

Distracted driving crashes have seen an upward trend involving cellphone use. Cellphones are the top distraction followed by Other Inside Distraction, Audio, Other Outside Distraction, Other Electronic Device, Passenger and lastly TV's. A person cannot safely drive unless they are completely focused on driving. Anything that diverts a driver's attention from driving is considered a distraction including eating and drinking, talking to people in the vehicle, fiddling with the stereo and entertainment or navigation systems. Any non-driving activity increases the risk of crashing and ultimately can take a person's life.

In 2018, distracted driving claimed the lives of 2,841 people nationally; of those 1,730 were drivers, 605 passengers, 400 pedestrians and 77 bicyclists.

In Utah, a review of the 2014-2018 distracted driver crash data indicates the following:

- There were 102 distracted driver fatal crashes with 116 fatalities.
- Drivers ages 15 to 24 had the highest distracted driving overall crash rates.
- Males were drivers in 55.5% of the distracted-related crashes.
- Distracted driver crashes occur more often on Friday, and the highest percentage of fatal distracted driver crashes occurred on Monday and Saturday
- Most distracted driver crashes occur when vehicles are traveling between 20 – 40 miles per hour.
- Distracted driver total crashes were highest from 12:00 p.m. to 5:59 p.m.
- Salt Lake County had the most distracted driver crashes accounting for 47% of the distracted driver crashes in the State of Utah
- Distracted driver crashes composed 7.3% (4,801) of the total for injury crashes and 5% (69) of fatal crashes
- The counties with the highest number of total distracted driver crashes from 2014 through 2018 were: Salt Lake, Utah, Davis, Weber, and Washington, and Cache Counties

Law enforcement agencies experience challenges 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 closely looked at with behavioral surveys on driving behavior in mind, the need to address distracted driving becomes even more critical.

According to the 2018 Traffic Safety Culture Index survey, led by AAA Foundation for Traffic Safety, 52% of driver's reported that they had talked on their cell phone while driving within

the 30 days before they were surveyed. What's most interesting is that over 95% of those surveyed viewed reading or typing a message on a handheld device as extremely dangerous. Surprisingly, 41% reported reading a text message or an email and 32% typed or sent a text message or email on their cell phone while driving.

## Aggressive Driving

In Utah, a review of the 2014-2018 aggressive driver crash data indicates the following:

- There were 65 drivers in fatal crashes that were aggressive or reckless
- There were 3,369 drivers in total crashes that were aggressive or reckless
- The average aggressive driving fatalities was 13/year
- The average aggressive driving crashes was 674/year
- The counties with the highest number of aggressive driving fatalities are: Salt Lake, Weber, and Washington counties.

## Speeding

Speeding is one of the leading unsafe behaviors that contributes to deaths on Utah's roadways. In 2018, speeding contributed to the death of 9,378 people nationally.

In Utah, a review of the 2014-2018 speed-related crash data indicates the following:

- Speed is the number two factor in traffic deaths and number three in crashes.
- There were 335 speed-related fatal crashes with 378 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. Starting with ages 20-24 followed by 15-19, 25-29 and then by 29-34.
- Fatal Motor Vehicle crashes involving speed were highest during the month of July, followed by May, November and March.
- For overall speed-related crashes (fatal and non-fatal) December and January had the highest rates of crashes. Saturday holds the highest number of speed-related fatal crashes at about 21%.
- Urban areas had a higher rate of speeding-related fatal crashes as compared to rural areas.
- The counties with the highest number of total speed involved crashes where the driver exceeded the posted speed limit were urban and include Salt Lake, Utah, Weber, Davis and Washington Counties.
- The counties with the highest number of speed-related fatal crash rates were Salt Lake, Box Elder, Davis, and Cache Counties.

## Utah's Performance Target:

- Utah's performance target for C-6 (Number of Speeding-Related Fatalities) is 67.3.

- Utah’s performance target for U-15 (Number of Fatalities Involving a Distracted Driver) is 15

### Planned Countermeasures:

- Graduated Driver Licensing Requirements for Beginning Drivers (Countermeasure That Work, NHTSA, 2017)
- Cell Phone and Text Messaging Laws (Countermeasure That Work, NHTSA, 2017)
- High Visibility Cell Phone and Text Messaging Enforcement (Countermeasure That Work, NHTSA, 2017)
- General Driver Drowsiness and Distraction Laws (Countermeasure That Work, NHTSA, 2017)
- Communications and Outreach on Distracted Driving (Countermeasure That Work, NHTSA, 2017)
- High Visibility Enforcement (Countermeasures That Work, NHTSA, 2017)
- Other Enforcement Methods (Countermeasures That Work, NHTSA, 2017)
- Communications and Outreach Supporting Enforcement (Countermeasures That Work, NHTSA, 2017)

### Project Descriptions:

|                     |   |
|---------------------|---|
| <b>PT210101</b>     | <b>POLICE TRAFFIC SERVICES TRAINING AND EQUIPMENT</b> |
| <b>Project Year</b> | <b>Ongoing</b>  |
| <b>Manager</b>      | <b>Rocio Huizar</b>                                   |

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

Requests from law enforcement agencies for equipment are accepted throughout the year. Applications will include information on 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, a training plan (as applicable) for officers using the equipment, and assurance that the equipment meets NHTSA guidelines. In general, equipment requests include the following: radar and lidar units, in-car digital video cameras, PBT’s, speed monitoring trailers and signboards, crash/accident reconstruction software (total stations), and other equipment/resources as needed with sufficient problem identification. All applications are reviewed for essential elements to determine merit and need.

One of the most effective safety and prevention strategies is to support the enforcement of traffic laws. Enforcement is also a key component to comprehensive safety and prevention campaigns. Overtime shifts will be awarded to law enforcement agencies participating in high-visibility speed enforcement campaigns; locations and times will be identified using citation

and crash data. These campaigns will also be supported with media and education activities.

UHSO also supports law enforcement agencies with crash reconstruction training. The need for continuous training on equipment acquired in the past years is crucial; our goal is to sustain these acquired skills and the use of the equipment. In-state travel may take place for the following trainings: Zero Fatalities Safety Summit, Chiefs and Sheriffs Conference, UCOPA, or meetings with local law enforcement agencies. Out of state training may include: LEL training, Lifesavers Conference, and NHTSA's Highway Safety Grants Management.

In an effort to promote sustained enforcement activities among Utah's law enforcement agencies, ways to recognize law enforcement for their excellent 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 acknowledgment of high performing and participating agencies and officers that work to improve traffic safety in their community.

Directing awards for traffic safety equipment and/or training to Utah communities indicated through data is needed. To achieve this performance measure, at least three (3) fiscal years of equipment awards and training lists will be compiled and compared. This visual representation of equipment and trainee locations will be overlaid with specific traffic crash data, such as speed, alcohol-related, unrestrained occupants, and distracted. This tool will allow for a more detailed and comprehensive analysis of the deployment of resources; areas of need will be identified through equipment and trainee location gaps. Based on this information, specific outreach to communities and corresponding law enforcement agencies will be implemented, with at least two of these identified high-need communities contacted. In-state travel may be used to meet with law enforcement agencies to discuss equipment needs.

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| <b>PT210102</b>     | <b>SUPPORT FOR MULTI -AGENCY TASK FORCES AND LAW ENFORCEMENT ORGANIZATIONS</b> |
| <b>Project Year</b> | <b>Ongoing</b>   |
| <b>Manager</b>      | <b>Rocio Huizar</b>  |

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. Task Force meetings create partnerships that bring law enforcement representatives together regularly to plan and implement various traffic safety and enforcement activities aimed at reducing injury and fatal crashes. Law enforcement agencies will receive information 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.

Enforcement of traffic safety laws is known to curb risky behaviors, creating safer roads for all users. The Task Force members are committed to sustained evidence -based enforcement efforts and the support of national traffic safety campaigns, as demonstrated by their active

participation. Due to this Utah has had a decrease in motor vehicle traffic crash deaths. In 2018, 260 deaths occurred compared to 273 in 2017 and 281 in 2016. Utah made progress in decreasing fatalities due to all initiatives. Enforcement campaigns will continue to be coordinated, such as Click It Or Ticket, Drive Sober or Get Pulled Over, with an emphasis on data-driven enforcement, which is vital to comprehensive prevention for specific traffic safety issues. Other traffic safety opportunities will also be discussed, such as DUI checkpoints and blitzes, pedestrian-motor vehicle focus, seat belts, etc.

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

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

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| <b>PT210103</b>     | <b>LAW ENFORCEMENT LIAISON PROGRAM EXPANSION</b> |
| <b>Project Year</b> | <b>Ongoing</b>                                   |
| <b>Manager</b>      | <b>Rocio Huizar</b>                              |

The UHSO works with local and county law enforcement agencies throughout the State of Utah in an effort to solve traffic safety problems. The Law Enforcement Liaison (LEL) Program supports and facilitates communication and collaborative efforts with all law enforcement agencies. The UHSO has divided the state into six regions and has identified law enforcement agencies and/or officers that are highly focused on traffic safety enforcement with the capacity and skills to champion efforts to fellow law enforcement agencies.

These Regions are:

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

Expanding the LEL Program to partner with local and county law enforcement agencies



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

This program will support the following:

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

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

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|---------------------|---------------------|-------------------------------------|
|                     | <b>DD210808</b>     | <b>DISTRACTED DRIVING MEDIA AND</b> |
|                     | <b>ENFORCEMENT</b>  |                                     |
| <b>Project Year</b> | <b>Ongoing</b>      |                                     |
| <b>Manager</b>      | <b>Rocio Huizar</b> |                                     |

The UHSO works to reduce distracted driving crashes across the state of Utah with increased High Visibility Enforcement (HVE) efforts during NHTSA's Distracted Driving Month. In the ten-year time span, from 2009 until 2018, crashes involving distracted driving have not fallen below 8% and peaked just above 10% in 2014. Since 2014 enforcement efforts and education have helped lower distracted driving crashes closer to 9%. A combination and emphasis on enforcement and public education will help ensure motorists are aware of the laws and dangers of distracted driving. Media messaging and outreach activities will also accompany the enforcement activity.

Funds will support HVE shifts, which will be provided to law enforcement agencies throughout the state. Enforcement efforts will be data-driven, focused between 3:00 pm and 7:00 pm, and at high-crash locations in various communities across the state. Educational tools such as distracted driving informative cards will be given out during these shifts. This planned activity will be supported through NHTSA 402 funds and 405(e) funds.

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| <b>DD210803</b>     | <b>DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR</b> |
|                     | <b>OREM DEPARTMENT OF PUBLIC SAFETY</b>                  |
| <b>Project Year</b> | <b>Third</b>   |
| <b>Manager</b>      | <b>Rocio Huizar</b>                                      |

The past five-year data trends show Utah County is the 2nd highest county in Utah with distracted driver crashes and Orem City the highest in total crashes within the county. Orem city is one of the largest cities in Utah County and has approximately 99,000 residents and 37,000 Utah Valley University students. Provo City, also in Utah County, borders Orem City

just to the south, meaning the cities share many similarities and roadways. Provo has 118,000 residents and 34,000 Brigham Young University students. State Street is a heavily trafficked 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 in 2017 with a total traffic use of 97,190. 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. The funding will be used to 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.

**DD210803                      DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR  
SALT LAKE CITY POLICE DEPARTMENT**

**Project Year                      Third**  
**Manager                              Rocio Huizar**

Salt Lake City, the capital city of the state of Utah, has a resident population of 200,591 (2018 U.S. Census Bureau). Like other metropolitan areas, the City experiences a significant increase in daily population with people commuting to the City to work or attend one of the many festivals, sporting events, outdoor markets, concerts and other public events. While Salt Lake City is proud to be home to many great events, they can create traffic and other safety -related challenges for the City's law enforcement agency – the Salt Lake City Police Department.

Distracted driving is one of the high -priority traffic safety issues facing jurisdictions across the country. According to the 2018 Utah Crash Summary, there were 5,772 distracted driving crashes in Utah that resulted in 3,123 persons injured and 18 deaths in 2018. Of all counties in Utah, Salt Lake County had the highest distracted driver crash rate per miles traveled.

The police department's proposed project will help fund education and enforcement efforts aimed to increase the public's awareness of this critical safety issue and remind drivers of the dangerous behaviors that contribute to distracted driving crashes. The department is requesting UHSO assistance for overtime funds which will be utilized to conduct distracted driving enforcement and education in Salt Lake City.

The goal of Salt Lake City Police Department's distracted driving proposal is to reduce the occurrence of dangerous or illegal behaviors that contribute to distracted driving crashes (texting while driving, etc.) and to increase awareness of Utah's distracted driving laws. As outlined in the objectives sections, the department will seek to accomplish this through education/enforcement overtime shifts and engaging with the public in community outreach events.

**DD210803                      DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR  
RICHFIELD POLICE DEPARTMENT**

**Project Year                      Third**  
**Manager                              Rocio Huizar**

Richfield City is a smaller city in size and has a population of only around 7,908 (2018 US Census Bureau). However is the 29th highest City in all of Utah with Distracted Driving Crashes (2014-2018). Richfield is the largest city in Sevier County. Sevier County is 16th highest County in Distracted Driving Crashes in 2014-2018. Last Year alone Richfield had 281 crashes. This means that there is a crash every 1.2 days. With 281 in crashes last year and almost 50 percent of these crashes occurring along Hwy 120 (Main Street), it is a great concern how many crashes could have been prevented had distractions not played a role.

Officers used shifts to enforce and educate the motoring public and citizens on Distracted Driving in Richfield City. We have learned from past years that if enforcement and education are not actively present and the public isn't continuously reminded of the distractions of Driving Distracted that vehicle accidents will increase.

Richfield is still actively involved in the Zero Fatalities and Seat Belt Coalitions which educates and enforces traffic safety within the State of Utah, Sevier County, and Richfield City.

### Partner Programs:

|                       |   |
|-----------------------|---|
| <b>Informational</b>  | <b>UTAH HIGHWAY PATROL MOTORS SQUAD</b> |
| <b>Funding Source</b> | <b>State</b>                            |
| <b>Project Year</b>   | <b>Ongoing</b>                          |
| <b>Manager</b>        | <b>Mike Rapich</b>                      |

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

|                       |  |
|-----------------------|--|
| <b>Informational</b>  | <b>STATEWIDE SUSTAINED DUI ENFORCEMENT</b> |
| <b>Funding Source</b> | <b>State</b>                               |
| <b>Project Year</b>   | <b>Ongoing</b>                             |
| <b>Manager</b>        | <b>Jared Cornia - ADF</b>                  |

Utah continues to be a low alcohol-related fatality rate state due in large part to aggressive DUI enforcement and a proactive approach to combating underage drinking issues. In 2018, over 10,383 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 (HVE)

efforts during national safety campaign periods. The funds also provide local law enforcement agencies with equipment such as preliminary breath testers, updated intoxilyzers for evidential breath tests and new digital in-car and body camera systems to enhance officer safety and capture evidentiary information during DUI stops.

|                       |  |
|-----------------------|--|
| <b>Informational</b>  | <b>CRASH REDUCTION PARTNERSHIP IN IDENTIFIED SPEED CORRIDORS</b> |
| <b>Funding Source</b> | <b>State</b>   |
| <b>Project Year</b>   | <b>Ongoing</b>   |
| <b>Manager</b>        | <b>Ashley Carrubba</b>   |

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 overlaid 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.

## 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 accurate information to stakeholders and data user agencies is limited.

Performance measures for accuracy, completeness, and timeliness are either not in place or ineffective in some traffic systems. Performance measure U-13 shows the effectiveness of transitioning the crash data from a paper system to an electronic submission process. The average number of days between submission and occurrence for Utah motor vehicle crashes has reduced from 49.97 days in 2013 to 4.81 days in 2019.

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

The partnership project between the University of Utah, the Department of Public Safety, and the Utah Department of Transportation went live in April 2019. The Utah Transportation and Public Safety Crash Data Initiative (UTAPS) provides the traffic records community a single source for crash data. Currently, Utah's traffic records system does not integrate with one another at a level to be effective. One goal with UTAPS is to provide a system in which Utah can integrate other traffic safety data into the crash data. Both Roadway and EMS data have begun initial steps to integrate data with UTAPS. The first step for Roadway was to integrate the UDOT Safety Management System into UTAPS itself. The Utah Department of Health Emergency Medical Services has engaged the University to begin the process of integrating the EMS data. There is still much to do, but Utah has taken its first steps towards its goal. Many of the injury surveillance systems have begun to integrate within themselves.

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

### Utah's Performance Target:

- Utah's performance target for U-12 is 50.1.
- Utah's performance target for U-13 is 5.9

## 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 address the changing needs for information over time. (NHTSA Highway Safety Program Guideline No. 10)
- Accessibility through an efficient flow of data to support a broad range of traffic safety and other activities. (NHTSA Highway Safety Program Guideline No. 10)

## Project Descriptions:

**3DA 210501**                      **CRASH INFORMATION SYSTEM MANAGEMENT**  
**Project Year**                      **Ongoing**  
**Manager**                              **Barbra Christofferson**

Analysis of Utah’s current crash file database shows improvements in data compliance with the new crash report. The Department of Public Safety (DPS) and the vendors involved with the crash report plan to conduct a gap analysis of the crash repository system to identify the needs and challenges to be addressed. For example, identify which agencies are still having issues submitting crash reports or vendors receiving errors from upon crash submission. Unfortunately, with the current COVID-19 situation, crash report training sessions with the individual agencies and/or vendors have not been possible. UHSO’s LEL will provide technical outreach and education through Google meetings with all the agencies. Using data from UTAPS and the crash repository, operated by the Utah Division of Technology Services (DTS), gaps will be identified and provide a more effective set of validation rules, and the data entered at the roadside will improve greatly. Gathering the most current crash data is vital in keeping our UTAPS program up to date to assist law enforcement and other local agencies.

Funding will be provided to the University of Utah for the University of Utah Transportation and Public Safety – Crash Data Initiative (UTAPS-CDI), DTS for programming the crash repository, and for law enforcement and other local requests.

**TR21025**                              **TRAFFIC RECORDS COORDINATING COMMITTEE**  
**Project Year**                              **Ongoing**  
**Manager**                                      **Barbra Christofferson**

Utah’s TRCC (UTRCC) is composed of representatives from each traffic record system, such as crash, citation, injury surveillance, driver and vehicle. This group is charged with identifying needs and gaps in traffic record systems relating to six focus areas (timeliness, accuracy, completeness, uniformity, accessibility and integration). The UTRCC meets quarterly to discuss the areas of challenges and success. The committee members provide a report on

data quality, crash reporting training, latest updates to data systems etc. Funds will be used to provide a vendor for strategic planning services and to create a process for data governance and a traffic records inventory. Additionally, funding will be used for new initiatives, travel, and supplies and operating costs.

**3DA 210502**                      **EMS PREHOSPITAL DATA REPORTING**  
**Project Year**                      **Ongoing**  
**Manager**                              **Barbra Christofferson**

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.

**Partner Programs:**

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

This project provides for the collection and research of information related to Utah traffic fatalities, and 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. Funds will be used for the personnel costs of a FARS analyst and FARS supervisor.

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

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 Utah Highway Safety Office (UHSO) and the Department of Health, Office of Injury Prevention (UDOH) have partnered to obtain 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 UHSO 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 UHSO with the reported BAC data on a monthly basis.

**Informational**                      **DEATH CERTIFICATE RESEARCH**  
**Funding Source**                **UDOH**  
**Project Year**                      **Ongoing**

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

**Informational**                      **POLARIS SYSTEM RESEARCH**  
**Funding Source**                **UDOH**  
**Project Year**                      **Ongoing**

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



## SECTION VI – BUDGET DISTRIBUTION

See attachment - *FY2021 Funding Distribution by Project for HS*

## SECTION VII – COMPREHENSIVE EVIDENCE-BASED ENFORCEMENT PLAN

### Overview

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

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

The UHSO will maintain and enhance its networking in an 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.

### Partnerships with Utah Law Enforcement Agencies

One of the Utah Highway Safety Office's (UHSO) main collaborative venues is to work with local law enforcement agencies on traffic enforcement strategies and safety goals through the Law Enforcement Liaison (LEL) Program. Currently, the UHSO LEL position is non-sworn. Through the LEL Program, the UHSO smoothly collaborates with law enforcement agencies and communicates enforcement priorities and evidence-based countermeasures. The UHSO LEL is in regular contact with law enforcement agencies through face-to-face meetings, virtual meetings, and informal phone conversations to maintain relationships and a strong working rapport. The LEL actively participates in traffic enforcement work with partner law enforcement agencies to demonstrate their commitment to traffic safety, foster relationships, and set expectations of enforcement work. For FY2021, the UHSO LEL Program will continue to contract with local and county law enforcement agencies for LEL activities. Past OP assessments have noted challenges relating to partnerships with local and county law enforcement. The LEL program focuses on including local, county, rural law enforcement, and non-overtime funded agencies in UHSO mobilizations, messaging, and resource distributions to address these concerns. Resources will continue to be easily distributed to agencies outside of the Wasatch Front area because of these partnerships.

Because Utah is a large state with expansive and sometimes challenging terrain, it is challenging to ensure resources get to rural areas. The LEL Program network is a beneficial

venue to pass on information and support given the large geographic area of Utah. Traveling to the rural and less populated areas is not feasible for one full-time LEL, when time constraints and resources are considered. The contracted Regional LEL's are a great resource to connect rural agencies to the UHSO. The UHSO's full-time LEL will also continue to train and support the Regional LEL contracted agencies and build upon the robust law enforcement network the UHSO has.

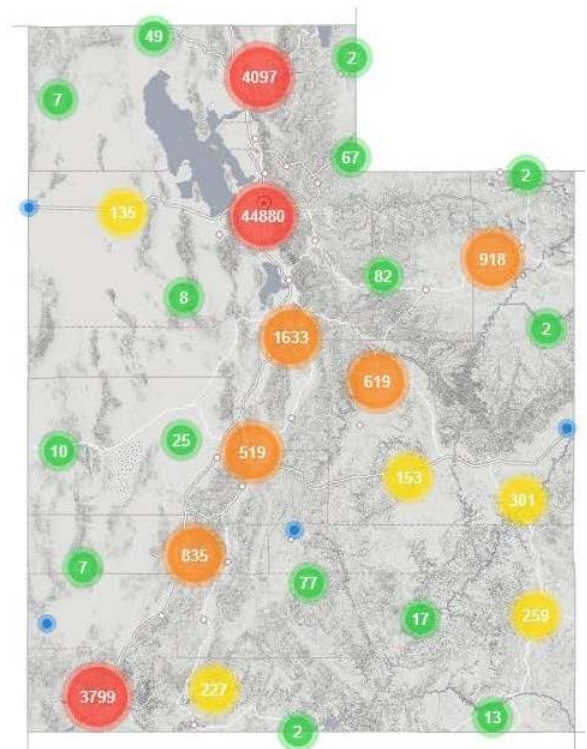
The Multi-Agency Task Force (MATF) activities and meetings are coordinated by the UHSO LEL as well. These meetings bring law enforcement representatives together regularly for traffic safety training and updates and to plan various traffic enforcement activities. Meetings with law enforcement agencies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

The UHSO works with the Utah Highway Patrol (UHP) and the Utah Department of Transportation (UDOT) on speed enforcement by having Hot Spot meetings. These meetings happen every other month. At these Hot Spot meetings, everyone present will collaborate on ideas and resources that need to be provided to reduce speed-related crashes and fatalities. Other traffic safety topics will be brought up at these meetings, and enforcement is always a key source in order to reduce traffic-related crashes and fatalities.

## Problem Identification and Risk Analysis

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

As Utah's roadways become busier and busier due to a strong economy and a growing population, traffic safety will remain an essential piece to a healthy state. Though Utah traffic safety has improved in some areas over the years, traffic deaths per vehicle miles traveled have decreased between 2016 and 2018, to levels equivalent to those 2012-2013. The total number of crashes for the state remained at similar levels between 2016 and 2018, with an average of 62,374 per year. The main contributing factors for



Utah fatalities are Failed To Keep In Proper Lane (21%), Speed (20%), Failed to Yield the Right-of-Way (9%), Ran Off Road (6%), and Disregard Traffic Signals (4%).

#### **Occupant protection:**

- Unrestrained occupants fatalities represent 47% of the motor vehicle deaths in the state during a five year period, 2014-2018.
- Roughly two-thirds of the unrestrained occupant fatalities were male.
- More than half (56%) of unrestrained fatalities occurred in rural areas.
- Young drivers and passengers are more likely to not buckle up: 53% of unrestrained drivers were between the ages of 23-48 and 77% of unrestrained passengers were less than 33 years of age.

#### **Impaired Driving:**

- Utah crash data from 2014-2018 shows that alcohol-related driver crashes are 7.1 times more likely to be fatal than other crashes.
- Alcohol-related crashes accounted for 3.1% of Utah's traffic crashes and 18.4% of fatal crashes.
- Drugged driving is on the rise in Utah. Between 2014 - 2018 drug related crashes accounted for 1.7% of Utah's traffic crashes and 27% of traffic deaths.
- In 2017 the most common drug types found in drug-positive driver fatalities were stimulants (e.g. methamphetamine at 47%); opioids (e.g. oxycodone at 36%); Marijuana/THC at 31% and depressants (e.g., sedative at 25%).

#### **Vulnerable roadway users:**

- Utah crash data from 2014-2018 shows while Utah's overall traffic fatalities are below the national upward trend; pedestrians represent about 0.6% of persons in crashes but 14% of deaths.
- People aged 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 9.5% of pedestrians hit in these areas.
- Males account for 60% of pedestrians involved in crashes.

**Distracted drivers** were involved with 9.2% of all traffic crashes in 2018. 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 one of the leading contributing factors in deaths and the third contributing factor for crashes. The speed category includes crashes where the driver exceeded the speed limit or traveled too fast for conditions. In 2018, a total of 8,865 speed related crashes occurred in Utah, which resulted in 4,203 injured persons and 69 deaths.

The traffic problems identified for the E-BE Plan are occupant protection, impaired driving, vulnerable roadway users, distracted driving and speed. In the sections to follow, the

enforcement initiatives and participating law enforcement partners are described with a timeline of activities for each traffic safety problem, based on the risk analysis above.

## Deployment of Resources Based on Analysis

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

Utah is home to 159 law enforcement-based agencies consisting of 23 Utah Highway Patrol (UHP) sections, 29 county sheriff departments, 97 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 following counties: Cache, Davis, Salt Lake, Utah, Washington, and Weber. Of those areas, four urban counties (Davis, Salt Lake, Utah, and Weber) are located along a 100 mile stretch of the Wasatch Front and house 76% of the population. Utah's 25 rural counties account for only 24% of the state's population, yet these areas experience a high traffic fatal burden. Rural areas had a higher fatal crash rate, while urban areas had a higher rate of total crashes per vehicle miles traveled. Additionally, crashes occurring in rural areas were 2.8 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 enforcement funds' distribution and focus. For occupant protection, rural law enforcement agency outreach is essential for both funded enforcement and standard enforcement emphasis. Rural areas experience higher rates of unrestrained fatalities and have lower seat belt use rates as well. Occupants in rural crashes were 3.4 times more likely to be unrestrained than urban occupants. Increased enforcement in these areas will drive up seat belt usage and, in turn, decrease fatalities. Urban areas also need occupant protection enforcement due to the number of crashes and fatalities experienced. There is a balance required for addressing the unique local conditions of the areas. For impaired driving, factors and data examined to determine resource distribution include 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 long distances from the location where they drank alcohol to their home, making time on the roadways longer and riskier. Additionally, the perception of risk related to encountering law enforcement in rural

areas may be lower due to the isolated nature of the roadways and area. These conditions are examined when working with law enforcement to distribute funds for statewide enforcement efforts. Lastly, the capacity of local law enforcement partners to staff overtime patrols and commitment to overall traffic safety goals are also considerations for the allocation of resources.

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

It is expected that participation in enforcement projects will likely increase in the rural areas with this addition of LELs in those areas. The Multi-Agency Task Forces in Weber, Davis, Salt Lake, and Utah Counties will continue to be venues to accomplish traffic safety enforcement work and goals. 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-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. Applying these evidenced-based strategies along with the countermeasures below will be the focus of the UHSO in the new year.

### **Countermeasures:**

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

- November 2020
  - The National Click It or Ticket Mobilization enforcement efforts will be conducted statewide and focused on high need areas and highly traveled roadways to target holiday drivers.
- March 2021
  - Nighttime seat belt enforcement efforts will be focused on high risk areas with favorable conditions for nighttime enforcement with law enforcement agencies in the identified areas.
- May- June 2021
  - The National Click It or Ticket Mobilization enforcement efforts will be implemented statewide with law enforcement partners.
- September 2021
  - Seat belt saturation patrols will be implemented with law enforcement partners in identified areas with low seat belt use.

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

### **Impaired Driving**

Alcohol and drug impaired driving 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 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. The Regional Law Enforcement Liaison's will coordinate HVE efforts statewide. Data and mapping will be used to inform agencies where checkpoints should be placed and when they should be scheduled.

#### **Countermeasures Timeline and Details:**

- October 2020
  - 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 2020
  - Holiday Crackdown/Drive Sober or Get Pulled Over National Mobilization enforcement efforts will be implemented statewide. Wasatch Front-targeted enforcement will be coordinated with law enforcement partners in Salt Lake, Utah, Davis and Weber Counties. Additional outreach to law enforcement agencies for focused-patrols will be completed by the LELs, with particular attention to rural agencies in need of mobilization support.
- February 2021
  - The Drive Sober or Get Pulled Over initiative will target Super Bowl activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.
- March 2021
  - The Drive Sober or Get Pulled Over initiative will target St. Patrick's Day activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.
- April 2021
  - The Drive Sober or Get Pulled Over initiative will target areas in the state where recreational activities usually occur around the Easter holiday.
- May 2021
  - The Drive Sober or Get Pulled Over initiative will target Memorial Day Weekend activities and supplement the 100 Deadliest Days messaging and enforcement through the Utah Highway Patrol and Wasatch Front-targeted enforcement in cooperation with law enforcement partners in Salt Lake, Utah, Davis and Weber Counties. Additional outreach to law enforcement agencies for focused-patrols will be completed by the LELs, with particular attention to rural agencies in need of mobilization support.
- July 2021
  - The Drive Sober or Get Pulled Over initiative will target 4th of July and 24th of July (Pioneer Day Holiday) celebrations with the Utah Highway Patrol performing statewide enforcement patrols along with additional enforcement coordinated through the LELs and the Multi-Agency Task Force.
- September 2021



- The Drive Sober or Get Pulled Over initiative will focus on Labor Day celebrations with the Utah Highway Patrol performing statewide enforcement patrols, and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties. Additional outreach to law enforcement agencies for focused-patrols will be completed by the LELs, with particular attention to rural agencies in need of mobilization support.
- DUI Checkpoint operations will be conducted with law enforcement partners at identified high risk 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 Blitizes will also be coordinated with law enforcement partners. Two main methods for the blitizes 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 blitizes 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 2018, distracted driver crashes represented 9.2% of all crashes and 7.6% 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. Law enforcement partners such as Orem Police Department, Provo Police Department, Utah County Sheriff's Office, and Unified Police Department communities of Holladay, Taylorsville, Riverton and Midvale, Salt Lake City Police Department, West Valley Police Department, Richfield Police Department and agencies needing assistance will be provided support with shifts 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 enforcement during NHTSA's Distracted Driving month, offered to various police departments with a focus on 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. The Utah Highway Patrol will focus on the following:

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

## Follow-up and E-BE Plan Adjustment

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



## SECTION VIII – COMMUNICATIONS PLAN

### Overview

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

### Guiding Themes

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

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

### Strategic

### Direction

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

Our primary audience is each roadway user throughout Utah – to include drivers, passengers, bicyclists, pedestrians, & motorcyclists of all ages.

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

During FY2021, the UHSO will follow guidance from CDC, state & federal governments, NHTSA, and other leaders in order to do our part to slow the spread of the COVID-19 virus. We will make reasonable efforts to follow safe social distancing guidelines during our public events and will encourage our staff to be flexible and sensitive to how messaging can change during a pandemic. We recognize that our campaign designs may need to change at NHTSA's direction, because of how the pandemic affects the public we serve.

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

- Action Item: Maintain contracts with professional advertising firms to produce cutting-edge, engaging media elements to support the designated campaigns.
- Action Item: Provide program guidance to media contractors through teams composed of UHSO staff and other DPS team members, and the communications manager.
- Action Item: Share materials and creative concepts produced by media contractors with traffic safety partners throughout the State so they can utilize them within their local campaigns.
- Action Item: Seek out partnerships with traffic safety advocate organizations throughout the State.
- Action Item: Seek out appropriate spaces to reach out to the underserved communities in the State.
- Action Item: Translate campaign materials and UHSO website into Spanish by the end of the fiscal year.

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

- Action Item: Utilize materials produced by NHTSA's Traffic Safety Marketing group (TSM), the UHSO, the Ad Council, and other entities that provide free resources.
- Action Item: Share materials produced by NHTSA's TSM group, the UHSO, the Ad Council, and other entities with traffic safety partners throughout the state and provide toolkits to show how they can utilize them in their areas.
- Action Item: Plan earned media opportunities, in the form of press conferences or press releases, independently or in conjunction with safety partners for all official campaign enforcement or education periods.
- Action Item: Maintain awareness of current traffic safety trends and issues 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 engaging, educational, and informative 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., in order to highlight events on NHTSA's communications calendar.
- Action Item: Take advantage of opportunities such as holidays or seasonal events to promote traffic safety messages.

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

- Action Item: Whenever possible 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 multiple social media platforms to share traffic safety messages with roadway users throughout Utah.

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

## Occupant Protection

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

- Action Item: Utilize our websites, paid, earned, and social media, to share messages about seat belt safety throughout the year. Provide messaging in both English and Spanish.
- Action Item: Develop messaging for at-risk populations, distributing content through health departments in the areas with at-risk audiences.
- Action Item: Share campaign resources with traffic safety partners throughout the State and encourage their use throughout the year.

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

- Action Item: Support and participate in National Click It or Ticket high-visibility enforcement mobilization in November 2020, and May 2021.
- Action Item: Support a nighttime enforcement mobilization by developing targeted messaging in March 2021.
- Action Item: Utilize Click It or Ticket as a secondary message in other enforcement and media events throughout the year.
- Action Item: Continue the expansion of successful seat belt advertising, like the "*Buckleface*" social media campaign.

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

- Action Item: Continue to work with Montana State University and other state and local partners to support an occupant protection campaign targeting rural communities.
- Action Item: Further develop relationships with social media managers with rural community partners, in order to share locally relevant data.

**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 40.9% from 40.3%.

- 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 through our partnership with the State Board of Education.
- Action Item: Develop and distribute resources for parents of pre-teens and teens to promote seat belt usage.

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

- Action Item: Provide materials and media messages in at least one additional language following English and Spanish.
- Action Item: Seek opportunities and venues to promote seat belt safety to minorities.

## Impaired Driving Program

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

- Action Item: Utilize paid, earned and social media to share messages about the dangers of impaired driving throughout the year.
- Action Item: Share campaign resources with traffic safety partners throughout the State and encourage their use throughout the year.
- Action Item: Support and participate in national *Drive Sober or Get Pulled Over* high-visibility enforcement mobilizations.
- Action Item: Utilize *Drive Sober or Get Pulled Over* as a secondary message in other enforcement and media events throughout the year.
- Action Item: Promote messages about impaired driving enforcement utilizing channels that reach these specific demographics and use messages that will resonate with them.
- Action Item: Deliver education messages through "DriveSoberUtah" social channels.

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

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

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

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

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

- Action Item: Support the “Use Only As Directed” campaign.
- Action Item: Encourage drivers to check with their physician for alternate medications that will not impair them to drive.
- Action Item: Educate drivers that “operating heavy equipment” warnings on medication includes a vehicle, and is not limited to things such as construction equipment or other machinery.
- Action Item: Continue to incorporate messages like “if you feel different, you drive different,” aimed at eliminating drugged driving.

## 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 on the road.

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

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

- Action Item: Continue partnership with Driver License Division to promote Utah’s motorcycle rider training program.
- Continue partnerships with organizations that offer rider education classes, and continue funding discounts for riders to attend into FY2021.
- Action Item: Increase awareness of the benefits of motorcycle rider education and training for both new and experienced riders.
- Action Item: Educate motorcyclists that riders must assume responsibility for avoiding a crash situation caused by another motorist.
- Action Item: Educate motorcyclists about crash avoidance skills, the value of lane positioning, and proper braking and panic -braking techniques.
- Action Item: Continue to discourage mixing alcohol and other drugs with motorcycle riding.

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

- Action Item: Increase motorcyclist awareness about how visual conspicuity affects their safety.



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

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

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

## Pedestrian Safety

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

- Action Item: Utilize earned and social media to share messages about pedestrian safety throughout the year.
- Action Item: Share campaign resources 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 *Utah Walk Week* in October 2020.
- Action Item: Support and participate in *Green Ribbon Month* and *Walk Your Child to School Day* activities statewide.
- Action Item: Develop and distribute resources about distracted pedestrians, leveraging our partnership with UDOT's Safe Routes to School Program.
- Action Item: Utilize earned and social media to increase awareness about high-visibility enforcement related to back to school activities and crosswalk safety.

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

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

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

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

## Bicycle Safety

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

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

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

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

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

- Action Item: Increase cyclist awareness about how conspicuity affects their safety.
- Action Item: Encourage cyclists to employ conspicuity strategies.
- Action Item: Utilize our professional network to distribute new videos about the "3 foot rule" safe cycling videos.

## 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 through our partnership with the University of Utah.

**Goal:** Increase seat belt 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.
- Action Item: Educate about senior's seat belt use trends, through region-specific data sets.

**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
- Action Item: Promote the "If You Feel Different, You Drive Different" messaging, focusing on seniors and driving.

## 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 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 and encourage traffic safety partners throughout the State to promote speed enforcement throughout the year.
- Action Item: Make speed a secondary or tertiary message in other enforcement or media campaigns throughout the year.
- Action Item: Add recurring social content showing 100mph+ citation data from UHP.

**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.
- Action Item: Utilize VMS boards as a messaging tool, in partnership with UDOT and Zero Fatalities.

## Teen Driving

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

- Action Item: Utilize earned and social media to share messages about teen driver

safety throughout the year.

- Action Item: Share campaign resources and encourage traffic safety partners throughout the State to promote teen driver safety throughout the year.
- Action Item: Support and promote the “*Don’t Drive Stupid*” program.
- Action Item: Support the production and promote the use of the Teen Memorial webpage and video library.
- Action Item: Support UHP’s “ *Teen Driving Challenge* ” courses.

**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 seat belt 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.

## Distracted Driving

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

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

## Law Enforcement Programs

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

- Action Item: The communications team will attend regional Multi-Agency Task Force meetings in order to network with public information officers in participating departments.
- Action Item: Regularly reach out to police departments and city governments to engage with their social media managers. Find ways to help each other deliver traffic safety content to their specific communities.

## Traffic Records Programs

**Goal:** Work with our traffic safety analytics contractor to glean interesting data metrics that help tell our story.

- Action Item: The communications team will work with Numetrics to develop compelling visual graphics that appeal to a public audience.
- Action Item: Develop updated content for the UHSO website to include dashboards that are easily understood by a public viewer.
- Action Item: Alert local media outlets or other interested partners about the ease of access to traffic safety data.

## SECTION IX – APPENDICES TO SECTION 402

### Budget Distribution

#### Appendix A to Part 1300

#### Appendix B to Part 1300