



UTAH DEPARTMENT OF PUBLIC SAFETY HIGHWAY SAFETY OFFICE 2017 ANNUAL REPORT



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ON THE COVER

Utah Highway Patrol Colonel Rapich speaks at the St. Patrick's Day/NCAA Basketball tournament DUI prevention media event in March.

NHTSA Region 8 Administrator Gina Espinosa-Salcedo speaks at the Highway Safety Office's Move Over media event in May.

Executive Summary

The mission of the Utah Department of Public Safety's Highway Safety Office (UHSO) is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on the state's roadways. Our ultimate goal is to reach zero traffic fatalities, as the loss of one life is too many. Each year, under the authority and approval of Governor Gary R. Herbert and Governor's Representative and Public Safety Commissioner Keith D. Squires, the Utah Highway Safety Office (UHSO) produces a Highway Safety Plan (HSP) designed to help us reach that goal. This report documents our successful implementation of the HSP and its 38 evidence-based highway safety grants.

To support the HSP, Utah applied for and received \$4,528,622.37 in federal highway safety funding. This included grant awards for 402, 405b Occupant Protection, 405c Traffic Data, 405d Impaired Driving, 405f Motorcycle Safety, 405e Distracted Driving, and 405h Non-motorized Roadway Users. During the year, a total of \$1,097,500 was expended.

Despite these efforts, the personal and socioeconomic effects of motor vehicle crashes is a continuing concern in the State of Utah. In 2016, there were 62,471 reported traffic crashes on public roadways in Utah. These crashes involved 158,417 people, with 25,738 injured and 281 people killed.

While traffic crashes in Utah are the highest ever, we have made progress in the following areas over the last few years:

- The Utah death rate per vehicle mile traveled has been below the U.S. rate since 2001;
- Restraint use continues to show an upward trend in crashes;
- Deaths involving a drunk driver decreased for the second straight year;
- The motorcyclist crash rate per registered motorcycle has shown a decreasing trend;
- The number of bicyclists in crashes in 2016 decreased for the fourth straight year.

As improvements are made and progress continues, traffic safety must remain a top priority. Some areas of concern the UHSO is addressing include:

- Traffic deaths were the highest total in Utah since 2007;
- The number of injured persons in crashes increased for the sixth straight year;
- Speeding remains a leading contributing factor in deaths;
- The percent of crashes involving a teen driver increased for the third straight year after years of decreasing;
- Pedestrian crash rates per population have shown an increasing trend;
- Drowsy driving crashes were the highest since 2007;
- Deaths involving a distracted-driver has shown an increasing trend the last few years;
- The percent of crashes involving an older driver has shown an increasing trend;
- The number of crashes involving a drug-related driver in 2016 was the highest on record.

As we continue to work towards zero fatalities on our roadways, the UHSO's planning efforts will focus on data-driven approaches, using the prescribed NHTSA core performance measures and additional Utah measures as guidance.

This annual report provides an update to each project administered in FFY2017 and how they relate to the HSP and performance measures. The following are some program highlights.

Occupant Protection – The rural seat belt program expanded to new counties, bringing the total number of targeted counties to seven. Utah's seat belt usage rate increased slightly to 88.8% and the legislature removed the sunset clause from the primary seat belt law.

Alcohol Program – A sustained media campaign complimented the high-visibility enforcement efforts conducted throughout the year. The Legislature passed .05 BAC legislation as well as a pilot program for 24/7 to be held in Weber County.

Vulnerable Roadway Users Program - Messages about pedestrian, bicycle and motorcycle safety were shared through the new Heads Up media and education campaign as well as through partnerships with community organizations, advocacy

groups, schools and police departments.

Traffic Records – The HSO continued its partnership with the Utah Department of Transportation and the University of Utah to create a Transportation Safety Institute.

Community Traffic Safety Program – A partnership with the University of Utah Healthcare expanded senior driving outreach and education. Teen drivers received information about education through school-based and private partner programs.

Police Traffic Services Program – The groundwork for expanding the law enforcement liaison program to Utah’s rural areas was laid during the year, and the HSO will work toward implementation during the next federal fiscal year. Distracted driving enforcement and education programs continued in Salt Lake County and expanded to Utah County.

Enforcement Program – Along with sustained year-round DUI enforcement, the HSO supported eight impaired driving high-visibility enforcement efforts as well as three high-visibility seat belt enforcement efforts. Law enforcement agencies also conducted distracted driving, pedestrian and bicycle enforcement operations.

Occupant Protection Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2016, shows Utah is experiencing an increase in fatalities in this area (281).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1355. The most current complete annual data which is for 2016 shows Utah fell short of this performance target (1488).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT 5 Year Average was .89; Urban Fatality Rate per 100 Million VMT was .64; and Rural Fatality Rate per 100 Million VMT was 1.63; Utah Non-Motorized Fatalities 5 Year Average was 41; Utah Non-Motorized Serious Injuries 5 Year Average was 167. The most current complete 5 Year Average data (2012-2016) shows Utah experienced a decrease in the Total Fatality Rate (.87), an increase in the Urban Fatality Rate (.67). and a decrease in the Rural Fatality Rate (1.37).

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 81. The most current complete annual data, which is for 2016, shows Utah achieved this performance target (77).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger in Utah Fatal Crashes was 37. The most current complete annual data, which is for 2016, shows Utah is experiencing an increase in this area (54).

Utah's performance target for B-1 Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles was 92%. The most current seat belt survey, which is for 2017, showed Utah is falling short of this target (88.8%).

Utah's performance target for U-1 Percent of Children in Utah Crashes in Child Safety Seats was 70%. The most current complete annual data, which is for 2016, shows Utah fell just short of this performance target (68.5%).

Utah's performance target for U-2 Percent of Children in Utah Crashes in Child Safety Seats was 92.7% for Ages 0-1; 84.8% for Ages 2-4; and was 42.4% for Ages 5-8. The most current complete annual data, which is for 2016, shows Utah is short of this goal for Ages 0-1 (86.5%), achieving the goal for Ages 2-4 (85.1%) and also achieving this goal for Ages 5-8 (42.9%).

Utah's performance target for U-3 Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 That Were Unrestrained was 61.1%. The most current complete annual data, which is for 2016, shows Utah achieved this performance measure (48.1%).

Utah's performance target for U-4 Percent of Utah Motor Vehicle Crash Occupant Fatalities Occurring at Night (unrestrained) was 46.9%. The most current complete annual data, which is for 2016, shows Utah fell short of this performance target (48.8%).

Utah's performance target for U-5 Percent Unrestrained Among Seriously Injured and Killed Occupants in Crashes was 29.9% for Rural and 12.9% for Urban. The most current complete annual data, which is for 2016, shows Utah achieved this goal for Rural (29%) and fell short of this goal for Urban (14.7%).

Utah's performance target for U-9 Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers was 74.2. The most current complete annual data (2016) shows Utah achieved performance target (71.6).

Occupant Protection Project Descriptions and Contributions to Utah's Highway Safety Targets

2HVE170401 Click It or Ticket STEP Support

The kick-off for the Click It or Ticket Campaign was held at both a National and State level on May 6, 2017, with NHTSA visiting the Dinosaur National Monument in Vernal, Utah. Federal, state and local agencies hosted a press event to educate park visitors about federal and state laws that require the use of seat belts when driving or riding as a passenger in a national park. Participating agencies encouraged visitors to always buckle up when visiting Dinosaur National Park. The press event highlighted the agencies' collaborative efforts to enforce seat belt law and increase voluntary compliance by motorists. Speakers included NHTSA's Associate Administrator, Maggi Gunnels; National Park Service Law Enforcement Chief, Charles Cuvelier, and Utah Highway Patrol Section Commander Lt. Brett Gehring. An award was presented to the Dinosaur National Monument staff and law enforcement partners for their outstanding traffic safety efforts throughout the year to keep all park visitors safe.

The Click It or Ticket enforcement and education campaign has been conducted for the past 17 years in Utah. Utah kicked off this year's statewide campaign with 9 year old race car driver Tuscan Nuccitelli, who shared his message to encourage everyone to buckle up. Tuscan was joined by his father, Sergeant Nick Nuccitelli, of the Santa Clara-Ivins Police Department and Chief Lee Russo, of the West Valley City Police Department on a closed course with his Bandelero race car. Tuscan talked about the importance of safety equipment with emphasis on seat belts and safe driving skills. Law enforcement's message was the fact that it's not about writing tickets, but about saving lives. In Utah, a crash occurs every 8 minutes with someone being injured in a crash every 20 minutes. The message was clear: the time to buckle up is NOW. Click It or Ticket enforcement took place May 22 - June 4, 2017. During the two week mobilization 60 law enforcement agencies worked 2,725 overtime hours and issued 945 seat belt citations, 4,230 seat belt warnings, 32 child restraint citations, 61 child restraint warnings, 142 speeding citations. In addition, they stopped 79 individuals with a total \$190,807.00 in warrants, made 8 DUI arrests and gave 794 other citations.

The first high-visibility Click It or Ticket enforcement mobilization during FFY2017 was conducted during the Thanksgiving 2016 holiday period. Travelers were reminded that officers would be ticketing unrestrained motorists. A total of 47 county, municipal and state law enforcement agencies supported the campaign by declaring zero tolerance for unbuckled motorists and 22 agencies worked overtime shifts. During this three day enforcement campaign, officers worked 540 overtime hours focusing on occupant restraint. During these shifts, officers issued 119 seat belt citations and 681 warnings, 6 child restraint citations and 33 warnings, 35 speeding citations and 84 warnings. Officers also stopped 18 individuals with a total of \$51,902.00 in warrants, made 2 DUI arrests and 170 other citations.

Nighttime seat belt enforcement was the focus during the March. Seat belt overtime shifts were worked during two weekends in March between the hours of 6 p.m. and 1 a.m. Twelve agencies were selected to work nighttime enforcement. During these shifts officers issued 69 belt citations, and 246 warnings, 6 child restraint citations and 7 warnings, 19 speed citations and 12 warnings. They stopped 7 individuals with \$11,140.00 warrants, made 1 DUI arrest and issued 116 other citations.

Due to the Primary Seat Law being made permanent, no September enforcement mobilization took place. Funds were dedicated to November's paid media and enforcement effort in its place.

Enforcement of Utah's seat belt law is known to increase the usage of this life-saving device among motorists. By combining education programs, awareness campaigns, and enforcement mobilizations, Utah's seat belt usage increased from the 2016 rate of 87.9 percent to 88.8 percent in 2017. This equates to 28,000 more Utahns buckling up this year. It is estimated that of these new restraint users, 1,450 will be involved in a motor vehicle crash this year where their choice to be restrained might be the difference between life and death.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9 , B-1, U-1, U-2, U-3 , U-4, U-5 and U-9.

OP170402 Occupant Protection Media, Materials and Support

This project promoted campaigns and outreach projects to assure the occupant protection message was delivered to

identified populations with low-belt use (young male, pickup truck drivers and passengers, Hispanic and rural motorists, hard core non-users) throughout the year. More specifically, this project helped develop and implement six media and outreach campaigns and produce printed material and training tools. In addition, the project supported the Saved By the Belt program, Click It Utah website, Traffic Occupant Protection Strategies training for law enforcement, employer outreach initiatives, Safe Seats Safe Lives initiative and a highly focused media and educational outreach campaign to educate motorists on the primary seat belt law.

Three campaigns utilized the Click It or Ticket message.. The first targeted all motorists during the Thanksgiving Click or Ticket mobilization when Utahns were advised to drive safely and buckle up, day and night. Paid media promoting the enforcement message included radio, digital, and social media with the primary media target being men ages 18-49 years. The campaign utilized the NHTSA created “monster” spots. Paid media resulted in a total of 446 radio spots and reached 47.7% of the audience 4.3 times equaling 1,106,000 impressions. Digital media included YouTube that generated 482,138 impressions and 126,012 views with a 24.81% completion rate (YouTube’s average completion rate is 18%). Additionally, there were 825 earned views resulting from the paid video placement. . Facebook video produced 141,221 views and 359,859 impressions reaching 194,784 people over 1.88 times. Facebook sponsored content reported 2,453 engagements and 56,284 impressions, reaching 33,464 people over 1.68 times. Paid media efforts totaled \$35,000, with a total flight value of \$63,461, including radio added value.

The second Click It or Ticket campaign targeted nighttime seat belt use and took place in March. Twelve law enforcement agencies were selected to work nighttime seat belt shifts. Paid media utilizing the NHTSA produced “What are the Odds” spots took place March 20-26, 2017 using radio, digital, and social media. A total of 182 radio spots reached 27.1% of the audience 2.8 times for a total of 428,000 impressions. On YouTube there was a total of 382,944 impressions, 109,836 views with a 28.53% completion rate. TubeMogul produced 36,326 impressions, 27,244 video views with a 63% completion rate. The digital media campaign was optimized by moving budget from programmatic to be split between YouTube and Facebook. Facebook garnered 76,908 video views, 275,319 impressions reaching 50,177 people a total of 5.49 times. Paid media efforts totaled \$25,000 with a total flight value of \$35,945.

The third Click It or Ticket campaign held in May is the largest high-visibility enforcement effort. Focus continues to be placed on educating law enforcement as well as the public on the primary belt law. During the 2017 legislative session, the sunset for the primary belt law was removed making the law permanent. Even with a primary belt law, 350,000 motorists still choose to ride unbelted. June 2017 observational surveys report seat belt use at 88.8%, falling short of the national average of 90.1%. In addition to overtime enforcement shifts, the Highway Safety Office continues to strengthen partnerships with law enforcement agencies by providing resources and educational materials. Enforcement and education remain at the forefront as efforts continue to increase seat belt compliance and save lives.

Paid media efforts included partnering with Zero Fatalities, a DPS and UDOT program, focusing on Utah’s goal to decrease traffic fatalities and increase seat belt use statewide. Strategies included educating Utahns that crashes happen every 8 minutes, leveraging an enforcement message that provides reasons why law enforcement writes tickets, and expanding the Zero Fatalities/CIOT partnership to expand the reach of the message to both programs. The message used to achieve this was more enforcement based compared to the previous year. Click It or Ticket paid media was educational and action based with the tag lines of: “We write tickets to save lives,” as well as “a crash occurs every 8 minutes, the time is now to buckle up.” Earned media from the press event with nine-year old race car driver garnered 16 news stories generating a local TV audience of 203,696 viewers; local TV publicity value of \$22,998 and online news publicity value of \$25,103.

The partnership with Zero Fatalities allowed Click It or Ticket to purchase terrestrial and online radio. During the two-week May campaign, a total of 904 radio spots ran in the metro area garnering a total of 1,606,000 impressions reaching 56.3% of the audience 5.2 times. On Pandora, audio impressions totaled 345,000 while video/banner ad impressions totaled 453,000. Additionally, online video produced 37,000 impressions, and 31,000 views, producing an 84% video click through rate. YouTube bumper tops garnered 1.24 million impressions generating a 77% click through rate. Facebook/Instagram video targeting rural Utah reached 204,325 people, with 384,485 impressions, and 214,474 views. Through the Zero Fatalities, CIOT leveraged the media buy with additional added value including radio, television, and movie theater

spots. Radio added value included station testimonials, streaming promotions and spots, digital banner ads, home page takeover, social media posts, e-blasts, and on-air interviews with UHSO's law enforcement liaison, Trooper Hopper. Paid media efforts totaled \$45,000, with added value provided by media partners and Zero Fatalities the total campaign value came to \$224,923.

The Hispanic seat belt campaign, Ponte el Cinturon, completed its fourth year with efforts placed on media outreach and engagement with the seat belt message. Focus was on gaining an understanding of the Latino community and their habits and behaviors regarding seat belt usage. Media efforts included production of nine TV spots. The 2017 spots were created with the participation of community leaders and representatives from several sectors in the community - i.e., Salt Lake County Mayor, Chamber of Commerce President, church pastor, doctor, state senator, and law enforcement officers. These 60, 30, and 15 second personalized TV spots demonstrated that leaders in the Hispanic community feel strongly about wearing a seat belt. In September a Ponte el Cinturon track study was conducted in Weber, Salt Lake and Utah Counties. A total of 214 responses were generated from the in-person survey. Surveys were conducted for 10 consecutive days at Hispanic stores, parks and churches. The methodology used was interception without offering any incentive to participate. Results showed nearly all (98.6%) of the Hispanic people interviewed knew about the Utah law requiring all passengers to wear a seat belt and 8.5 out of 10 Hispanics recalled the Ponte Campaign and 6.5 out of 10 Hispanics remembered Super Click. Most of them made the Super Click movement with their hands when responding. Seventy five percent; of the participants agreed that Ponte el Cinturon makes more sense than Abrochate. Almost 90% of participants reported that they buckle up even when driving short distances, 83% have seat belt rules for passengers when they ride with them, 35% wear a seat belt to avoid traffic fines or being stopped by an officer and almost 80% of Hispanics recognized differences between the traffic (seat belt) laws of the U.S. versus their country of origin. Additionally, almost 65% talk on their cell phone while driving; 45% admitted they read texts while driving, and 63% admitted they reply to texts when driving. The survey also asked about Hispanic media news stations and it was determined that Telemundo is the most popular Spanish language TV station with 35% of participants choosing them as most watched. Radio stations and listening habits were also questions on the survey. These results help demonstrate the campaign effectiveness and what traffic safety messages and media outreach efforts will be most effective in the future. Paid media was placed in partnership with the Zero Fatalities campaign and social media was kept in-house with the Utah Department of Public Safety Highway Safety Office Facebook page as well as the Ponte el Cinturon face book page. Zero Fatalities placed paid media on Utah's two major Hispanic TV stations from January to September utilizing the Ponte el Cinturon spots in addition to those created by Zero. This partnership provided over \$37,000 in paid media and \$55,000 in added value. The contractor met quarterly with UHSO and Hispanic seat belt grantees to design posters and banners in Spanish and responded to requests for project materials. Further, Utah Highway Patrol troopers who speak Spanish attended community events and provided media interviews promoting the Ponte el Cinturon message.

The program also supported Utah's involvement in National Child Passenger Safety Week and National Seat Check Saturday. During the campaign, all certified technicians, local health departments, Safe Kids coalitions, and car seat inspection stations were engaged in activities and asked to promote the state and national theme. Partner kits were created and distributed to the thirteen local health departments and some targeted fitting stations. Kits included mini-size story books entitled "Just My Size" for children and a large book for teachers, day care providers and other community partners to read to children. The books highlighted the stages of car seats as children grow and important safety steps. Both English and Spanish versions were printed. During the week, 23 car seat inspection clinics were held, where 410 seats were inspected for proper use, 219 unsafe seats were replaced, and over 1,000 pieces of education were distributed. To kick-off the campaign, a media event was held at West Jordan City Library where West Jordan City Police Officer Colton Gordon read to the children during story time. Media covered the event which resulted in 6 news stories.

While the primary function of this project is to support campaigns and outreach activities overseen by the Utah Highway Safety Office, it also supported activities promoted through partnering organizations. During the year, resources promoting seat belt use were distributed during Teen Driving Safety Week, Drive to Work Safely Week and Zero Fatalities program activities.

By targeting populations known to have low seat belt and booster seat usage rates, the project contributed to reaching the goal of increasing the number of motorists who buckle up. Utah's overall seat belt usage increased 0.9 percent from the

2016 rate of 87.9 percent to 88.8% use in 2017 contributing to an overall increase of 5.6 percent since the primary belt law was introduced.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9 , B-1, U-1, U-2, U-3 , U-4, U-5 and U-9.

2CPS/170403 Utah Child Passenger Safety Program

This project supports Utah's comprehensive child passenger safety program. Activities include training, education and outreach programs conducted throughout the state. During FFY2017, the project supported an Occupant Protection Training Coordinator who administered two Child Passenger Safety Technician Certification Courses in which 39 students obtained their national certification. These individuals are located throughout the state and will join with the existing 293 technicians to educate families on the correct installation and use of their child's car seat. It is interesting to note that 36 of them are strictly volunteers,, who do not get paid from employers. In addition, three tech update trainings were taught to 42 technicians.

The Zero Fatalities Safety Summit was not held this year, but planning continues for 2018. Plans include the Transporting Children with Special Healthcare Needs course, a pre-conference and regular conference sessions where technicians may earn continuing education credits and renew their certification through seat checks. The conference will feature the expertise of major car seat manufacturers and other out-of-state CPS experts.

Technician retention efforts were funded in order to maintain the number of certified child passenger safety technicians in the state. The mentor program, Meet in the Middle, entered its fifth year by pairing new and seasoned technicians who embark on a supporting partnership to encourage more engagement in the field of child passenger safety. The incentive program, which awarded technicians with a gift for their involvement in at least four car seat inspection clinics during the year, depleted existing resources. Educational materials such as the LATCH manual may be provided instead.

During the year, four new car seat inspection stations joined with 110 others to provide expert assistance on car seat proper seat selection, installation and use. These stations are located in 25 of the State's 29 counties, with 65 having established dates and times they are open to serve the public. The other 49 stations serve targeted or at-risk populations such as hospital patients, homeless, and refugee families. Much of the support provided to the inspection stations was provided through resources available at the HSO including time committed by the training coordinator. Project funding was also used to provide three fitting stations with child safety seats. All seats purchased through this project were provided to low-income families identified at established car seat inspections stations and clinics that serve extremely low-income, homeless or refugee families and acquired no project income. The project also supported car seat inspection clinics and classes held by the community partners.

The project has made a concerted effort to reach out to hospitals and show the importance of providing education and installation assistance. Reports for many hospital locations were prepared, which show the number of births in the area. As a result, 2 major hospitals have started very active programs. Plans are in place to continue to certify hospital personnel and provide education, resources and supplies to start a car seat program in birthing hospitals.

The project supported 13 mini-grants with local health departments and other partners that represented 98% of the state's geographic area. Through these mini-grants, over 2,400 car seats were inspected for proper use with almost 1,500 seats being replaced at 63 car seat clinics. Over 215 child passenger safety events were held, providing more than 25,000 pieces of educational material to the population. With the support of these partners, 39 individuals became new CPS technicians and many more were supported in their certification. The program also provided education through clinics and media interviews with child passenger safety experts. Evaluation methods included child passenger safety checklist data, observational survey data, online and in-class knowledge and opinion surveys. Buckle Up for Love, managed through the Utah Safety Council, made great progress in increasing community knowledge of their program. They consistently have approximately 6,000 Facebook fans, which led to over 4,000 individual interactions. They distributed almost 4,000 educational materials, approximately 500 observation cards and attended 48 safety fairs. This resulted in 68 families receiving

educational materials for being observed with children improperly restrained. Of the thirteen supported mini-grants, all but three reported having project income and using that income to purchase additional car seats. One of the remaining mini-grants did not have project income and the other two used the project income to defray project administrative costs.

To encourage booster seat and seat belt use among school-aged children, the state continued efforts with the Click It Club program. Over the past twelve months, the yearlong program was implemented in 8 schools, reaching nearly 7,000 students and their families. Two additional schools were reached on a short term basis by Utah Valley University students who took on the project for one semester, reaching approximately 500 more students. Participating schools conducted regular activities that encouraged students and teachers to buckle up. They were provided with monthly bulletins that contain educational articles, resources that support school and student activities, as well as tips for families. School signage and messaging was also provided and charged students with reminding all passengers in the vehicle to buckle up. Another effort aimed at school-aged children, the Utah Board of Education's Professional Learning Series, educated 120 PE teachers about seat belts, car seats and new for this year, the Heads Up Program. As part of the UHSO's efforts to reach pre-teens about traffic safety, the teachers were provided with resources, lesson plans and PowerPoint presentations so they may easily incorporate these life-saving messages into their current curriculum.

The program also supported Utah's involvement in National Child Passenger Safety Week and National Seat Check Saturday. During the campaign, all certified technicians, local health departments, Safe Kids coalitions, and car seat inspection stations were engaged in activities and asked to promote the state and national theme. Partner kits were created and distributed to the thirteen local health departments and some targeted fitting stations. Due to the success of last year's campaign, the same materials were used for 2017. Kits included small booklets geared for children with car seat information, posters, messaging, campaign artwork, signage, and educational materials. Larger, hardbound books were also distributed to 115 libraries across the state and the HSO's car seat training trailer was wrapped with campaign graphics. During the week, at least 23 car seat inspection clinics were held, where 410 seats were inspected for proper use, 219 unsafe seats were replaced, and over 1,000 pieces of education were distributed. According to the media recap for the week, the overall Click-Through-Rate (CTR) for Facebook, Instagram and Pandora Radio was 0.28%, which outperformed the benchmark CTR of 0.10% and was higher than last year's CTR of 0.17%.

Partnerships with other community agencies remain strong. Working together with Safe Kids Utah, Primary Children's Hospital and other agencies, efforts to support community events such as the Care Fair made it possible for 403 seats to be distributed at that one event alone. Thirty-two Technicians were involved in teaching families at this event. In addition to getting technicians there, the CPS Training Coordinator gave the Junior League car seat recommendations enabling them to purchase \$18,500 in car seats, using other funding sources. At the end of the event, there were still 60 seats left over which were donated to Primary Children's Hospital to distribute to community members in need. In addition, Safe Kids Utah distributed 520 car seats (provided by AAA) and an additional 180 car seats (provided by Utah Department of Health) throughout Utah.

By promoting proper and consistent use of appropriate safety restraints beginning with an infant's first ride home from the hospital, the groundwork is laid for child passengers to develop the habit to buckle up. As infants grow into adulthood, feeding this habit through continual education is essential in reducing the number of traffic-related deaths and injuries among all motorists.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9 , B-1, U-1, U-2, U-3 , U-4, U-5 and U-9.

2PE/OP170404 Rural Seat Belt Use Program

The Rural Seat Belt Program entered its fifth year of a multi-year pilot project to increase seat belt use in Tier 1 counties of Box Elder, San Juan and Sanpete and the newly added tier 2 counties of Cache, Carbon, Sevier, and Tooele using the Positive Community Norms model. This comprehensive approach incorporates three critical areas including leadership, communication campaigns and strategic allocation of resources to cultivate transformation of traffic safety culture-specifically seat belts. It is positive-oriented and engages a variety of stakeholders including public health traffic safety,

local government, education, private business and law enforcement.

Accomplishments this year include hosting a Positive Culture Framework Training in Salt Lake City for the seven county coordinators and key community leaders. Training was provided to partners to implement the Together for Life toolkits in Tier 2 counties and promote partner sharing between Tier 1 and Tier 2 county coordinators. The toolkits address beliefs and facts concerning seat belt use and provide activities and outreach strategies for them to implement in their area of expertise. Utilizing the tool kits and program implementation were highlights of the training. This will be an ongoing effort to engage coalition members and key leaders in each respective area. Monthly conference calls take place with the contractor, Montana State University's Center for Health and Safety Culture, Highway Safety Office staff, Utah Highway Patrol, and county coordinators take place to discuss media placement, coalition building, and community outreach. Media development and placement took place during the year and included: radio spots utilizing local community leader's voices, bus boards, print, online, local news station, local bowling center, movie theater, posters for school, work site, community and law enforcement, etc. The type of media placement was determined by the county's demographics, population, and available media mix. Each county received retractable banners, and "wear it for me" conversation starter cards.

The pilot project will continue through FFY2018 and will be evaluated at that time to determine future direction. Working with these pilot counties has strengthened partnerships between law enforcement and key community leaders and helped to foster additional collaborative efforts to increase seat belt enforcement and compliance. Since the beginning of the pilot project five years ago, seat belt use has increased an average of 12 percent within these counties contributing to the overall statewide increase in seat belt use.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9 , B-1, U-1, U-2, U-3 , U-4, U-5 and U-9.

OP170409 Hispanic Occupant Protection Program

This project worked to address traffic safety issues in three counties with a high Latino population, including Salt Lake, Utah and Weber County with a focus on seat belt use. While each county is unique in their outreach efforts, all three consider the following: education for adults, car seat education and distribution, building partnerships, communication and media, and program evaluation. Health department staff meet quarterly with HSO and UHP staff who speak Spanish. Additionally, they contracted with marketing firms, to coordinate efforts among the three counties. Grant updates, media updates and any issues or concerns among the members are discussed at these task force meetings. They also allow the local health departments to build relationships among their community members and local law enforcement.

The Weber-Morgan Health Department (WMHD) promotes the Ponte el Cinturón project through Parent Night Classes taught in Spanish at Ben Lomond and Ogden High Schools. Traffic safety laws including the primary seat belt law, risky driving behaviors such as speed and distracted driving were discussed with parents and their teenage drivers. Over 579 students and their parents participated. The health department also had a presence at the Latinos in Action Conference and the Multicultural Youth Conference, which was attended by over 2,000 Latino students.

Additional outreach efforts included community events, surveys, and distribution of educational materials with the Ponte el Cinturón logo and buckle up message reached nearly 7,500 people in the Latino Community. The county has a presence with Latinos United Promoting Education and Civic Engagement (LUPEC) and the Hispanic Chamber of Commerce. Through these connections, WMHD provided education and resources for 18 Hispanic businesses which includes their target audience of adult Hispanic males.

During the grant period, the health department taught monthly car seat classes to approximately 70 families and provided 98 car seats to participants. Car seat checkpoints were held throughout the year. Families were also reached at indoor soccer leagues, community events such as Night Out Against Crime, Safe Kids Day, and this year the health department advertised the Ponte el Cinturón campaign at local movie theaters.

The Salt Lake County Health Department (SLCHD) continued utilizing their culturally appropriate Traffic Safety class,

“Ponte el Cinturón” and car seat Spanish curriculum entitled “Sabias Que” or “did you know?” This year, the Salt Lake County Health Department conducted 7 car seat classes at Kairos Academy (teen moms) and Holy Cross Ministries. Regional, Jordan Valley Hospital and Jordan Valley West Hospitals all hosted monthly prenatal courses, which include the Ponte el Cinturón campaign.

During the grant period, the health department taught monthly car seat classes, checked 236 car seats and provided 183 car seats to participants. At least 14 car seat checkpoints were held that were targeted to the Hispanic population. Families were reached at community events such as Night Out Against Crime, Safe Kids Fair, public health clinics, and a new partnership with the Granite School District. A two-day event was hosted at the Mexican consulate which targeted adults, educating them on traffic safety issues.

Due to transitions within the SLCHD their Latino Traffic Safety Committee (LTSC) was merged with their Health Promotion Program to move beyond the perimeters of injury and embrace other education health issues to promote the Ponte message within their existing programs.

SLCHD utilizes Ponte el Cinturón campaign materials, including the primary seat belt law card, videos, TV campaigns and social media. Posters have been distributed to schools, events and SLCHD clinics to promote the campaign. As the largest county in the state, Salt Lake County Health Department has been involved with every Spanish media outlet throughout the year.

The Utah County Health Department worked to increase seat belt usage through key partnerships with law enforcement, Migrant Head Start, Centro Hispano, Mountainland Community Center and local businesses. During the grant period, the health department taught monthly car seat classes to 101 families and provided 117 car seats to participants. Car seat checkpoints were held throughout the year.

Efforts to educate the Hispanic community are ongoing, which includes media and support of all HSO media campaigns and materials. Media releases and social media posts are regularly utilized, both from HSO and from the health department.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9 , B-1, U-1, U-2, U-3 , U-4, U-5 and U-9.

2PE170408 Seat Belt Observational Survey/Occupant Protection Program Evaluation

The annual Utah Safety Belt Observational Survey was conducted in June within 17 counties including: Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Washington, and Weber. Survey site reselection was required in FFY2017 by NHTSA and will be valid for a period of five years. The survey design was approved by NHTSA as conforming to the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340. A contractor and four surveyors assisted the HSO in completing this project. A total of 31,724 vehicle occupants, including 24,526 drivers and 7,198 outboard passengers were observed. The seat belt use rate among motor vehicle occupants was determined to be 88.8 percent, which demonstrates an increase of 0.9 percentage points from the 2016 rate of 87.9 percent. Since the implementation of the primary seat belt law in May 2015, Utah’s seat belt use rate has increased 5.6 percent. When examining usage by vehicle type, the study found that 90.4 percent of front seat car occupants were belted, 90.9 percent for SUVs, 93.4 percent for vans, and 81.5 percent of truck occupants were using seat belts. Truck occupants, once again, had the lowest rate for any of the vehicle categories; reporting a 12.8% disparity between urban and rural truck occupants. Differences in seat belt use rates were found when comparing urban and rural counties, as well as gender. Motorists in urban areas buckled up 91 percent of the time, whereas only 82.7 percent of rural motorists used seat belts. In addition, the seat belt use rate among females was found to be 91.3 percent, whereas the rate among males was 86.8 percent. Interestingly, males buckled up more often than females in Millard and San Juan Counties. The greatest increase was seen for males in Millard County (26 percentage points).

NHTSA requires observational surveys to be completed annually in each state to determine the level of seat belt use. The

methodology currently used to measure usage rates was approved in 2011 and has been in use since the 2012 study. This survey provides the state with a valuable tool that is used to help evaluate state and local occupant protection programs.

Through activities and initiatives described above, this project contributed to Utah's highway safety target B-1.

Rural Traffic Safety Coordinator

The Utah Highway Safety Office's (HSO) rural traffic safety coordinator continued efforts to reduce traffic crashes and related deaths and injuries on Utah's rural roadways. Using a variety of proven countermeasures, the coordinator provided outreach to 18 of the State's rural and frontier counties through high schools, hospitals, day care centers, law enforcement agencies, health departments and workplaces. Education and information were provided on various traffic safety issues including the following: the proper and consistent use of seat belts and child car seats, reducing impaired, distracted, and drowsy driving and working with young drivers to improve safe driving behaviors. The coordinator supported or oversaw numerous activities including the following: 17 car seat inspection clinics where more than 300 seats were checked for proper use; two high school presentations to 60 students; safe driving presentation to more than 60 EMS and police department personnel; five seat belt observational surveys and three prenatal car seat classes. In addition, the coordinator worked to increase the number of certified child passenger safety technicians. As a CPS Instructor, the coordinator trained educators that serve rural communities by assisting with seven trainings which taught to over 160 students. During Child Passenger Safety Week, the coordinator taught seat belt and booster seat education to rural elementary schools, impacting over 1,200 students. As a member of the Teen Driving Task Force, the coordinator provided presentations to high school driver education classes on distracted driving and proper seat belt use and assisted with developing a pre-teen curriculum. The coordinator also worked with the Paiute and Navajo populations educating them on child restraints and safety belts. Terry Smith participated on the Four Corners Conference planning committee and attended the conference in Monument Valley on the Navajo Nation. As a CPS instructor, Terry taught the CPS update class for all the techs in the Four Corners area including Utah, Arizona, Colorado, and the Navajo Nation. This injury prevention conference continues to grow each year and includes a CPS update training, car seat checkpoint, and injury prevention conference.

The rural traffic safety coordinator plays a key role in working with Sanpete, Sevier, Carbon and San Juan Counties as part of the Positive Community Norms - Together for Life project by attending monthly coalition meetings and offering assistance as needed. He met on a regular basis with rural partners and law enforcement to promote seat belt use and support for seat belt enforcement among rural law enforcement agencies, and attended the Chief's and Sheriff's Conferences to promote and recruit agencies to support seat belt enforcement and CIOT. The coordinator also assisted with planning and implementing the rural traffic safety summit workshops in Sevier and Juab Counties. These summits were a great success and provided an opportunity for key leaders to meet together to discuss major traffic safety issues in their area and identify tools and resources needed to address those issues. A success story in Sevier County is the Sevier County School District Superintendent attended the safety summit workshop and was impressed with the Zero Fatalities Parent Night Program. As a result, he made parent night attendance by students (and parents) mandatory. All students in Sevier County must attend a parent night presentation in order to receive their Driver's Education certificate to get a driver license. In turn, many of the key leaders are now helping with the rural seat belt project and are members of the Sevier County traffic safety coalition.

According to the 2017 Seat Belt Observational Study, the number of motorists who buckle up on rural roadways was found to be 82.7 percent, a 4.5 percent increase from the previous year and a stark difference from the urban rate of 91 percent. Additionally, rural pickup truck motorists continue to have the lowest seat belt use rates and crashes in rural areas are more than three times as likely to result in a fatality. In turn, the coordinator continued to build partnerships and provide resources to these communities to work to increase seat belt usage.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2, U-3, U-5 and U-9.

Impaired Driving Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2016, shows Utah is experiencing an increase in fatalities in this area (281).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1355. The most current complete annual data which is for 2016 shows Utah fell short of this performance target (1488).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT 5 Year Average was .89; Urban Fatality Rate per 100 Million VMT was .64; and Rural Fatality Rate per 100 Million VMT was 1.63; Utah Non-Motorized Fatalities 5 Year Average was 41; Utah Non-Motorized Serious Injuries 5 Year Average was 167. The most current complete 5 Year Average data (2012-2016) shows Utah experienced a decrease in the Total Fatality Rate (.87), an increase in the Urban Fatality Rate (.67). and a decrease in the Rural Fatality Rate (1.37).

Utah's performance target for C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator With a BAC of .08 and Above was 30. The most current complete annual data which is for 2016 show Utah experienced an increase in this area (36).

Utah's performance target for U-6 Number of Utah Fatalities Involving a Drug-Impaired Driver was 54. The most current complete annual data (2016) shows Utah is experiencing an increase in this area (82).

Impaired Driving Project Descriptions and Contributions to Utah's Highway Safety Targets

60T170301 DUI Enforcement, Checkpoints and Support

In FFY2017, almost 1,200 DUI overtime enforcement shifts were worked by 79 different law enforcement agencies across the State. These numbers are a little lower than last year due to utilizing our State DUI funds (DUF) to support most of Highway Patrol's DUI overtime shifts and all of the St. Patrick's Day holiday overtime shifts. The shifts were worked during eight holiday high visibility enforcement campaigns, eleven DUI checkpoints, several saturation blitzes and special events. Stats for the year show 318 DUI arrests - 164 alcohol, 101 drug, and 53 metabolite; 231 designated drivers; 15,173 vehicles stopped; 150 warrants served, totaling \$271,198.00; three stolen vehicle recoveries; and 569 SFST's performed. Officers averaged 2.37 stops per hour, 12.67 stops per shift, and found .265 DUI's per shift.

The majority of the overtime shifts were worked along the Wasatch Front, which is the most highly populated area of the state and where the data shows most alcohol and drug-related crashes and fatalities occur. Multi-agency task forces were used throughout the year to continue to build and strengthen partnerships with law enforcement and to encourage continual and ongoing support of our programs.

The UHSO Impaired Driving Team held another DUI enforcement working lunch meeting with law enforcement this year. There were 33 attendees with officers from several different agencies around the state. The team shared with officers DUI stats, funds available to support their efforts and media results. They discussed DUI overtime guidelines and planning efforts for upcoming saturation patrols. With the new .05 BAC legislation approved this year and the continual rise of drug-related DUI arrests, the DRE coordinator and supervisor attended and provided training information to officers regarding SFST, ARIDE, and DRE. Captain Winward, of the Utah Highway Patrol, educated and updated officers on .05 BAC legislation and gave brief overview of the Weber County pilot 24/7 Sobriety Program. A round table discussion took place giving officers an opportunity to ask questions, share information, network, etc. It was a very successful meeting with a lot of good discussion.

With the new pilot 24/7 Sobriety Program Weber County is working on this year, the UHSO supported an Impaired

Driving Assessment Tool Training in July, where Mark Stodola, NHTSA/APPA Probation Fellow trained a group of approximately 15-20 people in how to use the tool. This training tool will provide a good assessment on who will be most successful in the program.

A small committee was put together to plan and prepare for a drug impaired driver symposium that will take place in November of 2017. This will bring valuable information to law enforcement, prosecutors, and others on best practices in combating drug-impaired driving.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5 and U-6.

6OT170303 DRE/ARIDE/SFST/Phlebotomy

This project provided training to Utah peace officers to enhance their abilities to detect, arrest, and assist with the prosecution of drunk and other impaired drivers, and to serve as experts within their agencies. With drug impaired driving on the rise in Utah, as it is around the country, ensuring that law enforcement officers have the training and skills they need to identify these drivers is critical. Advanced Roadside Impaired Driving Enforcement (ARIDE) was another huge success this year, where 206 sworn officers, representing 53 different agencies, were trained in the program, as well as seven civilians - six from local prosecutors' offices and one hearing officer from the Driver's License Division. One Drug Recognition Expert (DRE) School was held with 25 officers from 14 different agencies attending. A total of 22 out of the 25 students were certified. To support the program and offer hands-on experience for DRE-trained officers, four certification nights were held and a statewide DRE conference was hosted so that existing DRE's could receive their requisite training hours to maintain their certification. A total of 30 officers from 18 different agencies participated in the three phlebotomy classes and joined the ranks of certified Utah phlebotomists within their agencies. Two of those classes were held at opposite ends of the state in order to provide access to officers across the state.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, U-6 and U-12.

6OT170304 Impaired Driving Media Campaign

Drive Sober or Get Pulled Over is a nationwide, state-syndicated campaign successfully implemented over the last twelve months in Utah. The Highway Safety Office (HSO) impaired driving media campaign aims to educate Utahns about the lasting harms and dangers of drunk and buzzed driving, and to provide proven skills, tools and information needed to prevent it, while also supporting high visibility enforcement efforts.

In order to reach the intended audiences with the allocated advertising budget, the Highway Safety Office and Drive Sober or Get Pulled Over targets Utah residents through outdoor, digital, social and radio advertising as foundation for the campaign. For additional reach, radio ads and billboards receive a minimum of a one-for-one bonus match. Nontraditional advertising is also instrumental in communicating with drinkers at the moment of decision whether or not to drive impaired - utilizing local bars, and other partnerships across the Wasatch Front. Some of this year's non-traditional elements included the creation of "Nah" videos that were unveiled over Halloween weekend and played at Megaplex Theaters, decorated state liquor stores over the Winter Holiday, St. Patrick's Day Dream Team, and Hall of Fame recognition for designated drivers at local bars.

Media tracking for the year reflects that through earned media efforts, the campaign was covered in 42 news stories, had more than 795 million impressions, received \$144,236 in earned media coverage, and \$344,236 in added value and media bonus. There were 450 radio spots with a reach of 67.3% and a frequency of 10.5 played by 7 different radio stations. Print ads were placed in six different publications.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5 and U-6.

6OT170305 Traffic Safety Resource Prosecutor

The TSRP position is a unique position, as there is only one in the state of Utah. After stepping into the position mid-year in FFY2016, the TSRP has worked to build his base knowledge and networks and has developed a system to provide assistance, expertise, and training to law enforcement, prosecutors and other traffic safety partners. During the FFY2017 grant year he was able to respond to more requests for assistance, and provide more training to more individuals.

The TSRP program is an essential element of impaired driving enforcement and prosecution. The TSRP provides critical training and support to prosecutors, law enforcement, and other traffic safety and impaired driving partners. Impaired driving trends are always developing. New laws, new defenses, new drugs, and new technology combine to make an ever-changing target for law enforcement and prosecutors, and the TSRP program allows a point person to be a clearinghouse for information and a resource for all agencies involved in working to reduce impaired driving. The following summarizes the goals and accomplishments in the TSRP program for FFY2017.

Multiple training sessions were developed and taken around the state. There were double the amount of training sessions provided in FFY2017 as compared to FFY2016. The number of participants nearly doubled as well. Relevant and interesting training topics were prepared, such as Marijuana: The New Frontier of Impaired Driving, Combating Common DUI Defenses, Winning the DLD Hearing, and Legal Issues for DREs, to name a few. Several national trainings or conferences were attended such as Lifesavers, TSRP national conference, and the NAPC winter meeting. Sponsorships were given to two prosecutors to attend Lifesavers as well. Both reported learning valuable information and taking tools home to make them more effective in prosecuting traffic related matters. An important role of the TSRP is to provide assistance to prosecutors, law enforcement, and other traffic safety stakeholders. The requests can be a simple email with a very short response, to something that requires days, or weeks of discussions, research, and follow up. The number of request for assistance doubled this year. A new blog was created on the Utah Prosecution Council's website with relevant traffic safety information. The Utah Prosecution Council prosecutor forum had 134 different topics/discussions posted, which provided good information and a great resource and service to Utah prosecutors.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5 and U-6.

6OT170306 SIP/TRACE

Through this project, the State Bureau of Investigation's Alcohol Enforcement Team (AET) worked to reduce the incidence of underage drinking and over service to patrons and to conduct source investigations for alcohol-related crashes. During the grant period, the AET conducted seven (7) TRACE investigations throughout the state. Officers conducted fifteen (15) youth alcohol suppression operations at special events like the Sundance Film Festival, Oktoberfest, outdoor concerts and sand dunes. These operations resulted in more than 56 minor in possession citations and 16 citations for adults providing alcohol to minors, too. During the youth alcohol suppression events the AET made contact with 101 minors and 176 adults. The AET also helped educate local law enforcement agencies about their programs and the assistance they can offer during special events and for nuisance establishments.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3 and C-5.

Community Traffic Safety Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2016, shows Utah is experiencing an increase in fatalities in this area (281).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1355. The most current complete annual data which is for 2016 shows Utah fell short of this performance target (1488).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT 5 Year Average was .89; Urban Fatality Rate per 100 Million VMT was .64; and Rural Fatality Rate per 100 Million VMT was 1.63; Utah Non-Motorized Fatalities 5 Year Average was 41; Utah Non-Motorized Serious Injuries 5 Year Average was 167. The most current complete 5 Year Average data (2012-2016) shows Utah experienced a decrease in the Total Fatality Rate (.87), an increase in the Urban Fatality Rate (.67). and a decrease in the Rural Fatality Rate (1.37).

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 81. The most current complete annual data, which is for 2016, shows Utah achieved this performance target (77).

Utah's performance target for C-6 Number of Speeding-Related Fatalities was 54. The most current complete annual data (2016) shows Utah experienced an increase in this area (72).

Utah's performance target for C-7 Number of Motorcyclist Fatalities was 35. The most current complete annual data which is for 2016 shows Utah experienced an increase in this area (41).

Utah's performance target for C-8 Number of Utah Unhelmeted Motorcyclist Fatalities was 15. The most current complete annual data (2016) shows Utah experienced an increase in this area (20).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger in Utah Fatal Crashes was 37. The most current complete annual data, which is for 2016, shows Utah is experiencing an increase in this area (54).

Utah's performance target for B-1 Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles was 92%. The most current seat belt survey, which is for 2017, showed Utah is falling short of this target (88.8%).

Utah's performance target for U-1 Percent of Children in Utah Crashes in Child Safety Seats was 70%. The most current complete annual data, which is for 2016, shows Utah fell just short of this performance target (68.5%).

Utah's performance target for U-2 Percent of Children in Utah Crashes in Child Safety Seats was 92.7% for Ages 0-1; 84.8% for Ages 2-4; and was 42.4% for Ages 5-8. The most current complete annual data, which is for 2016, shows Utah is short of this goal for Ages 0-1 (86.5%), achieving the goal for Ages 2-4 (85.1%) and also achieving this goal for Ages 5-8 (42.9%).

Utah's performance target for U-3 Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 That Were Unrestrained was 61.1%. The most current complete annual data, which is for 2016, shows Utah achieved this performance measure (48.1%).

Utah's performance target for U-4 Percent of Utah Motor Vehicle Crash Occupant Fatalities Occurring at Night (unrestrained) was 46.9%. The most current complete annual data, which is for 2016, shows Utah fell short of this performance target (48.8%).

Utah's performance target for U-5 Percent Unrestrained Among Seriously Injured and Killed Occupants in Crashes was

29.9% for Rural and 12.9% for Urban. The most current complete annual data, which is for 2016, shows Utah achieved this goal for Rural (29%) and fell short of this goal for Urban (14.7%).

Utah's performance target for U-6 Number of Utah Fatalities Involving a Drug-Impaired Driver was 54. The most current complete annual data (2016) shows Utah is experiencing an increase in this area (82).

Utah's performance target for C-6 Number of Speeding-Related Fatalities was 54. The most current complete annual data (2016) shows Utah experienced an increase in this area (72).

Utah's performance target for C-7 Number of Motorcyclist Fatalities was 35. The most current complete annual data which is for 2016 shows Utah experienced an increase in this area (41).

Utah's performance target for C-8 Number of Utah Unhelmeted Motorcyclist Fatalities was 15. The most current complete annual data (2016) shows Utah experienced an increase in this area (20).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger in Utah Fatal Crashes was 37. The most current complete annual data, which is for 2016, shows Utah is experiencing an increase in this area (54).

Utah's performance target for B-1 Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles was 92%. The most current seat belt survey, which is for 2017, showed Utah is falling short of this target (88.8%).

Utah's performance target for U-9 Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers was 74.2. The most current complete annual data (2016) shows Utah achieved performance target (71.6).

Utah's performance target for U-14 Number of Utah Drowsy Driving-Related Fatalities was 5. The most current complete annual data (2016) shows Utah is experiencing an increase in this area (21).

Utah's performance target for U-15 Number of Utah Traffic Fatalities Involving a Distracted Driver was 21. The most current complete annual data (2016) shows Utah is meeting this performance target (21).

Utah's performance target for U-16 Number of Drivers Age 65 or Older in Utah Fatal Crashes was 44. The most current complete annual data (2016) shows Utah is experiencing an increase in this area (51).

Community Traffic Safety Project Descriptions and Contributions to Utah's Highway Safety Targets

CP170204/2PE170204 UHP PI&E/ Adopt A High School

The UHP PI&E/Adopt A High School program continued to reach many Utahns providing education about high risk driving behaviors, including, speed, failure to wear a seat belt, distracted driving, impaired driving, and drowsy driving. Approximately 550 presentations were given to nearly 47,000 teens. Ten high schools in Utah participated in the Adopt A High School program, focusing on educating the students on high risk driving behaviors. Pre- and post-surveys demonstrated an increase in seat belt use at the participating high schools. Nearly every school in the state was given a driver education presentation.

Across the state, UHP PI&E troopers participated in countless community events for the driving public. At these community events, the seat belt convincer proved to be a great resource in educating the community about how seat belts save lives. The seat belt convincers were utilized for approximately 149 presentations, reaching nearly 52,000 people. The troopers were also heavily involved in many different traffic safety campaigns.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, B-1, U-1, U-2, U-3, U-4, U-5, U-6, U-9, U-14 and U-15.

CP170208 Public Information and Education Project

This project provided funding for educational and promotional materials requested by stakeholders in the traffic safety community. Materials were used to increase awareness of traffic safety-related issues and engage with drivers during select activities and events statewide.

Traffic code reference guide books were purchased for law enforcement officers to use. The traffic code books help officers have a quick reference to look at the updated codes while at a traffic stop. Drowsy driving flyers were printed and distributed to educate drivers on the dangers of drowsy driving. Distracted driving magnets were also printed for the Utah Highway Patrol and other agencies wanting to educate drivers to “Stop the Texts, Stop the Wrecks” while enforcing the law.

Through the activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-8, C-9, B-1, U-1, U-2, U-3, U-4, U-5, U-6, U-9, U-14 and U-15.

CP170207 Utah Safety Council Traffic Safety Program

The Utah Network of Employers for Traffic Safety (NETS) continued to help reduce employee traffic-related injuries and deaths while saving companies time and money. During FFY2017, Utah NETS assisted more than 1,000 businesses in implementing traffic safety-related policies, programs, and activities in the workplace. A primary focus was increasing seat belt use among employees with recognition given to twenty companies that achieved seat belt use rates above 95 percent. In support of these activities, numerous resources were provided, including fact sheets, safety talks, presentations, seminars, newsletters and more. The diverse resources offered allowed each employer to design their own traffic safety program suited to fit the needs of their employees. Companies today are using the training program they have developed in daily, weekly and monthly safety meetings and daily stand up meetings.

Through the Alive at 25 program, which is also administered by the Utah Safety Council, traffic safety partners throughout the State worked to reduce the incidence of teen driver crashes and fatalities. During FFY2017, 1,465 students successfully completed this course, which was offered through high schools and courts located across Utah. The Utah Safety Council was recognized for their great efforts and received the “Trendsetter” Award for the Alive at 25 program from the National Safety Council in September 2017.

As part of House bill 79, Utah’s primary seat belt law allows the seat belt fine to be waived upon completion of an online, 30 minute seat belt safety course. The HSO worked with the Utah Safety Council to develop the curriculum and the Safety Council is the administrator of the online course. A total of 3,165 courses have been assigned and 2,913 people have completed the course since June 25, 2015, when the course was made available. Thanks to House Bill 265, which makes the primary seat belt law permanent, the seat belt course will still be available for a fine reduction, but will no longer be offered free of charge. This change goes into effect July 1, 2018.

In February of 2017, the Utah Safety Council held its first annual Safety Conference and Expo. Over 60 booths/vendors showcased their safety products or safety messages and over 30 breakout sessions were held. These sessions covered topics from traffic safety to construction safety. Other topics included workplace violence and safety at home.

Through activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3, C-4, C-5, C-9, U-4 and U-9 .

CP170210/6OT170210 Teen Driving Education and Outreach

The project supported five sessions of the Utah Highway Patrol’s Teen Driving Challenge, which helped 102 students from around the state gain valuable driving knowledge, skills and abilities, focusing on risk and hazard identification and provides specific education about distracted driving. On surveys, participating students reported they were very likely to share the information they learned with family and friends.

The HSO also co-chairs the Teen Driving Task Force, maintaining a strong core of agencies dedicated to providing education to Utah teens. Utilizing other state funds, a subgroup of this task force is working on creating new curriculum targeted to middle school/junior high students within the state to help close the gap in this age group.

Using other state funds, the UHSO directed the Pre-Driver Curriculum development committees, which were broken up by elementary aged “pre-teens” and middle or junior high school aged “pre-teens.” Both committees presented at conferences attended by teachers who work with these age groups. Thanks to focus groups conducted with these teachers in FFY2016, resources were developed to meet their needs. These resources included a flash drive pre-loaded with a PowerPoint presentation, a PDF of the presentation with presenter notes, resource guides, videos and lesson plans specifically designed for each traffic safety topic. The lesson plans coincide with the state core curriculum, making it very easy for teachers to take the materials and incorporate them into their class.

Through activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3, C-9 and U-9 .

CP170203 Operation Lifesaver Utah

Throughout FFY2017, the project worked to provide public educational programs to prevent collisions, injuries and fatalities at highway-rail grade crossings. At 674 presentations, more than 19,420 people in Utah were reached with educational information about safely interacting at highway-rail grade crossings. The project attended 19 special events which helped it reach another 21,930 people with their safety messages. In order to keep its volunteers up-to-date on training information and techniques, the project conducted 2 training events for 16 new presenters. Media outreach included Rail Safety Week, social media, and radio PSAs utilizing Utah known persons including Gov. Gary Herbert, Lt. Governor Spencer Cox, Utah Jazz NBA basketball announcer Craig Bolerjack, University of Utah Head football coach Kyle Whittingham, and Utah State University Head football coach Matt Wells.

Through the activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2 and C-3.

CP170205 Senior Driver Safety

The University of Utah (U of U) Trauma program created an outreach presentation focusing on keeping older adults safe in their vehicles. These presentations were held in 17 Senior Centers in Salt Lake County, reaching 552 older adult drivers. Each participant received an updated Yellow Dot form along with information on driving rehabilitation and evaluation, and a sample plan for driving retirement. By holding these classes in the senior centers, we were successful in getting updated Yellow Dot forms into the hands of senior drivers in almost every community in the Salt Lake Valley. U of U trauma also attended one safety-fair in West Valley, and assisted with one Eagle Scout project in the Layton area. With continuing funding this program will expand to outlying communities, and training people in other communities to present this useful information.

Through the activities and initiatives described above, this project contributed to Utah’s highway safety targets C-1, C-2, C-3 and U-16.

Motorcycle Safety Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2016, shows Utah is experiencing an increase in fatalities in this area (281).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1355. The most current complete annual data which is for 2016 shows Utah fell short of this performance target (1488).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT 5 Year Average was .89; Urban Fatality Rate per 100 Million VMT was .64; and Rural Fatality Rate per 100 Million VMT was 1.63; Utah Non-Motorized Fatalities 5 Year Average was 41; Utah Non-Motorized Serious Injuries 5 Year Average was 167. The most current complete 5 Year Average data (2012-2016) shows Utah experienced a decrease in the Total Fatality Rate (.87), an increase in the Urban Fatality Rate (.67). and a decrease in the Rural Fatality Rate (1.37).

Utah's performance target for C-7 Number of Motorcyclist Fatalities was 35. The most current complete annual data which is for 2016 shows Utah experienced an increase in this area (41).

Utah's performance target for C-8 Number of Utah Unhelmeted Motorcyclist Fatalities was 15. The most current complete annual data (2016) shows Utah experienced an increase in this area (20).

Utah's performance target for U-7 Percent of Utah Helmeted Motorcycle Fatalities was 43.2%. The most current complete annual data (2016) shows Utah is experiencing an increase in this area (48.7%).

Utah's performance target for U-8 Overall Rate of Motorcyclists in Crashes per 1,000 Registered Motorcycles was 17.1. The most current complete annual data (2016) shows Utah is experiencing an increase in this area (17.7).

Motorcycle Safety Project Descriptions and Contributions to Utah's Highway Safety Targets

MC170901/9MA170901 Motorcycle Safety Media Campaign and PI&E

The project provided funding for several forms of media as part of its efforts to reduce motorcycle crashes and fatalities. The project placed billboards aimed at motorists across 4 key counties in Utah. The billboards had the message "Motorcycles are Hard to See: Look Twice" and featured a side extension with a large cutout of a motorcyclist requiring drivers to check to the side to view it. The billboards were launched in conjunction with a media event featuring 41 motorcycles in front of the state capitol, symbolizing the 41 lives lost on motorcycles in 2016. Lawn signs featuring a motorcycle and the phrase "Drive Aware It's Me out There" were distributed across the state for placement by motorcycle riders at their places of residence/employment. The project partnered with Zero Fatalities for two earned media events - one for spring season rider education and one with a local trauma center to encourage gear use. The project capitalized on funding from other sources to provide funding for the "Heads Up" campaign. "Heads Up" produced and promoted digital videos with the theme of "Ride it Better" to encourage continuing education for motorcyclists.

Through activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-7, C-8, U-7 and U-8.

Pedestrian and Bicycle Safety Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2016, shows Utah is experiencing an increase in fatalities in this area (281).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1355. The most current complete annual data which is for 2016 shows Utah fell short of this performance target (1488).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT 5 Year Average was .89; Urban Fatality Rate per 100 Million VMT was .64; and Rural Fatality Rate per 100 Million VMT was 1.63; Utah Non-Motorized Fatalities 5 Year Average was 41; Utah Non-Motorized Serious Injuries 5 Year Average was 167. The most current complete 5 Year Average data (2012-2016) shows Utah experienced a decrease in the Total Fatality Rate (.87), an increase in the Urban Fatality Rate (.67). and a decrease in the Rural Fatality Rate (1.37).

Pedestrian and Bicycle Safety Project Descriptions and Contributions to Utah's Highway Safety Targets

PS170701 Pedestrian Safety PI&E

Pedestrian safety was promoted through partnerships with community organizations, advocacy groups, schools, police departments, local health departments and Pedestrian Safety Task Force partners. Activities and outreach efforts were focused on reducing the pedestrian injury and fatality rate. The Pedestrian Safety Task Force continues efforts to implement the Utah Pedestrian Safety Action Plan with specific tasks outlined under each of the seven emphasis areas - Data, Driver Education and Licensing, Engineering, Law Enforcement, Communication, Education and Outreach, Legislation and Policy.

A press event was held to show the difficulty of seeing pedestrians at night from an in-car perspective. Social media videos educated drivers on safe practices if they become disabled on the highway to avoid "pedestrians" in traffic.

Project funds supported Operation Crosswalk Enforcement efforts at intersections in Salt Lake City, Midvale, and Logan where a high incidence of motor vehicle/pedestrian crashes occur. Crosswalk enforcement shifts proved to be very effective in educating motor vehicle drivers as well as pedestrians on traffic laws. In total over 500 contacts were made. Salt Lake City PD in particular conducted a crosswalk operation where the decoy dressed in a yellow chicken suit to highlight the problem and receive attention from local media outlets.

The project provided outreach during multiple community events and fairs to educate on visibility issues for pedestrians. The events included car shows, cultural celebrations, elementary schools, and employer safety officer groups.

The project provided 7 presentations and 4 pedestrian rodeos to elementary schools that educated students on laws and safe pedestrian practices. 10 elementary schools were supported for their National Walk to School Day and Green Ribbon Month activities.

Through activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-10 and U-10.

PS170702 Bicycle Safety PI&E

This project supported outreach activities focused on reducing the bicycle injury and fatality rate. Bicycle safety was promoted through partnerships with community organizations, advocacy groups, schools, and police departments. Bicycle safety skills - how to ride safely on the road, bike handling, hand signals, education about roadway signs and rules of the

road - were taught to more than 4,300 children through the Highway Safety Bicycle Rodeo Program. A total of 30 bicycle rodeos were conducted utilizing the bicycle rodeo trailers.

The project utilized the Road Respect program to educate cyclists and raise awareness among motorists about best safe practices for sharing the road. Road Respect placed Ambassadors in 11 popular cycling events in key counties across the state to educate riders and lead by example. Each event had between 400 and 1,000 participants. Cycling law cards were distributed to all participants and an educational booth with safety signage was present to further reinforce need to cycle safely. An ad for Road Respect highlighting tips for cyclists and motorists was placed in a popular cycling magazine that distributes statewide.

The project funded local efforts for law enforcement and health departments to promote bike safety in their respective communities. The efforts yielded close to 7200 contacts across 32 bike rodeos, 5 safety presentations, and 17 helmet fitting events. The project supported the advocacy group Bike Utah's Youth Bicycle Education and Safety Training Program which taught advanced bike safety concepts using a 5 hour curriculum to over 3,000 5th-7th graders in 44 schools across the state. Quiz scores showed an average 77% increase in bike safety proficiency following the course.

Through activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-11 and U-11.

PS170703 Unified Police Department Pedestrian Visibility Research Project

The Unified Police Department conducted research on driver's ability to both see and recognize pedestrians in low-light conditions. UPD contracted a leading National Pedestrian Safety Researcher to come out and perform the research using local conditions and local participants. The results showed that on average pedestrians tend to over-estimate the distance at which they are visible to vehicles by an average of 51%. They also showed that the use of retro-reflective material produces the most impact when used to outline the body shape by highlighting the legs and arms in addition to the center of mass. The results have been used to conduct radio interviews and presentations. UPD plans to continue presenting these findings through outreach to local schools.

Through activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-10 and U-10.

PS170704 Salt Lake City Police Department Ped/Bike Safety Project

Salt Lake City conducted a Pedestrian and Bicycle Safety Project that used enforcement, education, and outreach to reduce pedestrian/cyclist crashes within the city. SLCPD hosted 9 bicycle rodeos during community events throughout the year. Each rodeo talk cycling laws and best practices and reinforced the importance of using a properly fitted helmet. Supplementing the rodeos, Officers conducted 15 cyclist/motorist enforcement shifts in high cycling areas to educate the public on cycling laws. For pedestrian safety, SLCPD completed five crosswalk enforcement operations involving a decoy to enforce violations. One of the operations was also covered by a local news agency.

Through activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-10, C11, U-10 and U-11.

Police Traffic Services Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2016, shows Utah is experiencing an increase in fatalities in this area (281).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1355. The most current complete annual data which is for 2016 shows Utah fell short of this performance target (1488).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT 5 Year Average was .89; Urban Fatality Rate per 100 Million VMT was .64; and Rural Fatality Rate per 100 Million VMT was 1.63; Utah Non-Motorized Fatalities 5 Year Average was 41; Utah Non-Motorized Serious Injuries 5 Year Average was 167. The most current complete 5 Year Average data (2012-2016) shows Utah experienced a decrease in the Total Fatality Rate (.87), an increase in the Urban Fatality Rate (.67). and a decrease in the Rural Fatality Rate (1.37).

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 81. The most current complete annual data, which is for 2016, shows Utah achieved this performance target (77).

Utah's performance target for C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator With a BAC of .08 and Above was 30. The most current complete annual data which is for 2016 show Utah experienced an increase in this area (36).

Utah's performance target for C-6 Number of Speeding-Related Fatalities was 54. The most current complete annual data (2016) shows Utah experienced an increase in this area (72).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger in Utah Fatal Crashes was 37. The most current complete annual data, which is for 2016, shows Utah is experiencing an increase in this area (54).

Utah's performance target for U-1 Percent of Children in Utah Crashes in Child Safety Seats was 70%. The most current complete annual data, which is for 2016, shows Utah fell just short of this performance target (68.5%).

Utah's performance target for U-2 Percent of Children in Utah Crashes in Child Safety Seats was 92.7% for Ages 0-1; 84.8% for Ages 2-4; and was 42.4% for Ages 5-8. The most current complete annual data, which is for 2016, shows Utah is short of this goal for Ages 0-1 (86.5%), achieving the goal for Ages 2-4 (85.1%) and also achieving this goal for Ages 5-8 (42.9%).

Utah's performance target for U-3 Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 That Were Unrestrained was 61.1%. The most current complete annual data, which is for 2016, shows Utah achieved this performance measure (48.1%).

Utah's performance target for U-4 Percent of Utah Motor Vehicle Crash Occupant Fatalities Occurring at Night (unrestrained) was 46.9%. The most current complete annual data, which is for 2016, shows Utah fell short of this performance target (48.8%).

Utah's performance target for U-5 Percent Unrestrained Among Seriously Injured and Killed Occupants in Crashes was 29.9% for Rural and 12.9% for Urban. The most current complete annual data, which is for 2016, shows Utah achieved this goal for Rural (29%) and fell short of this goal for Urban (14.7%).

Utah's performance target for U-6 Number of Utah Fatalities Involving a Drug-Impaired Driver was 54. The most current complete annual data (2016) shows Utah is experiencing an increase in this area (82).

Utah's performance target for U-9 Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers was 74.2. The most current complete annual data (2016) shows Utah achieved performance target (71.6).

Utah's performance target for U-14 Number of Utah Drowsy Driving-Related Fatalities was 5. The most current complete annual data (2016) shows Utah is experiencing an increase in this area (21).

Utah's performance target for U-15 Number of Utah Traffic Fatalities Involving a Distracted Driver was 21. The most current complete annual data (2016) shows Utah is meeting this performance target (21).

Police Traffic Services Project Descriptions and Contributions to Utah's Highway Safety Targets

PT170101 Police Traffic Services and Equipment

This project continued to provide equipment and training for law enforcement agencies in Utah to increase their traffic safety enforcement efforts. The equipment application helped agencies provide data-driven problem identification. The grant provided equipment, training, and other useful traffic safety tools to twenty-two agencies. Most of the equipment funded were radar units and lidar units for speed enforcement efforts. A CDR Analyst training was held for officers to learn about crash reconstruction and investigation of serious traffic accidents. Police traffic code books were also given to agencies throughout Utah. All the resources provided will help the agencies track various traffic violations and help address the need for further work, overall focused on reducing crashes on Utah roadways.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-5, C-6, C-9, B-1, U-1, U-2, U-3, U-4, U-5, U-6, U-9, U-14 and U-15.

PT170102 Weber/Salt Lake/Davis/Utah County Multi-Agency Task Forces

The multi-agency task force meetings continued to provide support to the HSO's traffic safety enforcement campaigns and education programs among law enforcement agencies and various partners along the entire Wasatch Front. The task forces met 8 times during the 2017 fiscal year, and received training and education regarding enforcement and education efforts to be passed to their agencies to further efforts addressing traffic safety. Thousands of overtime shifts were handed out through the task forces for overtime DUI, seat belt, and pedestrian shifts. DUI saturation patrols and checkpoints were also conducted. Officers also participated in media campaigns, including appearing at earned media events, and helping with the filming of commercials and public service announcements. The subjects that were taught at the MATF meetings often resulted in requests by officers to have their entire agency receive the same training.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-5, C-6, C-9, B-1, U-1, U-2, U-3, U-4, U-5, U-6, U-9, U-14 and U-15.

PT170103 Law Enforcement Liaison Expansion

This project was not implemented during the 2017 fiscal year. The groundwork for the expansion was laid, as the HSO communicated with the future LEL's and developed the guidelines for the new LEL positions. The project, once implemented, will be very valuable for the HSO to spread the word about our programs and what we can offer to help agencies throughout Utah reduce crashes and make the roadways safer.

DD170803 Unified Police Department Distracted Driving Program

The Unified Police Department combined enforcement and education to inform the public about the dangers of driving distracted. Unified PD worked 95 overtime distracted driving shifts, stopping 904 vehicles and giving out 90 citations and 266 warnings for texting and driving. Precincts developed flyers and handouts on texting and driving for officers to give to motorists at traffic stops, regardless of the primary offense for which the driver was pulled over.

Officers were able to educate high school students on distracted driving, reaching over 7,000 teens. Herriman High School did a distracted/DUI mock crash scenario for the students to get a visual representation of how quickly life can change after getting in a crash from texting and driving. Multi-messaging was completed by Student Resource Officers, and included daily school announcements, posters, marquee boards, A frames at sporting events, social media and school televisions broadcasting messages about the dangers of texting and driving. Pre- and post- surveys were given to students to see if messaging and education efforts impacted attitudes and knowledge. The surveys showed an approximately 10% improvement in all target areas as self-reported anonymously by students.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-9, U-6, U-9, U-14 and U-15.

DD170805 Orem Police Department Distracted Driving Program

The Orem Police Department combined targeted enforcement operations and community education to decrease the number of preventable accidents and deaths related to distracted driving. Orem PD teamed up with Provo PD and Utah County Sheriffs Office to perform distracted driving blitz operations. Eighty-five overtime shifts were worked, stopping 438 vehicles and 142 citations and 54 warnings were issued.

Orem PD participated in community events, including Orem Summer Festival and the Utah County Fair. At these events, officers set up a booth and gave out brochures to educate the public on the dangers of distracted driving. Officers teamed up with Zero Fatalities and conducted a week long safety campaign at Orem High School on the 5 deadly driving behaviors. Orem High also participated in the "Mannequin Challenge" video that simulated the results of a distracted driving crash. The video went viral and was picked up by several local news outlets.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-9, U-6, U-9, U-14 and U-15.

Traffic Records Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2016, shows Utah is experiencing an increase in fatalities in this area (281).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1355. The most current complete annual data which is for 2016 shows Utah fell short of this performance target (1488).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT 5 Year Average was .89; Urban Fatality Rate per 100 Million VMT was .64; and Rural Fatality Rate per 100 Million VMT was 1.63; Utah Non-Motorized Fatalities 5 Year Average was 41; Utah Non-Motorized Serious Injuries 5 Year Average was 167. The most current complete 5 Year Average data (2012-2016) shows Utah experienced a decrease in the Total Fatality Rate (.87), an increase in the Urban Fatality Rate (.67). and a decrease in the Rural Fatality Rate (1.37).

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 81. The most current complete annual data, which is for 2016, shows Utah achieved this performance target (77).

Utah's performance target for U-12 Percent of Drivers in Utah Fatal Crashes With Known BAC Results was 65.6% The most current complete annual data (2016), shows Utah fell short of this performance target (56.5%).

Utah's performance target for U-13 Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes was 7.89 days. The most current complete annual data (2016), shows Utah achieved performance target (6.77).

Traffic Records Project Descriptions and Contributions to Utah's Highway Safety Targets

3DA170501 Crash Information Management System

This project worked to improve the accuracy, completeness and accessibility of the crash file database, using a multi-tiered approach. The traffic information system law enforcement liaison continued with technical outreach and education. The HSO continued its partnership with the Utah Department of Transportation and the University of Utah to create a Transportation Safety Institute (UTAPS). This project entails integrating crash databases from both Departments for data analysis to a single source, thus removing redundancy in accuracy and completeness cross-checking and ensuring all Departments are reporting the same numbers. The staff members at the University continued to work on the new database. The image service is now rendered from a separate machine, also in the downtown data center. An ISS service built on this Windows server masks the PS Case number from the end user using a 40 character alpha-numeric key that is renewed every time the routine is invoked. In production, this time will be close to 24 hours as new crashes are received from DTS. This service can be used by partners who may need crash diagrams as part of their data. Progress on the content management system has resulted in the first efforts to test the user interfaces for the QC and geolocation, as well as the CMV forms. Testing of QC and geolocation tools has been conducted. Significant feedback has been generated for the QC forms as a result of the interaction with the system, resulting in a number of changes. The University of Utah team has now two graduate students working on the development of diagrams for the location of intersection crashes and on spatio-temporal models of crash data. The students joined the team fairly recently, soon after most of the development on the back end of the system was completed.

The Utah Crash Summary 2015 was available on the HSO website by December 2016. Training modules remained the same on the HSO website. Provided crash report training to law enforcement agencies throughout the state at their request. Also provided training to all UHP troopers through required in service training on improving crash reporting. The LEL worked over 100 hours on assisting officers statewide on completing crash reports and citations accurately, creating

a new Electronic Crash Manual, and data requests. Decreased the percentage of crash records with errors in alcohol/drug, manner of collision, sequence of events, vehicle maneuver, and speed. The Utah Traffic Records Coordinating Committee (UTRCC) Coordinator maintained, monitored and coordinated the Traffic Safety Information Systems Strategic Plan, as well as the operation of the UTRCC.

Activities and initiatives described in the EMS Pre-Hospital Data Reporting Project contributed to Utah's Highway Safety targets C-1, C-2, C-3, C-4, U-12 and U-13.

3DA170502 EMS Pre-Hospital Data Reporting

Timeliness - Trauma Registry Data: Timely data entry into the Trauma database remains off track, citing several reasons such as incompatible data sets between the National EMS Information System (NEMSIS) v2 to v3 database transition, hospital naming convention issues in the new system, incorrect data entry via EMS agencies, staff turnover with Trauma Registrants, lack of Trauma Registrant training to access EMS records, and import errors with facility software and Trauma Database. Issues are being addressed on a case-by-case basis. Training has been offered to each corporate system to train the registrants on using the new pre-hospital system to find the correct EMS record. Regular quality improvement is conducted on EMS records to ensure data is correctly entered. Hospital's trauma registrants work directly with individual EMS agencies when data is inaccessible in the current v2 or v3 state data system.

Accuracy: Training to increase the accuracy of reported pre-hospital data from providers has been provided on the new ePCR and linked licensure database to direct entry users and 3rd party vendor agencies. Training was provided to 10 EMS agencies statewide during 4th quarter of the 2017 grant on the new licensing and pre-hospital databases regarding timelines, training possibilities and the need for accurate data entry. As of the project end date, 83% of all direct entry agencies have been trained. Quarterly updates were provided to the State's EMS Committee on progress with the new systems, as well as data accuracy. Data was monitored in Polaris and the new pre-hospital system (where approximately 65 agencies are submitting data) for accuracy. Trained field staff on reporting. To date, there have been 230 individuals trained in a "train-the-trainer" format.

Integration: Utah continued to increase the number of systems integrated with pre-hospital data (i.e.: trauma registry, emergency department data, cardiac, stroke, STEMI, pediatric, and crash repository). Data integration between pre-hospital data and CARES (cardiac care) has been completed as of July 1, 2017, with manual upload transmissions starting in October 2017. Work continues with ImageTrend and the University of Utah to match PCR data with crash data. The target timeline to accomplish this has been moved back to January 2018 due to unanticipated workload, and integration complexity.

Uniformity - Implement NEMSIS v3 Compliant Pre-hospital System: Staff trained and transitioned agencies from Polaris (v2) to Elite (v3). Seventy percent of EMS agencies are submitting v3 data. It is anticipated that 100% of EMS agencies will be submitting v3 data by the start of 2018. The new system is compliant with the NEMSIS v3 data standard. Working with feedback from agencies and vendors, updates and corrections have been provided throughout the grant time frame to ensure records are accurately captured and provide quality data. Contracted with ImageTrend to host and retain v2 data in anticipation of decommissioning Polaris. 75% of the demographic agency data is completed to enable moving over 2 million PCRs.

Attend training/conferences: Two conferences were attended. The NASEMSO spring conference in New Orleans in March 2017 was attended. This conference brings together state EMS data managers, and other state EMS officials to discuss protocols, data standards, and best practices for data collection, reporting and national standardization. The ImageTrend annual conference in St. Paul in July 2017 was also attended. This conference brings together users from across the nation to discuss best practices, and trouble shoot issues as they pertain to moving to the v3 system.

Activities and initiatives described in the EMS Pre-Hospital Data Reporting Project contributed to Utah's Highway Safety targets C-1, C-2, C-3, C-4, U-12 and U-13.

Fatality Analysis Reporting System (FARS)

Fatal crash information was researched, collected, interpreted, and analyzed. Information was entered into the FARS database for state and national statistical analysis, and information was provided to fulfill requests from the news media, governmental agencies and other requestors regarding Utah traffic fatalities and statistics.

Planning and Administration

PA171001 Planning and Administration

Planning and Administration provided the core essence of direction and operational needs of the Highway Safety Office. To accomplish this, a portion of the director's and other planners' compensation were paid, appropriate office space was rented and insurance provided, staff shuttle vehicles were leased from State Fleet and association memberships were kept current. Operational expenses were included in this project such as a portion of office and computer supplies, computer network and telephone, printing, maintenance and upgrades to the office's electronic grant management system. With this project's assistance a firm foundation and stable working environment enabled administration and other planners to conduct its long range planning and evaluation. These logistical items and participation in national highway safety planning groups all played a vital role in the overall program successes as the Highway Safety Office staff worked toward meeting their performance targets with the goal of ultimately achieving Zero Fatalities.

Through the activities and initiatives described above, this project contributed to all of Utah's highway safety targets.

CP170201 Personnel (402), 3DA170201 Personnel (405c), 6OT170201 Personnel (405d)

This project secured staff with the skills and abilities to effectively manage and coordinate Utah's Highway Safety Program. It is difficult to directly connect support projects such as this to meeting Utah's traffic safety goals; however, without the work performed by the dedicated staff, Utah's program would not be the success that it is today. Several of the Utah Highway Safety performance targets were either met or exceeded this year.

Through the activities and initiatives described above, this project contributed to all of Utah's highway safety targets.

CP170202 Administrative Support

This project provided for long range planning, program assessments, evaluation and a portion of the day-to-day operational needs of the Highway Safety Office such as office and computer supplies, computer network and telephone expenses, printing, and maintenance and upgrades to the office's electronic grant management system. Travel to training and professional interaction opportunities were also provided through this project. The project assisted the Highway Safety Program by supporting the staff in coordinating and managing the various projects and programs assigned.

While it is difficult to connect support projects to meeting Utah's performance targets, providing the Utah Highway Safety staff with the tools to direct their programs enabled them to work towards their performance targets and more importantly to change behavior and save lives.

CP170206 Traffic Safety Initiative Support

Through networking, task force meetings and other committees, the Highway Safety program staff was vigilant in looking for new opportunities to provide outreach during FFY2017. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2017.

OPE170409 Occupant Protection Initiative Support

Through networking, task force meetings and other committees, the Occupant Protection staff was vigilant in looking for new opportunities to provide outreach during FFY2017. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2017.

OT170308 Impaired Driving Initiative Support

Through networking, task force meetings and other committees, the Impaired Driving program staff was vigilant in looking for new opportunities to provide outreach during FFY2017. This initiative support held carryforward funds

that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2017.

9MA170902 Motorcycle Safety Initiative Support

Through networking, task force meetings and other committees, the Vulnerable Roadway Users program staff was vigilant in looking for new opportunities to provide outreach during FFY2017. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2017.

HX170704 Pedestrian Safety Initiative Support

Through networking, task force meetings and other committees, the Vulnerable Roadway Users Program staff was vigilant in looking for new opportunities to provide outreach during FFY2017. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2017.

3DA170504 Traffic Records Initiative Support

Through networking, task force meetings and other committees, the Traffic Records program staff was vigilant in looking for new opportunities to provide outreach during FFY2017. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2017.

8X170806 Distracted Driving Initiative Support

Through networking, task force meetings and other committees, the Police Traffic Services program staff was vigilant in looking for new opportunities to provide outreach during FFY2017. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2017.

Evidence-Based Enforcement Plan (E-BE)

Enforcement is an essential component to comprehensive traffic safety initiatives to reduce traffic crashes, injuries and fatalities. Each UHSO Program works together closely to align projects, reduce redundancy, allocate resources wisely, and strengthen programs overall. 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, such as advocacy, innovative messaging and outreach, to target hard-core non-users in an effort to reduce unrestrained fatalities.

Since the passage of the primary seat belt law in May 2015, Utah's seat belt use has increased 5.6% for an overall compliance rate of 88.8%. Yet nearly 350,000 Utahns still choose not to wear their seat belt. Education and enforcement is vital to show the utility of the law and will continue to be major components of the UHSO for the next fiscal year. Modification may be made to the E-BE Plan with the potential to add focused patrols to high-risk areas such as rural counties and areas with high crash rates.

Unrestrained occupants were more than 45 times more likely to be killed in a crash than occupants who wore their seat belt. To reach the goal of zero fatalities and increase overall traffic safety, diligent efforts for seat belt enforcement and other countermeasures are needed. State and federal funds are carefully distributed to the occupant protection program specifically to address unrestrained occupants and increase seat belt usage rates.

The outcomes of each time period and effort is listed below.

Countermeasures Timeline and Detail

November 2016

Thanksgiving Holiday Travel National Mobilization (Click It or Ticket) enforcement was performed by the state's law enforcement partners through selective enforcement patrols, to include Salt Lake, Utah, Davis and Weber Counties, through collaborations facilitated by the Multi-Agency Task Forces. Rural agencies, most of whom participate in the Rural Seat Belt Project, worked shifts this year, and include Blanding PD, Carbon County SO, Centerfield PD, Grantsville PD, Helper PD, San Juan County SO, Sevier County SO, Tremonton PD, Uintah County SO, and Vernal PD. Through the outreach and networking of the UHSO Law Enforcement Liaisons, all law enforcement agencies in Utah were contacted to discuss the mobilization efforts, assign overtime seat belt enforcement patrols, and ask for their pledge of support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.

Outcomes:

Reporting Period	11/21/2016 – 11/23/2016
Agencies	22
Hours	540
Seat Belt Violations	800
Citations	119
Warnings	681
Child Restraint Violations	39
Citations	6
Warnings	33
DUI Arrests	2
All Other Violations	290

March 2017

Click It or Ticket nighttime enforcement was conducted during this time with a focus on the Wasatch Front, specifically Salt Lake City, West Valley City, Utah County, and Ogden City, all identified high risk locations. Rural partners were also involved this year in the mobilization, and included Beaver County SO, Brigham City PD, Grantsville PD, Logan PD, Price PD, St George PD and Uintah County SO.

An emerging trend in seat belt use is the connection of low nighttime use and crashes and fatalities. This connection is being explored through data analysis by UHSO and UHP; when more data is available to advise the need for directed nighttime patrols, the UHSO will work with law enforcement partners to make adjustments to enforcement time.

Outcomes:

Reporting Period	3/24/2017 – 3/25/2017
Agencies	12
Hours	247
Seat Belt Violations	315
Citations	69
Warnings	246
Child Restraint Violations	13
Citations	6
Warnings	7
DUI Arrests	2
All Other Violations	126

May 2017

Click It or Ticket National Mobilization enforcement was conducted with all law enforcement partners, with a focus on the Utah Highway Patrol and agencies in the six urban counties (Cache, Davis, Salt Lake, Utah, Washington, and Weber). A secondary focus was on the rural counties, with a special emphasis on the seven pilot program rural counties (Box Elder, Sanpete, and San Juan) performing statewide selective enforcement patrols. Through the outreach and networking of the UHSO Law Enforcement Liaisons, all law enforcement agencies in Utah will be contacted to discuss the mobilization efforts, assign overtime seat belt enforcement patrols, and ask for their pledge of support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.

Outcomes:

Reporting Period	5/22/2017 – 6/4/2017
Agencies	60
Hours	2725
Seat Belt Violations	5175
Citations	945
Warnings	4230
Child Restraint Violations	93
Citations	32
Warnings	61
DUI Arrests	8
All Other Violations	904

August and September 2017

Rural-specific messaging focusing on seat belts was placed in the seven pilot rural counties (Box Elder, Cache, Carbon, Sanpete, San Juan Sevier, Tooele) with local law enforcement agencies enforcing the primary seat belt law during regular patrols.

Outcomes: Concentrated educational efforts and outreach focused on seat belt use increased awareness of Utah's seat belt law. Paid media was placed in the seven pilot rural counties and included terrestrial and Pandora radio, movie

theater placement, local print, busboards (Cache County), law enforcement posters, school based posters, community based posters, and retractable banners. Posters and banners were distributed to appropriate audience locations, displayed at county fairs and major community events, and delivered to law enforcement agencies. While a targeted law enforcement effort was not conducted these counties are included in all statewide HVE efforts.

Due to the Primary Seat Belt Law being made permanent, no September enforcement mobilization took place. Funds were dedicated to November 2017 CIOT enforcement effort.

The UHSO, with law enforcement partners, will continue to provide education to the public and Utah legislators about the advantages of having a primary versus a secondary seat belt law as well as educate them on the life saving benefits of wearing a seat belt. Crash data and evidence based enforcement efforts will remain a vital part in E-BE plan.

The Law Enforcement Liaison will encourage seat belt enforcement at all times, and in all HVE events statewide, regardless of the main enforcement focus; seat belt use enforcement is straightforward and easily incorporated into other enforcement activities.

IMPAIRED DRIVING

October 2016

Using the Drive Sober or Get Pulled Over campaign, the UHSO and its law enforcement partners will target Halloween celebrations with enforcement coordinated through the LELs and the Multi-Agency Task Forces.

Outcomes:

Reporting Period	10/28/2016 – 10/31/2016
Agencies	73
Hours	1530
DUI Arrests	73
Alcohol	48
Drug	13
Metabolite	12
Designated Driver	100
All Other Citations	636

November to December 2016

Holiday Crackdown/Drive Sober or Get Pulled Over National Mobilization enforcement efforts will be implemented statewide through the Utah Highway Patrol. Wasatch Front-targeted enforcement will be coordinated with law enforcement partners in Salt Lake, Utah, Davis and Weber Counties. Additional outreach to law enforcement agencies for focused-patrols will be completed by the LEL, with particular attention to rural agencies in need of mobilization support.

Outcomes:

Reporting Period	11/23/2016 – 11/27/2016 and 12/15/2016 – 01/01/2017
Agencies	96
Hours	3253
DUI Arrests	169
Alcohol	91
Drug	47
Metabolite	31
Designated Driver	101
All Other Citations	1356

February 2017

Drive Sober or Get Pulled Over initiative will target Super Bowl activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.

Outcomes:

Reporting Period	02/05/2017
Agencies	27
Hours	272
DUI Arrests	15
Alcohol	10
Drug	3
Metabolite	2
Designated Driver	4
All Other Citations	133

March 2017

Drive Sober or Get Pulled Over initiative will target St. Patrick's Day activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.

Outcomes:

Reporting Period	03/16/2017 – 03/18/2017
Agencies	79
Hours	1374
DUI Arrests	81
Alcohol	47
Drug	19
Metabolite	15
Designated Driver	36
All Other Citations	623

April 2017

Drive Sober or Get Pulled Over initiative will target areas in the state where recreational activities usually occur around the Easter holiday.

Outcomes:

Reporting Period	04/14/2017 – 04/16/2017
Agencies	50
Hours	952
DUI Arrests	27
Alcohol	18
Drug	7
Metabolite	2
Designated Driver	12
All Other Citations	372

May 2017

Drive Sober or Get Pulled Over initiative will supplement the 100 Deadliest Days messaging and enforcement through the Utah Highway Patrol and Wasatch Front-targeted enforcement in cooperation with law enforcement partners in Salt Lake, Utah, Davis and Weber Counties.

Outcomes:	
Reporting Period	05/01/2017 – 05/31/2017
Agencies	87
Hours	2732
DUI Arrests	186
Alcohol	102
Drug	53
Metabolite	31
Designated Driver	63
All Other Citations	1469

July 2017

Drive Sober or Get Pulled Over initiative will target 4th of July celebrations with the Utah Highway Patrol performing statewide enforcement patrols.

Outcomes:	
Reporting Period	06/30/2017 – 07/04/2017
Agencies	66
Hours	1255
DUI Arrests	63
Alcohol	28
Drug	27
Metabolite	8
Designated Driver	19
All Other Citations	597

September 2017

Drive Sober or Get Pulled Over initiative will focus on Labor Day celebrations with the Utah Highway Patrol performing statewide enforcement patrols, and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.

Outcomes:	
Reporting Period	08/18/2017 – 09/04/2017
Agencies	83
Hours	2233
DUI Arrests	128
Alcohol	71
Drug	41
Metabolite	16
Designated Driver	41
All Other Citations	1035

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.

Outcomes:	
Reporting Period	2017 federal fiscal year
Checkpoints Held	11
Agencies	32

Hours	1568
DUI Arrests	50
Alcohol	24
Drug	17
Metabolite	9
Designated Driver	80
All Other Citations	188

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

Outcomes:

Reporting Period	10/07/2016 – 08/25/2017
Blitzes	Numerous
Agencies	28
Hours	1476
DUI Arrests	113
Alcohol	75
Drug	19
Metabolite	19
Designated Driver	80
All Other Citations	784

VULNERABLE ROADWAY USERS

Vulnerable Roadway Users continue to be an area of emphasis for the Utah Highway Safety Office. Pedestrians and bicyclists are the most exposed in terms of protection when involved in crashes on Utah roads. Attesting to this is the fact that pedestrians continue to be over-represented in fatal crashes in comparison to total crashes. In 2016 pedestrians were in 1% of all crashes yet accounted for 14% of fatal crashes. While bicycle fatality numbers remain low (5 for 2016), the increasing use of bicycles for both transportation and recreation require ongoing proactive efforts to continue to reduce crashes involving bicyclists.

Supporting enforcement efforts for pedestrian safety, shifts were offered to agencies that showed the greatest need according to the number of pedestrian-motor vehicle crashes/fatalities occurring in their jurisdictions over the last year. The agencies that accepted shifts each prepared an enforcement plan. The plans provided justification for conducting enforcement at specific intersections and details about operations involving decoys, which was optional. Enforcement included both pedestrians and motorists alike.

Bicycle enforcement was completed by Salt Lake City Police Department on several roads with heavy bicycle commuter use.

The outcomes of each time period and effort is listed below.
Countermeasures Timeline and Details:

March 2017

Funded Crosswalk Enforcement Shifts in Logan

Outcomes:

Agencies 1
Hours 31
Citations 17
Warnings 32

June 2017

Funded Crosswalk Enforcement Shifts in Salt Lake City

Outcomes:

Agencies 1
Hours 96
Citations 87
Warnings 9

July through September 2017

Funded Bicycle and Crosswalk Enforcement Shifts in Midvale, Logan, and Salt Lake City

Outcomes:

Agencies 3
Hours 141
Citations 105
Warnings 336

DISTRACTED DRIVING

The Utah Highway Safety Office awarded two distracted driving grants to Orem Police Department and Unified Police Department. These law enforcement agencies were able to help reduce the number of distracted driving crashes and fatalities by enforcing the law working the overtime shifts and educating the public.

The distracted driving shifts were worked differently by each law enforcement agency. The outcomes of overtime distracted driving shifts are listed below.

Orem PD 2017

Orem PD performed distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked April 2017 through September 2017.

Outcomes:

Shifts: 85
DD Citations: 152
DD Warnings: 57
Total Vehicles Stopped: 438

Unified PD 2017

Unified PD performed distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked October 2016 through September 2017.

Outcomes:

Shifts: 95
DD Citations: 94
DD Warnings: 283
Total Vehicles Stopped: 904

SPEED ENFORCEMENT

Speed enforcement is already a standard enforcement activity, but it is important to keep speed at the forefront of law enforcement efforts for each agency and emphasize the role speed plays in crashes and fatalities in Utah. Multi-Agency Task Force meetings are held in the four largest counties within the state (Salt Lake, Utah, Davis, Weber) and serve to update officers on data and strategies aimed at reducing speed and other enforcement activities. Our Police Traffic Services Equipment grant helps fund agencies lidars, radars, and speed trailers to help enforce speed and reduce speed related crashes.

Hot Spot meetings are held on a monthly basis. These meetings consist of speed related problems, including current data of high speed areas. UDOT (Utah Department of Transportation), Utah Highway Patrol, and other partners collaborated and discussed ideas on how to decrease speed related problems. The speeding hot spots are found amongst the four largest counties in Utah.

Speed Findings

October 2015-September 2016 and October 2016-September 2017

Speed enforcement was done on a regular basis throughout the year. The data below will compare two years of speed enforcement citations and warnings in the Salt Lake, Utah, Davis, and Weber County done by law enforcement agencies in those counties.

Reporting Period: 10/15-09/16

Davis: Citations and Warnings: 16,678

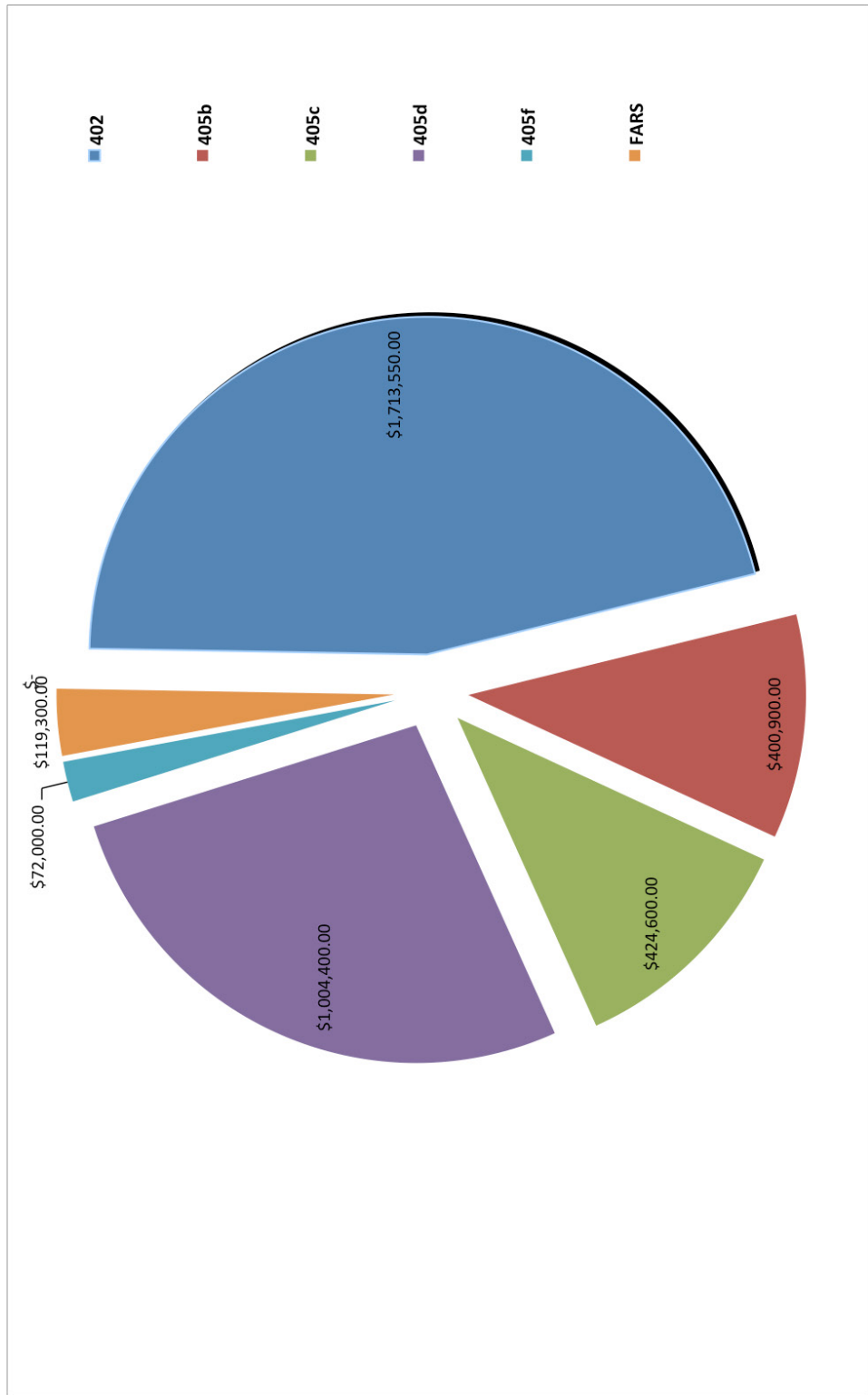
Salt Lake: Citations and Warnings: 43,527

Funds Expended In FFY2017

	Project Name	Total Expenditures
Occupant Protection		
OP170402	Occupant Protection Media, Materials & Support	\$93,200.00
OP170404	Rural Seat Belt Program	220,400.00
OP170405	405d Rural Seat Belt Program	\$9,500.00
OP170409	Hispanic Traffic Safety Program	\$75,000.00
2PE170204	402d Occupant Protection Program Evaluation	\$30,000.00
2HVE170401	CLOT Step Support	\$144,500.00
2PE170402	Occupant Protection Media, Materials & Support	\$58,100.00
2CPS170403	Utah CPS Program	\$185,800.00
2PE170204	UHP PI&E / Adopt-a-High School	\$12,500.00
	Total	\$608,600.00
Impaired Driving		
6OT170201	Personnel	\$144,300.00
6OT170301	DUI Enforcement & Checkpoint Support	\$292,100.00
6OT170303	DRE/ARIDE/SFST/Phlebotomy	\$48,200.00
6OT170304	Impaired Driving Media Campaign	\$351,800.00
6OT170305	Traffic Safety Resource Prosecutor	\$123,000.00
6OT170306	SIP/TRACE, Youth Alcohol Suppression	\$45,000.00
	Total	\$1,004,400.00
Community Traffic Safety - 402		
CP170202	Administrative Support	\$160,500.00
CP170203	Operation Lifesaver	\$15,000.00
CP170204	UHP PI&E / Adopt-a-High School	\$15,000.00
CP170205	Senior Driver Safety	\$10,000.00
CP170207	Utah Safety Council Traffic Safety Program	\$26,900.00
CP170208	PI&E	\$1,800.00
CP170210	Teen Driving Education & Outreach	\$14,600.00
	Total	\$243,800.00
Motorcycle Safety Program		
9MA170901	Motorcycle Safety Media Campaign	\$72,000.00
MC170901	Motorcycle Safety Media PI&E	\$68,500.00
	Total	\$140,500.00
Pedestrian and Bicycle Safety		
PS170701	Pedestrian & Bicycle PI&E	\$14,400.00
PS170702	Bicycle Safety PI&E	\$17,000.00
PS170703	Pedestrian Safety Visibility Project	\$3,250.00
PS170704	SLC Bicycle & Pedestrian Safety Project	\$13,400.00
	Total	\$48,050.00
Police Traffic Services		
PT170101	PT Services & Equipment	\$122,800.00
PT170102	Weber/Salt Lake / Davis/Utah Co - MATF Groups	\$8,500.00
PT170103	Law Enforcement Liasion Expansion	
	Total	\$131,300.00
Teen Driver/Distracted Driving Programs		
DD170803	Unified Police Distracted Driving Program	\$20,000.00
DD170805	Orem Police Distracted Driving Program	\$16,000.00
	Total	\$36,000.00
Data Program		
3DA170201	Personnel	\$88,300.00
3DA170501	Crash Information Systems Management	\$143,500.00
3DA170502	EMS Pre-Hospital Data Reporting	\$192,800.00
	Total	\$424,600.00
Planning and Administration		
CP170201	Personnel	\$674,900.00
PA171001	402 - Administration (Federal)	\$303,300.00
	Total	\$978,200.00
FARS01		
201721	FARS, Year 1 Award	\$119,300.00
	Total	\$119,300.00

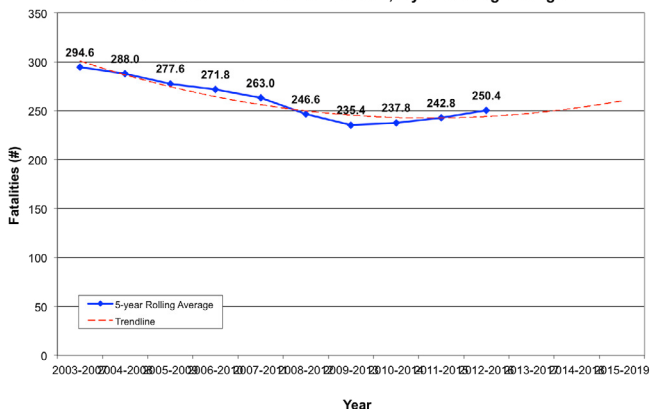
***Total expenditures are rounded to the nearest hundred dollars*

Total Spent By Fund - Utah Highway Safety FFY2017

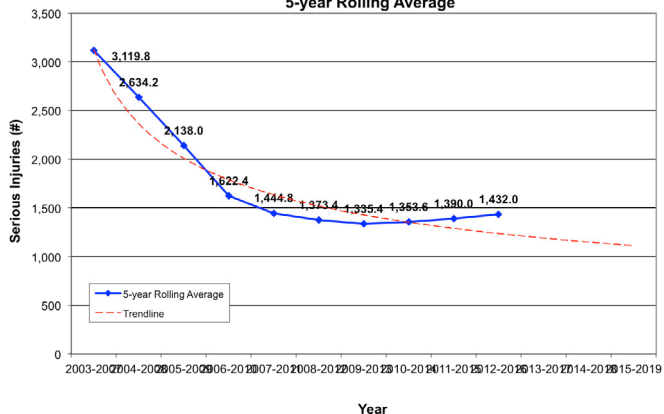


Core Performance Measures

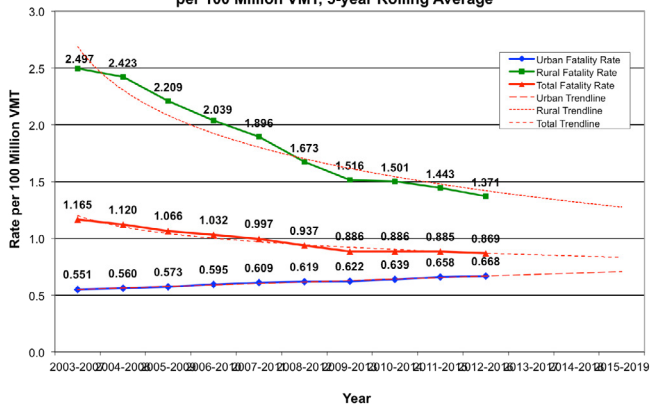
C-1: Number of Utah Traffic Fatalities, 5-year Rolling Average



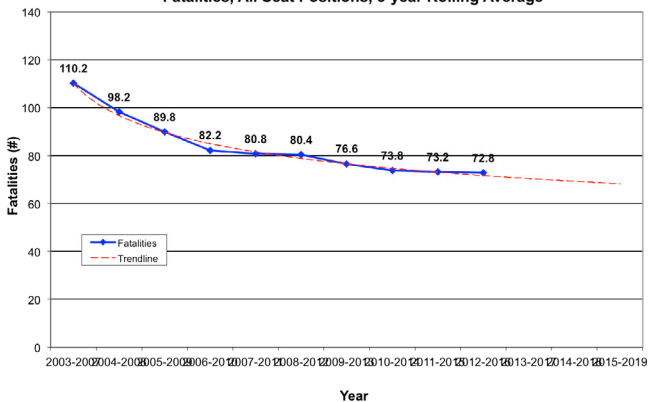
C-2: Number of Serious Injuries in Utah Traffic Crashes, 5-year Rolling Average



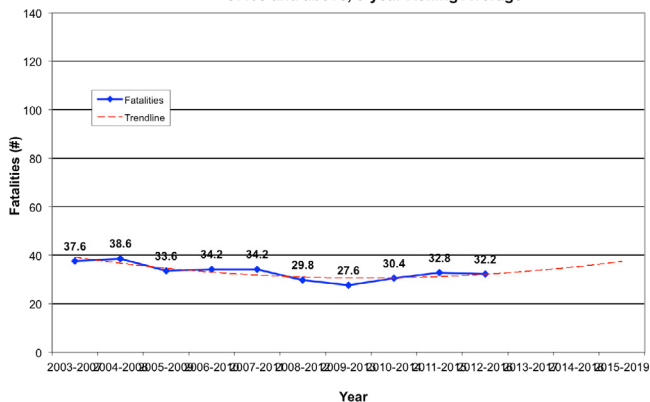
C-3: Utah Total, Urban, and Rural Fatality Rate per 100 Million VMT, 5-year Rolling Average



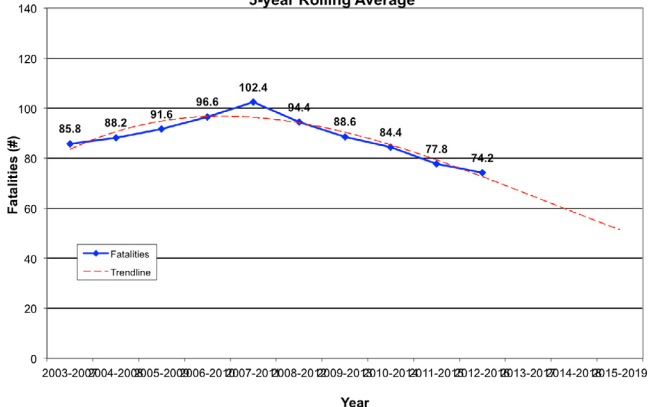
C-4: Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions, 5-year Rolling Average

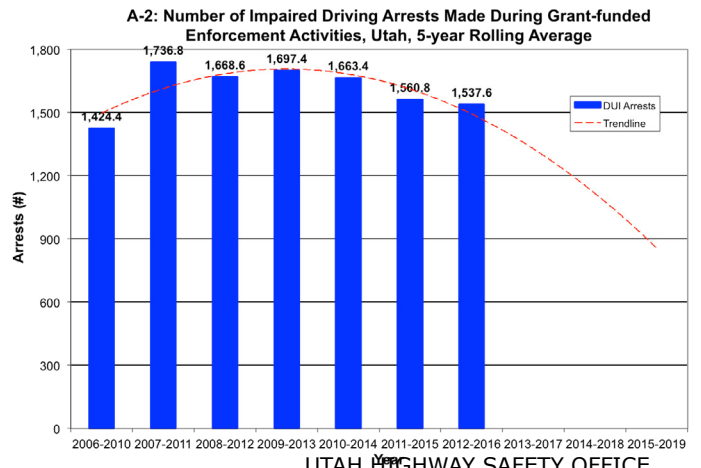
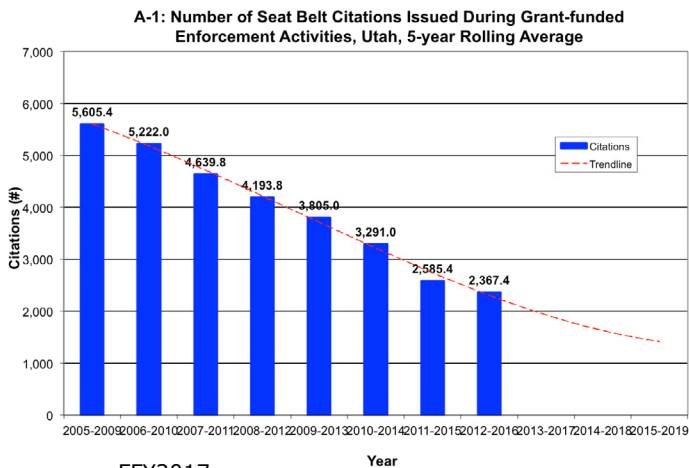
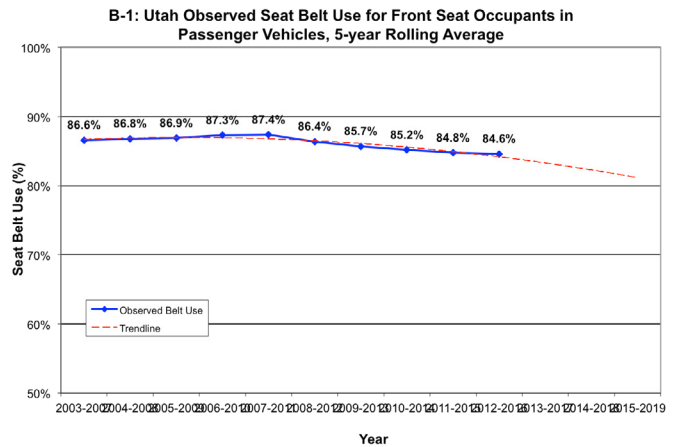
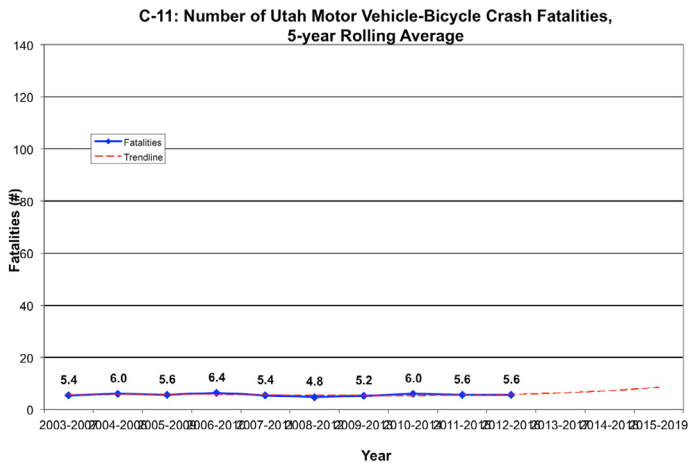
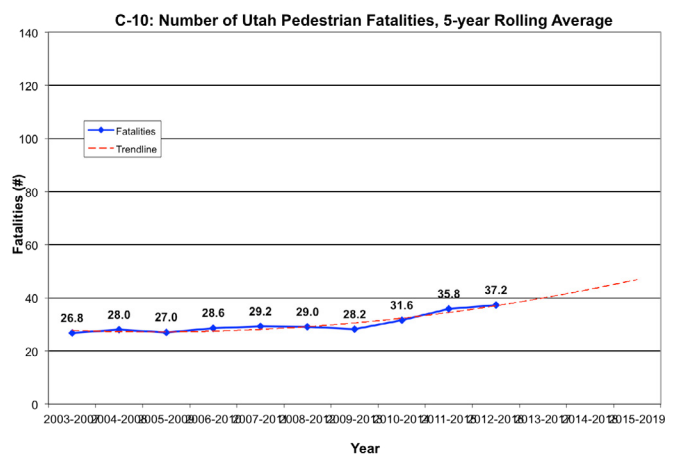
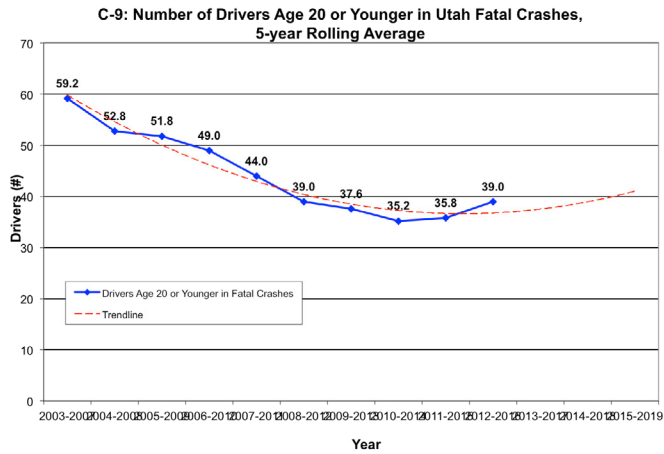
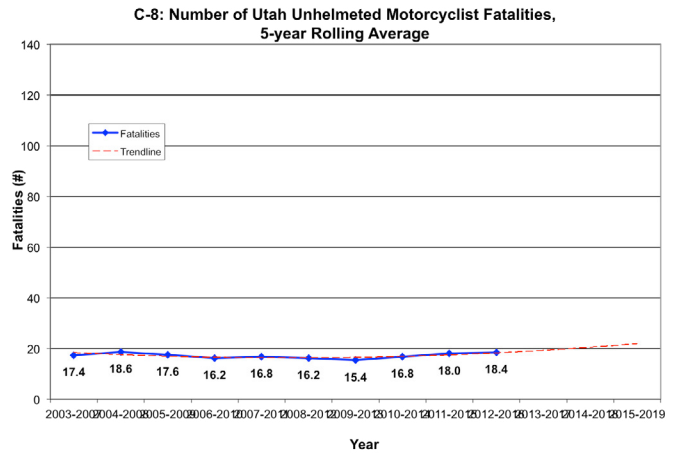
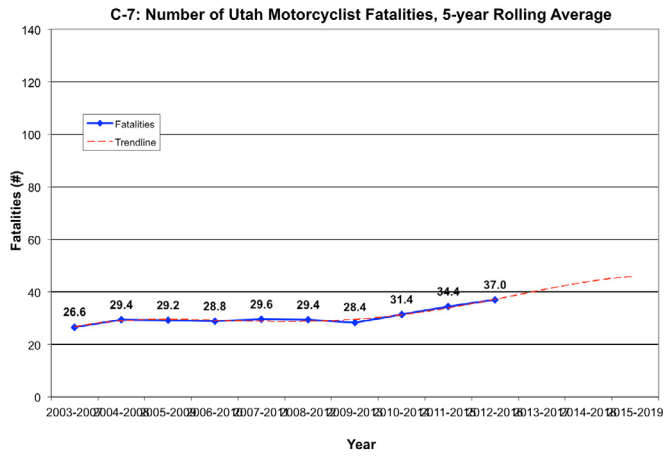


C-5: Number of Utah Fatalities Involving a Driver with a BAC of .08 and above, 5-year Rolling Average

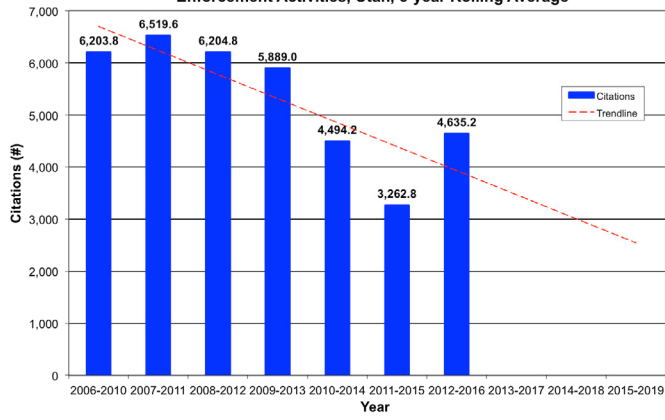


C-6: Number of Utah Speeding-Related Fatalities, 5-year Rolling Average



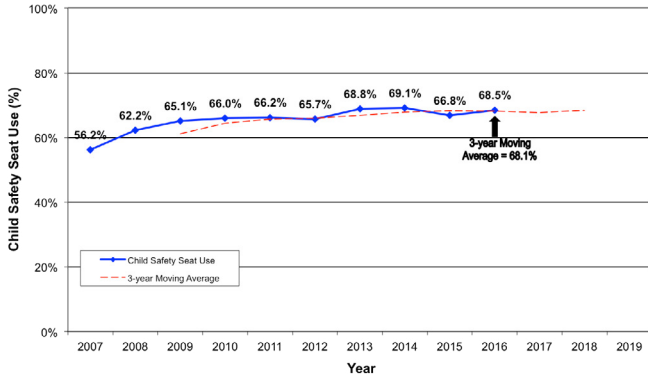


A-3: Number of Speeding Citations Issued During Grant-funded Enforcement Activities, Utah, 5-year Rolling Average

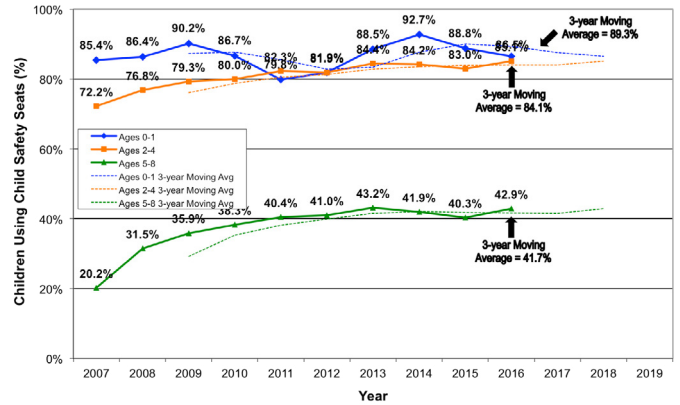


Utah Performance Measures

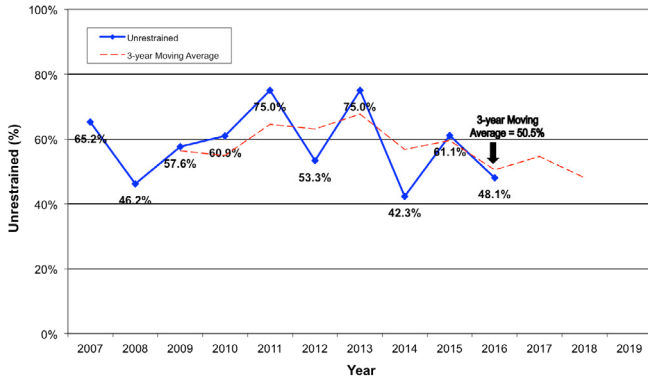
U-1: Utah Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes



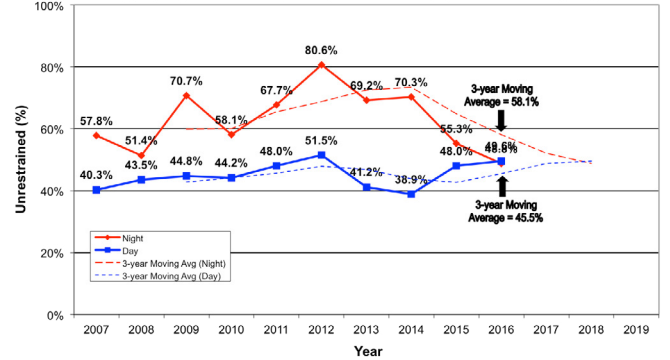
U-2: Percent of Children in Utah Crashes in Child Safety Seats



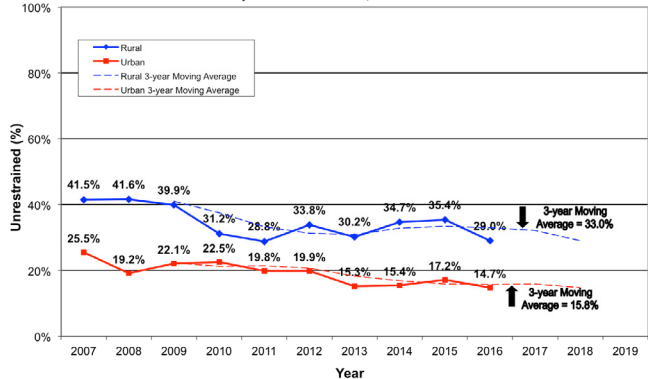
U-3: Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained



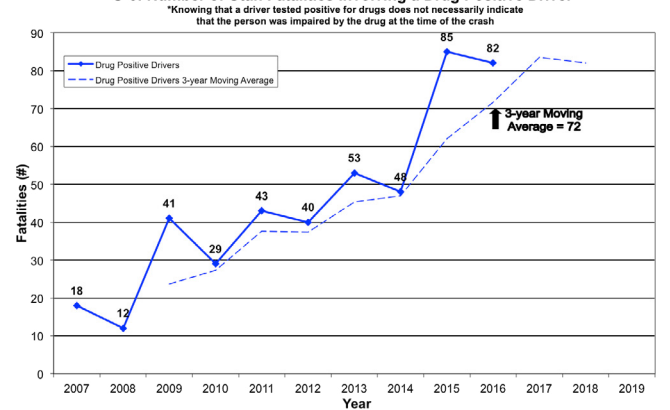
U-4: Percent of Utah Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained, Night (10 p.m.-5:59 a.m.) Compared With Day (6:00 a.m. - 9:59 p.m.)



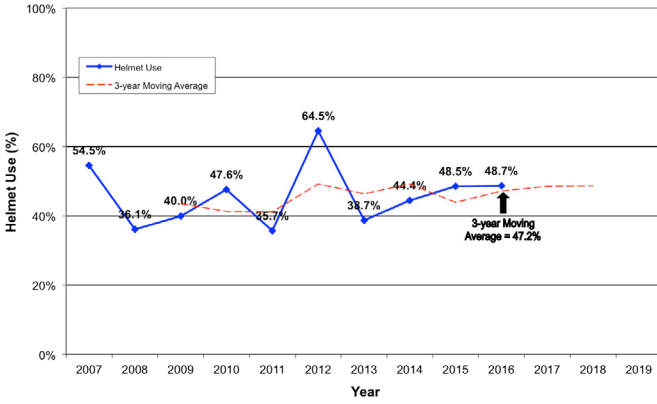
U-5: Percent Unrestrained Among Seriously Injured and Killed Occupants in Crashes, Rural vs. Urban



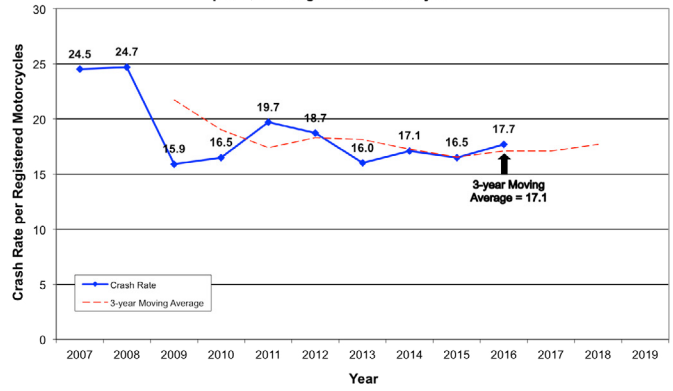
U-6: Number of Utah Fatalities Involving a Drug Positive Driver*



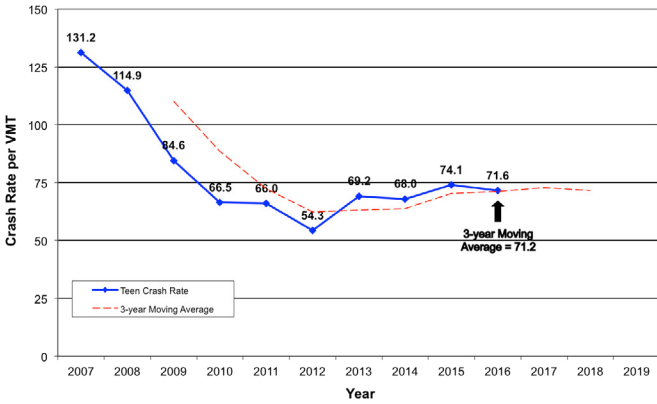
U-7: Percent of Utah Helmeted Motorcycle Fatalities



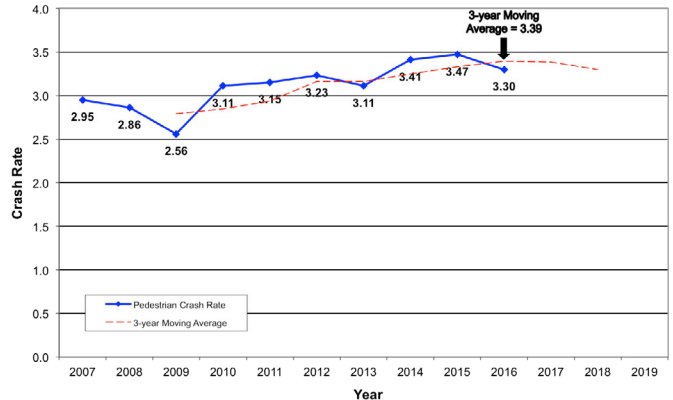
U-8: Overall Rate of Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles



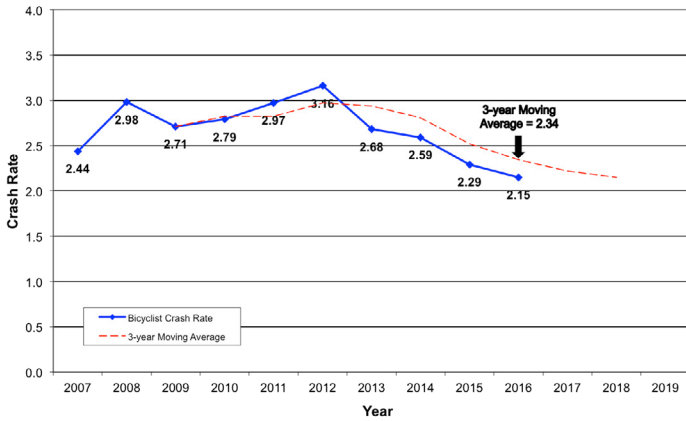
U-9: Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers



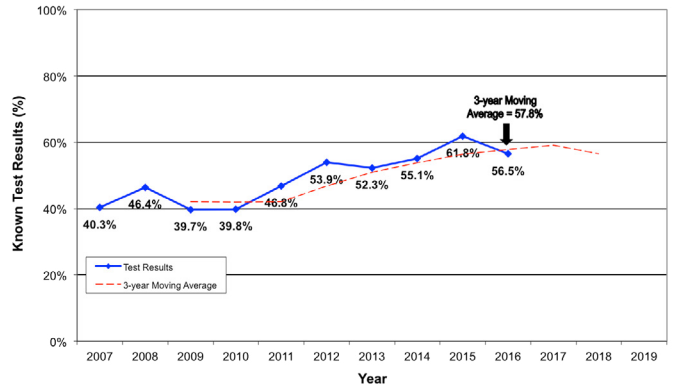
U-10: Rate of Pedestrians in Utah Crashes per 10,000 Population



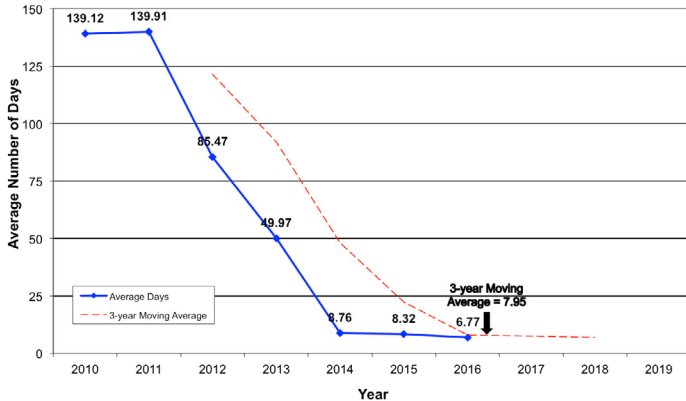
U-11: Rate of Bicyclists in Utah Crashes per 10,000 Population



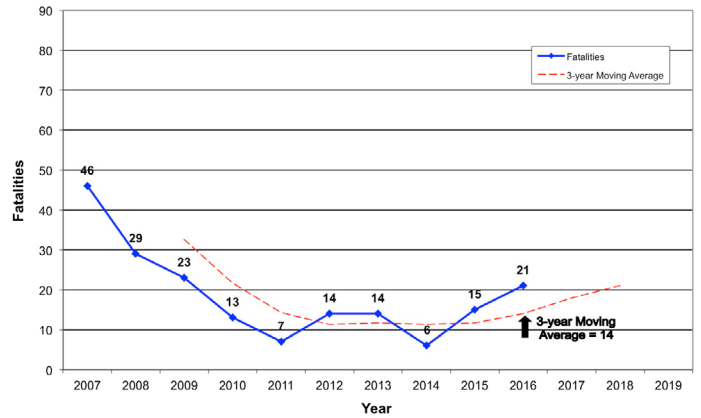
U-12: Percent of Drivers in Utah Fatal Crashes With Known BAC Results



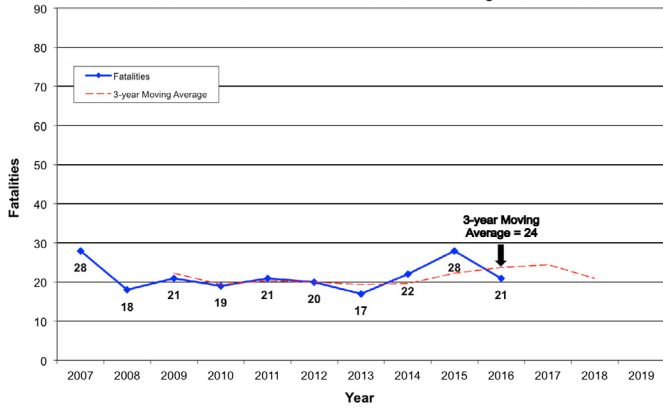
U-13: Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes



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

