

# Utah Highway Safety Plan 2016

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## SECTION I – MESSAGE FROM THE DIRECTOR

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, the state submits a plan designed to help us reach that goal. For the past twenty years I have had the privilege of participating in the development and implementation of this plan, growing the program, and celebrating our successes.



One of the greatest successes that took place during the past year was the passage of a Primary Seat Belt Law, which gives law enforcement officers the ability to stop unbuckled motorists of all ages and issue a citation. This piece of legislation has had a great impact on the highway safety planning process, as it has instigated the need to divert additional resources for public information, education and enforcement programs that are aimed at increasing awareness of the law and the importance of buckling up. Most importantly, this legislation will save lives and help the state move closer to the goal of zero fatalities.

While our goal remains the same, the steps taken to develop and implement a plan to reach that goal continue to evolve. The most recent changes affecting the planning process come down from our federal partners who provided new guidance affecting entities receiving and administering federal awards. Branded the "Super Circular", this new regulation was first released in late 2013 and required that the states be in full compliance by April 29, 2015. This has impacted the state's planning process in various ways with the most notable changes affecting the purchase of promotional items, standards for documenting time and attendance, and risk assessments to evaluate a grantee's risk of non-compliance with Federal regulations and the terms of the award. While there continues to be ongoing discussion between the National Highway Traffic Safety Administration and Governor's Highway Safety Association regarding these changes, all have been incorporated into this Highway Safety Plan and will be continually monitored to ensure the state is in full compliance with all federal rules.

The staff at the UHSO are charged with not only developing this plan, but also overseeing and implementing the countermeasures in accordance with the federal regulations, new and old. With a staff of 15 full-time employees, this task should be fairly easy to accomplish. Yet, it has been more challenging this year than in any of the past 20 years due to massive changes in personnel. From December 2014 to July 2015, 13 of the 15 staff members are either new to their position or have experienced significant changes to their current responsibilities. The most noteworthy change that took place during the past year was the selection of a new director and deputy director. Both positions were filled internally which led to a domino effect, resulting in new managers for the six primary program areas including Occupant Protection, Impaired Driving, Pedestrian/Bicycle Safety, Motorcycle Safety, Traffic Records, and Police Traffic Services. With each personnel shift came a new opportunity to examine the current program, organizational structure, and future needs. During this review process, it was determined that pedestrian and bicycle safety would be combined with motorcycle safety and rolled into a new program area entitled Vulnerable Roadway Users. In addition, the Police Traffic Services and Law Enforcement Liaison (LEL) program experienced a shift in direction. With the new requirement for states to have an evidence-based enforcement plan, came the need for the UHSO to have a program manager with the skills and dedicated time to develop and oversee such a plan. In turn, a civilian

manager was hired to lead the Police Traffic Services Program and supervise one of two LEL's on staff. The program manager was charged with developing a comprehensive data-driven enforcement plan for the state that combines impaired driving, occupant protection, aggressive and distracted driving, and pedestrian enforcement initiatives. The manager will also oversee all planning and grant management duties, leaving the LEL to spend 100 percent of his time to coordinate efforts, recruit law enforcement partners, and provide training on highway safety issues statewide. Finally, there was a reduction in force when the in-house research analyst was promoted to manage the Traffic Records Program and his previous position was left unfilled. This decision was based on the fact that the state is currently in the process of creating Transportation Institute (UTAPS - CDI) at the University of Utah, which will house all related data and will serve as a clearinghouse for the UHSO, UDOT and all state and local partners, eliminating the need for this service to be provided in-house.

Through all of these changes, and challenges, we will begin a new federal fiscal year with the intention of implementing the projects outlined in this plan. We are confident that through these efforts, Utah will experience a reduction in traffic-related fatalities and injuries.

## SECTION II – CURRENT CONDITION

After many years of hard work, Utah celebrated a milestone as the primary seat belt law was passed through the 2015 Legislative session. Lawmakers, law enforcement and traffic safety advocates alike came to together to draft Utah's bill that easily passed the Senate and but struggled through the House. It was during these struggles amendments were added that requirement for a seat belt safety class, giving the offender a chance to attend the class instead of paying the \$45 fine. Additionally, the primary seat belt law has a sunset of three years. During the next three years, the first offense is a warning. The following offenses result in a ticket. Outreach plans have been developed and the staff at the Utah Highway Safety Office (UHSO) has been coordinating with stakeholders to ensure that materials explaining the new law are available statewide. To provide the law enforcement community access to violators with warnings, a system was put in place using the current electronic citation submission to populate warning data on the Driver License Inquiry Screen visible to officers during enforcement activities.

New leadership in the UHSO and the Department of Transportation's Traffic and Safety Engineering Division, as well as the continued active support of both Departments' Executive Administration has led to higher levels of the coordination involving the use and dissemination of crucial fatal and serious injury crash data. This collaboration has led to a deeper understanding between the two departments concerning definitions of data elements, trends and targets. The increased coordination between the Highway Safety office, Utah Highway Patrol and the Traffic and Safety Engineering Division at the Utah Department of Transportation has resulted in collaborated efforts to create data maps and target zones.

Between the increased coordination of efforts among Departments and the passage of the primary seat belt law, it is our hope that the recent upswing in Utah's fatalities will only be

- ❖ 45 motorcycle deaths in 2014, highest since 1980, which had 44 fatalities.
- ❖ Pedestrian fatalities increased to 30 for 2014, seven more than 2013.
- ❖ Speeding continues to be a leading contributing factor in deaths, accounting for 34% of the deaths in 2014
- ❖ Drunk drivers were responsible for 42 deaths, which was an increase of 19 deaths.
- ❖ 28% of traffic fatalities in Utah were attributed to unrestrained occupants, 12 more since 2013.

temporary as we work together to mitigate the largest causes of these crashes. After several years of record breaking low numbers of fatal crashes, matching those in 1974, fatalities in 2014 increased to 256 which is an increase of 16% from 2013.

Utah continues its sustained efforts with high-visibility enforcement and media to support national campaigns such as Click It or Ticket and Drive Sober or Get Pulled Over, and also supporting local communities in fighting their traffic safety problems.

## Performance Report

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

The table below provides a statistical review of these performance measures, as well as the progress made from year to year and the current target for 2016. Where possible, four years of data is shown. In the measures with only three years of data, the 2014 data was not available at the time this plan was prepared. The target is established using the 3-year moving average. In cases where the three-year baseline (2010-2013) is lower than the target, the state established a target equal to the 2013 baseline in effort to avoid suggesting an increase in fatalities. These cases are identified by an asterisk in the table below.

<b>NATIONAL PERFORMANCE MEASURES</b>						
<b>Year</b>		<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>Target 2016</b>
<b>Source of Data</b>		<b>FARS</b>	<b>FARS</b>	<b>FARS</b>	<b>FARS</b>	
C-1	Number of Traffic Fatalities	243	217	220	256	228
C-2	Number of Serious Injuries in Traffic Crashes (level 4 only)	1278	1386	1343		1208
C-3	Total Fatality Rate per 100 Million VMT	0.92	0.81	0.81		.85
	Urban Fatality Rate per 100 Million VMT (FARS only)	0.69	0.64	.57		.63
	Rural Fatality Rate per 100 Million VMT (FARS only)	1.46	1.22	1.48		1.39
C-4	Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions	79	72	59	72	69
C-5	Number of Fatalities Involving a Driver with a BAC of .08 and Above	39	20	22	42	28
C-6	Number of Speeding-Related Fatalities (FARS only)	90	70	76	88	78
C-7	Number of Motorcyclist Fatalities	28	32	31	45	30*
C-8	Number of Unhelmeted Motorcyclist Fatalities	18	11	19	25	16*
C-9	Number of Drivers in Fatal Crashes Age 20 or Younger	38	30	33	38	34
C-10	Number of Pedestrian Fatalities	32	31	30	37	31*
C-11	Number of Bicycle Fatalities	5	3	6	9	6

B-1	Observed Belt Use for Passenger Vehicles, Front Seat Occupants	0.891	0.819	0.824	0.834	0.934
A-1	Number of Seat Belt Citations During Grant-funded Enforcement Activities	4130	3341	2088	1865	N/A
A-2	Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities	1863	1366	1473	1629	N/A
A-3	Number of Speeding Citations Issued During Grant-funded Enforcement Activities	4524	2781	2309	2881	N/A

STATE PERFORMANCE MEASURES						
Year		2011	2012	2013	2014	Target 2016
Source of Data		State	State	State	State	
U-1	Percent of Children in Utah Crashes in Child Safety Seats	66.2%	65.7%	68.8%		69%
U-2	Ages 0-1	79.8%	81.9%	88.5%		89.6%
U-2	Ages 2-4	82.3%	81.9%	84.4%		86.2%
U-2	Ages 5-8	40.4%	41.0%	43.2%		44.8%
U-3	Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Restrained	25.0%	46.7%	25.0%	57.7%	66%
U-4	Percent of Utah Motor Vehicle Occupant Fatalities Occurring at Night That Were Restrained	38.2%	19.4%	37%	31.6%	33.8%
U-5	Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes, - Rural vs	71.2%	66.2%	69.8%		70.1%
U-5	Urban	80.2%	80.1%	84.7%		87.1%
U-6	Number of Utah Fatalities Involving a Drug Positive Driver	43	40	53	47	40
U-7	Percent of Utah Helmeted Motorcycle Fatalities	35.7%	64.5%	38.7%	44.4%	53.1%
U-8	Overall Rate of Motorcyclists in Crashes per 1,000 Registered Motorcycles	19.7	15.2	16.0		15.8
U-9	Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers	72.5	59.6	76.2		66.2
U-10	Rate of Pedestrians in Utah Crashes per 10,000 Population	3.15	3.23	3.11		3
U-11	Rate of Bicyclists in Utah Crashes per 10,000 Population	2.97	3.16	2.68		2.6
U-12	Percent of Drivers in Utah Fatal Crashes With Known BAC Results	46.8%	53.9%	52.3%	54.2%	57.7%
U-13	Average number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes	139.91	85.47	45.70	8.06	6
U-14	Number of Utah Drowsy Driving-related Fatalities	5	15	14	6	5.6
U-15	Number of Fatalities Involving a Distracted Driver	21	20	17	22	19
U-16	Number of Drivers in Fatal Crashes Age 65 or Older	40	29	50	46	34

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## SECTION III – HIGHWAY SAFETY PLANNING PROCESS

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

- ◆ Data-driven problem identification, including established quantifiable performance measures and performance targets;
- ◆ Evidence-based countermeasure selection and funding strategy;
- ◆ Selecting or soliciting projects which will implement the selected countermeasures and assist the State in meeting its performance targets;
- ◆ Conduct a risk assessment of potential grant recipients;
- ◆ Evidence-based traffic enforcement program for areas and populations considered most at risk for crashes and fatalities.



### Data Analysis, Problem Identification and Setting Targets

The Highway Safety Office collected data from a variety of sources as a prelude to the planning for the FFY2016 Highway Safety Plan, including:

- ◆ Fatality Analysis Reporting System (FARS)
- ◆ Statewide Crash Repository Database
- ◆ Utah Department of Health
- ◆ Utah GEARS (electronic grant management tracking system)
- ◆ Seat belt and other observational studies
- ◆ Telephone surveys
- ◆ NHTSA
- ◆ Other information and data from governmental and private sector safety organizations
- ◆ State Traffic Safety Information (STSI)

### Establish Performance Measures

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

Each Performance Measure includes a graph that illustrates a 3 or 5 year historical trend line reflecting the most current crash data available. These graphs are provided in Section V of this plan.

Using the information from the data analysis process, the trend in each of the Performance Measures was evaluated for the strength or weakness of probability factors. Then the data were further scrutinized and analyzed to determine other influencing factors such as urban and rural geography, young and older drivers, and non-behavioral factors such as weather and road construction, all intended to more accurately identify Utah's behavioral traffic crash problems.

## Funding Strategy

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

The UHSO's role in each area was then assessed using a five tier rating system ranging from minimal to primary. For example, the UHSO's role in speed enforcement was rated as low since law enforcement agencies statewide are performing this task during normal, daily patrols, while the UHSO's role in pedestrian and bicycle safety is high with the State Pedestrian and Bicycle Safety Coordinator housed within the UHSO. Using this information, each characteristic was weighted and a percentage target of available funding was established. Based on the analysis process, areas that receive enough dedicated monies to manage the program goals (impaired driving and traffic records) are given no additional Section 402 funding. Based on this information, a final available funding split was then established.

## Other Funding Sources

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

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

## Countermeasures and Project Selection

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

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

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

### **Participants in the Planning Process**

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

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

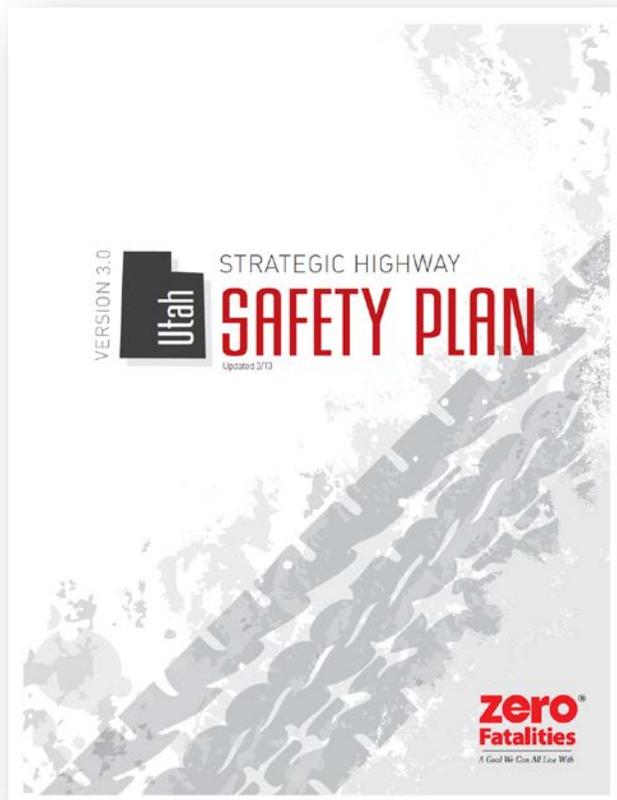
## SECTION IV – COORDINATION OF EFFORTS

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

Utah's traffic safety partners are known for being strong collaborators and have always worked together toward improving transportation safety in the state. However, 2003 marked a time when these efforts were strengthened and formalized through the process of developing a state Strategic Highway Safety Plan (SHSP). During that year, the Utah Safety Leadership Executive Committee (USLEC) was formed to meet a federal requirement and create a comprehensive, integrated plan aimed at reducing serious injuries and fatalities, with the ultimate goal of Zero Fatalities on Utah's roads. To maximize their efforts, additional safety advocates were asked to join the team. This expanded group, called the Utah Safety Leadership Committee, identified five major contributing factors in traffic fatalities — drowsy driving, distracted driving, impaired driving, aggressive driving and not buckling up. The SHSP incorporates all five behaviors and is the culmination of the joint efforts of Utah's traffic safety organizations. The UHSO's Highway Safety Plan supports the SHSP, which helps set the direction for our future collective safety effort, leverage the limited resources, and obtain maximum impact.

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

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



Although coordination of efforts have always taken place in the state, new leadership in the UHSO, as well as the Utah Department of Transportation's (UDOT) Traffic and Safety Engineering Division, have prompted new collaborative efforts designed to strengthen the plan and related countermeasures. The following groups were formed in early 2015 and may include representatives from the Utah Highway Patrol, UDOT, and the UHSO. These efforts include:

- ◆ Crash Data Group: meets monthly to review crash data, approve definitions of data elements, and examine trends and targets. This group was formed to ensure all agencies were agreeable to what crash data is being used during planning processes and what should be reported to the media and the public.
- ◆ Hot Spots Meeting: meets monthly to discuss "hot spots" related to speed, distracted driving, impaired driving, and occupant protection. Once locations are identified, enforcement activity is directed to address specific traffic safety issues in those areas.
- ◆ UDOT/HSO Coordination Meeting. This monthly meeting provides agency leadership with an opportunity to discuss issues and concerns, discuss upcoming campaigns or events, and collaborate on planning and obligating resources.

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

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

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

## **SECTION V – PERFORMANCE MEASURES**

### **Activity and Behavior Performance Measures**

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

### **Core Performance Measures**

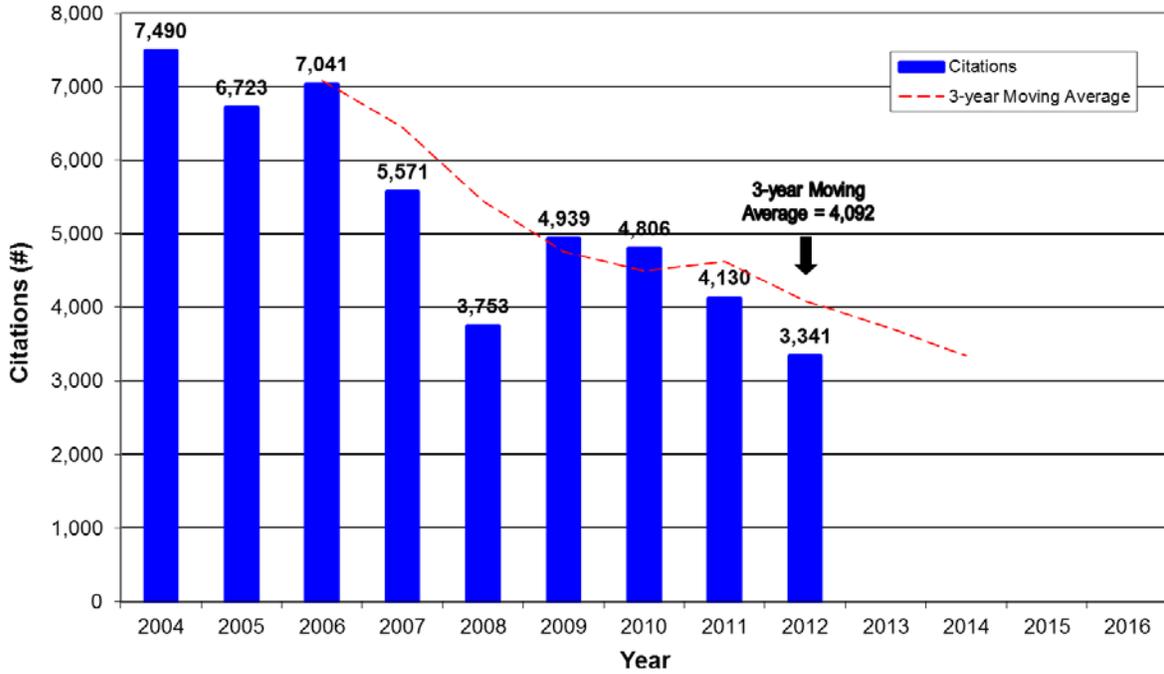
- ◆ C-1) Number of traffic fatalities (FARS)
- ◆ C-2) Number of serious injuries in traffic crashes (State crash data files)

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

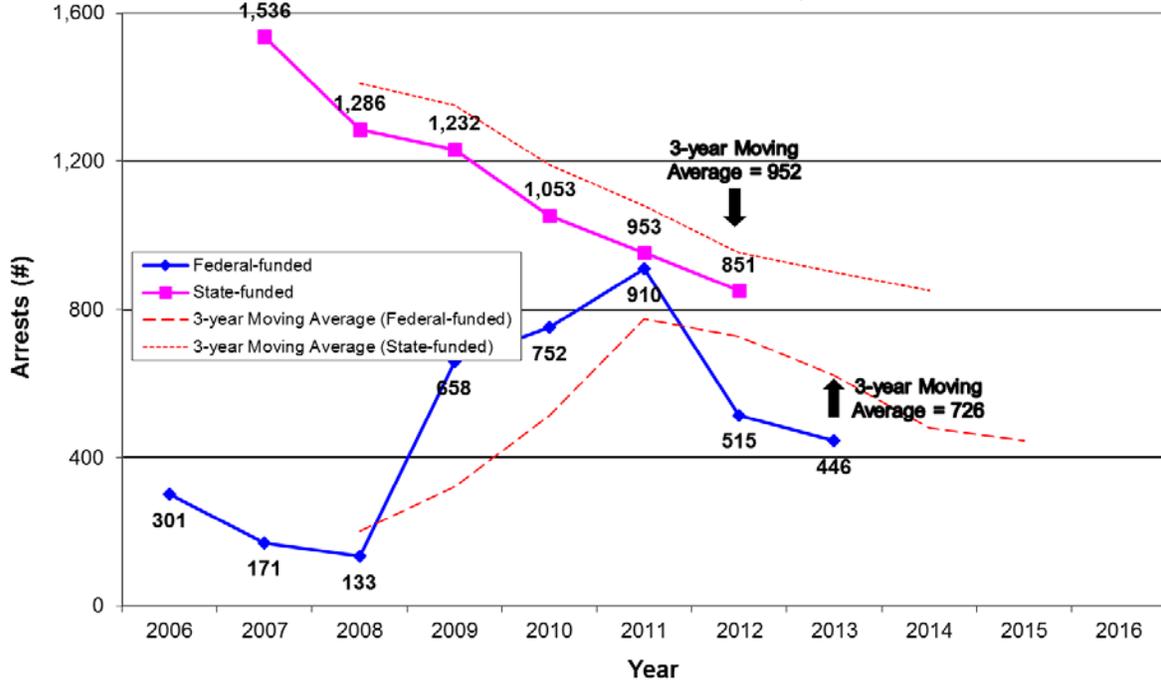
### State-Specific Performance Measures

- ◆ U-1) Utah Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes
- ◆ U-2) Percent of Children in Utah Crashes in Child Safety Seats
- ◆ U-3) Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 That were Restrained
- ◆ U-4) Percent of Utah Motor Vehicle Crash Occupant Fatalities Occurring at Night (10 p.m. to 5:59 a.m.) That were Restrained
- ◆ U-5) Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes, Rural vs Urban
- ◆ U-6) Number of fatalities Involving a Drug Positive Driver
- ◆ U-7) Percent of Utah Helmeted Motorcycle Fatalities
- ◆ U-8) Overall Rate of Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles
- ◆ U-9) Overall Teen Driver Utah Crash Rate per 1,000 Licensed Driver
- ◆ U-10) Rate of Pedestrians in Utah Crashes per 10,000 Population
- ◆ U-11) Rate of Bicyclists in Utah Crashes per 10,000 Population
- ◆ U-12) Percent of Drivers in Utah Fatal Crashes With Known BAC Results
- ◆ U-13) Average Number of Days Between Submission and Occurrence for Utah 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

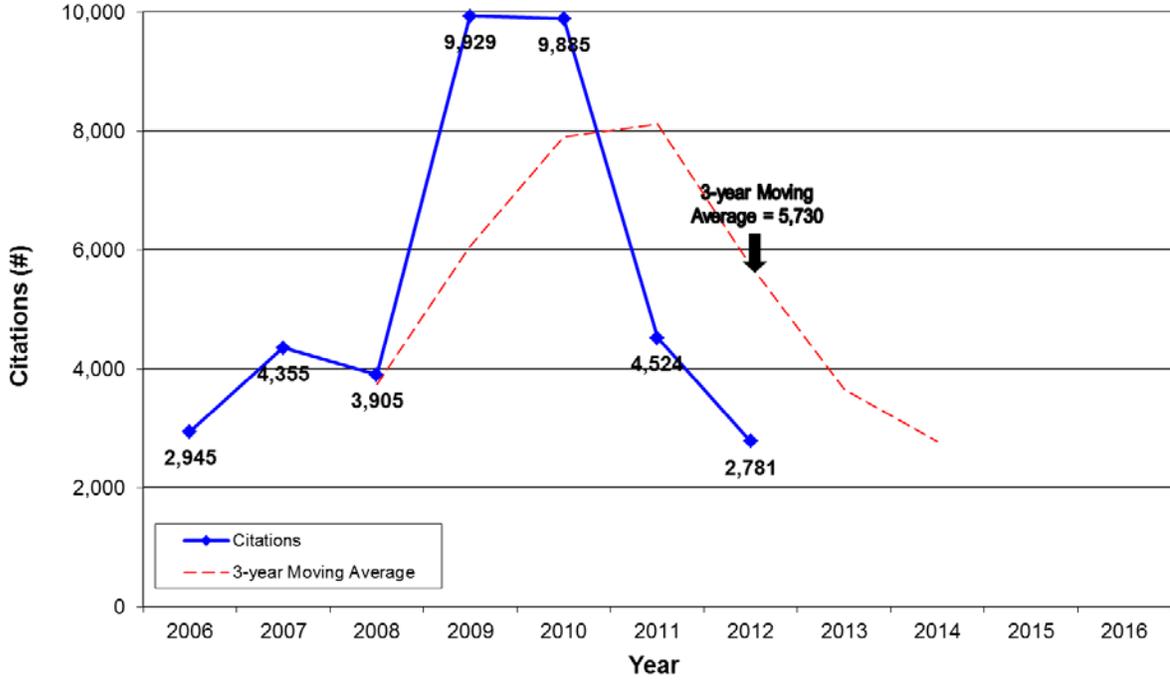
**A-1: Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities, Utah**



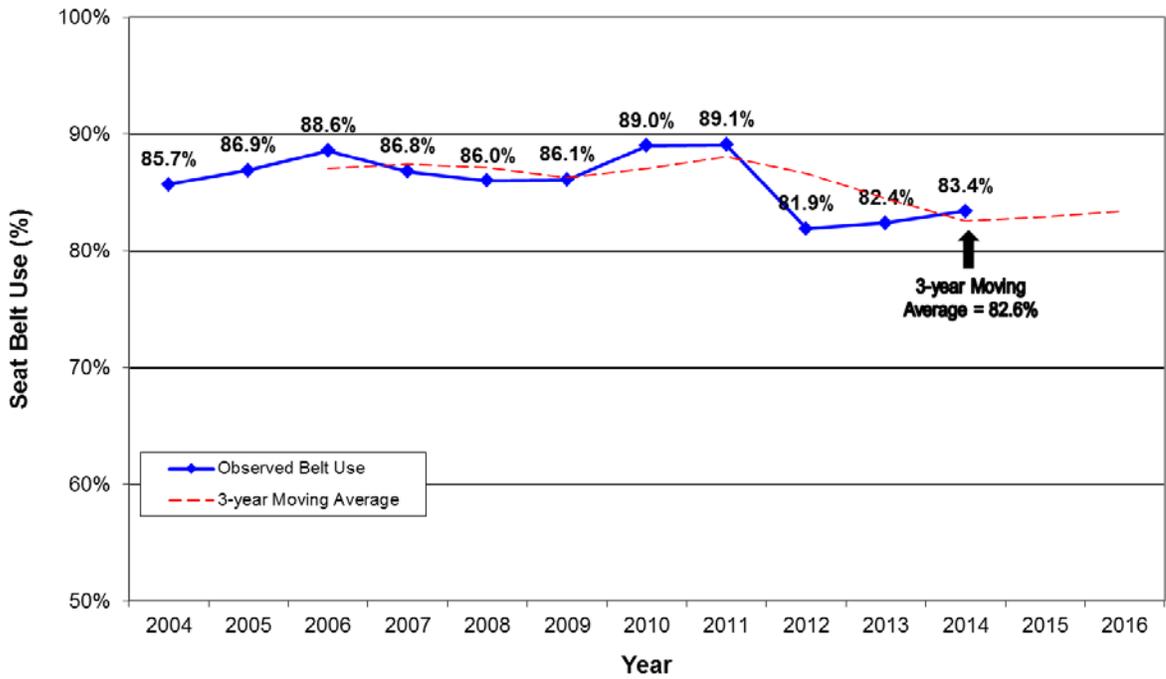
**A-2: Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities, Utah**



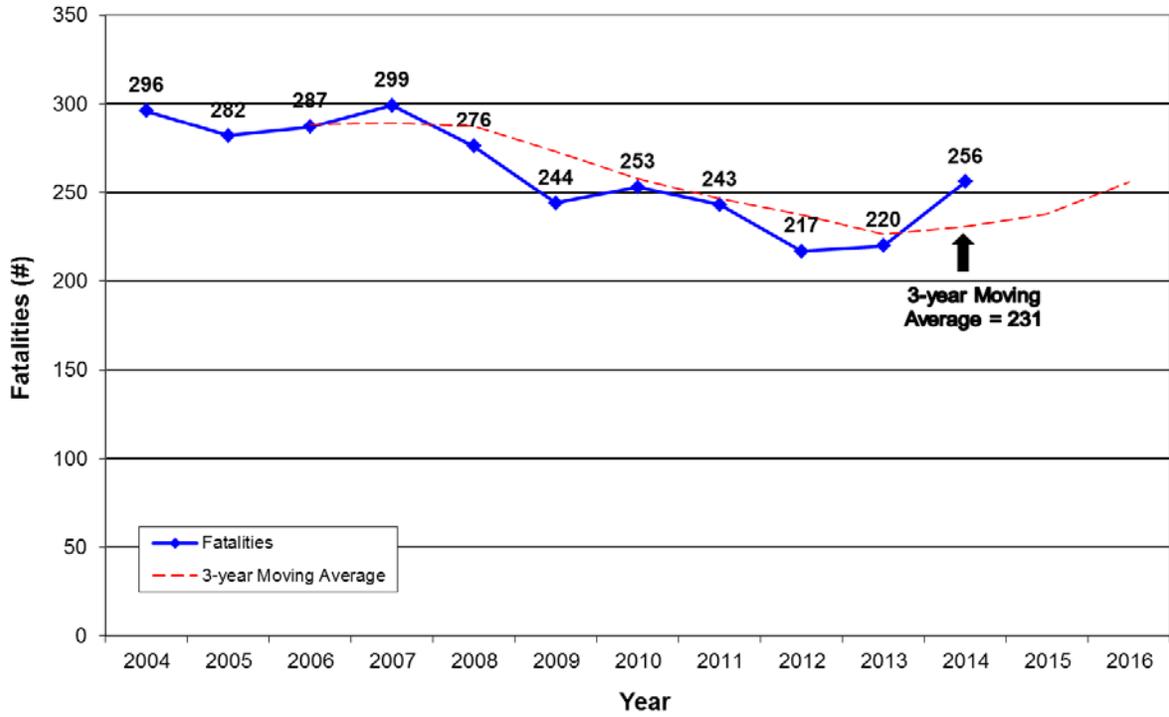
**A-3: Number of Speeding Citations Issued During Grant-funded Enforcement Activities, Utah**



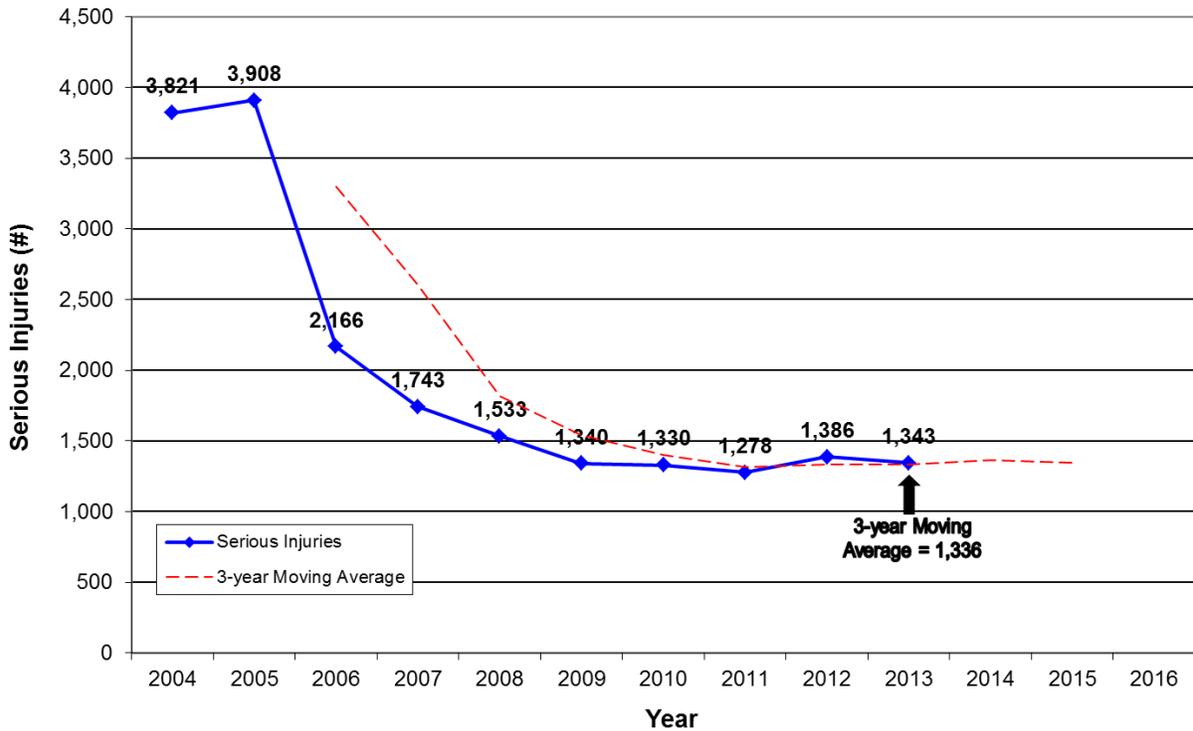
**B-1: Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles**



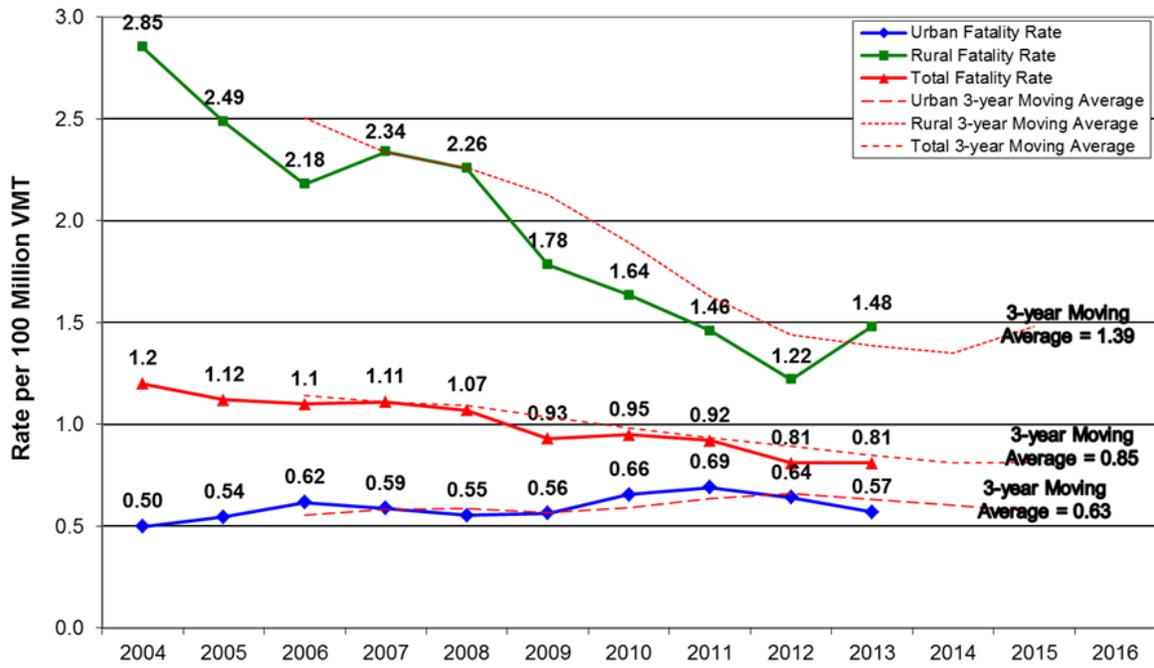
**C-1: Number of Utah Traffic Fatalities**



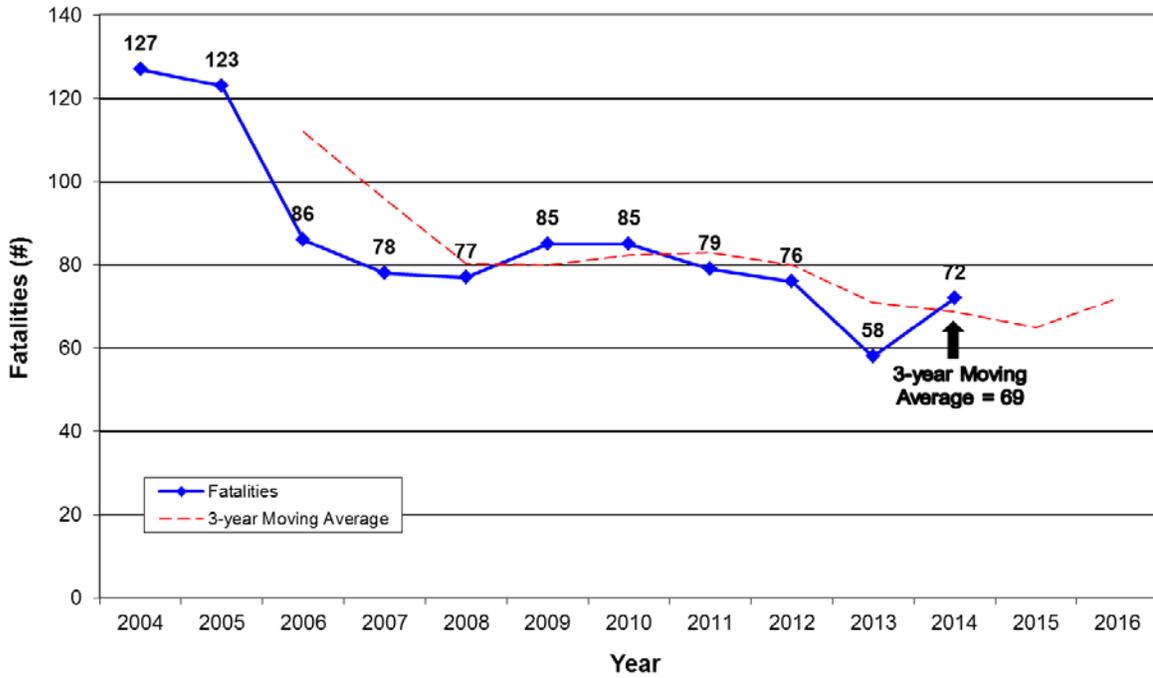
**C-2: Number of Serious Injuries in Utah Traffic Crashes**



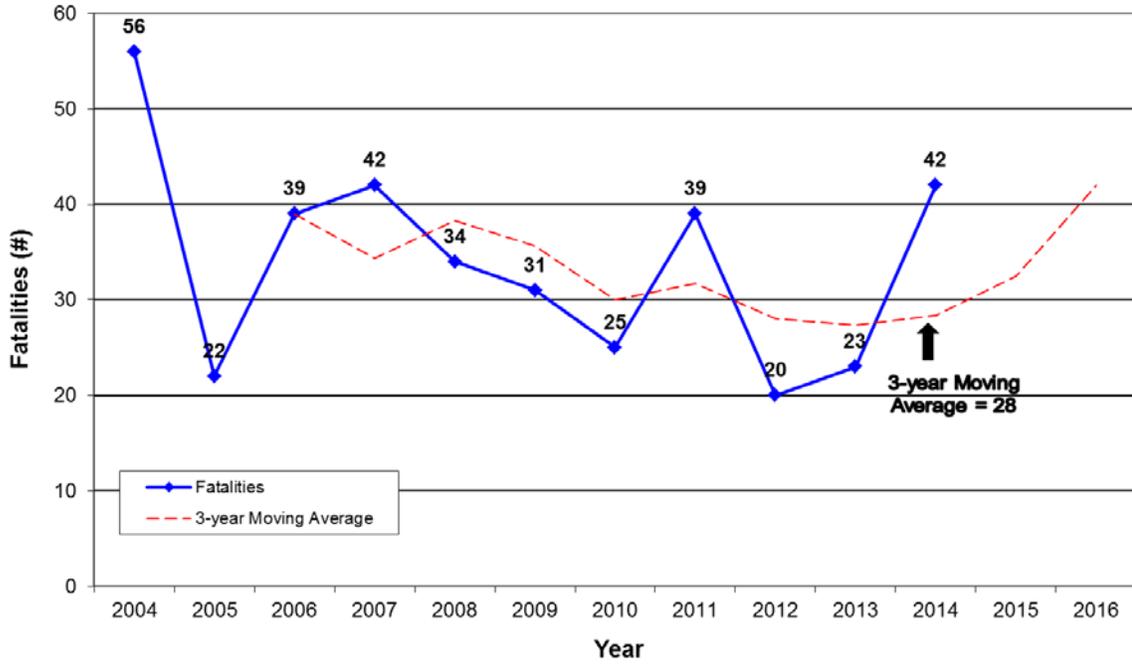
**C-3: Utah Total, Urban, and Rural Fatality Rate per 100 Million VMT**



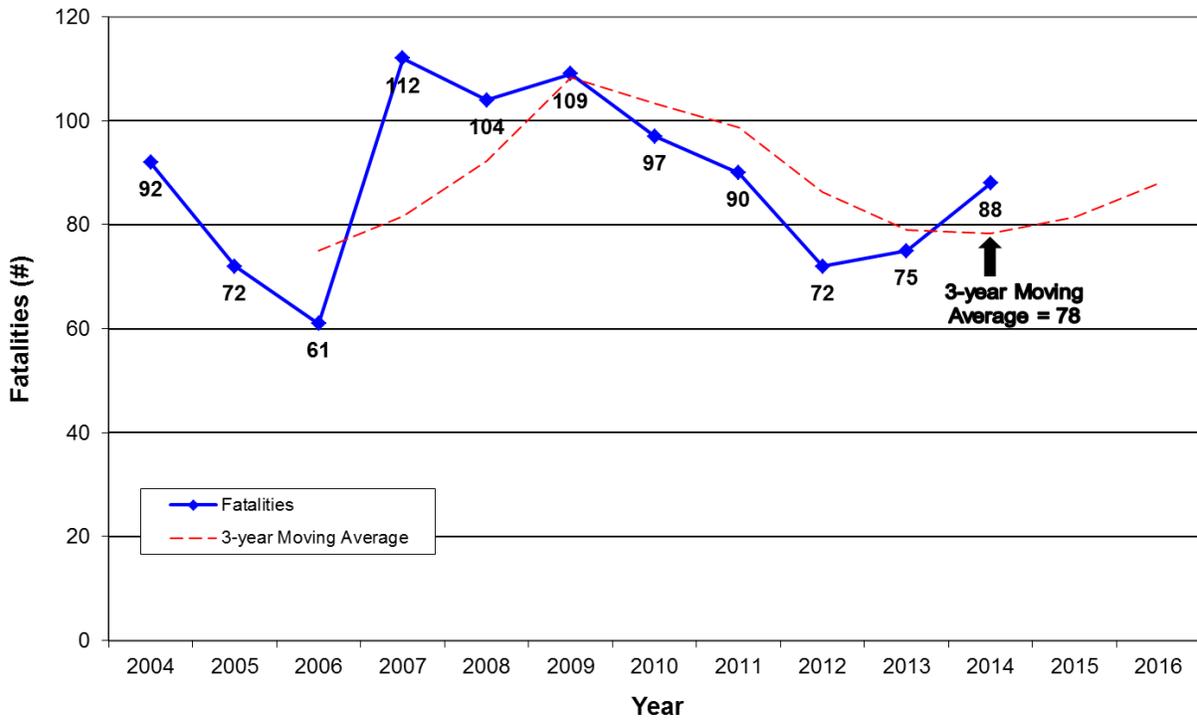
**C-4: Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions**



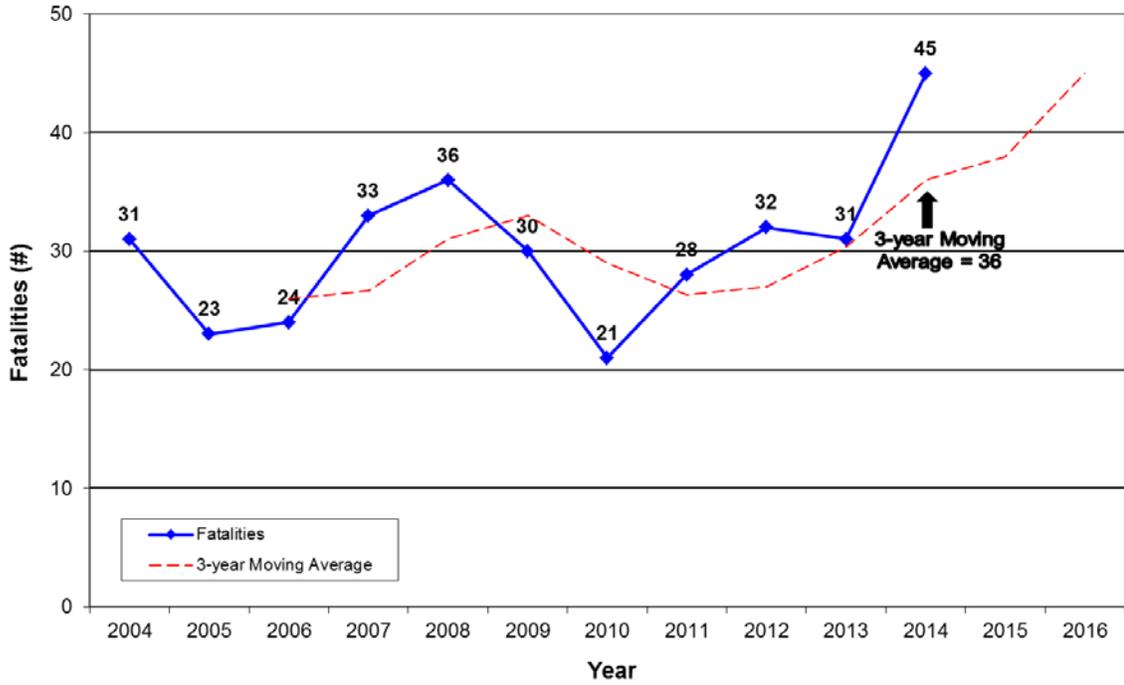
**C-5: Number of Utah Fatalities Involving a Driver with a BAC of .08 and above**



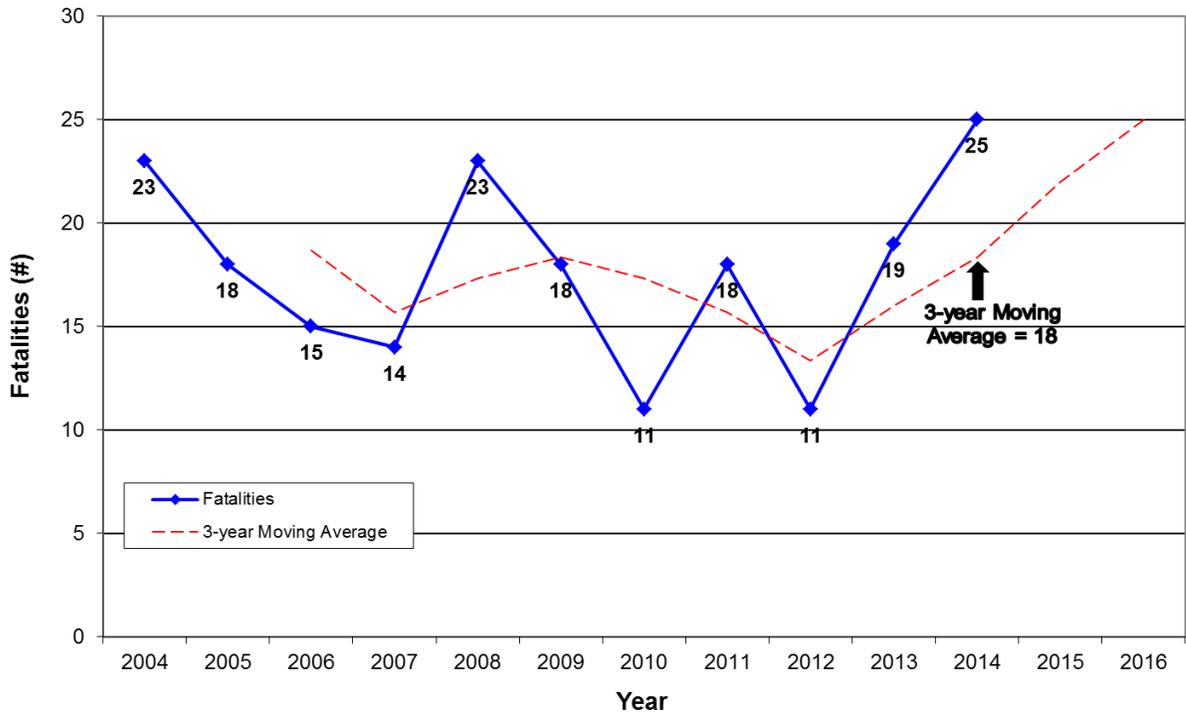
**C-6: Number of Utah Speeding-Related Fatalities**



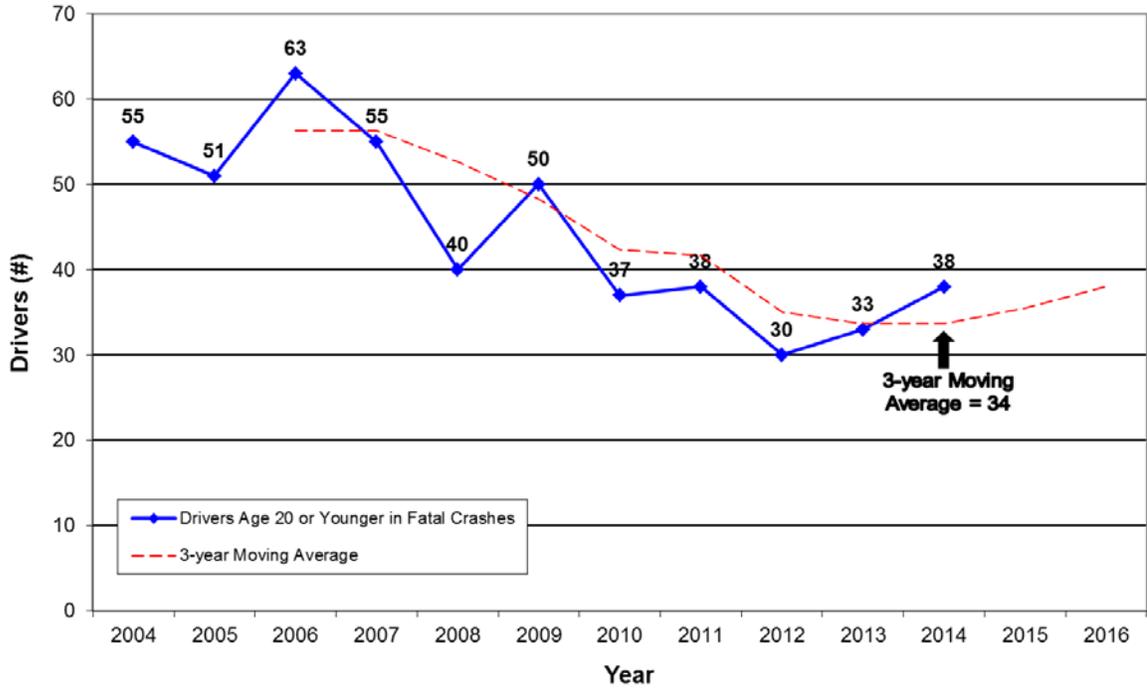
**C-7: Number of Utah Motorcyclist Fatalities**



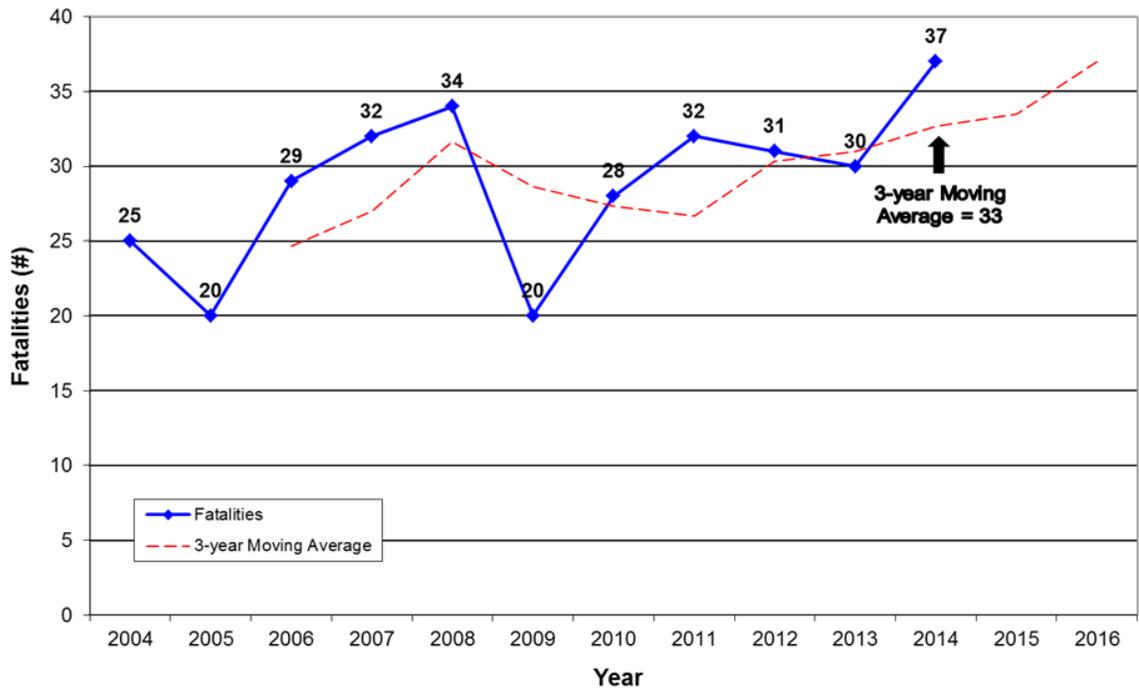
**C-8: Number of Utah Unhelmeted Motorcyclist Fatalities**



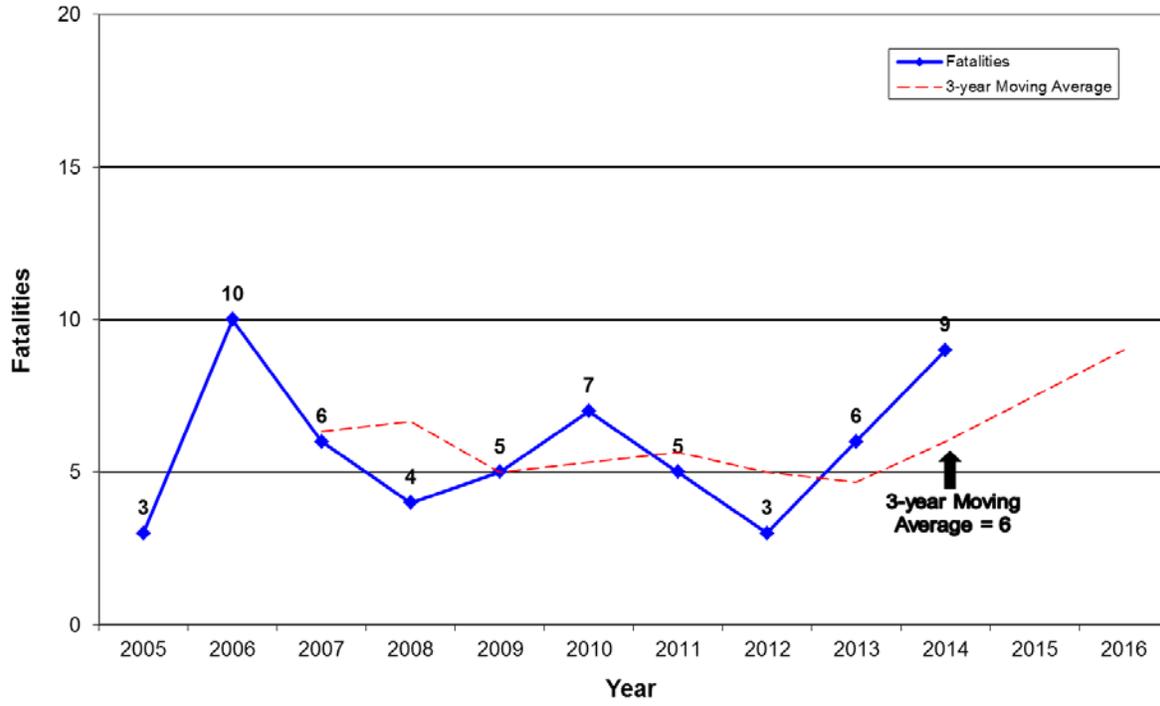
C-9: Number of Drivers Age 20 or Younger in Utah Fatal Crashes



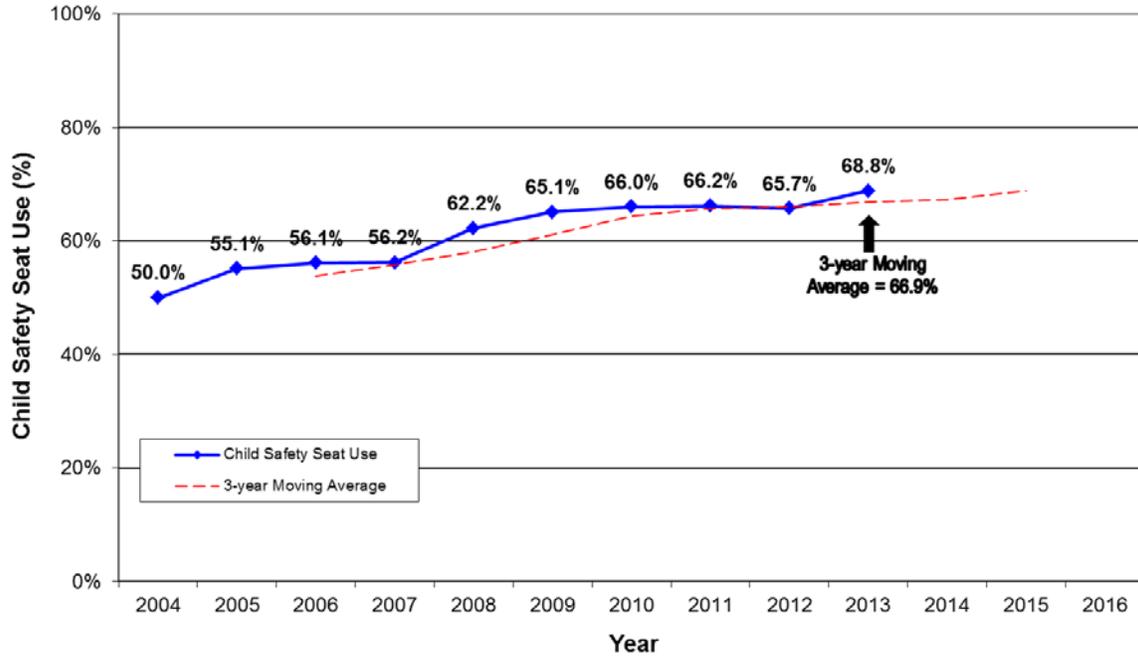
C-10: Number of Utah Pedestrian Fatalities



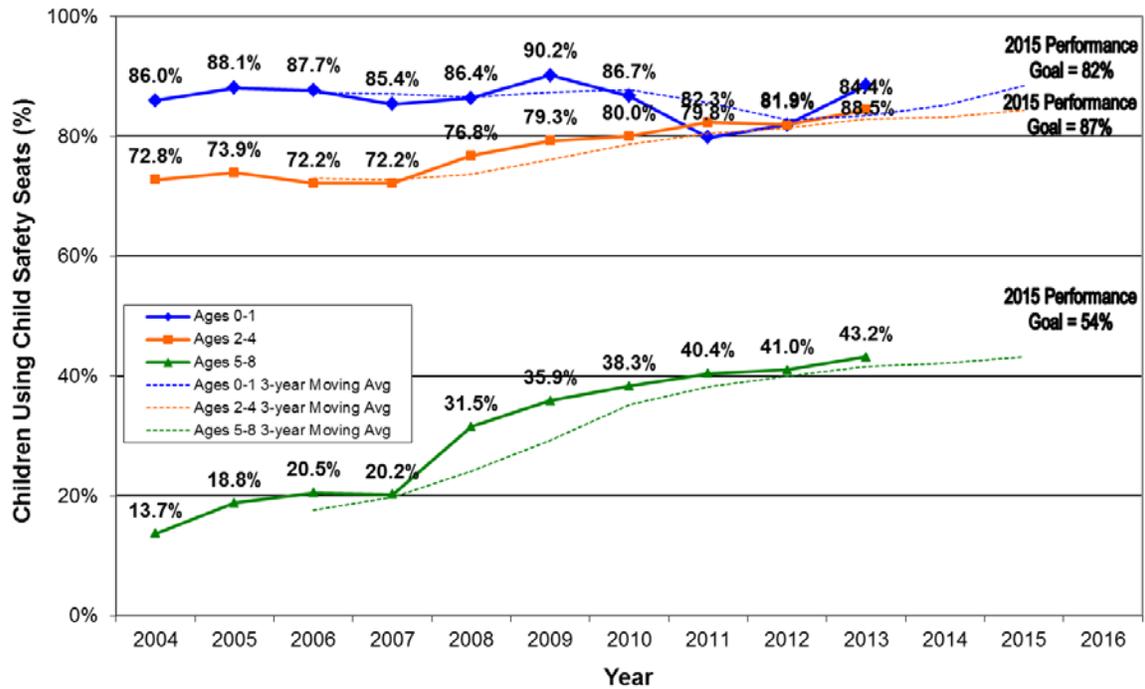
C-11: Number of Utah Motor Vehicle-Bicycle Crash Fatalities



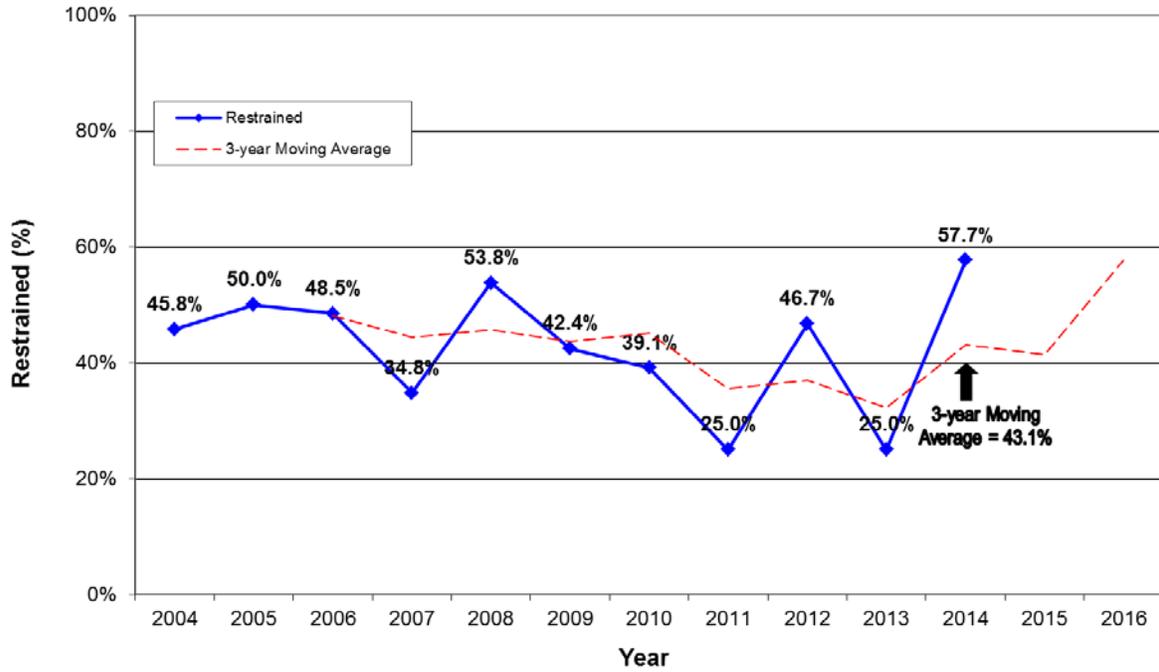
**U-1: Utah Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes**



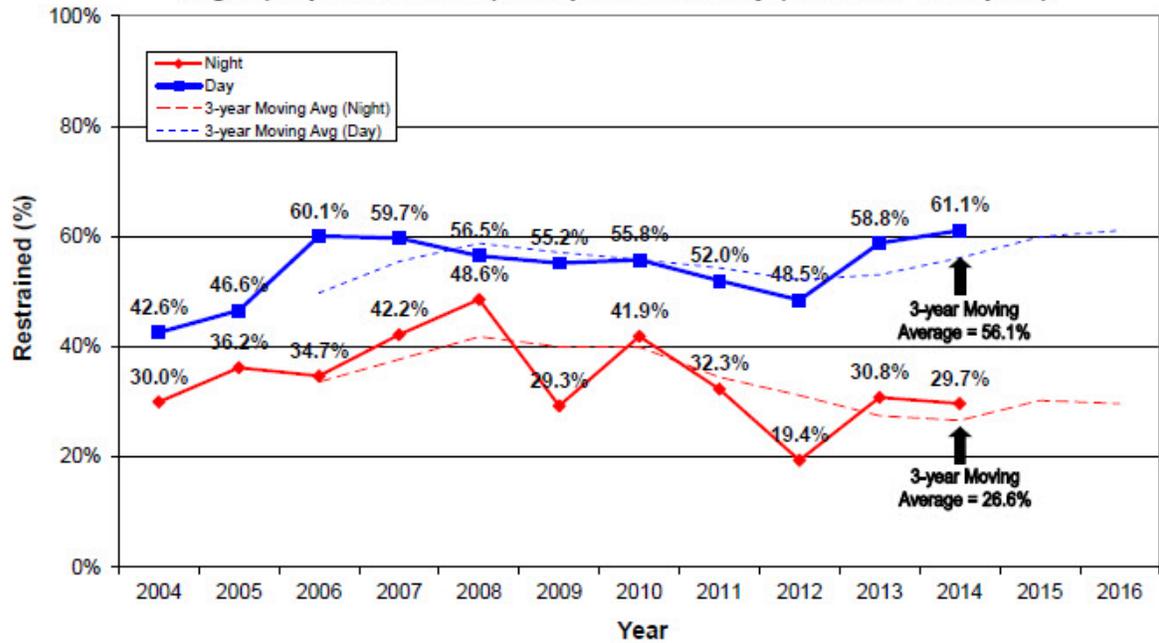
**U-2: Percent of Children in Utah Crashes in Child Safety Seats**



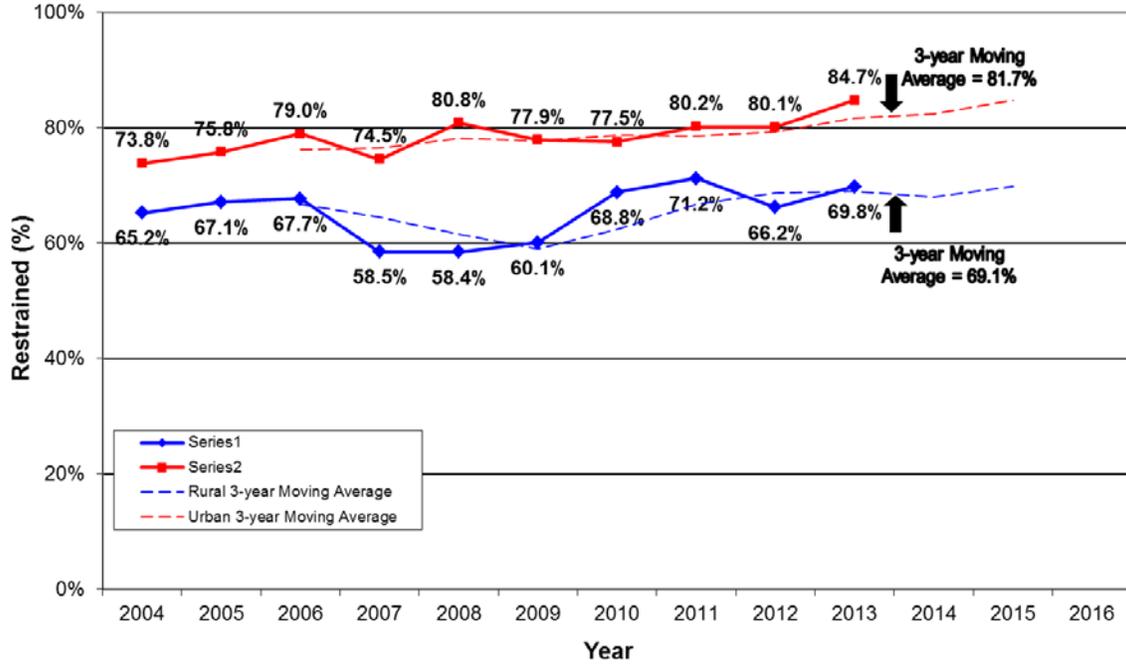
**U-3: Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Restrained**



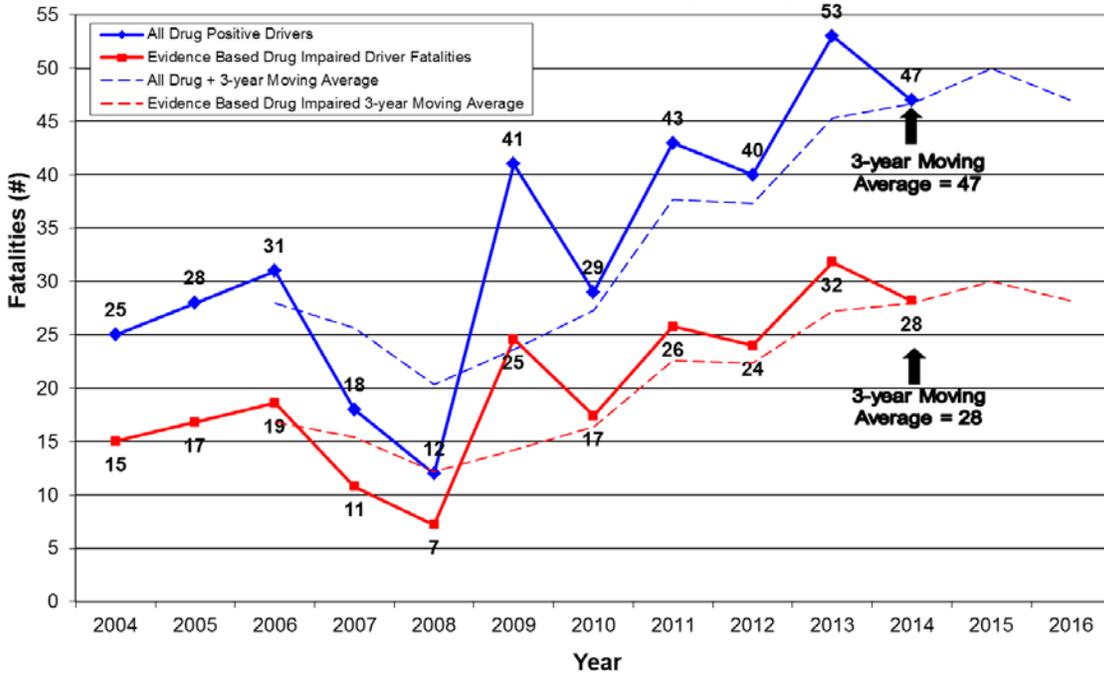
**U-4: Percent of Utah Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Restrained, Night (10 p.m.-5:59 a.m.) Compared With Day (6:00 a.m. - 9:59 p.m.)**



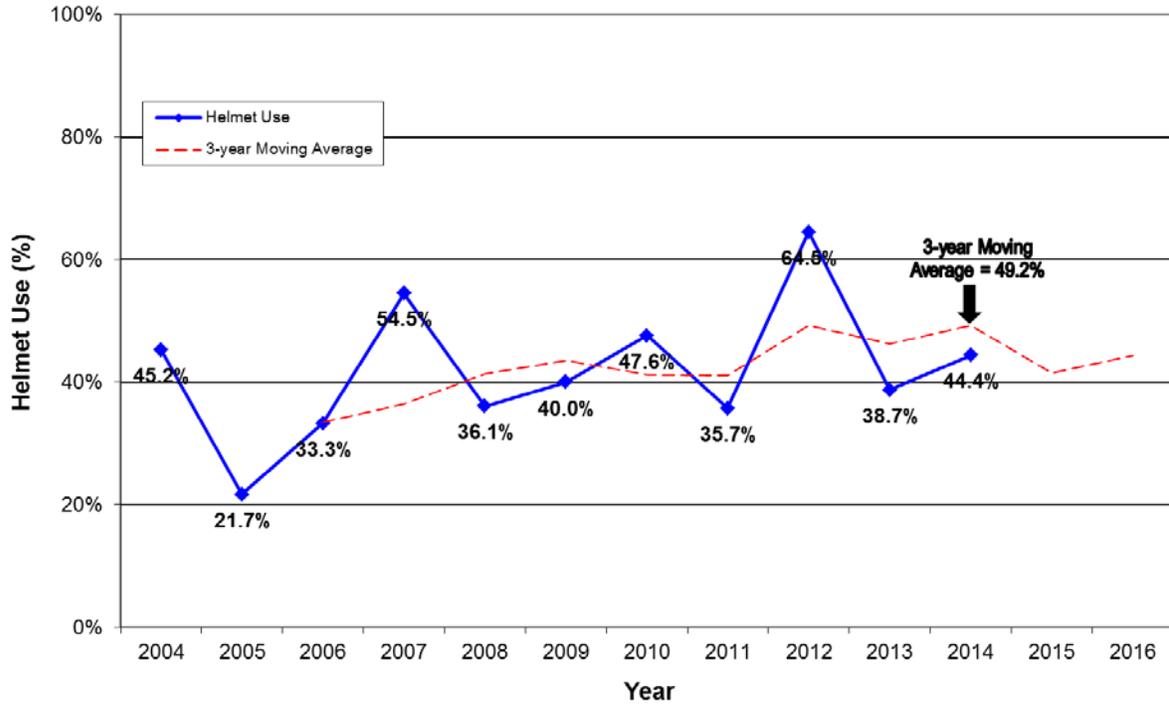
**U-5: Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes, Rural vs. Urban**



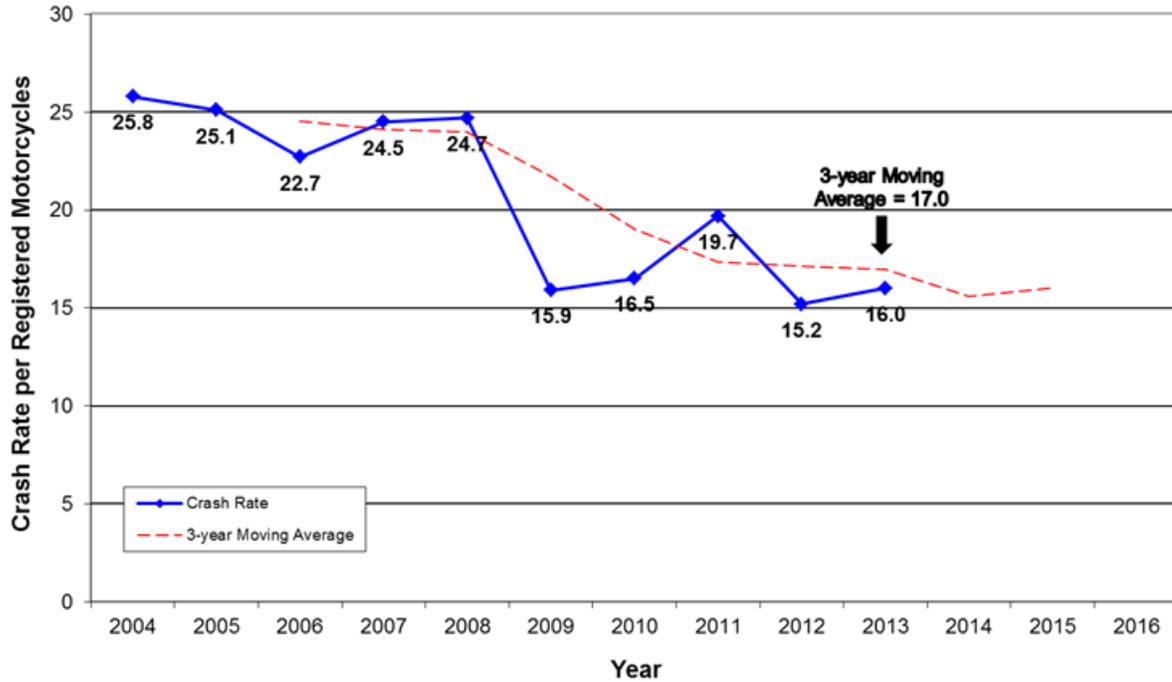
**U-6: Number of Utah Fatalities Involving a Drug Positive Driver**



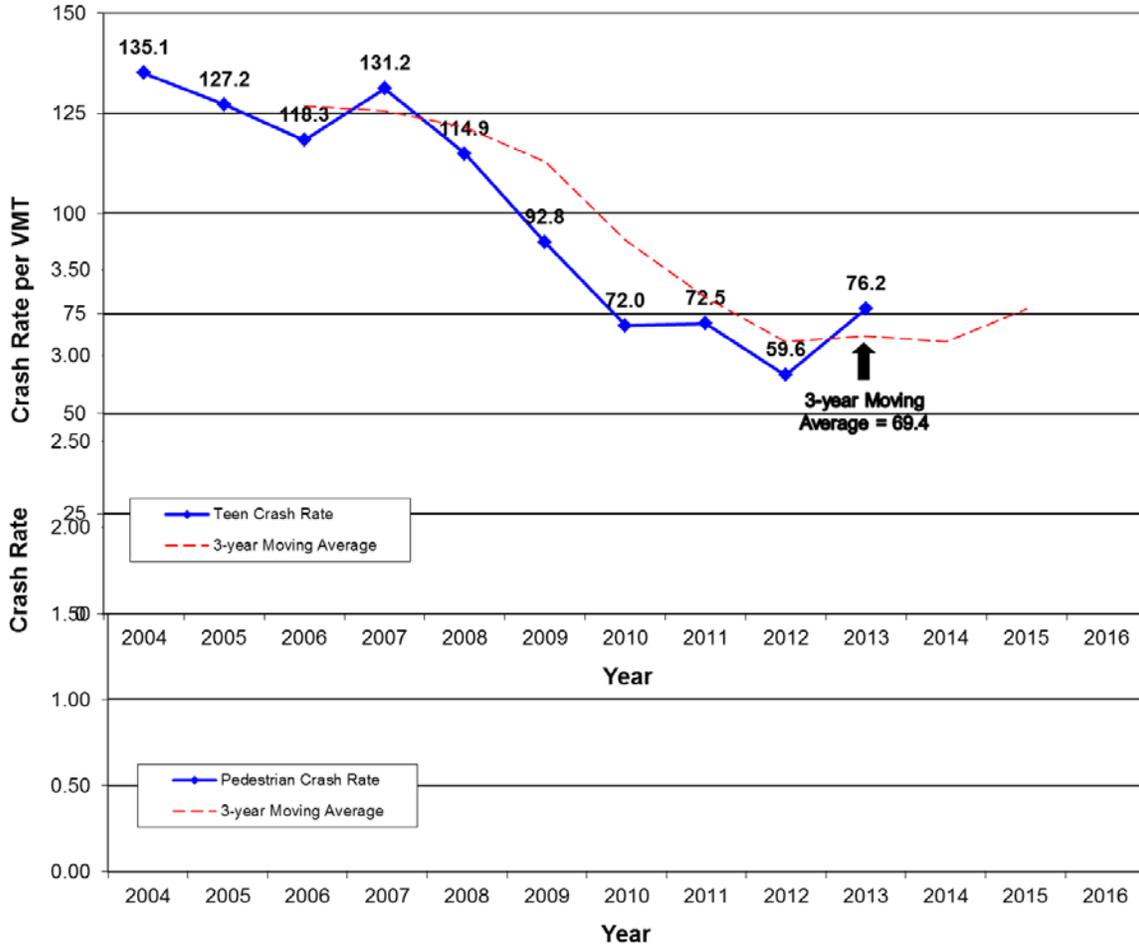
**U-7: Percent of Utah Helmeted Motorcycle Fatalities**



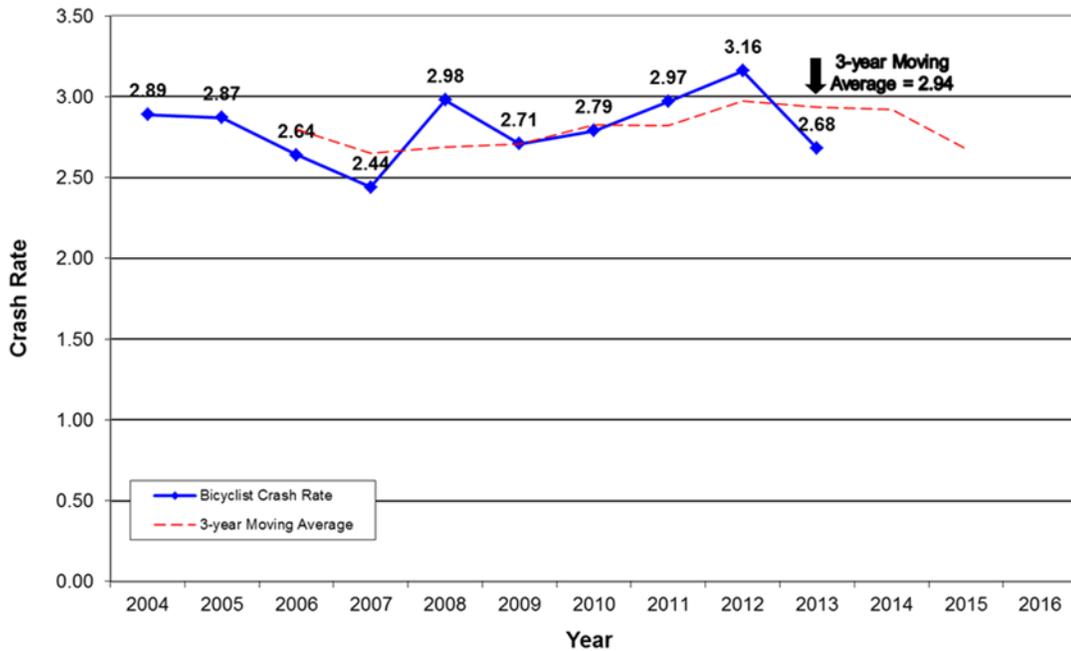
**U-8: Overall Rate of Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles**



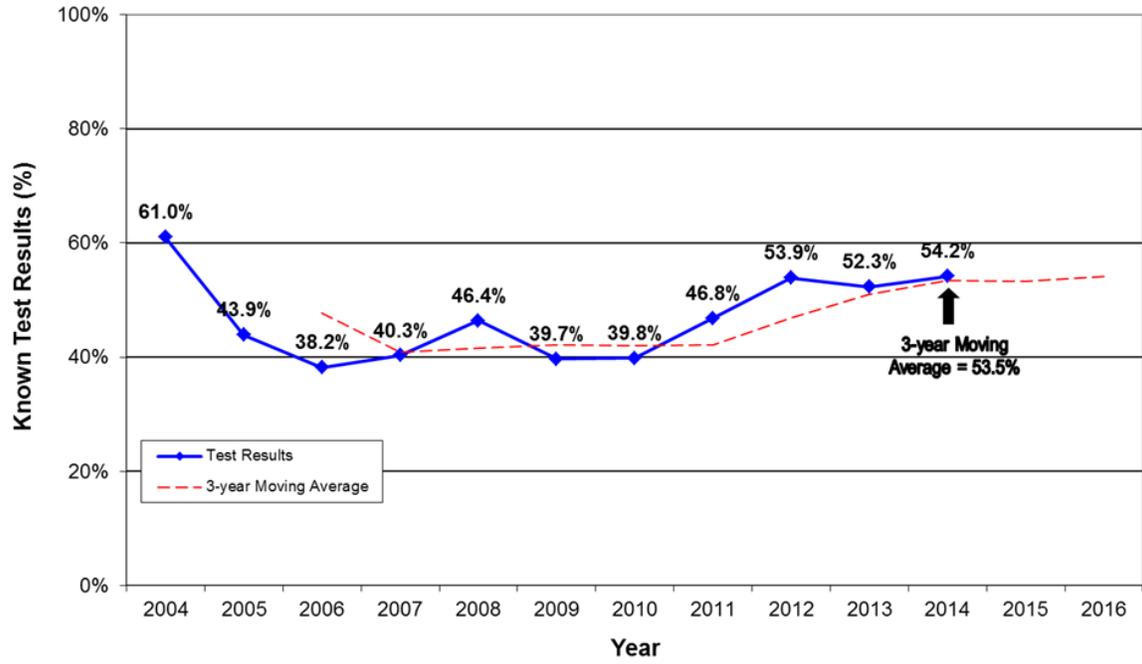
**U-9: Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers**



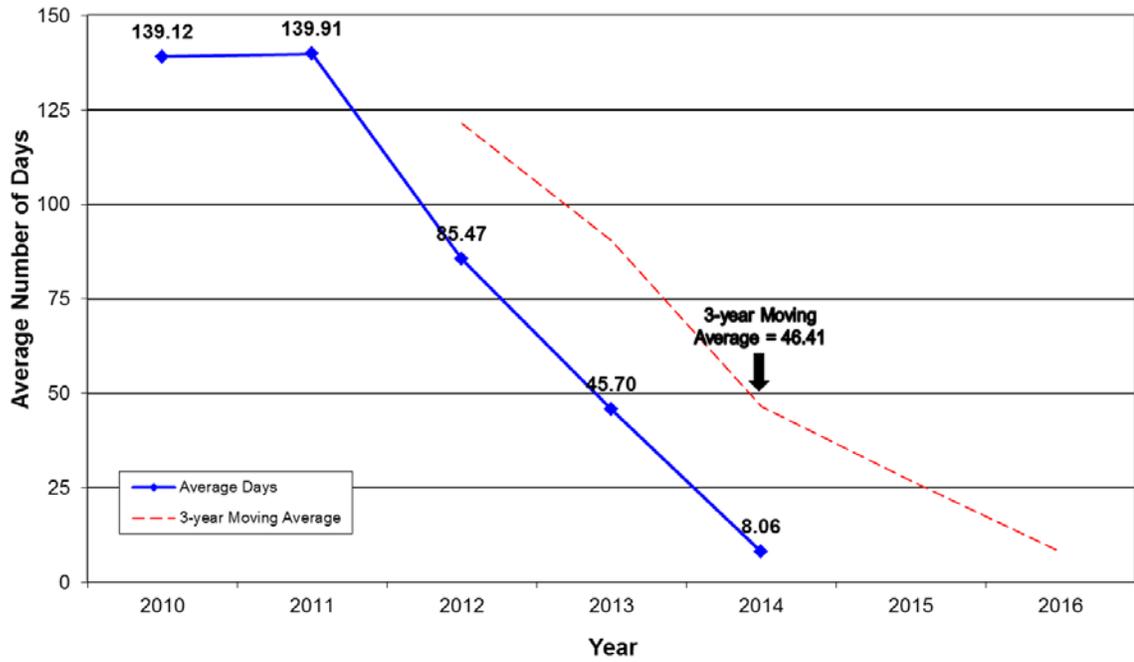
**U-11: Rate of Bicyclists in Utah Crashes per 10,000 Population**



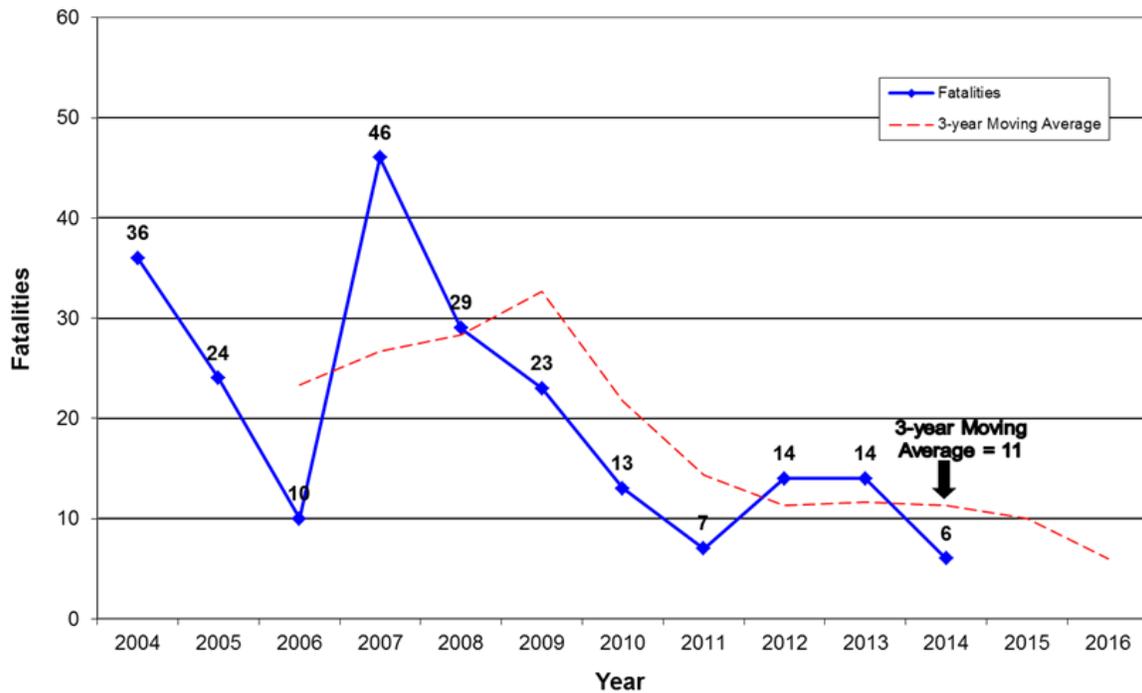
**U-12: Percent of Drivers in Utah Fatal Crashes With Known BAC Results**



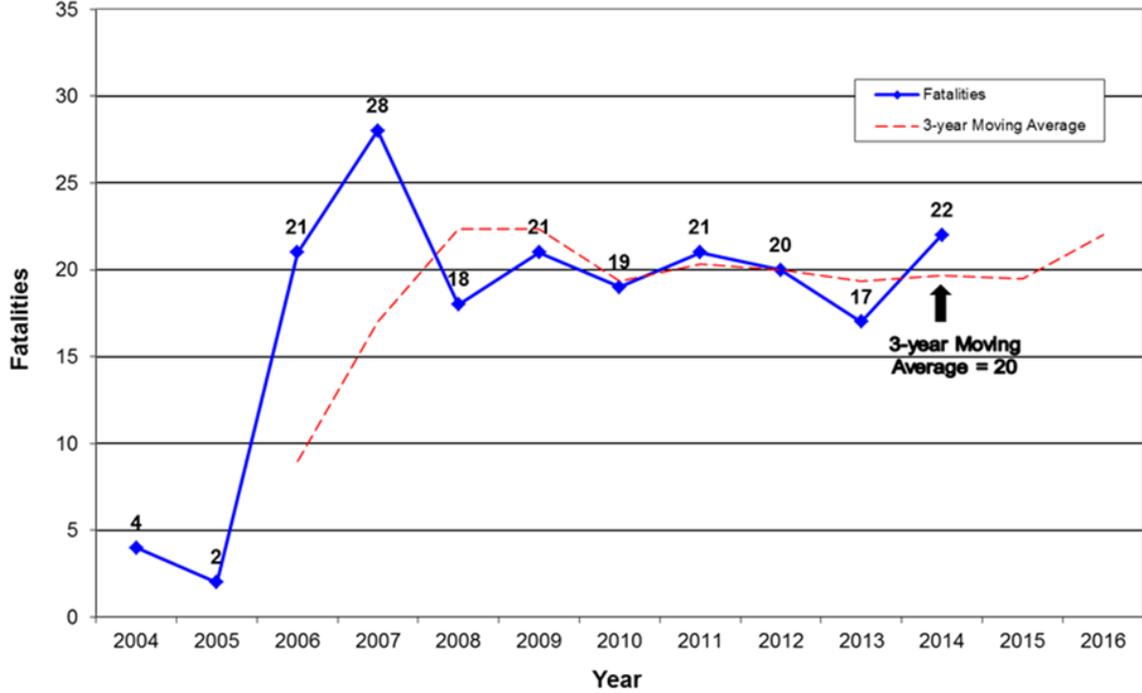
**U-13: Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes**



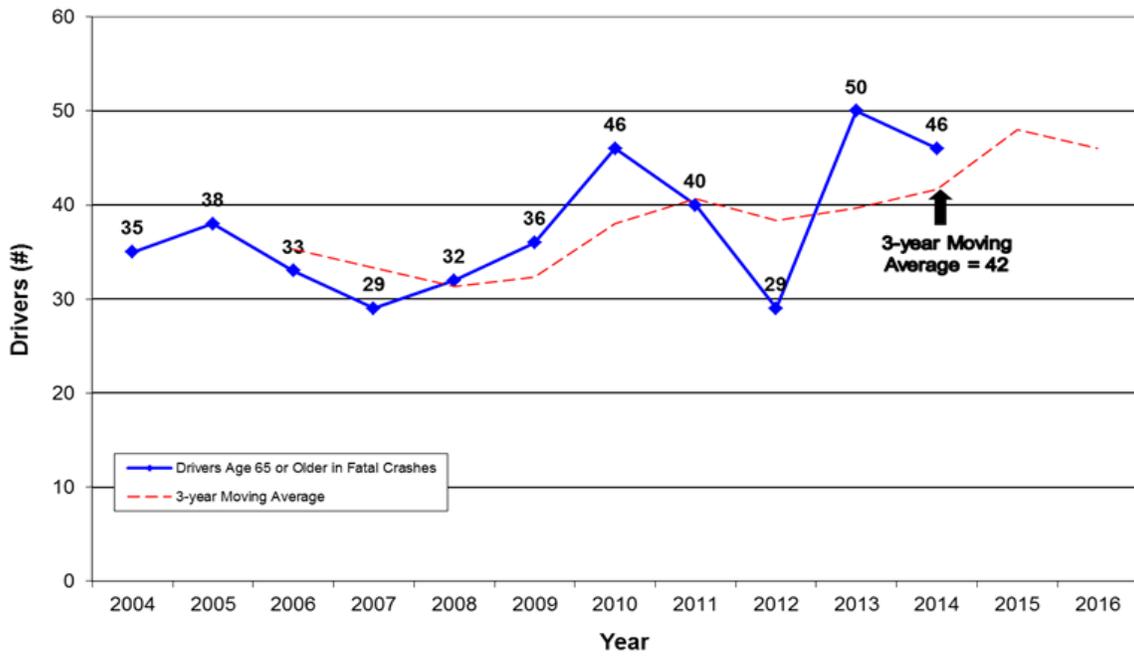
**U-14: Number of Utah Drowsy Driving-related Fatalities**



**U-15: Number of Utah Traffic Fatalities Involving a Distracted Driver**



**U-16: Number of Drivers Age 65 or Older in Utah Fatal Crashes**



## Collaborative DOT/DPS Goals

The Utah Department of Transportation is the primary agency that oversees the Utah Strategic Highway Safety Plan (SHSP), which outlines the collective safety efforts of all traffic safety organizations in Utah. Utah's Plan was divided into three main areas:

- ◆ Safety Emphasis Areas
- ◆ Continuing Safety Areas
- ◆ Specialty Safety Areas

Each section provides an outline of strategies that align with one or more of the five E's (Education, Enforcement, Emergency Response, Engineering and Everyone) along with a list of the appropriate stakeholders. The Highway Safety Office is involved in the many of the strategies developed in the plan. These same strategies are also found within the Highway Safety plan.

## Highway Safety Office Strategies Covered in the SHSP

**Public Outreach and Education** - The Highway Safety Office continues its media outreach, support of community events and educational support for all areas in traffic safety areas.

**Use of Safety Restraints** – Occupant protection is a high priority in the Highway Safety Office, supporting fitting stations, child passenger safety training workshops, car seat inspection events. Additionally the Highway Safety office promotes the use of booster seats and implements programs directly aimed at the non-users. Funds are also provided to local and state law enforcement agencies for overtime OP shifts statewide, as well as during national mobilization events.

**Impaired Driving** – Reducing fatalities involving impaired driving is yet another high priority within the Highway Safety Office. The Highway Safety Office conduct multi-agency statewide law enforcement and public information campaigns aimed to educate drivers about reducing impaired driving, with a focus on drivers between the ages of 21 – 34. Funds are also provided to local and state law enforcement agencies for overtime DUI enforcement statewide. Shifts are distributed throughout the year, as well as, on national mobilization dates.

**Aggressive, Drowsy and Distracted Driving** – Highway Safety Office continues its media outreach through social media venues and other partners focused on reducing crashes with these type of characteristics.

**Motorcycle Safety Awareness** – The Highway Safety Office dedicates funding to motorcycle awareness programs. These programs promote rider training courses throughout the state, wearing proper gear and also educating the passenger car drivers about motorcycles.

**Speed Management** –The Highway Safety Office continues its media outreach through social media venues and other partners focused on reducing crashes involving speed. Funding is also provided for overtime shifts for speed enforcement and purchase of radar, lidar and other speed detection equipment.

**Pedestrian Safety** - The Highway Safety Office has an active Pedestrian Safety Program, dedicated to educating all age groups about pedestrian laws and safety. Funds are also used to conduct crosswalk enforcement campaigns in many locations across the state.

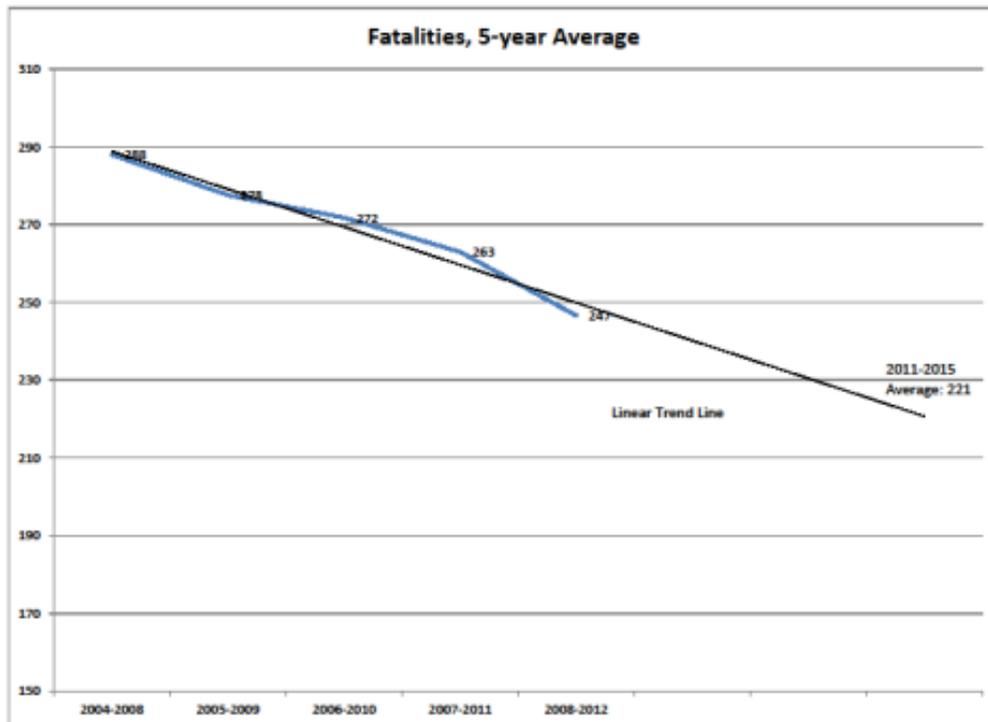
**Bicycle Safety** – The Highway Safety Office has an active Bicycle Safety Program, dedicated to educating all age groups about bicycle laws and safety. Education campaigns are also directed to the vehicle drivers to increase awareness of the bicyclists.

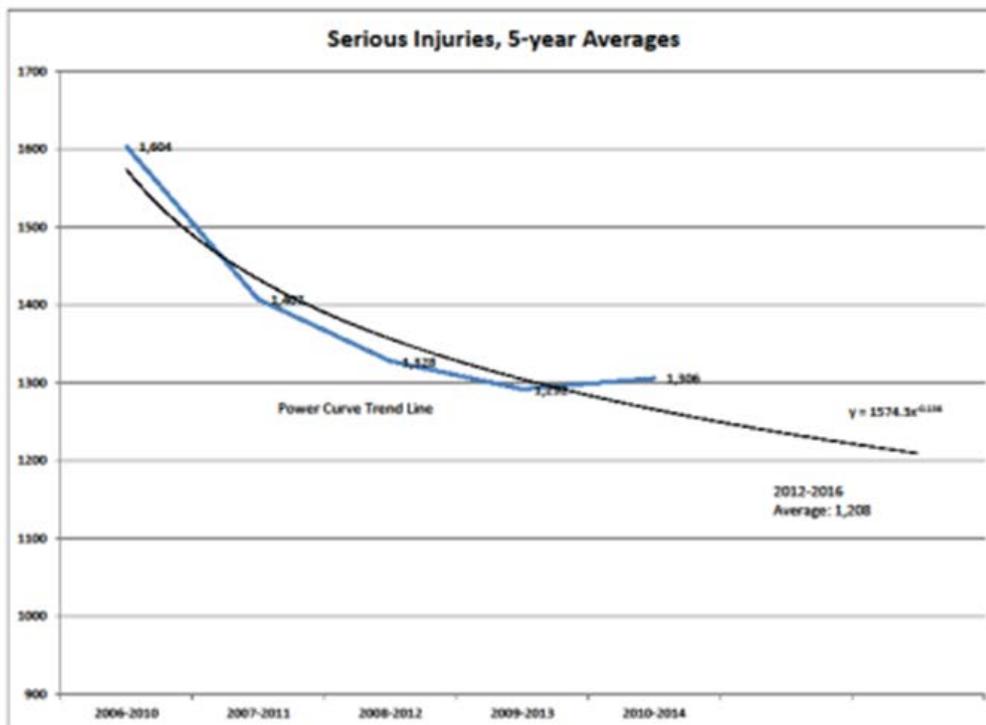
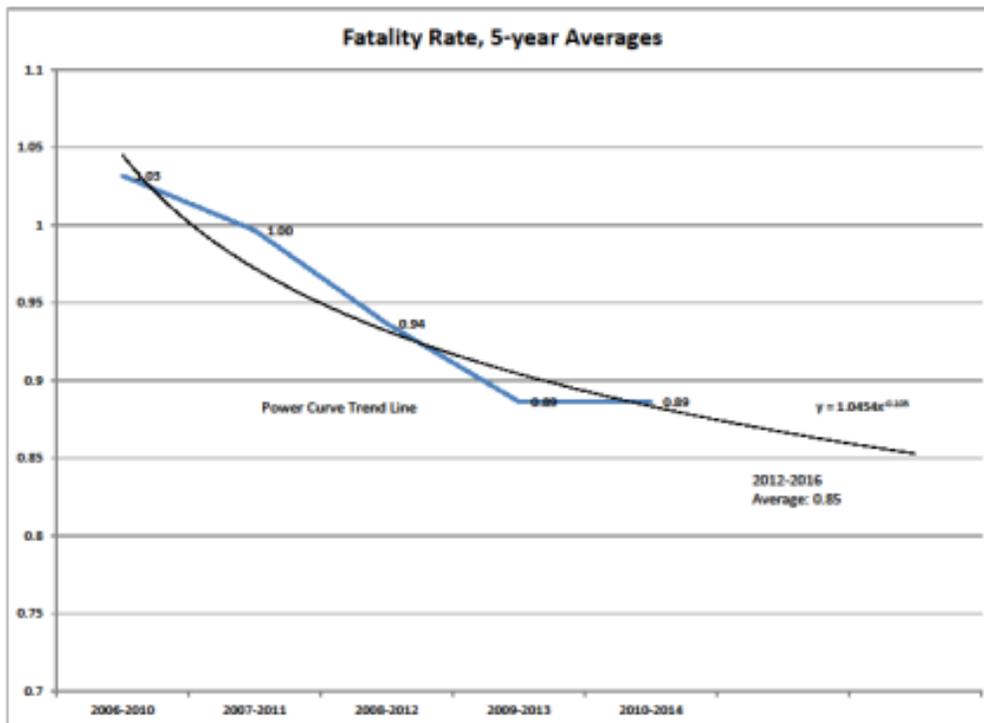
**Traffic Data** – The Highway Safety Office is currently the steward over the Crash Repository, from which the Utah Department of Transportation gathers its crash data. Collaboration efforts to refine the definitions of crash data elements are currently underway between the Departments of Public Safety and Transportation. In addition, the Departments are partnering with the University of Utah to create a transportation institute. This institute will integrate the analytical databases from the Highway Safety Office and the Department of Transportation’s Safety Manager System, resulting in one database, unified statistics and reduced redundancy in accuracy checks. Furthermore, the Utah Department of Transportation, in sharing their mapping technologies, are coordinating with the Highway Safety office in developing hot spot maps for traffic safety concerns such as speed and impaired driving and. Maps such as these are used to determine areas for enforcement.

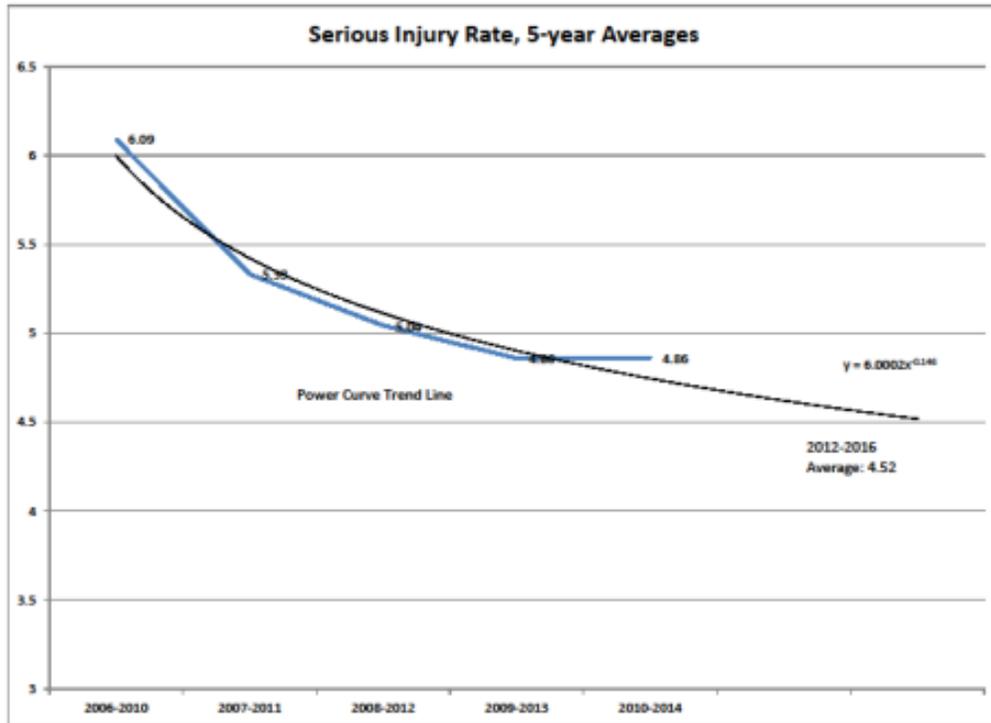
### Link to Utah’s Strategic Highway Safety Plan

<http://ut.zerofatalities.com/downloads/Zero%20Fatalities%20SHSP.pdf>

### Performance Measure Targets Common to UHSO Core Performance Measures







### Performance Target Justification

The National Highway Traffic Safety Administration (NHTSA) and the Governors Highway Safety Association (GHSA) agreed on a minimum set of performance measures to be used by states in the development of their Highway Safety Plans and in the implementation of programs. The measures cover the major areas common to Safety Plans and use existing data systems.

Targets for performance measures C-1 through C-3 were agreed upon by the Utah Department of Transportation and the Highway Safety Office. Both State and FARS data was used as appropriate to determine a five-year rolling average to determine obtainable targets. The five-year rolling average was used to align with analytical and reporting practices required by the Utah Department of Transportation and Federal Highway Administration.

The remaining performance measure targets (C-4 through C-11 and U-1 through U-16) were calculated based on the average percent of change from year-to-year over a three year period with comparable data. Both state and FARS data was used as appropriate. When 2014 data was available (i.e. fatality data), the average percent of change is based on data from the period of 2012 – 2014. Otherwise the percent of change is based on data from the period of 2011 – 2013. In cases where the three-year baseline (2010-2013) is lower than the target, the state will establish a target equal to the 2013 baseline in effort to avoid suggesting an increase in fatalities.

## SECTION VI – COUNTERMEASURES AND PROJECTS



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

### **Program Administration and Support**

- ◆ Personnel, Planning and Administration
- ◆ State Match

### **Community Traffic Safety Programs**

- ◆ Operation Lifesaver
- ◆ Utah Safety Council
- ◆ Public Information and Education
- ◆ Rural Traffic Coordinator
- ◆ Zero Fatalities Safety Summit

### **Occupant Protection**

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

### **Teen Drivers**

- ◆ Outreach and Education

### **Impaired Driving**

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

### **Vulnerable Roadway Users**

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

### **Police Traffic Services**

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

### **Traffic Records**

- ◆ Data Improvement Projects

# PROGRAM ADMINISTRATION AND SUPPORT

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## **Problem Identification:**

The Highway Safety Office is one of the smallest Divisions within the Utah Department of Public Safety with 17 on staff. With such a small staff, each has a specific program area responsibility to ensure that each of the priority program areas within NHTSA is given the necessary attention. Three senior program managers oversee the largest of the traffic safety projects, Occupant Protection, Impaired Driving and Traffic Records. The remaining staff oversees the other programs such as police traffic services, pedestrian, bicycle and motorcycle safety programs. The program coordinators also oversee the outreach and education programs for drowsy, distracted, older and teen drivers. Each program uses available state and national data to determine problem identification, performance measures and targets. Funds from State and Federal grants provide the necessary monies for each program area. In addition, the Highway Safety Office actively pursues grant opportunities as they become available.

## **Utah Performance Target for 2016:**

- ◆ Utah's performance target for C-1 (Number of Fatalities) is 221.
- ◆ Utah's performance target for C-2 (Number of Serious Injuries in Traffic Crashes – Level 4 only) is 1208.

## **Planned Countermeasures:**

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

## Project Descriptions:

**PA161001            PLANNING AND ADMINISTRATION**  
**Funding Source    402**  
**Project Year        Ongoing**  
**Manager            Kristy**

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

**PA161002            PLANNING AND ADMINISTRATION STATE MATCH**  
**Funding Source    State**  
**Project Year        Ongoing**  
**Manager            Carrie**

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

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

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

**PA161003            STATE MATCH SECTION 402, 405(b), 405(c), 405(d), 405(f)**  
**Funding Source    State**  
**Project Year        Ongoing**  
**Manager            Carrie**

UHSO continually analyzes state and national data to identify trends and emerging problems areas. Problem identification lays the foundation for planning and administering federal and state funds. Determining the best use of resources lends to programs that effectively and efficiently

use monies to accomplish the overall goal of reducing fatal crashes. Resources used in planning and administration are related to the overall management of the State's highway safety programs. Costs include salaries and related personnel costs for Highway Safety Office staff members. Planning and Administrations costs also include office expenses including operating supplies, equipment and rent.

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<b>CP160201</b>	<b>PERSONNEL</b>
<b>Funding Source</b>	<b>402 / 405d</b>
<b>Project Year</b>	<b>ONGOING</b>
<b>Manager</b>	<b>Carrie</b>

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

<b>CP160202</b>	<b>ADMINISTRATIVE SUPPORT</b>
<b>Funding Source</b>	<b>402</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Carrie</b>

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

# COMMUNITY TRAFFIC SAFETY PROGRAMS

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## **Problem Identification:**

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

## **Utah Performance Target in 2016:**

- ◆ Utah's performance target for C-1 (Number of Fatalities) is 221.
- ◆ Utah's performance target for C-2 (Number of Serious Injuries in Traffic Crashes – Level 4 only) is 1208.
- ◆ Utah's performance target for C-3 (Total Fatality Rate per 100 Million VMT) is .85.
- ◆ Utah's performance target for C-3 (Urban Fatality Rate per 100 Million VMT) is .63.
- ◆ Utah's performance target for C-3 (Rural Fatality Rate per 100 million VMT) is 1.39.

## **Planned Countermeasures:**

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

## Project Descriptions:

<b>CP160203</b>	<b>OPERATION LIFESAVER</b>
<b>Funding Source</b>	<b>402</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Jill</b>

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

Over the past 10 years (2005-2014) there have been 359 motor vehicle/train (including freight, light rail, and passenger heavy rail) crashes in Utah. In 2011, the state saw the highest number of vehicle/train collisions with 49 occurring that year. During those same 10 years, there have been 9 motor vehicle/train fatalities in Utah. As Utah expands its rail system, there continues to be a need for education and driver training in effort to prevent needless deaths and injuries on our roadways.

To continue the downward trend of motor vehicle/train collision, this project will provide educational outreach at community events to promote safe driver behaviors around trains and light rail, conducted by Operation Lifesaver instructors. Also, every high school driver education class has one hour set aside for an Operation Lifesaver instructor to provide education on the rules for driving through a railroad crossing. Educational enhancement items emphasizing the need to always expect a train at every highway-rail intersection will be supplied to course participants.

<b>CP160204</b>	<b>UHP PUBLIC INFORMATION &amp; EDUCATION / ADOPT-A HIGH SCHOOL</b>
<b>Funding Source</b>	<b>402 / 405b</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Kellie</b>

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

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

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

Specific to the Adopt-A-High School program, UHP Troopers throughout the State will be teamed up with high school administrations and student and youth groups to communicate and educate young drivers about the particular risks and dangers for this age group. The UHP focuses on young drivers because Utah teens represent only 8% of licensed drivers in the State, but were in 20% of all motor vehicle crashes. For this program, the UHP will work with (or adopt) a minimum of 10 high schools. Troopers will regularly participate (at least on a monthly basis) in school assemblies, sports activities, classes and other school functions to provide safety information and encourage students to wear seatbelts and practice safe driving habits. Again, data and unique community features will dictate the precise nature of the messages and outreach activities. Funding will be used to provide resources for troopers who conduct activities within the schools. Funds will also be used to provide educational materials, program enhancement materials, maintenance of equipment, and highway safety training to troopers.

<b>CP160207</b>	<b>UTAH SAFETY COUNCIL TRAFFIC SAFETY</b>
<b>Funding Source</b>	<b>402 / 405d</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Keri</b>

In 2013, a Utah motor vehicle crash occurred every 9 minutes, a person was injured in a crash every 23 minutes, and a person was killed in a crash every 39.5 hours. Motor vehicle crashes are the leading cause of injuries and fatalities on the job. Employers bear the cost for injuries that occur both on and off the job. The increasing traffic congestion on our roads wastes significant time and money, reduces productivity and promotes risky driving behavior. Employees may feel pressured to engage in potentially distracting in-vehicle activities to meet their job responsibilities.

Of workplace fatalities in Utah, over 40% result from transportation incidents. A workplace motor vehicle crash costs an employer more than \$24,000. If the employee is injured, the cost increases to more than \$125,000. Off-the-job crashes are especially costly, accounting for 80 percent of employer crash-related health fringe benefit costs and 92 percent of employer crash-related health care costs. Crashes in Utah are highest between 2:00 pm and 6:59 pm, during the commute home from work. Many crashes not only occur while commuting to and from work and involve not just employees but they also involve their families.

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

**C160208 PUBLIC INFORMATION AND EDUCATION**  
**Funding Source 402**  
**Project Year Ongoing**  
**Manager Kellie**

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

**CP160209 RURAL TRAFFIC SAFETY COORDINATOR**  
**Funding Source 402 / 405d**  
**Project Year Ongoing**  
**Manager Helen**

Utah consists of 29 counties spread over a large geographical area with the majority of the State's population (77%) living in the four adjoining counties that make up the urban Wasatch Front. Utah's 23 rural and frontier counties house only 15% of the state's population and contribute to 34.5% of all occupant fatalities and serious injuries. However, rural crashes are approximately three times more likely to be fatal than urban crashes and occupants are less likely to buckle up on rural roadways. The 2014 seat belt observational study found that 73% of rural motorists wear seat belts compared to 86% in urban counties. In addition, while urban areas had a higher rate of total speed-related crashes per VMT, rural areas had a higher rate for fatal speed crashes. In fact, speed-related crashes occurring in rural areas were 2.8 times more likely to result in a death than in urban areas.

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

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

**CP160211**                    **ZERO FATALITIES SAFETY SUMMIT**  
**Funding Source**        **402**  
**Project Year**             **Ongoing**  
**Manager**                 **Keri**

The personal and socioeconomic effect of motor vehicle crashes is a continuing concern in Utah. In 2013, there were 55,637 reported traffic crashes on public roadways in Utah, injuring 22,740 and killing 220. While the State made progress in several areas, traffic crashes continue to be a leading killer of Utahns. To help combat traffic safety issues and continue to improve safety on our roadways, the State will host the seventh Zero Fatalities Traffic Safety Summit to be held in April 12-14, 2016. The conference is co-sponsored by the Utah Department of Transportation and Utah Department of Public Safety and provides a forum for traffic safety professionals to share knowledge, resources, and best practices, and to gain insight into the future of traffic safety in the State. Participants gain knowledge and tools necessary to continue their work on decreasing death and injury on the State's roadways. Workshops will focus on a variety of traffic safety topics including teen driving, transportation improvement efforts, aging drivers, impaired driving, occupant protection, pedestrian and bicycle safety, motorcycle safety, commercial vehicle enforcement and education, outreaching minority groups, creating safer roadways, State and federal resources, and using media to promote programs. Funds will be used to secure the conference facility and related expenses, pay for lodging and travel expenses for speakers and some participants, and develop and print conference material.

**Partner Programs:**

**Informational**                **ZERO FATALITIES PROGRAM**  
**Program Year**             **Ongoing**  
**Manager**                    **Miles (UDOT)**

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

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

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

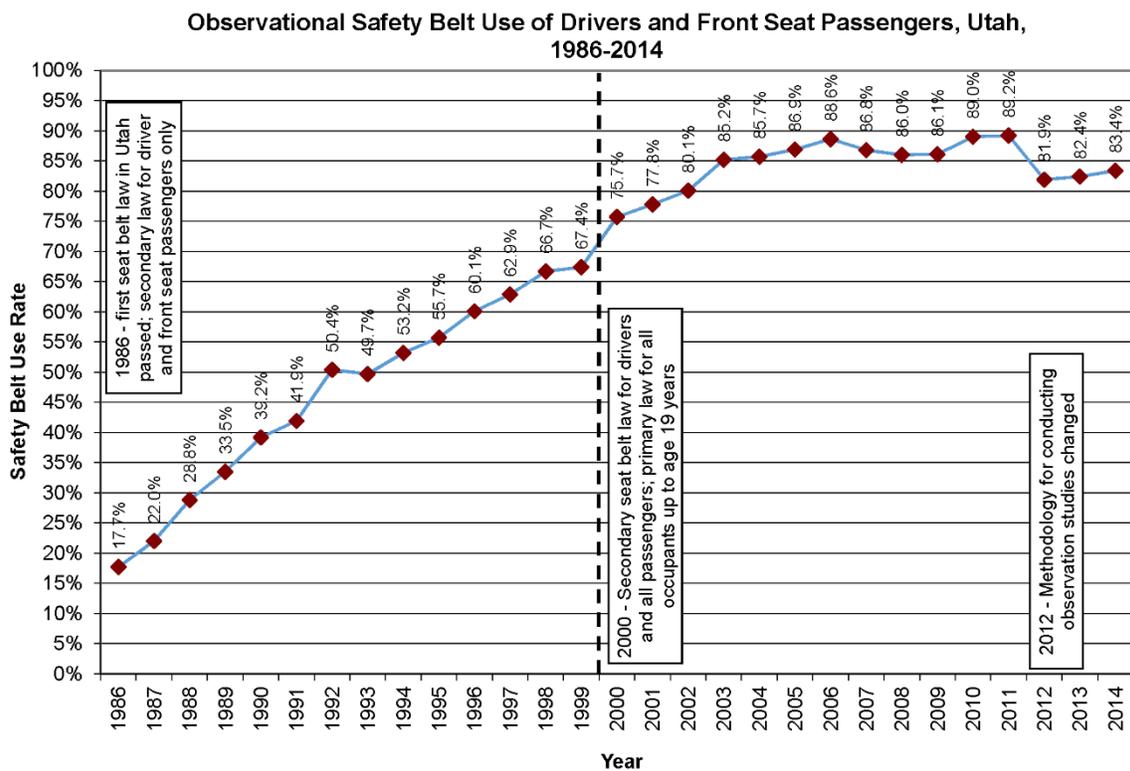
Graduated driver licensing addresses both the inexperience and immaturity of young drivers, and provides a structure in which beginning drivers gain substantial driving experience in less-risky situations. By raising the minimum age of full licensure, and providing parents with tools to manage their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

# OCCUPANT PROTECTION PROGRAM

## Problem Identification:

According to the 2013 Utah Crash Summary, 97% of persons who survived a crash reported being restrained compared to less than half of the persons killed. To cement the importance of buckling up, unrestrained crash occupants were 34 times more likely to be killed than restrained crash occupants. Seat belts save lives and, unlike nearly all other traffic safety behaviors, the decision to buckle up is one made by every driver and passenger each time they ride in a motor vehicle. In order to dissect and fully understand the state's occupant protection issues, the Utah Highway Safety Office (UHSO) has chosen to use a five-year average, using data from 2009 to 2013, unless otherwise noted.

Wearing a seat belt is one of the best ways to decrease injuries and deaths in motor vehicle crashes. While progress has been made over the past twenty years, Utah continues to fall below the national average for seat belt use with a current rate of 83.4 percent (see image below).



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

When examining crash data, it was determined that 51.5% of the occupant fatalities were unrestrained in crashes over the past five years, which equates to about 500,000 drivers and passengers on Utah's roads who continue to ride unbuckled.

The number of Utah unrestrained passenger vehicle occupant fatalities has shown a decreasing trend over the last ten years. Performance Measure C-4 illustrates this trend, as well as the three-year moving average of 71 unrestrained fatalities per year. While the number of unrestrained occupant fatalities is decreasing, it still represents around one-third of the motor vehicle deaths in the state and is a top priority of the UHSO.

Of the occupant fatalities from 2009 through 2013, 66.0% were unrestrained. When examining the gender, age, and vehicle type of unrestrained occupant fatalities, it was determined that:

- ◆ Nearly two-thirds of the unrestrained occupant fatalities were male;
- ◆ 61.7% were ages 15-49 years;
- ◆ Three-fourths of the unrestrained occupant fatalities were drivers, with the remainder being primarily other front seat passengers.
- ◆ Occupants in pickup trucks (68.3%) were the least likely to be restrained followed by SUVs (56.9%);

In addition, the 2014 statewide seat belt observational survey reports pickup truck drivers and front seat passengers as having the lowest usage rate (71.9%) of all vehicle types.

Of Utah's 29 counties, 6 are considered urban, contributing to 85% of the state's population and 23 are rural. When examining the differences between urban and rural counties using crash data from 2009 to 2013, it was determined that:

- ◆ More than half (53.8%) of the unbuckled fatalities occur in rural counties;
- ◆ Urban counties, which include Cache, Davis, Salt Lake, Utah, Washington and Weber, contribute to 46.2% of occupant fatalities;
- ◆ 55.4% of all occupant deaths in rural areas were unrestrained.

County	Occupants Killed in Motor Vehicle Traffic Crashes, Utah, 2009-2013												Total					
	2013			2009			2010			2011			2012			Unrestrained #	Restrained #	%
	Unres #	Restrained #	%	Unres #	Restrained #	%	Unres #	Restrained #	%	Unres #	Restrained #	%	Unres #	Restrained #	%			
Beaver	2	1	33.3%	3	3	50.0%	1	0	0.0%	1	0	0.0%	1	0	0.0%	8	4	33.3%
Box Elder	3	1	25.0%	7	1	12.5%	7	3	30.0%	5	4	44.4%	0	1	100.0%	22	10	31.3%
<b>Cache</b>	<b>2</b>	<b>6</b>	<b>75.0%</b>	<b>5</b>	<b>4</b>	<b>44.4%</b>	<b>0</b>	<b>3</b>	<b>100.0%</b>	<b>1</b>	<b>1</b>	<b>50.0%</b>	<b>1</b>	<b>5</b>	<b>83.3%</b>	<b>9</b>	<b>19</b>	<b>67.9%</b>
Carbon	2	1	33.3%	0	3	100.0%	2	0	0.0%	2	2	50.0%	2	0	0.0%	8	6	42.9%
Daggett	0	0	#DIV/0!	0	0	0.0%	1	0	0.0%	0	0	#DIV/0!	1	0	0.0%	2	0	0.0%
<b>Davis</b>	<b>5</b>	<b>2</b>	<b>28.6%</b>	<b>3</b>	<b>3</b>	<b>50.0%</b>	<b>2</b>	<b>4</b>	<b>66.7%</b>	<b>5</b>	<b>4</b>	<b>44.4%</b>	<b>5</b>	<b>3</b>	<b>37.5%</b>	<b>20</b>	<b>16</b>	<b>44.4%</b>
Duchesne	2	1	33.3%	4	1	20.0%	4	3	42.9%	5	2	28.6%	1	1	50.0%	16	8	33.3%
Emery	3	1	25.0%	3	2	40.0%	2	1	33.3%	3	0	0.0%	2	0	0.0%	13	4	23.5%
Garfield	2	0	0.0%	1	0	0.0%	1	2	66.7%	1	0	0.0%	2	0	0.0%	7	2	22.2%
Grand	3	0	0.0%	3	3	50.0%	3	3	50.0%	1	0	0.0%	2	0	0.0%	12	6	33.3%
Iron	3	4	57.1%	3	7	70.0%	0	7	100.0%	1	5	83.3%	0	0	n/a	7	23	76.7%
Juab	2	1	33.3%	6	2	25.0%	1	4	80.0%	2	2	50.0%	1	0	0.0%	12	9	42.9%
Kane	1	0	0.0%	1	3	75.0%	1	2	66.7%	0	2	100.0%	1	3	75.0%	4	10	71.4%
Millard	1	4	80.0%	1	3	75.0%	5	2	28.6%	2	1	33.3%	5	1	16.7%	14	11	44.0%
Morgan	0	0	#DIV/0!	1	0	0.0%	0	0	#DIV/0!	2	1	33.3%	0	0	n/a	3	1	25.0%
Piute	0	0	#DIV/0!	0	0	0.0%	0	0	#DIV/0!	1	0	0.0%	0	0	n/a	1	0	0.0%
Rich	0	0	#DIV/0!	1	0	0.0%	2	0	0.0%	0	0	#DIV/0!	0	0	n/a	3	0	0.0%
<b>Salt Lake</b>	<b>7</b>	<b>16</b>	<b>69.6%</b>	<b>17</b>	<b>8</b>	<b>32.0%</b>	<b>19</b>	<b>19</b>	<b>50.0%</b>	<b>14</b>	<b>28</b>	<b>66.7%</b>	<b>16</b>	<b>16</b>	<b>50.0%</b>	<b>73</b>	<b>87</b>	<b>54.4%</b>
San Juan	2	4	66.7%	3	1	25.0%	0	1	100.0%	4	3	42.9%	3	2	40.0%	12	11	47.8%
Sanpete	4	4	50.0%	1	3	75.0%	1	1	50.0%	1	0	0.0%	1	0	0.0%	8	8	50.0%
Sevier	4	2	33.3%	2	2	50.0%	0	2	100.0%	1	2	66.7%	0	2	100.0%	7	10	58.8%
Summit	0	3	100.0%	2	5	71.4%	2	0	0.0%	3	4	57.1%	3	0	0.0%	10	12	54.5%
Tooele	3	1	25.0%	5	5	50.0%	6	5	45.5%	3	3	50.0%	11	4	26.7%	28	18	39.1%
Uintah	1	0	0.0%	4	1	20.0%	1	3	75.0%	3	2	40.0%	5	2	28.6%	14	8	36.4%
<b>Utah</b>	<b>2</b>	<b>9</b>	<b>81.8%</b>	<b>6</b>	<b>8</b>	<b>57.1%</b>	<b>10</b>	<b>13</b>	<b>56.5%</b>	<b>10</b>	<b>0</b>	<b>0.0%</b>	<b>7</b>	<b>1</b>	<b>12.5%</b>	<b>35</b>	<b>31</b>	<b>47.0%</b>
Wasatch	0	3	100.0%	1	0	0.0%	0	0	#DIV/0!	1	3	75.0%	1	4	80.0%	3	10	76.9%
<b>Washington</b>	<b>6</b>	<b>4</b>	<b>40.0%</b>	<b>4</b>	<b>3</b>	<b>42.9%</b>	<b>7</b>	<b>5</b>	<b>41.7%</b>	<b>4</b>	<b>3</b>	<b>42.9%</b>	<b>2</b>	<b>5</b>	<b>71.4%</b>	<b>23</b>	<b>20</b>	<b>46.5%</b>
Wayne	0	0	#DIV/0!	1	1	50.0%	0	0	#DIV/0!	0	0	#DIV/0!	0	1	100.0%	1	2	66.7%
<b>Weber</b>	<b>1</b>	<b>5</b>	<b>83.3%</b>	<b>3</b>	<b>10</b>	<b>76.9%</b>	<b>9</b>	<b>6</b>	<b>40.0%</b>	<b>6</b>	<b>5</b>	<b>45.5%</b>	<b>6</b>	<b>4</b>	<b>40.0%</b>	<b>25</b>	<b>30</b>	<b>54.5%</b>
<b>Statewide</b>	<b>61</b>	<b>73</b>	<b>54.5%</b>	<b>91</b>	<b>82</b>	<b>47.4%</b>	<b>87</b>	<b>89</b>	<b>50.6%</b>	<b>82</b>	<b>77</b>	<b>48.4%</b>	<b>79</b>	<b>55</b>	<b>41.0%</b>	<b>400</b>	<b>376</b>	<b>48.5%</b>

In addition, according to the 2014 seat belt observational study, 73.8% of rural motorists wear seat belts compared to 85.8% in urban counties.

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

When examining the remaining 13 rural counties, nine were identified as having a high percentage of unrestrained occupant fatalities that was above the state average of 51%. These counties include Box Elder, Carbon, Grand, Millard, San Juan, Sanpete, Summit, Tooele, and Uintah.

When examining diverse populations, Hispanics and Latinos were found to have the highest unrestrained fatality rates among all minority groups. This is mainly due to the fact that they are the largest ethnic minority group making up approximately 13.3% of the state's population. Approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah. In addition, 56% of the traffic fatalities involving this population occur in these areas. More Hispanic motorists are being killed in crashes than in the past. Performance Measure U-5 shows a slight upward trend related to the percentage of fatalities to people with Hispanic ethnicity. Over a five year period from 2009 to 2013, 62% of Hispanic occupants were unrestrained. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and more than two-thirds were male.

When examining motor vehicle crash data related to child passengers, it was determined that 29.4% of children ages 0-9 years who were killed in crashes were unrestrained. The number of child occupants ages 0-1 years who are restrained in crashes is showing a decreasing trend over the last ten years as illustrated in Performance Measure U-9. This is concerning that fewer of the state's youngest motorists are being properly restrained than in the past. In addition, of children ages 0-4 years who were killed in crashes, 69.2% were restrained. As children grow, they are less likely to be properly restrained in a child safety seat or booster seat. Only 75.0% of children ages 5-9 years and 35.7% of children ages 10-14 years who were killed in crashes were in a safety restraint.

When examining the time period when occupant fatalities occur, it was determined that nearly two-thirds of the fatalities occur during daytime hours of 8:00 a.m. and 7:59 p.m. However, when examining restraint use in fatal crashes by the time of day, restraint use is lowest during nighttime hours. Between the hours of 10:00 p.m. and 5:59 a.m., 63.8% of fatal occupants were unrestrained, which is markedly higher than the average unrestrained fatality rate of 51.6%. In addition, restraint use is lowest between midnight and 3:59 a.m. with 72.0% of occupants killed being unbuckled. Urban counties also contribute to more than 90% of the nighttime occupant fatalities. Cities with the highest number of unrestrained fatalities include Salt Lake City and West Valley City, which are located in Salt Lake County, and Ogden in Weber County.

When examining the months of the year when occupant fatalities occur, it was determined that:

- ◆ Spring and Fall were found to have the lowest restraint use among fatal occupants;
- ◆ 61.5% of fatal occupants were unrestrained during the months of March, April, May, and June;
- ◆ 63.6% of fatal occupants were unrestrained during the months of October and November.

## Utah's Performance Targets for 2016:

- ◆ Utah's performance target for C-4 (Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions) is 69.
- ◆ Utah's performance target for U-1 (Percent of Children in Utah Crashes in Child Safety Seats) is 69%.
- ◆ Utah's performance target for U-2 (Percent of Children in Utah Crashes in Child Safety Seats, Ages 0-1, Ages 2-4, Ages 5-8) are: Ages 0-1 is 89.6%, Ages 2-4 is 86.2%, Ages 5-8 is 44.8%.
- ◆ Utah's performance target for U-3 (Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 that were Restrained) is 66%.
- ◆ Utah's performance target for U-4 (Percent of Utah Motor Vehicle Occupant Fatalities at Night that were Restrained) is 33.8%.
- ◆ Utah's performance target for U-5 (Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes Rural vs Urban) are: Rural is 70.1%, Urban is 87.1%.

## Planned Countermeasures:

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

## Project Descriptions:

**2HVE160401            CLICK IT OR TICKET STEP SUPPORT**  
**Funding Source        405(b)**  
**Project Year            Ongoing**  
**Manager                Keri**

Motor vehicle crashes are a leading cause of death for people in Utah and across the United States. Seat belts reduce the risk of injury and death by about 70% when used correctly, according to the NHTSA. In fact, in 2013, unbuckled motorists were 34 times more likely to die than buckled motorists involved in crashes on Utah's roadways. Still, only 83.4% of Utahns use seat belts. High-visibility enforcement has proven to be an effective countermeasure in changing behavior and increasing seat belt usage among non-users. The goal of this project is to continue combining enforcement and media into the high-visibility enforcement model, and conduct sustained enforcement in support of year-round campaigns that aim to increase the number of motorists who buckle up.

Planned countermeasures include short-term, high-visibility seat belt law enforcement campaigns, combined enforcement initiatives, nighttime enforcement activities, and sustained enforcement efforts. In turn, the project will fund five seat belt enforcement mobilizations that focus on identified high risk populations. Two high-visibility enforcement mobilizations will be held in conjunction with the National Click It or Ticket Campaign occurring in November 2015 and May 2016 and will focus on young males and pickup truck motorists. One additional enforcement mobilization will occur in September 2016 and will follow the Click It or Ticket model. There will also be one held in March 2016, which will focus on nighttime motorists in communities with high unbuckled fatality rates during nighttime hours. Lastly, one mobilization will target male hard-core non-users and will be held in conjunction with the "Buckle Up For The Ones You Love" campaign in February 2016. To target rural motorists, one enforcement mobilization will be scheduled during the year in Box Elder, Sanpete, and San Juan counties.

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

**OP160402                OCCUPANT PROTECTION MEDIA, MATERIALS & SUPPORT**  
**Funding Source        402 / 405b**  
**Program Year            Ongoing**  
**Manager                Keri**

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

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

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

<b>2CPS160403</b>	<b>STATEWIDE CHILD PASSENGER SAFETY PROGRAM</b>
<b>Funding Source</b>	<b>405(b)</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Amy</b>

Utah has the highest birth rate of the United States and adds more than 50,000 infant passengers to its population each year. While the 10 year trend shows an increase in child safety seat use in crashes for ages 0-8 years, a need exists for educational programs aimed at increasing the proper and consistent use of child restraint devices. Sadly, the number of child occupants' ages 0-1 years who are restrained in crashes is showing a decreasing trend over the last 10 years. This is concerning that fewer of the state's youngest motorists are being properly restrained than in the past. Furthermore, of children ages 2-4 years who were seriously injured in crashes, 81.5% were restrained which is below the state average for all ages (2009-2013 Crash Data). As children grow, they are less likely to be properly restrained in a child safety seat or booster seat. Only 43.2% of children ages 5-8 years who were in crashes were in a safety restraint. In addition, the rate of misuse of these life-saving devices is shown to be approximately 84%. More work must be done to ensure our youngest passengers are properly protected.

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

fitting stations, program income will be acquired through the sale of low cost car safety seats. All income will be monitored and used to continue approved activities directly related to the program.

Funding from UDOT will also be used to support the activities listed above. See the partnership program for more detail.

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

<b>OP160404</b>	<b>RURAL SEAT BELT PROGRAM</b>
<b>Funding Source</b>	<b>402</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Keri</b>

Of Utah's 29 counties, 23 are considered rural and contribute only 15% of the state's population. Yet, more than half (53.8%) of the unbuckled fatalities occur in rural counties and 55.4% of all occupant deaths in rural areas were unrestrained. According to the 2014 Utah Safety Belt Observational Survey, the seat belt usage rate for urban counties was 85.8%, whereas the rate observed in rural counties dropped to 73.8%. Furthermore, male motorists in rural counties had the lowest usage rate (69.5%) of all motorists.

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

During the year, three to four additional counties will be selected to begin implementation of the program. The initial steps will include conducting community, law enforcement, and key leader surveys to determine community norms, attitudes, behaviors, and values. Survey results will be used to develop a comprehensive program using lessons learned during the pilot project. The counties selected for implementation include Tooele, Carbon, Uintah, and Iron Counties. These four areas have low 3-year average seat belt use rates of 74.9%, 53.8%, 66.1%, and 73.9%, accordingly.

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

<b>OP160405</b>	<b>WEBER/MORGAN HISPANIC OCCUPANT PROTECTION PROGRAM</b>
<b>Funding Source</b>	<b>402</b>
<b>Project Year</b>	<b>Second</b>
<b>Manager</b>	<b>Keri</b>

Utah is a fairly homogenous population with 79.9% being Caucasian. Hispanics and Latinos are the largest ethnic minority group making up approximately 13.3% of the state's

population. Approximately 78% of the state's Hispanic population lives in three urban counties, including Salt Lake, Weber and Utah. In addition, 54% of the traffic fatalities involving this population occur in these areas. These counties were selected to participate in a four-year effort to increase seat belt use among the Hispanic population.

Traffic crashes are one of the leading causes of death among Hispanics in the United States and in Utah. Over a five-year period from 2010 to 2014, 162 Hispanics were killed on Utah's roadways and 11.7% of those fatalities occurred in Weber County. In addition, of those killed, 78% were drivers and passengers of motor vehicles and only 37.6% were restrained. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and 65% were male.

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

<b>OP160406</b>	<b>SALT LAKE HISPANIC OCCUPANT PROTECTION PROGRAM</b>
<b>Funding Source</b>	<b>402</b>
<b>Project Year</b>	<b>Second</b>
<b>Manager</b>	<b>Keri</b>

Utah is a fairly homogenous population with 79.9% being Caucasian. Hispanics and Latinos are the largest ethnic minority group making up approximately 13.3% of the state's population. Approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah Counties. In addition, 54% of the traffic fatalities involving this population occur in these areas. These counties were selected to participate in a four-year effort to increase seat belt use among the Hispanic population.

Traffic crashes are one of the leading causes of death among Hispanics in the United States and in Utah. Over a five-year period from 2010 to 2014, 162 Hispanics were killed on Utah's roadways and more than one-third (36.4%) of those fatalities occurred in Salt Lake County. In addition, of those killed, 78% were drivers and passengers of motor vehicles and only 37.6% were restrained. Similar to state and national trends, young males continue to be at a higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and 65% were male.

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

<b>OP160407</b>	<b>UTAH COUNTY HISPANIC OCCUPANT PROTECTION PROGRAM</b>
<b>Funding Source</b>	<b>402</b>
<b>Project Year</b>	<b>Second</b>
<b>Manager</b>	<b>Keri</b>

Utah is a fairly homogenous population with 79.9% being Caucasian. Hispanics and Latinos are the largest ethnic minority group making up approximately 13.3% of the state's population.

Approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah Counties. In addition, 54% of the traffic fatalities involving this population occur in these areas. These counties were selected to participate in a four-year effort to increase seat belt use among the Hispanic population.

Traffic crashes are one of the leading causes of death among Hispanics in the United States and in Utah. Over a five-year period from 2010 to 2014, 162 Hispanics were killed on Utah's roadways and 6.2% of those fatalities occurred in Utah County. In addition, of those killed, 78% were drivers and passengers of motor vehicles and only 37.6% were restrained. Similar to state and national trends, young males continue to be at a higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and 65% were male.

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

**2PE160408**  
**Funding Source**  
**Program Year**  
**Manager**

**OCCUPANT PROTECTION PROGRAM EVALUATION**  
**405(b)**  
**Ongoing**  
**Keri**

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

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

Occupant Protection Assessments are required every three years in States without Primary Seat Belt Laws. Even though Utah passed its Primary Seat Belt Law in May, 2015, Utah is still moving forward with conducting an assessment in January, 2016. This assessment will be an invaluable tool in providing guidance for planning our program for the next three to five years.

## Partner Programs:

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

Funding will be used to support countermeasures and action items identified by the Primary Seat Belt Law Task Force that are designed to increase seat belt use through public information, education, and outreach efforts across the state. The task force consists of key traffic safety partners including UDOT, UDPS-UHSO, state and local law enforcement, hospital/emergency medical services, state office of education, Chamber of Commerce, Utah Trucking Association, among others. A communications and media plan will also be supported and include public awareness regarding seat belt enforcement taking place to assure the public is educated about the new law. Paid media and outreach efforts will target seat belt influencers- children, girlfriends, wives and mothers to tell someone they love to buckle up. Through this project, an additional seat belt observational study that conforms to the NHTSA-approved survey design will be conducted in October 2015.

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

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

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

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

**Informational Funding Source Program Year**                      **RURAL SEAT BELT PROJECT**  
UDOT  
First

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

**Informational**                    **HISPANIC SEAT BELT PROJECT**  
**Funding Source**            **UDOT**  
**Program Year**                **First**

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

**Informational**                    **PROGRAM EVALUATION**  
**Funding Source**            **UDOT**  
**Program Year**                **First**



Funding will be used to help improve program evaluation by supporting: (1) an annual seat belt attitudinal, awareness and behavior study among Utahns; (2) a comprehensive child restraint study to provide the state with baseline usage rates among children ages 0-12 years with the plan to repeat this study every five years.

**Informational**                    **CHILD PASSENGER SAFETY PROGRAM**  
**Funding Source**            **UDOT**  
**Program Year**                **First**

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

**Informational**                    **OUTREACH PROJECTS**  
**Funding Source**            **UDOT**  
**Program Year**                **First**

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

**Informational**                    **UTAH SAFETY COUNCIL TRAFFIC SAFETY PROGRAMS**  
**Program Year**                **Ongoing**  
**Manager**                      **Hamson (USC)**

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

# TEEN DRIVING OUTREACH

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## **Problem Identification:**

Teen drivers (ages 15-19 years) are a special concern in Utah, as they are over-represented in crashes – in 2013, they accounted for only 8% of licensed drivers but were involved in 19.5% of all motor vehicle crashes and 11.4% of fatal crashes. Teenage drivers are a special concern because of their high crash rates and lack of driving experience. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. In a recent article from the Governor's Highway Safety Association (GHSA), most crashes occur because the novice behind the wheel doesn't have the skills or experience needed to recognize a hazard and take corrective action.

The 10-year trend shows that 22.9% of all crashes in Utah involved a teenage driver with a decreasing trend over the last 10 years. Fatal teenage driver crashes have also shown a decreasing trend although less dramatic than total crashes. Though the trend is decreasing, the number of teenage crashes compared to other ages is significantly disproportionate, thus it is a priority of the Utah Highway Safety Office (UHSO).

When examining the age and gender of young drivers involved in crashes in 2013, it was determined that:

- Drivers aged 18 years had the highest total crash rate per licensed driver;
- Drivers aged 19 years had the highest fatal crash rate per licensed driver;
- The majority of teen drivers in all motor vehicle crashes (51.2%) and fatal crashes (65.2%) were male;
- Crashes involving male teen drivers were 1.8 times more likely to be fatal than female teen driver crashes.

When examining when and where crashes involving young drivers occur in 2013, it was determined that:

- Teenage-driver crashes peak during after-school hours (2:00pm-6:59pm);
- Fatal teenage driver crashes varied throughout the day and peaked during the 1:00 p.m. hour;
- December and January had the highest rates per day for teenage driver crashes;
- The highest rate per day of fatal teenage driver crashes occurred in July.
- Sanpete (26.0%), Cache (24.8%), and Davis (24.0%) counties had the highest percentages of crashes involving a teenage driver;
- Wayne (50.0%), Kane (50%), Cache (33.3%) and Juab (33.3%) counties had the highest percentages of fatal crashes involving a teenage driver;
- Garfield (5.2%), Kane (7.7%), and Daggett (8.6%) counties had the lowest percentages of crashes involving a teenage driver.

When examining the causes of young driver-related crashes in 2013, it was determined that:

- Teens are more likely than older drivers to speed and allow shorter headways (the distance from the front of one vehicle to the front of the next);
- The presence of male teenage passengers increases the likelihood of this risky driving behavior;

- Teens are more likely than older drivers to underestimate dangerous situations or not be able to recognize hazardous situations;
- Of the 23 teenage drivers in fatal crashes, 7 (30.4%) had been previously convicted of a moving traffic violation in the past three years, with the highest number of violations by one teen driver being six in the past three years;
- Some form of poor driver performance is present in the majority of crashes with the leading contributing factors for all teenage driver crashes being followed too closely (16.3%), failed to yield right of way (15.1%), and speed too fast (11.8%);
- The leading contributing factors in fatal teenage driver crashes were speed too fast (21.9%) and failed to keep in proper lane (21.9%);
- Compared to drivers of all ages, teenage drivers were more likely to have a contributing factor of failure to yield right of way, followed too closely, and driver distraction;
- The contributing factors that contributed more to injury crashes than non-injury crashes were: failure to yield right of way, disregard traffic signal/sign, and driver distraction.

In addition, the Center for Disease Control as well as Utah crash data show that compared with other age groups, teens have the lowest rate of seat belt use. Eighty-percent of Utah teen drivers and their passengers killed in crashes were unrestrained.

### **Statewide Teen Driving Program:**

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

To combat the growing concern over teen crashes, more than a dozen organizations across Utah have combined efforts on the Teen Driving Task Force, which was formed in 2006. The group meets monthly to plan public events, driver education curriculum, local media stories and grassroots outreach in high schools across the state. Members of the task force aim to change norms, teaching people that crashes are preventable, not inevitable and adopt the goal of Zero Fatalities (the state's traffic safety goal) for their family and friends. Tactics include websites, interactive presentations, resource guides, educational material, posters, displays, incentives, grassroots efforts and other behavior modification tools that best resonate with the teen audience.

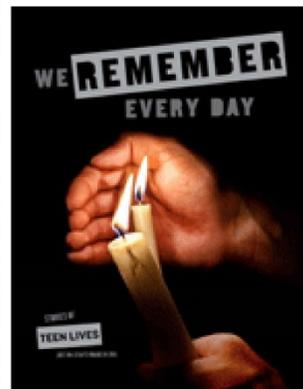
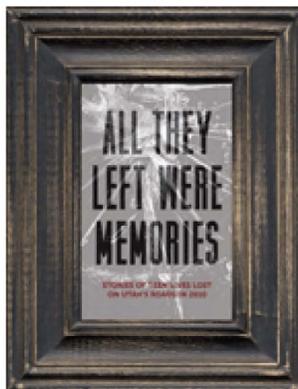
Recently, the task force developed a Strategic Plan to document and focus their efforts. This plan outlines the comprehensive statewide teen driving program being implemented in Utah and is included in the following pages.



# Utah Teen Driving Task Force Strategic Plan 2013-2018

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

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





## Overview of the Utah Teen Driving Task Force

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

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

The objectives of the Task Force are to:

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



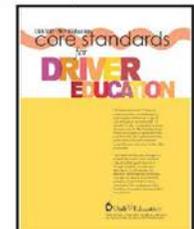
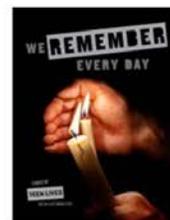
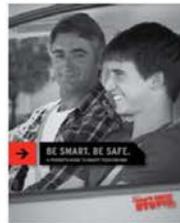


## Accomplishments of the Utah Teen Driving Task Force

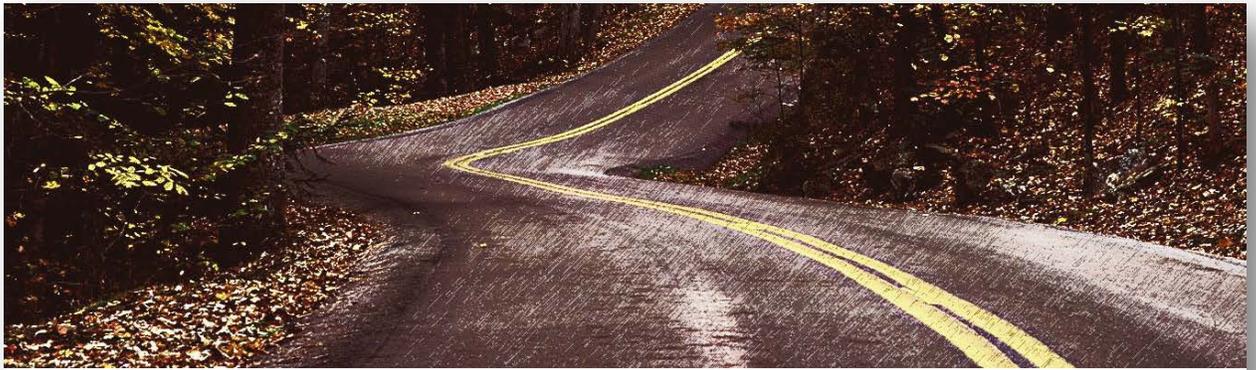
The Utah Teen Driving Task Force has been recognized by the National Highway Traffic Safety Administration (NHTSA), U.S. Centers for Disease Control and Prevention (CDC), Utah Public Health Association, Health Education Association of Utah, and the National Health Information Resource Center for its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

Highlighted accomplishments include:

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



2



## Overview of the Strategic Planning Process

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

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

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

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

<b>Research</b>	<ul style="list-style-type: none"> <li>• Done through our collective experience</li> </ul>
<b>Core Problem</b>	<ul style="list-style-type: none"> <li>• Teen drivers are overrepresented in traffic crashes in Utah.</li> </ul>
<b>Goal</b>	<ul style="list-style-type: none"> <li>• Reduce crashes, injuries, and fatalities among teen drivers in Utah through behavior modification of teens and adults.</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Increase parental involvement in driver education training.</li> <li>• Identify and jointly pursue policy changes as identified.</li> <li>• Utilize peer-to-peer programs to create a culture of safety among teen drivers.</li> <li>• Strengthen and support driver education in Utah.</li> <li>• Coordinate, share, and use data in a more effective manner.</li> </ul>
<b>Audiences /Messages</b>	<ul style="list-style-type: none"> <li>• Teens</li> <li>• Parents</li> <li>• School administration</li> <li>• Policy makers</li> <li>• Law enforcement</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>• WHAT are we going to do?</li> </ul>
<b>Tactics</b>	<ul style="list-style-type: none"> <li>• HOW are we going to accomplish it?</li> </ul>



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

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



## Teen Driving in Utah

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

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

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

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

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

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

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

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

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

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



## Teen Driving in Utah

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

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

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

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

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

<sup>1</sup> MV traffic includes five indicators: 1) MV traffic-occupant injured, 2) MV traffic-motorcyclist injured, 3) MV traffic-pedal cyclist injured, 4) MV traffic-pedestrian injured, and 5) MV traffic-other and unspecified.

<sup>2</sup> 2010 Utah Crash Summary Report

<sup>3</sup> 2010 Utah Crash Summary Report

<sup>4</sup> 2010 Utah Crash Summary Report

<sup>5</sup> 2010 Utah Crash Summary Report

<sup>6</sup> The Children's Hospital of Philadelphia Research Institute and State Farm Insurance Companies \*. 2011

<sup>7</sup> <http://www.nhtsa.gov/people/injury/NewDriver/GDLReport/index.html>

<sup>8</sup> <http://clickitutah.org/index.php>

<sup>9</sup> <http://www.health.utah.gov/vipp/pdf/MotorVehicle/2010%20Teen%20Memoriam-WEB.pdf>

<sup>10</sup> Utah Highway Safety Office



## Data

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

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

**Strategy 1:**  
Coordinate data to present a unified front to outside stakeholders.

**Tactic:** Identify existing data systems that have pertinent data for teen driving issues. (UDOH, DPS, UDOT, DLD, USOE)

**Tactic:** Identify gaps in available data and possible solutions. (UDOH, DPS, UDOT, DLD)

**Tactic:** Determine definitions for key data terms and reach consensus with Task Force about using them (e.g., fatalities, roadway type, etc.). (UDOH, DPS, UHSO, UDOT)

**Strategy 2:**  
Leverage data to advocate/inform/educate/support Task Force efforts.

**Tactic:** Reach consensus with Task Force members about what data to release to the public, media, and policymakers. (UDOH, UDOT, DPS, UHSO)

**Tactic:** Develop marketing materials to promote data (e.g., fact sheets, memorial books, etc.). (UDOH, UDOT, DPS, Zero Fatalities, UHSO)

**Tactic:** Match data to messages Task Force members are promoting. (UDOH, UDOT, DPS, Zero Fatalities, UHSO)

**Tactic:** Identify existing or needed data to address "harder" behavior change areas. (UDOH, UDOT, DPS)

**Strategy 3:**  
Use data as an evaluation tool to inform future efforts.

**Tactic:** Track "collective" impact. (All)

**Tactic:** Identify 3-4 priority initiatives and ensure needed data is collected for evaluation purposes. (All)

**Tactic:** Coordinate data collection for teen seat belt use among Utah's 12 local health departments, UDOH, Zero Fatalities, and Highway Patrol. (LHDs, UDOH, Zero Fatalities, UHP)

**Tactic:** Determine baseline and target measures for each of the goals and objectives of the Teen Driving Task Force Strategic Plan. (UDOH, UHSO, UDOT)



## Parent Involvement

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

### **OBJECTIVES:**

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

**Strategy 1:  
Increase  
the number  
of schools  
and school  
districts  
that require  
mandatory  
parent  
nights as  
part of  
their driver  
education  
program.**

**Tactic:** Develop marketing materials (e.g., fact sheet, website, 1:1 presentations, letter for parents) to promote the parent night program to school officials. (USOE, Zero Fatalities)

**Tactic:** Educate school officials about the parent night program. (USOE, Zero Fatalities, LHDs)

**Tactic:** Develop a plan to coordinate implementation of the parent night program with Utah's 12 local health departments. (Zero Fatalities, UDOH, LHDs)

**Tactic:** Develop a mechanism to track the number of parent nights taught, number of participants, and pre/post survey results across the state and ensure the results are reported annually to Task Force members and other stakeholders. (Zero Fatalities, UDOH, LHDs)

**Tactic:** Increase the number of presenters for the parent night program, with a focus on rural areas. (Zero Fatalities, LHDs, UHP, UDOH, UHSO)



## Parent Involvement

### Strategy 2: Create a media campaign about graduated driver licensing (GDL) for parents of teen drivers.

**Tactic:** The Utah Department of Health will enter into a contract with the Utah Department of Transportation and PPBH to develop the media campaign. (UDOH, Zero Fatalities, PCH)

**Tactic:** Determine the messages of the campaign. (UDOH, Zero Fatalities, PCH)

**Tactic:** Determine effective venues for educating parents about teen driving (e.g., worksites, faith-based groups, online, social media, etc.). (UDOH, Zero Fatalities, PCH, DPS)

**Tactic:** Build evaluation measures into the campaign and revise messaging as data suggest. (UDOH, Zero Fatalities, PCH)

**Tactic:** Cross-promote campaign elements and materials among Task Force members. (All)

**Tactic:** Develop an online parent education program that addresses Utah's GDL laws for parents living in rural areas or who are otherwise unable to attend a parent night program in person. Work with the Utah Education Network to create and disseminate the program. (USOE, UDOH, Zero Fatalities, UHSO, DLD)

### Strategy 3: Ensure interventions, programs, and activities are evidence- based and focus on Utah's GDL.

**Tactic:** Conduct a literature review of evidence-based and best practices of parent education programs and share results with Task Force members. (UDOH, UHSO)

**Tactic:** Ensure the parent night program addresses each of key concepts in the GHSA "Promoting Parent Involvement in Teen Driving: An in-depth look at the importance and the initiatives." If lacking, revise the parent night program as needed. (Zero Fatalities)

**Tactic:** Require sub-awardees to utilize evidence-based and best practice strategies. (UDOH, UHSO)



## Peer-to-Peer Programs

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

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

**Strategy 1:  
Include  
teens' voices  
in statewide  
discussions  
about teen  
driving.**

**Tactic:** Determine feasibility of forming a teen driving council comprised of teens to advise teen driving activities, programs, messaging, and interventions. If not feasible, determine other ways to gather feedback from teens such as the Governor's Youth Council. (PTA, Zero Fatalities, LHDs, UHSO)

**Tactic:** Conduct audience research to ensure messaging is well received, engaging, understood, motivating, and culturally appropriate for teens. (PTA, Zero Fatalities, LHDs, UHSO, UDOH)

**Tactic:** Translate materials and programs into Spanish (and other appropriate languages or reading levels) to ensure teens and families have access to them. (USOE, UHSO)

**Tactic:** Provide guidance, resources, and platforms for teens to share positive messages about behavior change regarding driving. (PTA, Zero Fatalities, UHSO, LHDs)

**Tactic:** Recruit new PTA representative. (UHSO)

**Tactic:** Advocate for teen driving to be a priority issue for the PTA Safety Commissioner's Office. (All)



## Peer-to-Peer Programs

**Strategy 2:**  
Ensure that  
peer to peer  
programs  
include  
valid  
measures to  
demonstrate  
success.

**Tactic:** Increase the number of schools participating in the Don't Drive Stupid program. (Zero Fatalities, LHDs, UHP)

**Tactic:** Identify key stakeholders who can perform evaluation of peer-to-peer programs. (UHSO, Zero Fatalities)

**Tactic:** Coordinate implementation and administration of peer-to-peer programs among key stakeholders that can perform evaluations. (UHP, UHSO, Zero Fatalities, LHDs)

**Tactic:** Promote the Alive at 25 program as an effective, evidence-based program. (USC, LHDs, UHP)

**Tactic:** Encourage law enforcement to participate in the Adopt a High School Program. (UHP, UHSO)

**Tactic:** Coordinate peer-to-peer education efforts with Task Force members and with parent education programs. (All)

**Tactic:** Continue publication of the Teen Memoriam and disseminate to driver education instructors, families, and key decision makers. (UDOH, Zero Fatalities, DPS)

**Tactic:** Evaluate the impact of the Teen Memoriam on students' intended driving behaviors and attitudes. (UDOH)



## Driver Education

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

**OBJECTIVES:**

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

**Strategy 1:  
Provide  
evidence-  
based  
resources  
to driver  
education  
instructors.**

**Tactic:** Identify the resources driver education instructors need and want. (USOE, Zero Fatalities)

**Tactic:** Identify effective ways to reach driver education teachers through professional training, communication channels, etc. (USOE, Zero Fatalities)

**Tactic:** Develop new materials or adapt existing materials based on teacher feedback. (USOE, Zero Fatalities)

**Tactic:** Evaluate reach and use of resources provided and improve as necessary. (USOE, Zero Fatalities)

**Tactic:** Integrate teen driving programs and data supported by the Task Force into driver education instructor endorsement trainings. (All)

**Tactic:** Provide assistance to the USOE in planning the annual UDTSEA conference each spring. (USOE)

**Tactic:** Determine if the Prevention Dimensions program may be amended to include teen driving. (USOE)

**Tactic:** Support USOE with professional curriculum development training opportunities. (USOE)



## Driver Education

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

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

**OBJECTIVES:**

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

**Strategy 1:  
Support the  
requirement  
of parental  
involvement  
in driver  
education.**

**Tactic:** Conduct a policy scan to determine mandatory parent education laws for driver education programs in other states and review for requirements, implementation, content, etc. (UDOH, UHSO, DLD)

**Tactic:** Compare the existing parent night program and USOE core standards to results of the policy scan. (USOE, Zero Fatalities)

**Tactic:** Educate parents, teachers, administrators, law enforcement, and other key stakeholders about the benefits of parental involvement in teen driving (e.g., fact sheets, website, 1:1 meetings, letters, media coverage, etc.). (All)

**Tactic:** Work with key decision makers at schools and school districts to encourage policies mandating the parent night program. (LHDs, Zero Fatalities, USOE)

**Tactic:** Determine the feasibility of making a Board of Education rule, administrative rule, or legislation mandating parental involvement in driver education. (USOE)

**Tactic:** Utilize existing programs to demonstrate best practices. Seek help from researchers to evaluate the parent night program to ensure it meets evidence-based program criteria. (All)

**Tactic:** Gather data and information that can demonstrate the effectiveness of parental involvement and share with key decision makers. (All)



## Policy

<p><b>Strategy 2: Encourage policy making at all levels.</b></p>	<p><b>Tactic:</b> Educate parents, teachers, school administrators, local health departments, and other stakeholders about opportunities to implement micro-policies (e.g., mandating parent nights, seat belt policies, family policies, etc.). (LHDs, Zero Fatalities)</p> <p><b>Tactic:</b> Work with insurance companies to incentivise good driving behaviors for teen drivers, similar to “good grades” incentives. (UHSO, USC)</p> <p><b>Tactic:</b> Work with the Driver License Division to include a Parent-Teen Driving Contract as part of the licensing process. (DLD, UDOH, DPS, Zero Fatalities)</p> <p><b>Tactic:</b> Conduct a policy scan of existing teen driving-related legislation in Utah (e.g., seat belts, GDL, cellphone/texting, alcohol/drugs, etc.) to understand critical components of each law. Disseminate results to Task Force members, parents, driver education teachers, law enforcement, and policymakers. (UDOH, DLD)</p> <p><b>Tactic:</b> Work with media agencies to provide public education about existing traffic safety laws in Utah. (All)</p> <p><b>Tactic:</b> Maintain communication loop with the Coalition for Utah Traffic Safety (CUTS). (UHSO, UDOH, USC)</p> <p><b>Tactic:</b> Determine policies regarding signage about traffic safety laws on roadways and the impact these policies could have on public education and awareness. (UDOT)</p>	<p><b>Strategy 3: Educate stakeholders about how Utah’s GDL and other applicable traffic safety laws compare to national standards.</b></p>	<p><b>Tactic:</b> Train law enforcement on Utah’s GDL components to increase enforcement. (DPS, UHSO, UHP, USC)</p> <p><b>Tactic:</b> Utilizing results of the policy scans, compare Utah’s GDL components to national standards to determine gaps. (UHSO, UDOH, UDOT, DLD)</p> <p><b>Tactic:</b> Educate key stakeholders about the life-saving potential of national GDL standards Utah could implement, as well as the current impact of Utah’s existing GDL program. (UDOH, UHSO, DLD, UDOT, Zero Fatalities, UHP)</p> <p><b>Tactic:</b> Advocate for national standards regarding traffic safety laws to be implemented in Utah. (All)</p>
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### Utah's Performance Target for 2016:

- ◆ Utah's performance target for C-9 (Number of Drivers in Fatal Crashes Age 20 or Younger) is 34.
- ◆ Utah's performance target for U-3 (Percentage of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years that were Restrained) is 66%.
- ◆ Utah's performance target for U-9 (Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers) is 66.2.

### Planned Countermeasures:

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

### Project Descriptions:

<b>CP160210</b>	<b>TEEN DRIVING OUTREACH</b>
<b>Funding Source</b>	<b>402 / 405d</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Amy</b>

Teenage drivers represented 8% of the licensed drivers in Utah, yet they were involved in 20% of all motor vehicle crashes in 2013. This project will work to decrease teen crashes and fatalities through increased parental involvement in and awareness of teen driving. Special focus will be given to education about the dangers of distracted driving and promoting seat belt use. The project will provide support for various activities and campaigns that work to increase teen driver skills, especially hazard recognition, vehicle handling, space management, and awareness of distracted and impaired driving. It will promote the Ford Driving Skills for Life online curriculum and work to increase parent involvement in teen driving.

## Partner Programs:

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

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

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

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

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

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

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

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

Nearly 25 percent of all vehicles on Utah's roads are large trucks and that number is increasing. The Motor Carrier Division of UDOT recognizes that driver education that includes information

about how to drive around safety trucks is vital to the success and safety of student drivers. One of the best methods to help teenage drivers understand how to drive Truck Smart is to bring a truck to school or wherever they are taking their Driver's Education course. The Truck Smart program educates new drivers on the importance of driving around semi-truck emphasizing the No-Zone areas. The program has reached more than 3,000 each year, through more than 110 presentations at various high schools throughout Utah.

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

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

**Informational**            **PRE-TEENS LEARNING TO DRIVE SAFE PROGRAM**  
**Funding Source**        **Federal**  
**Program Year**        **First**  
**Manager**              **Miles (UDOT)**

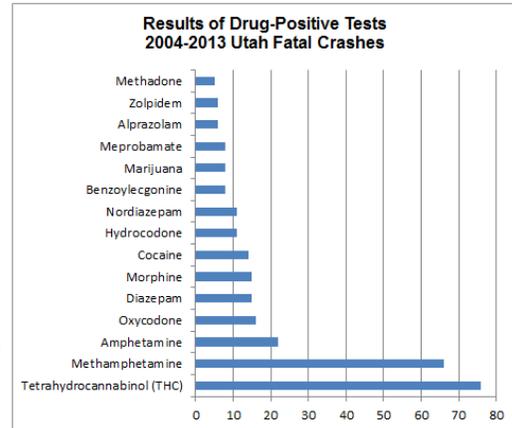
The state will work with the Teen Driving Task Force to support the development and implementation of a statewide program aimed at increasing seat belt use among pre-teens. The program will also include an emphasis on improving safe driving behaviors among these adolescents prior to the time when they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

# IMPAIRED DRIVING PROGRAM

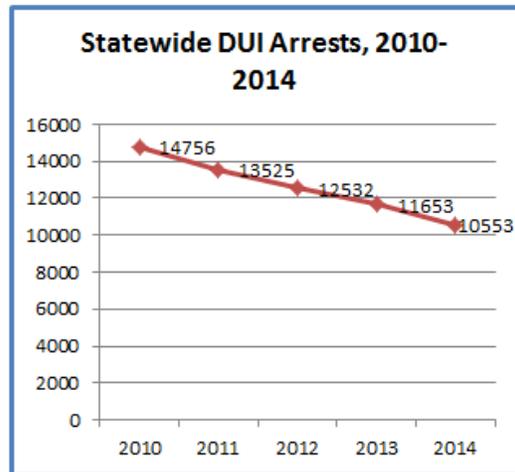
## Drunk/Drugged Driving Problem Identification:

Motor vehicle crashes involving an impaired driver continue to occur in Utah, often resulting in fatalities and injuries to the impaired driver, their passengers, and other motor vehicle occupants. Looking at 10 years of Utah crash data from 2004-2013, crashes involving an alcohol-impaired driver are 3.9 times more likely to result in a fatality. While only 3.5% of Utah's traffic crashes in 2009-2013 involved an alcohol-impaired driver, they accounted for almost 12% or 127 of the fatal crashes during that same period. Unfortunately, in 2014 the preliminary data shows that alcohol-impaired driver fatal crashes almost doubled compared to 2013.

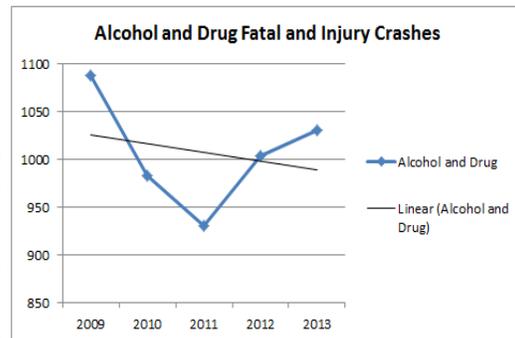
Drug impaired drivers, whether impaired from prescription or illicit drugs are a growing problem in Utah, especially as it relates to motor vehicle crashes. The test results from Utah fatal crashes 2004-2013 show that 66% of the drugs in the drivers' bloodstream were available within the prescription category and 34% were considered illegal drugs. It is interesting that 37% of the drugs were either THC or methamphetamine.



The challenge with drug-positive drivers is determining whether the person was impaired, as there isn't a national standard for impairment, such as the 0.08 level for alcohol impairment. To gain a more focused understanding of impairment from drugs, the HSO research analyst performed a close consideration of the results of the toxicology test collected during investigation of fatal motor vehicle crashes in the state and compared that to any suggestion of impairment in the crash report. The evidence compiled by the Highway Safety Office suggests that of all the drivers who tested positive for some type of drug in their system, about 60% had driving ability impairment. When considering drug-positive driver fatal crashes 2009-2013 and applying the evidence-based 60% calculation, they accounted for 104 fatal crashes.

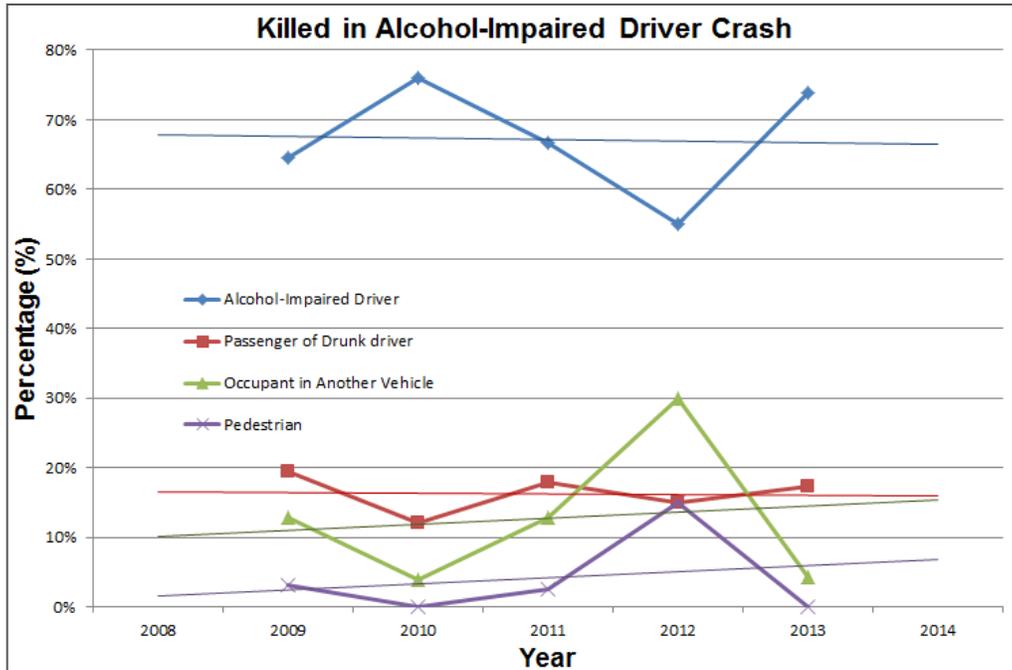


Looking at DUI arrest records for 2010—2014, which included per se (alcohol and/or drug), refusal, not-a-drop, CDL 0.04 and metabolite arrests, the number has shown a marked downward trend with a 28.5% reduction in just 5 years. This reduction in arrests is greater than the downward trend in alcohol or drug impaired fatal and injury crashes. Impromptu inquiries to law enforcement agencies have returned information which suggests that officers are less interested in working DUI overtime



enforcement shifts because of the increasingly aggressive and intimidating tactics of defense attorneys, often resulting in a dismissal by the court.

Interestingly, the drunk driver is most often the one killed in fatal traffic crashes involving an alcohol-impaired driver. From 2009 to 2013, the drunk driver accounted for 93 of the 138 deaths, or about 2/3rds. During that same period, passengers in the drunk driver's vehicle accounted for about 16% or 23 of the 138 deaths, occupants (drivers and passengers) of another vehicle represented about 12% or 17 of 138 deaths, and pedestrians were almost 4% or 5 of 138.

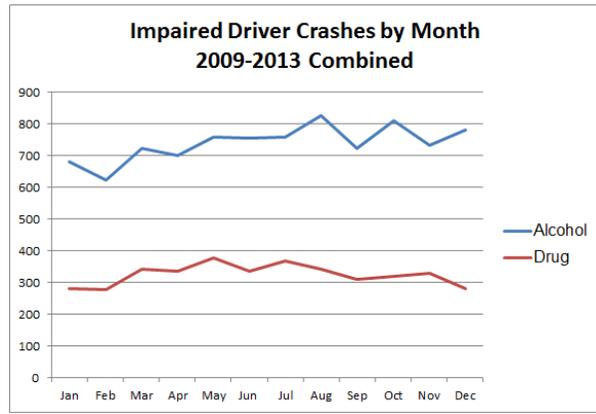


The demographics of the alcohol-impaired driver nationwide are well known, generally acknowledged to be males in the 21-39 age range, and this continues to be an accurate summary of the alcohol-impaired driver crashes in Utah. When looking at the crash data for drug-impaired drivers, it is astonishing how similar the demographics are. Impaired drivers are almost overwhelmingly male (about 2 to 1), and most commonly in the age group of 21-39 years.

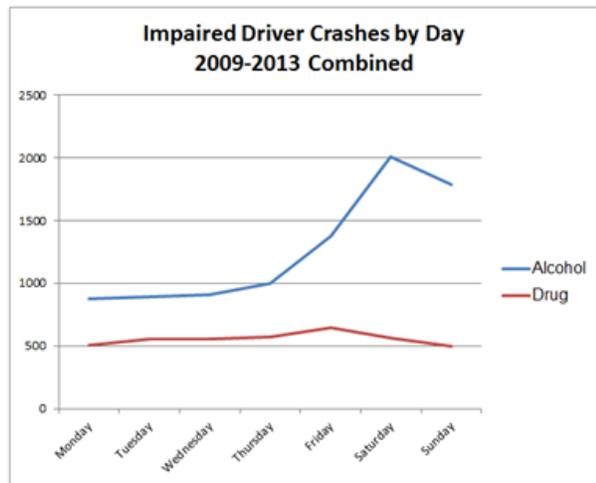
In an effort to validate the crash data and who is involved, a look at DUI arrest data from the Driver License Division for 2014 reflects that drivers aged 25-36 represented the highest number of DUI arrests. This is highly similar to the crash data and seems to validate this conclusion.

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

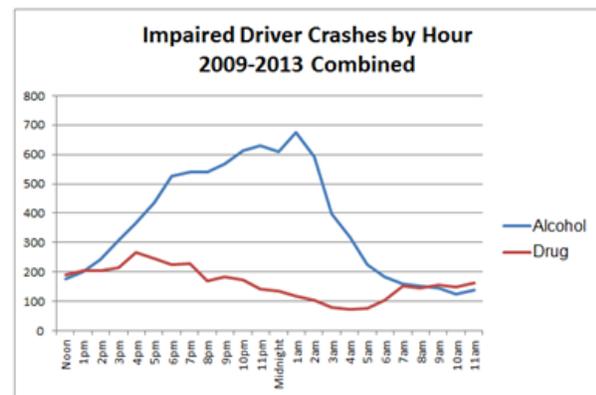
Not surprisingly, alcohol-impaired driver crashes show a pronounced peak in the months of August and October, and a secondary blip during the December Holidays, varying about 24% from the highest month to the lowest month. Crashes involving a drug-positive driver have fewer variations during the course of the year than alcohol-impaired, with only a slight increase during the summer months, and have a similar variance from high to low of about 27%.



When looking at five years of data reflecting the day of week when the alcohol and drug impaired driver crashes occurred, the difference between the two types is much more pronounced. The alcohol-impaired driver crashes show a very pronounced peak on Fridays, Saturdays and Sundays, with approximately 56% difference between the highest and lowest days. Drug-positive driver crashes have a much smaller peak on Fridays with the rest of the days quite similar. The variance is about 24% between the highest and lowest days of the week. The difference between alcohol and drugs seem to indicate a significant number of people consume alcohol on a recreational basis (weekends), while drugs are more oriented towards and ongoing usage.

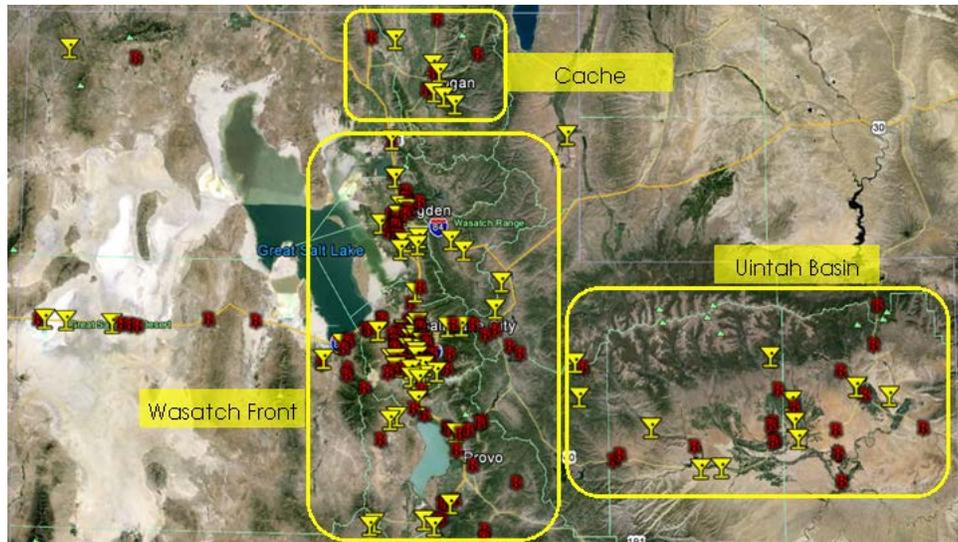


The time of day when alcohol vs. drug impaired driver crashes occurred is very different when looking at 2009—2013 crash data. Typical of most states in the US, alcohol-impaired driver crashes have a pronounced increase from 5pm through about 3am, peaking at about 1am. The drug impaired driver crashes have a small peak about 4pm, yet reflect a notable decrease from 10pm to about 7am. Interesting to note that alcohol-impaired driver crashes peak at night and are lowest around mid-day, while drug positive driver crashes peak in the afternoon and are lowest during nighttime hours.

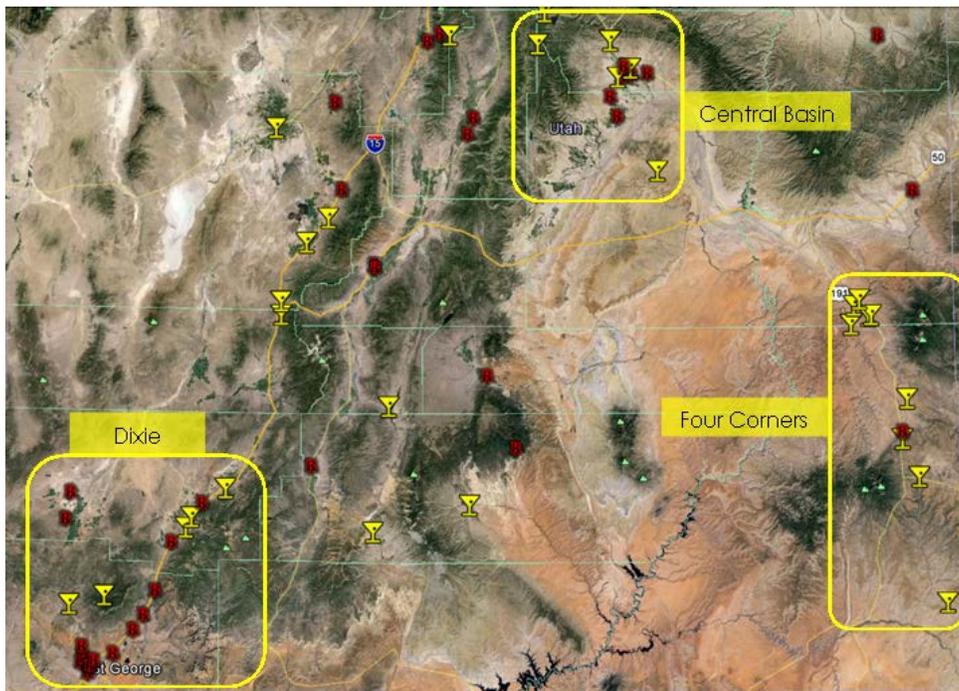


When examining the where impaired driving crashes most often occur, it was determined that drunk/drugged driving is a statewide problem, most commonly occurring, and somewhat proportionally, in relation to the population density within the area. Northern Utah (image below) includes the highly urbanized Wasatch Front area stretching from Ogden to Provo and housing about 80% of the state's population. The fatal crashes involving an alcohol-impaired driver are depicted in yellow, while the fatal crashes involving a drug-positive driver are in red. Weber and

Utah counties have a higher proportion of drug-positive crashes than Salt Lake County, yet Cache County has a higher proportion of alcohol-related fatal crashes.



When considering the central and southern parts of the State, there are also interesting differences, with the Four Corners area almost exclusively an alcohol problem, while the Dixie area favors drug-positive.



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

arrangements, is the sequence which brings the two acts together in place and time. When you consider that two-thirds or 66% of the drunk drivers in fatal crashes had a BAC level of twice (0.16) or more of the legal limit, if the decision to not drive wasn't made long before the impairment, and appropriate arrangements made, then impaired driving is almost a certainty.

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

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

So why do people still drink or take impairing drugs and then drive?

- ◆ They believe they're less drunk or impaired than they actually are.
- ◆ They feel confident that they can drive carefully and avoid any incident.
- ◆ Their ability to rationalize is suppressed by the alcohol or drugs, leading them to make rash decisions.
- ◆ They want to escape personal problems.
- ◆ They are ashamed or afraid to call someone to pick them up.

In conclusion, even though Utah has one of the lowest rates of DUI fatal crashes in the nation, impaired driving remains a persistent problem. People ages 21-39, with a majority male, continue to make the decision to drive after drinking or taking impairing drugs, with the frequency of fatal and injury crashes being mostly proportional to the density of population living in the area/region.

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

### **Drowsy Driving Problem Identification:**

Drowsy driving has much the same effects on driving as driving under the influence. Driving while tired decreases awareness, slows reaction time and impairs judgement putting the driver and others around them in danger. Because of the similarities in driver behavior, the drowsy driving project was placed under the Impaired Driving Program.

After several years of declining traffic fatalities in Utah, overall fatalities increased in 2014 from 220 to 256. However the number of drowsy driving related fatal crashes showed a decrease by eight crashes. Even with this decrease, Utah continues to experience a 2% of fatalities from drowsy-driving related crashes.

Drivers ages 15-24 had the highest drowsy driving overall crash rates per licensed drivers. Males were the drivers in each of the fatal crashes related to drowsy driving crashes. Overall drowsy-related crash rates show that 71.8% involved males as well.

Drowsy- related driver crashes are fairly evenly distributed over weekdays, while Saturday and Sunday begin to show a slight increase. Drowsy-related crashes are also more frequent during warm-weather months, and between 6 and 7 am and also from 2 to 6 pm each day.

When examining the location of drowsy driving crashes, the five most populated counties, Salt Lake, Utah, Davis, Weber and Washington, were found to have the majority of drowsy-related crashes occurred.

### Utah's Performance Target:

- ◆ Utah's performance target for C-5 (Number of Fatalities Involving a Driver with a BAC of .08 and above) is 28 in 2016.
- ◆ Utah's performance target for U-6 (Number of Utah Fatalities Involving a Drug Positive Driver) is 47 in 2016.
- ◆ Utah's performance target for U-14 (Number of Utah Drowsy Driving-related Fatalities) is 3 in 2016.

### Planned Countermeasures:

- ◆ Administrative License Revocation or Suspension (Countermeasures That Work, NHTSA, 2013)
- ◆ High-BAC Sanctions (Countermeasures That Work, NHTSA, 2013)
- ◆ BAC Test Refusal Penalties (Countermeasures That Work, NHTSA, 2013)
- ◆ Alcohol-Impaired Driving Law Review (Countermeasures That Work, NHTSA, 2013)
- ◆ Publicized Sobriety Checkpoint Programs (Countermeasures That Work, NHTSA, 2013)
- ◆ Publicized Saturation Patrol Programs (Countermeasures That Work, NHTSA, 2013)
- ◆ Preliminary Breath Test Devices (Countermeasures That Work, NHTSA, 2013)
- ◆ Passive Alcohol Sensors (Countermeasures That Work, NHTSA, 2013)
- ◆ Integrated Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Alcohol Interlocks (Countermeasures That Work, NHTSA, 2013)
- ◆ Vehicle Sanctions (Countermeasures That Work, NHTSA, 2013)
- ◆ Lower BAC Limits for Repeat Offenders (Countermeasures That Work, NHTSA, 2013)
- ◆ Mass Media Campaigns (Countermeasures That Work, NHTSA, 2013)
- ◆ Responsible Beverage Service (Countermeasures That Work, NHTSA, 2013)
- ◆ Designated Drivers (Countermeasures That Work, NHTSA, 2013)
- ◆ Underage Drinking and Alcohol-Related Driving (Countermeasures That Work, NHTSA, 2013)
- ◆ Minimum Drinking Age 21 Laws (Countermeasures That Work, NHTSA, 2013)
- ◆ Zero-Tolerance Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Alcohol Vendor Compliance Checks (Countermeasures That Work, NHTSA, 2013)
- ◆ Other Minimum Drinking Age 21 Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Youth Programs (Countermeasures That Work, NHTSA, 2013)

- ◆ Enforcement of Drugged Driving (Countermeasures That Work, NHTSA, 2013)
- ◆ Education Regarding Medications (Countermeasures That Work, NHTSA, 2013)
- ◆ Expedited Blood Draws and Simplified Evidence Trail (The Role of the Law Enforcement Phlebotomist, The Police Chief, September 2005)
- ◆ Graduated Driver Licensing Requirements for Beginning Drivers (Countermeasure That Work, NHTSA, 2013)
- ◆ General Driver Drowsiness and Distraction Laws (Countermeasure That Work, NHTSA, 2013)
- ◆ Communications and Outreach on Drowsy Driving (Countermeasure That Work, NHTSA, 2013)
- ◆ Employer Programs (Countermeasure That Work, NHTSA, 2013)
- ◆ Education Regarding Medical Conditions and Medications (Countermeasure That Work, NHTSA, 2013)

### Project Descriptions:

<b>6OT160301</b>	<b>DUI ENFORCEMENT, CHECKPOINTS AND SUPPORT</b>
<b>Funding Source</b>	<b>405(d)</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Robyn</b>

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

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

This project will promote zero-tolerance of impaired driving in Utah through publicized DUI saturation patrols and sobriety checkpoint programs covering both alcohol and drug impairment focusing efforts on locations with crash and/or citation data that indicate higher impaired driving activity. An integrated enforcement approach will be promoted among participating agencies to support all laws regarding traffic safety behaviors. This project will also provide training, support and supplies for officers to enhance their skillsets in identifying and removing impaired drivers from Utah's roadways, including the operating supplies for the Draeger 5000 Drug Testing Unit. Currently, Utah is in a pilot program with the Draeger 5000 Drug Testing Units. As part of the pilot test, confirmation samples are being sent to a third party lab for testing. The goal of the pilot program is to confirm the accuracy of the Draeger 5000 Unit for impaired driving enforcement.

**6OT160303 STATEWIDE DRE, ARIDE AND PHLEBOTOMY PROGRAM**  
**Funding Source 405(d)**  
**Project Year Ongoing**  
**Manager Kellie**

Utah has one of the highest rates of prescription and illicit drug abuse in the USA, and drivers impaired by those drugs are creating a hazardous situation for the motoring public. Of the 222 fatal crashes in 2014, there were 356 drivers, 54% of those were tested for alcohol and/or drugs with returning results. Those 192 drivers with returning drug and alcohol results showed 15% were positive with drugs only and 4% were positive for both drugs and alcohol. Unfortunately, officers face monumental challenges in detecting and apprehending drivers impaired by substances other than alcohol, and defense attorneys take advantage of this to weaken the officer's court testimony and reduce convictions.

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

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

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

**6OT160304 IMPAIRED DRIVING EDUCATION AND MEDIA CAMPAIGN**  
**Funding Source 405(d)**  
**Project Year Ongoing**  
**Manager Robyn**

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

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

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

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

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

**6OT160305                    TRAFFIC SAFETY RESOURCE PROSECUTOR**  
**Funding Source        405(d)**  
**Project Year                Ongoing**  
**Manager                    Robyn**

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

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

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

**6OT160306                    SIP/TRACE AND YOUTH ALCOHOL SUPPRESSION**  
**Funding Source        405(d)**  
**Project Year                Ongoing**  
**Manager                    Jill**

While only 3.5% of Utah’s traffic crashes in 2009-2013 involved an alcohol-impaired driver, they accounted for almost 12% or 127 of the fatal crashes during that same period. Unfortunately, in 2014 the preliminary data shows that alcohol-impaired driver fatal crashes almost doubled compared to 2013. Further, 16% of crashes occur during the hours of 11:00 pm - 4:59 am. involved an alcohol-impaired driver. To reduce the number of fatalities related to impaired driving and provide a safer and more secure environment, the Utah Department of Public Safety adopted the Target Responsibility for Alcohol Connected Emergencies (TRACE) Program. TRACE aims to hold the provider of the alcohol accountable if any state laws or state liquor license agreements were violated. These investigations can affect the liquor license status of establishments through administrative action by the Utah Department of Alcoholic Beverage Control (DABC). By holding individuals and establishments accountable, we can reduce the number of these incidents.

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

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

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

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

**6OT160307                    COMMUNITY PUBLIC INFORMATION & EDUCATION PROJECTS**  
**Funding Source        405(d)**  
**Project Year              Second**  
**Manager                  Robyn**

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

**Partner Programs:**

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

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

**Informational            DROWSY DRIVING PREVENTION**  
**Funding Source        UDOT**  
**Project Year              Ongoing**  
**Manager                  Jones**

The highest risk demographic for drowsy driving is young drivers age 25 and under with male drivers being 1.9 times more likely to be involved in a drowsy driving crash. Crashes occurring in

rural Utah were 3 times more likely to involve drowsy driving. A survey performed in 2009 by Dan Jones & Associates showed that 59% of Utah drivers admitted to nodding off momentarily while driving on multi-lane highways with a speed at 55 mph or higher. A study by the National Sleep Foundation concluded that being awake for 24 hours is equal to a blood alcohol concentration (BAC) of .10, above Utah's legal limit. The "Sleep Smart. Drive Smart." Alliance, a partnership of public and private sector agencies, work together to promote drowsy driving awareness and education to various high schools, colleges and universities; encourage businesses to educate their employees about the dangers of drowsy driving; continue to support an annual Drowsy Driving Prevention Week; will hold a media event that depicts drowsy driving dangers; Zero Fatalities will continue to include drowsy driving awareness in their outreach presentations.

# VULNERABLE ROADWAY USERS PROGRAMS

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## Problem Identification:

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

## Bicycle Safety

The rising popularity of using bicycles for recreation, exercise and as an alternate or active means of commuting to work has increased the number of bicycles on Utah roadways. While the number of fatalities resulting from a bicycle-motor vehicle crash has remained relatively low, the rate of bicycle-motor vehicle crashes per 10,000 capita is rising.

Analysis of the 2013 bicycle-related crash data has shown that:

- ◆ 61% of the crashes involved bicyclists under the age of 30 years
- ◆ 79% of the crashes involved male bicyclists
- ◆ 50% of the motor vehicle drivers were under the age of 40 years
- ◆ 50% of the motor vehicle drivers were male
- ◆ Crashes occurred more frequently May through October, likely due to weather conditions
- ◆ Crashes are more frequent during the weekdays (Monday through Friday)
- ◆ Crashes peak between 3 and 6 pm
- ◆ 94% of crashes occur in the six most populated counties (Salt Lake, Utah, Weber, Davis, Cache and Washington)
- ◆ 93% crashes occur on roads with speed limits between 20-45 mph
- ◆ 26% of all bicycle-motor vehicle crashes occurred in a marked crosswalk

Further analysis showed that most common contributing factor in bicycle-motor vehicle crashes:

- ◆ 39% failure to yield the right of way by the motor vehicle driver
- ◆ 57% of the crashes the motor vehicle was turning

## Pedestrian Safety

Everyday Utahns choose whether they want to drive a motor vehicle, be a motor vehicle occupant, ride a motorcycle or a bicycle, yet almost all of us are a pedestrian for much of every day. While Utah's overall traffic fatalities decreased about 9% from 2005 to 2014, during this same time period pedestrian fatalities increased 85%, and the rate of total crashes involving a pedestrian per 10,000 population is increasing.

Analysis of the past 5 years of pedestrian-related crash data (2009-2013) has shown that:

- ◆ 40% of the crashes involving pedestrians are between the ages of 10-24
- ◆ 59% of the pedestrians hit were male
- ◆ 37% of the drivers involved in pedestrian-related crashes are between the ages of 15-29
- ◆ Crashes occur more frequently in September, October, November and December
- ◆ The days of highest occurrence are Tuesday through Thursday
- ◆ Crashes peak between 2:00 and 7:00 pm
- ◆ Majority of the crashes occur in Salt Lake, Utah, Davis and Weber Counties

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

### Motorcycle Safety

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

When examining several resources for motorcycle-related crashes, regarding helmet use it was determined:

- ◆ 58% of motorcyclists involved in a traffic crash were wearing a helmet, according to all crash data 2011-2013
- ◆ 46% of motorcyclists involved in a fatal crash were wearing a helmet, according to crash data 2011 – 2013
- ◆ 65.9% of motorcyclists use helmets in 17 counties, as reflected in the Utah Observation Helmet Use Survey

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

- ◆ 90% of motorcycle fatalities were male
- ◆ Average age of motorcyclists killed was 46
- ◆ Motorcyclists between ages 20-34 were most likely to be involved in a traffic crash in the past 3 years
- ◆ Nearly all the un-helmeted fatalities were male
- ◆ Highest number of un-helmeted fatalities are ages between 25-29 and 35-39

The months of May through the end of September are the peak riding season in Utah and are also the months in which most of Utah's motorcyclist fatalities occur. For the last five years (2010-2014) of data, the highest number of motorcyclist fatalities occurred on Saturday and Sunday. The data shows that 55% of the un-helmeted motorcyclist deaths occurred from July through September. Saturday had the highest number of un-helmeted motorcyclist deaths (25%). The 2 p.m. hour had 13% of the un-helmeted motorcyclist deaths.

Further analysis of 2014 fatal crash data for motorcycle-related crashes has shown that:

- ◆ 80% motorcycle crashes occur in the counties with the highest population (Salt Lake, Utah, Weber, Davis, Cache and Washington)
- ◆ Leading contributing factor for drivers who hit motorcyclists is failing to yield right of way
- ◆ Leading motorcyclist contributing factors are speed and failing to keep in proper lane
- ◆ 80% of motorcycle crashes also occur in the six most populated counties (Salt Lake, Utah, Weber, Davis, Cache and Washington)
- ◆ 33% of un-helmeted motorcyclist fatalities occur in Salt Lake County, with Davis County being the next highest county.

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

## Older Drivers

After several years of declining traffic fatalities in Utah, overall fatalities increased in 2014 from 220 to 256. However the number of older driver-related fatal crashes showed a decrease by five crashes. Even with this decrease, older drivers account for 19% of fatalities on Utah's roadways. Drivers age 65-74 were involved in over 2/3rds of all the fatal and injury crashes involving a driver age 65 or older. Weekdays have a much higher incidence of older driver crashes. The four counties which comprise the Wasatch Front also represent those with the highest number of injury/fatal crashes involving a driver age 65 or older, followed Washington County. As drivers age there are issues with diminished eyesight, slower reaction times, and reduced physical mobility, all of which have an effect on driving safety.

### Utah's Performance Target in 2016:

- ◆ Utah's performance target for C-7 (Number of Motorcyclist Fatalities) is 30.
- ◆ Utah's performance target for C-8 (Number of Unhelmeted Motorcyclist Fatalities) is 16.
- ◆ Utah's performance target for C-10 (Number Pedestrian Fatalities) is 31.
- ◆ Utah's performance target for C-11 (Number of Bicycle Fatalities) is 6.
- ◆ Utah's Performance target for U-7 (Percent of Utah Helmeted Motorcycle Fatalities) is 53.1%.
- ◆ Utah's Performance target for U-8 (Overall Rate of Motorcyclists in Crashes per 1,000 Registered Motorcycles) is 15.8.
- ◆ Utah's performance target for U-16 (Number of Drivers in Fatal Crashes Age 65 or Older) is 34.

### Planned Countermeasures:

- ◆ Bicycle Education for Children (Countermeasure That Work, NHTSA, 2013)
- ◆ Cycling Skills Clinics, Bike Fairs, and Bike Rodeos (Countermeasure That Work, NHTSA, 2013)
- ◆ Bicycle Safety Education for Bike Commuters (Countermeasure That Work, NHTSA, 2013)
- ◆ Lighting and Rider Conspicuity (Countermeasure That Work, NHTSA, 2013)
- ◆ Promote Bicycle Helmet Use with Education (Countermeasure That Work, NHTSA, 2013)
- ◆ Enforcement Strategies (Countermeasure That Work, NHTSA, 2013)
- ◆ Bicyclist Passing Laws (Countermeasure That Work, NHTSA, 2013)
- ◆ Elementary-Age Child Pedestrian Training (Countermeasure That Work, NHTSA, 2013)
- ◆ Safe Routes to School (Countermeasure That Work, NHTSA, 2013)
- ◆ "Sweeper" Patrols of Impaired Pedestrians (Countermeasure That Work, NHTSA, 2013)
- ◆ Pedestrian Safety Zones (Countermeasure That Work, NHTSA, 2013)
- ◆ Reduce and Enforce Speed Limits (Countermeasure That Work, NHTSA, 2013)
- ◆ Conspicuity Enhancement (Countermeasure That Work, NHTSA, 2013)
- ◆ Targeted Enforcement (Countermeasure That Work, NHTSA, 2013)
- ◆ Driver Training (Countermeasure That Work, NHTSA, 2013)
- ◆ Pedestrian Gap Acceptance Training (Countermeasure That Work, NHTSA, 2013)
- ◆ Motorcycle Helmet Use Promotion Programs (Countermeasures That Work, NHTSA, 2013)
- ◆ Alcohol-Impaired Motorcyclists: Detection, Enforcement and Sanctions (Countermeasures That Work, NHTSA, 2013)
- ◆ Alcohol-Impaired Motorcyclists: Communications and Outreach (Countermeasures That Work, NHTSA, 2013)
- ◆ Motorcycle Rider Licensing (Countermeasures That Work, NHTSA, 2013)
- ◆ Motorcycle Rider Training (Countermeasures That Work, NHTSA, 2013)

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

### Project Descriptions:

**PS160701                      PEDESTRIAN SAFETY PI&E**  
**Funding Source            402**  
**Project Year                   Ongoing**  
**Manager                      Jack**

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

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

**PS160702                      BICYCLE SAFETY PI&E**  
**Funding Source            402**  
**Project Year                   Ongoing**  
**Manager                      Jack**

Bicyclists age 10-34 are involved in about 60% of all bicycle-motor vehicle crashes in Utah, and 75% are male. Over 40% of the drivers involved in the crashes were age 15-34, and equally mixed male-female. Bicycle-motor vehicle crashes occur more frequently May through October,

likely due to winter weather issues. The highest frequency of the crashes is Tuesday through Friday, peaking between 3 and 6 pm. The six most populated counties, Salt Lake, Utah, Weber, Davis, Cache and Washington, are also the where the majority (94%) of bicycle-motor vehicle crashes occur, with about 70% taking place on roads with speed limits between 20-45 mph. Interestingly, the largest number (24.3%) of all bicycle-motor vehicle crashes occurred in a marked crosswalk. The most common contributing factor (44.4%) in bicycle-motor vehicle crashes is failure to yield the right of way by the motor vehicle driver, and in 33.2% of the crashes the motor vehicle was making a right turn.

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

**MC160901                    MOTORCYCLE SAFETY MEDIA AND PI&E**  
**Funding Source        402 / 405f**  
**Project Year             Ongoing**  
**Manager                 Jack**

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

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

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

**CP160205                    OLDER DRIVER PI&E**  
**Funding Source        402**  
**Project Year             Fourth**  
**Manager                 Jill**

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

Also, the increasing physical frailty of age make older motor vehicle occupants more prone to injury and death in any crash.

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

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

### **Partner Programs:**

<b>Informational</b>	<b>ROAD RESPECT</b>
<b>Funding Source</b>	<b>UDOT and UHP</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Jack</b>

The Utah Department of Public Safety and Utah Department of Transportation have partnered together to promote Road Respect, a grassroots campaign that aims to educate drivers and cyclists about the rules of the road and also encourage mutual respect so that everyone arrives safely at their destination. This project will promote the culture of mutual respect through education about Utah’s laws regarding bicycles and motor vehicles. Education and outreach efforts will include partnering with bicycle advocacy groups, health departments, bike shops, and law enforcement to spread the Road Respect message through promotion of cycling skills clinics, bike safety events and bike rodeos for commuter and recreational riders; as well as encouraging proper use of helmets, lighting and conspicuous clothing and reinforcing the rules of the road as a cyclist and motorist. This project will support the annual Road Respect car and bike tour, community forums, law enforcement forums, and Road Respect Communities- a program that provides a framework for communities to plan and implement their own bicycle master plan. The program has a dedicated website [www.roadrespect.utah.gov](http://www.roadrespect.utah.gov), social media including Facebook and Twitter, and will seek out earned media opportunities created by the outreach efforts.

<b>Informational</b>	<b>YELLOW DOT PROGRAM</b>
<b>Project Year</b>	<b>Fourth</b>
<b>Manager</b>	<b>Levano</b>

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

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

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

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

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

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

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

**Informational**            **HEADS UP PEDESTRIAN SAFETY CAMPAIGN**  
**Funding Source**        **UDOT**  
**Project Year**            **Ongoing**  
**Manager**                **Jack**

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

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

The safety of children walking and bicycling to and from school is a major concern for parents, school administrators, and public officials due to the volume and speed of vehicular traffic around schools. Students who choose to walk or bike have limited safe routes to choose from. To assist schools with addressing this public safety and health issue, UDOT participates in the federally-funded Safe Routes To School (SRTS) program. SRTS funding is used to create programs that educate children about how to safely walk or bike and that encourage children to use these healthy modes of transportation to get to school. Schools can also apply for SRTS grants to construct infrastructure improvements such as sidewalks that would increase the safety of children walking and bicycling to school.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Informational DRIVER SAFETY PROGRAM (AARP)**  
**Project Year Ongoing**

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

# POLICE TRAFFIC SERVICES PROGRAM

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## Problem Identification:

After several years of declining traffic fatalities in Utah, overall fatalities increased in 2014 from 220 to 256. The leading causes of fatalities involved speeding (34%), unrestrained occupants (28%), motorcyclist (18%), impaired driving (10%), pedestrians (14%), teen drivers (13%), failure to yield (12%), inclement weather (10%), and distracted driving (9%). Some areas of concern in Utah during 2014 compared to 2013 are:

- ◆ This was the third continuous year of increase in speed deaths with 13 more deaths than 2013. The speed category includes crashes where the driver exceeded the speed limit or traveled too fast for condition.
- ◆ There were 12 more unrestrained occupant deaths.
- ◆ There were 14 more motorcycle fatalities.
- ◆ Drunk drivers were responsible for 42 deaths, which was an increase of 19 deaths.
- ◆ Pedestrians had an increase of 7 deaths, which is the highest total since 1999.

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

When examining speed-related crash data:

- ◆ Males represent 60.5% of the drivers in speed-related crashes;
- ◆ Drivers in fatal crashes where speeding is a factor, are overwhelmingly male at 82.4%;
- ◆ Drivers ages 16 to 44 account for about two-thirds of the speed-related drivers in fatal crashes;
- ◆ November and August were the deadliest months for speed-related fatal crashes;
- ◆ For overall speed-related crashed (fatal and non-fatal) December and January had the highest rates of crashes;
- ◆ Saturday holds the highest number of speed-related fatal crashes at 19%, with Monday following at 17%;
- ◆ A lower percentage of fatal crashes that are speeding-related occur along the urban Wasatch Front compared to overall fatal crashes;
- ◆ While urban areas had a higher rate of total speed-related crashes overall, rural areas had a higher rate for fatal speed crashes;
- ◆ Speed-related crashes occurring in rural areas were 1.8 more times likely to result in death than in urban areas.

When examining distracted driving-related crash data:

- ◆ Drivers ages 15-24 had the highest distracted driving overall crash rates per licensed drivers;
- ◆ Males were drivers in 65% of the distracted-related fatal crashes;
- ◆ Distracted-related crashes occur more often on Monday and Friday;
- ◆ Distracted-related crashes show an even distribution throughout the year, but peaked from 12:00 pm to 6:59 pm.;
- ◆ These crashes occur in the five most populated counties, Salt Lake, Utah, Davis, Weber and Washington.

- ◆ There were 1,961 injury and fatal crashes involving a distracted driver in 2013. Nearly half (46%) of those were in Salt Lake County.

Since the identification of distraction and its role in the crash by law enforcement can be very difficult, crash statistics may not fully show the significance of the problem. Each year, more law enforcement agencies are striving to better identify distracted driving crashes. In turn, only the past two years of data (2013-2014) have been used to support the problem identification process for this program area. Future efforts will be made to examine three to five-year trend data to be able to draw a more comprehensive picture of these specific traffic safety concerns.

### Utah's Performance Target in 2016:

- ◆ Utah's performance target for C-6 (Number of Speeding-Related Fatalities) is 78.
- ◆ Utah's performance target for U-15 (Number of Fatalities Involving a Distracted Driver) is 19.

### Planned Countermeasures:

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

### Project Descriptions:

<b>PT160101</b>	<b>POLICE TRAFFICE SERVICES TRAINING AND EQUIPMENT</b>
<b>Funding Source</b>	<b>402</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Kellie</b>

Enforcement of traffic safety laws is one of the most effective safety and prevention strategies. Enforcement is also a key component to comprehensive safety and prevention campaigns and is needed for all identified traffic problems. Supporting traffic enforcement and the law enforcement agencies that conduct this work continues to be a focus for the UHSO. Assistance and support from the UHSO takes on many forms, including equipment and trainings needed to enhance their safety enforcement and related programs.

Equipment and training related to speed enforcement and impaired driving will be funded by the UHSO. Speed was a factor in 82 deaths in Utah in 2014, or 34% of all traffic related deaths, making speed enforcement essential for fatality reduction. Recent legislative changes increased speed limits on roadways statewide, including expanded 80 mph sections in rural areas and 70 mph in urban areas. Enforcement and monitoring of speed is needed to ensure safety at these higher speeds. While the UHSO does not directly fund overtime speed enforcement activities, the

UHSO will support speed abatement through trainings and enforcement equipment to assist law enforcement agencies in their patrol of speed issues.

Continued trainings and use of existing skills on crash reconstruction will be offered. The use of continued education and trainings on crash reconstruction equipment (or total stations) is needed for law enforcement agencies in Utah. The HSO has invested in equipment and trainings in previous years, thus making the sustained utility and relevance of the skills and equipment acquired a priority. Individuals who have been trained to operate crash reconstruction equipment and software will receive priority to receive maintenance and re-fresher trainings. Crash reconstruction equipment serves several primary functions: accuracy and detail of crash factors, inter-agency and department cooperation on crash investigation, reduction in traffic closure time due to crash investigations, and increased safety conditions for crash responders due to speed of mapping technology. The crash investigation data and mapping are used to improve conditions and deepen understanding of the contributing factors to the crash. Understanding the underlying conditions and factors of crashes is vital for prevention of future crashes and reveals next steps in efforts for education, enforcement, engineering, and advocacy on traffic safety issues.

For fatal crashes involving impaired drivers, of those tested, 15% were positive for drugs only, 14% were positive for alcohol only, and 4% were positive for both alcohol and drugs. Like other states in the country, drugged driving is on the rise. Recognizing and testing for drugs during lawful traffic stops and crashes is vital for improved enforcement and deterrent. To complement the UHSO's partnerships with law enforcement agencies on impaired driving prevention and enforcement, training on this emerging traffic safety issue will be offered.

Equipment requests include the following: radar and/or lidar units, in-car digital video cameras, PBT's, speed monitoring trailers and sign boards, accident reconstruction software (total stations) and other equipment/resources as needed. Requests from law enforcement agencies for equipment will be accepted throughout the year and reviewed for essential elements to determine merit and need. Applications elements will include, but not limited to, the following: narrative description of the traffic problem with supporting data, specific ways the requested equipment will improve the existing condition, how success will be measured, short (1 year) and long (3 years) term usage plan, opportunities for cost-sharing, training plan (including costs) for officers using the equipment, and resource/equipment-sharing opportunities with fellow law enforcement agencies.

In an effort to promote sustained enforcement activities among Utah's law enforcement agencies, a Law Enforcement Challenge Program will be created within the UHSO. Agencies will be encouraged to conduct data-driven traffic safety enforcement to include occupant protection, impaired driving, and speed/aggressive driving. The program will recognize and reward high performing agencies and officers that work to improve traffic safety in their community. Media, public events, and outreach activities will also be rewarded and recognized in order to bring visibility to the enforcement activities. The Challenge Program will add more ways to partner with and reward law enforcement agencies, while encouraging sustained enforcement activities outside of overtime shifts.

<b>PT160102</b>	<b>SUPPORT FOR MULT-AGENCY TASK FORCES AND LAW ENFORCEMENT ORGANIZATIONS</b>
<b>Funding Source</b>	<b>402</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Kellie</b>

In recent years, Utah has experienced a decrease in traffic fatalities and crashes. However, 2014 did not follow this positive trend, as the number of fatalities rose. Leading causes of fatalities and injuries include speed, impaired driving, distracted driving, and unrestrained occupants. Enforcement of traffic safety laws helps curb these behaviors, creating safer roads for all users. Enforcement is also a vital aspect to comprehensive prevention campaigns for specific traffic safety issues. To promote the UHSO's resources, coordinate enforcement efforts, and network with statewide law enforcement agencies, the UHSO will organize and support the Multi-Agency

Task Force meetings and work with other law enforcement organizations to obtain additional information on networking opportunities.

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

Additional outreach will be conducted with law enforcement agencies throughout the state, with a focus on rural agencies. Through the UHSO LEL Program, attendance at law enforcement meetings will be arranged in order to gain a presence in communities outside of the Wasatch Front. Meetings and networking events held by law enforcement organizations, such as the Utah Chiefs of Police Association and Utah Sheriffs' Association, will also be explored to further collaborations and exposure of the UHSO and its resources and programs. These various networking opportunities are venues to disseminate information on high visibility traffic enforcement methods and to provide educational opportunities through trainings. Law enforcement agencies will receive information and give input on upcoming media efforts and then share this information within their respective agencies and other networks to distribute and promote UHSO efforts. These collaborative approaches facilitate mutual respect and foster lasting partnerships to accomplish shared goals for traffic safety and reductions in crashes, fatalities, and injuries

**DD160801                      CENTERVILLE CITY DISTRACTED DRIVING ENFORCEMENT**  
**Funding Source            402**  
**Project Year                 Third**  
**Manager                     Kellie**

Centerville City is located in Davis County, and is a main corridor for traffic moving north and south along the Wasatch Front. The city has experienced a 7% increase in population since 2010, and these two factors have served to increase the number of traffic crashes in this area. In 2010, there were 205 crashes reported. In 2013, that number rose to 419 crashes, representing an 84% increase. These crashes were caused by following too close, lane travel violations, drivers failing to yield to the right of way, and other violations. Distracted driving is a main factor in many of these violations and overall there has been an increase of 21% in distracted driving crashes in the last four years.

The campaign will focus on overall distracted driving, with an emphasis on distracted drivers traveling along Parrish Lane, which a main road in the community leading to popular food/fuel/shopping locations as well as a major interchange for motorists entering and existing I-15. Focused enforcement of distracted driving violations is the funded activity as part of this project. Earned media and matching contributions from previous years' media partners are expected to promote the enforcement activities.

**DD160802                      ST. GEORGE CITY DISTRACTED DRIVING ENFORCEMENT**  
**Funding Source            402**  
**Project Year                 Third**  
**Manager                     Kellie**

St. George is a community of about 70,000 people located in the southwestern corner of the state. It is an area frequented by tourists, retirees in the winter, as well as locals because of the natural beauty of the surroundings. In the last several years, St. George has experienced a

growing problem with distracted driving with an increase of 41% in the last four years. In 2013, 13% of all traffic crashes in St. George were attributed to distracted driving. The 2013 crash data shows that 24% of crashes were caused by following too closely and lane travel violations. In addition, 30% of the crashes occurred due to drivers failing to yield to the right of way. These violations have been related to the drivers being distracted behind the wheel as corroborated by officers' experience and investigation of the crashes.

This project will focus on overall distracted driving, with an emphasis on male drivers in the 15 to 24 age range who have the highest rate of injury and fatal distracted driving crashes. Focused enforcement of distracted driving violations is the funded activity as part of this project. Earned media and matching contributions from previous years' media partners are expected to promote the enforcement activities.

**DD160803                    DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR UNIFIED POLICE DEPARTMENT**

**Funding Source    402**  
**Project Year        First**  
**Manager            Kellie**

The Unified Police Department (UPD) of Greater Salt Lake is a police department that serves eleven communities in Salt Lake County and is overseen by Salt Lake County Sheriff Jim Winder. The UPD allows communities to have comprehensive police services at a fraction of the cost of establishing and maintaining their own police force. A variety of police services, such as dispatch, records, forensics and evidence management, are combined into the UPD rather than standalone departments in each community. The combined services equates to cost-sharing between communities, thereby saving money for local governments and reducing the tax burden on citizens.

Distracted driving is a growing concern, as texting and driving has been shown to increase the risk of getting in a crash by 3 times. Within UPD jurisdictions, 398 crashes were attributed to distracted driving in 2014. UPD will utilize both education and enforcement practices to decrease distracted driving in targeted neighborhoods where it has been identified as a major concern. These communities include Herriman, Holladay, Taylorsville, Riverton and Midvale. These five cities comprise nearly half of the distracted driving crashes among the 11 cities and townships in UPD last year.

Prevention and education messages, with emphasis on texting and driving, will focus on the teen population by using existing partnerships and outreach events with high schools in the focus communities. Directed enforcement for distracted driving violations is also a planned activity, which is needed to fully address the traffic problem. Patrol shifts will be spread across the five cities (Midvale, Holladay, Taylorsville, Riverton and Herriman) of which are targeted for this program. Earned media opportunities will be combined with the teen outreach to bring added attention to the prevention messages and focused enforcement.

**DD160804                    DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR SALT LAKE CITY POLICE DEPARTMENT**

**Funding Source    402**  
**Project Year        First**  
**Manager            Kellie**

Salt Lake City (SLC) is the Utah's capital and the most populated city in the state. The city is the center of the densely populated Wasatch Front area, making it a main thoroughfare for work and leisure activities. Given the population and the amount and type of traffic, Salt Lake City had more distracted driving crashes than any other city in 2013 with nearly one in ten (8.3%) of distracted driving crashes in Utah occurring in Salt Lake City. Also in 2013, 414 (8.2%) of the 5,034 crashes that occurred in Salt Lake City involved a distracted driver. Of the 414 distracted driving crashes, 189 (45.7%) involved an injury. In 2014, there was one fatal crash in Salt Lake City that involved

a distracted driver that resulted in 3 deaths. In 2013, Salt Lake City had 1 fatal crash involving a distracted driver that resulted in 1 death and, in 2012, there were 2 fatal crashes resulting in 2 deaths.

Salt Lake City clearly has the need for distracted driving prevention and enforcement. The SLC PD will implement a variety of strategies to address this issue. This project will focus on overall distracted driving, with an emphasis on male drivers in the 15 to 24 age range who have the highest rate of injury and fatal distracted driving crashes. High visibility enforcement will be used to reinforce the message that distracted driving is against the law. Prevention messages, such as 'Heads Up, Thumbs Up,' will be presented through a variety of media types, with an emphasis on earned media and matching contributions from media partners. Outreach events conducted by the SLC PD will include distracted driving messages and promotions.

### **Partner Programs:**

<b>Informational</b>	<b>UTAH HIGHWAY PATROL MOTORS SQUAD</b>
<b>Funding Source</b>	<b>State</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>Fuhr</b>

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

<b>Informational</b>	<b>STATEWIDE SUSTAINED DUI ENFORCEMENT</b>
<b>Funding Source</b>	<b>State</b>
<b>Project Year</b>	<b>Ongoing</b>
<b>Manager</b>	<b>ADTEC</b>

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

**Informational**      **HVE CRASH REDUCTION PARTNERSHIP IN IDENTIFIED SPEED  
CORRIDORS**  
**Funding Source**   **UDOT**  
**Project Year**      **First**  
**Manager**          **Panos**

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

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

The “Stop the Main Distraction” campaign has been a part of the reduction in crashes on Logan’s roadways. Given the success of this program, the community has invested their own resources into maintaining it. The program is now self-sustaining. Logan will continue their education programs in the local schools, university, and community groups, along with the partnership they have established with the courts, to educate drivers on the dangers of distracted driving and other traffic safety issues.

# TRAFFIC RECORDS

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## **Problem Identification:**

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

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

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

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

## **Utah's Performance Target:**

- ◆ Utah's performance target for U-12 is 53.5% in 2016.
- ◆ Utah's performance target for U-13 is 6 days in 2016.

## **Planned Countermeasures:**

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

## Project Descriptions:

**3DA160201            UTRAC COORDINATOR**  
**Funding Source    405(c)**  
**Project Year        Ongoing**  
**Manager            Carrie**

Utah's traffic record information systems involve six agencies. These agencies are the Utah Departments of Public Safety, Transportation, Technology Services and Health, the Utah Tax Commission, and the Administrative Office of the Courts. Each agency has data systems in-house for their own data records. Historically for the most part, these systems have been designed to only function within the agency and not link or integrate with outside agencies and in some cases the systems are not working efficiently in-house. This has caused redundancy, incompleteness, inaccuracy and lack of timeliness. Utah implemented the Utah Traffic Records Advisory Committee (UTRAC) as a means to coordinate the data efforts within the agencies involved with traffic records and to implement a comprehensive Traffic Safety Information Systems Strategic Plan. The UTRAC Coordinator has the responsibility to maintain, monitor and coordinate the Traffic Safety Information Systems Strategic Plan, as well as the operation of the Utah Traffic Records Advisory Committee. The UTRAC Coordinator also supports and coordinates the efforts of the UTRAC's technical and working committees.

**3DA160501            CRASH INFORMATION MANAGEMENT SYSTEM**  
**Funding Source    405(c)**  
**Project Year        Ongoing**  
**Manager            Gary**

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

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

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

**3DA160502            EMS PREHOSPITAL DATA REPORTING**  
**Funding Source    405(c)**  
**Project Year        Ongoing**  
**Manager            Gary**

The National EMS Information System (NEMSIS) data standard has changed over the past two years, and thus Utah is not compliant with the information systems data standards. This project

will: enable automated integration between pre-hospital (ambulance), emergency department, trauma registry, dispatch, and crash data: make amalgamated data available to stakeholders and the public for analysis and reporting; and will enable the Emergency Medical Services and Preparedness Bureau to implement a prehospital data system upgrade.

**3DA160503            DDACTS Mapping**  
**Funding Source    405(c)**  
**Project Year        Second**  
**Manager            Gary**

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

### **Partner Programs:**

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

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

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

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

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

The Highway Safety Office (HSO) and the Department of Health, Office of Injury Prevention (UDOH) have partnered to obtain critical BAC information from autopsy records housed within the Medical Examiner's Office. It was discovered recently that the fatal victim BAC data

determined at the ME's office was not included in the electronic BAC reporting mechanism set in place by the State Toxicology lab. In order to gather this critical data, an agreement between a team housed within UDOH and HSO was drafted that appointed the UDOH team in charge of extracting the BAC data elements from the autopsy reports. This team was already extracting other data elements for UDOH and it made sense for them to add the few additional data elements to their list. The UDOH team provides HSO with the reported BAC data on a monthly basis.

## SECTION VII – COMPREHENSIVE EVIDENCE BASED ENFORCEMENT PLAN

### A. Comprehensive Evidence-Based Traffic Enforcement Plan Overview

This Evidence-Based Traffic Enforcement Plan (E-BE) is created to outline the traffic safety priorities and countermeasures for the Utah Highway Safety Office (UHSO) and its statewide law enforcement partners. Each UHSO Traffic Safety Program will detail comprehensive prevention and awareness programs and plans, which will include enforcement; however, overlapping enforcement activities and programs are outlined in this E-BE Plan as well to show the inclusive and collaborative nature of the UHSO. This E-BE Plan serves as direction for the following: brief analysis of traffic enforcement needs, coordination of statewide traffic enforcement activities, establishment of enforcement priorities and resource allocation based on threats identified by data, and review and subsequent adjustment of activities and plans through data collection and analysis.

### B. UHSO Law Enforcement Liaison Program

One of the UHSO's main collaborative venues to work with local law enforcement agencies on traffic enforcement and safety goals is through the Law Enforcement Liaison (LEL) Program. The LELs, who are certified peace officers with the Utah Highway Patrol, serve as a link between the UHSO and Utah's law enforcement community. LELs represent a law enforcement perspective on traffic safety programs, ensuring that programs and activities work in practical application for law enforcement. A vital responsibility of the LELs is to encourage and recruit participation from law enforcement agencies in UHSO and related activities and programs. Their experience helps obtain buy-in for UHSO collaborative efforts from local agencies. Through the LEL Program, the UHSO smoothly collaborates with law enforcement agencies and communicates enforcement priorities and evidence-based countermeasures. The collaborations facilitate several aspects of successful UHSO traffic safety enforcement programs or campaigns: organizing and implementation, data collection and reporting, and project evaluation.

In the past year, the UHSO experienced success with its outreach through the LEL program, particularly with previously non-participating law enforcement agencies. Numerous law enforcement agencies, which in the past have not participated, are now actively partnering with the UHSO on enforcement campaigns and utilizing available resources. The majority of these new agencies partners cover rural areas of Utah, areas where the UHSO's message of safety may not reach without help from these agencies. Additionally, partner agencies have worked a higher number of DUI and seat belt focused enforcement shifts as compared to previous years. Agencies also contacted UHSO for educational resources on a variety of traffic safety issues, such as impaired driving, seat belt use, distracted driving, motorcycle safety, bike and pedestrian safety.

The UHSO prioritizes and values its relationships with long-standing partners as well as new ones. The UHSO LELs are in regular contact with law enforcement agencies through face-to-face meetings and informal phone conversations to maintain relationships and strong working rapport. LELs field phone calls and requests from agencies across the state; content is often related to current programs and grants,



questions on traffic laws, and traffic records and data. Collaborative opportunities are also presented to law enforcement agencies at professional conferences and trainings, in both formal and informal ways. One focus of the LEL program is to maximize the networking strengths of the LEL. Through the efforts of the LELS, law enforcement agencies know they can rely on the UHSO as a resource.

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

### **C. Problem Identification and Risk Analysis**

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

As Utah's roadways become busier and busier due to a strong economy and a growing population, traffic safety is an essential piece to a healthy state. Though Utah traffic safety has improved in some areas over the years, the improvement trend did not hold for 2014 in most areas. Utah saw an increase in motor vehicle traffic crash deaths in 2014 with 256 people killed, an increase of 36 deaths from 2013, which was one of the lowest numbers since 1959. Utah made progress in decreasing fatalities in only two areas in 2014 when compared to 2013: 8 fewer drowsy driving deaths and 5 fewer deaths involving older drivers (age 65+). All other categories experienced increases, as the summary highlights below describe.

- *Unrestrained occupants* accounted for 28% of deaths with a total of 72. This is 12 more unrestrained occupant deaths in 2014 than in 2013;
  - Nearly two-thirds of the unrestrained occupant fatalities were male and 62.5% were ages 15 to 49 years.
  - Three-fourths of the unrestrained occupant fatalities were drivers, with the remainder being primarily other front seat passengers.
  - Occupants in pickup trucks were the least likely to be restrained followed by SUVs.
- *Alcohol impaired drivers* were responsible for 42 deaths in 2014, an increase of 19 deaths from 2013.
  - Of the 192 drivers in fatal crashes tested for alcohol and/or drugs, 68% were negative for alcohol/drugs, 15% were positive for drugs only, 14% were positive for alcohol only, and 4% were positive for both alcohol and drugs.
  - Drivers using prescriptions is also on the rise.
- *Vulnerable Roadway users* experienced a high increase in deaths in 2014 compared to previous years.
  - *Pedestrians* had an increase of 7 deaths, with a total of 37, compared to 2013 for the highest total since 1999. With 15 pedestrian deaths in the first six months of 2015, pedestrians compose almost 20% of total traffic related

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

- *Bicyclists* had 3 more fatalities in 2014 than 2013. Persons aged 10 to 34 compose about 60% of bicyclists involved in bicycle-motor vehicle crashes in Utah, and about 75% are male. Over 40% of the drivers involved in the crashes were aged 15 to 34 and, in crashes where the driver's gender was known, about 56% were male.
- *Distracted drivers* were involved with 9.3% of all traffic crashes in 2013, which is believed to be a low estimate of distracted driving crashes due to the difficulty in identifying distraction and its role in the crash.
- *Speeding* was a leading contributing factor in deaths accounting for 34% of deaths. This was the third straight year of increasing speed deaths with 13 more deaths than in 2013. The speed category includes crashes where the driver exceeded the speed limit or traveled too fast for conditions;

The traffic safety concerns of occupant protection, impaired driving, vulnerable roadway users, speed and distracted driving are similar in Utah rural and urban areas; however, the way the concerns and problems are manifested is distinctive. In 2013, urban areas had a higher rate of total crashes per vehicle mile traveled while rural areas had a higher fatal crash rate. Rural crashes are approximately three times more likely to be fatal than urban crashes. One contributing factor is that occupants are less likely to buckle up on rural roadways. In regards to bicycle safety, in the urban areas, most bicycle versus motor vehicle crashes occur at intersections. In rural areas, bicyclists may encounter other hazards, such as oversized loads on the roadway and less bicycle-observant drivers due to a low number of bicycles on the road.

The traffic problems identified for the E-BE Plan are occupant protection, impaired driving, vulnerable roadway users, distracted driving and speed. In the sections to follow, the enforcement initiatives and participating law enforcement partners are described with a timeline of activities for each traffic safety problem, based on the risk analysis above. In keeping with the UHSO's emphasis on effective and data-driven enforcement and programs, key variables related to traffic crashes and fatalities, such as time of day, month, age, gender, county, and roadway, are also examined in the specific program area section of the Highway Safety Plan and are not reiterated here in the E-BE Plan. Additionally, these details and the effectiveness of E-BE Plan and initiatives will be continuously reviewed to ensure traffic problems are correctly identified and trends in concerns are addressed, as outlined in the E-BE Plan adjustment section.

#### **D. Deployment of Resources Based on Analysis**

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

Utah is home to 156 law enforcement-based agencies consisting of 21 Utah Highway Patrol sections, 29 county sheriff departments, 96 local law enforcement agencies, and 10 college campus or state parks agencies. Of those, approximately 130 agencies conduct traffic enforcement. All of the state's law enforcement agencies will be recruited to participate in enforcement efforts with an emphasis on the 130 agencies that focus on traffic enforcement. With limited resources and the inability to offer overtime funds to all agencies, the UHSO will offer

enforcement grants to law enforcement agencies in communities that have been identified as high-risk through problem identification.

Utah's geography and population distribution require special consideration of resource allotment and deployment. The traffic safety needs are different for the rural and urban areas of the state. Utah consists of 29 counties spread over a large geographical area with 85% of the population living in the state's six urban counties, including Cache, Davis, Salt Lake, Utah, Washington, and Weber. Of those urban areas, four counties (Davis, Salt Lake, Utah, and Weber) are located along a 100 mile stretch of the Wasatch Front carry 77% of the population. Utah's 23 rural counties account for only 15% of the state's population, yet contribute to 34.5% of all occupant fatalities and serious injuries.

Urbanized areas, such as the Wasatch Front counties, will be given priority for resources, due to the number of crashes and fatalities. The four most populated Wasatch Front counties suffered 117 traffic fatalities out of 256 in 2014. Given the population size and traffic problem burdens, the 88 law enforcement agencies within Davis, Salt Lake, Utah, and Weber will be a focus for many of the high-visibility enforcement initiatives. These areas also are home to the state's media partners and have established Multi-Agency Task Forces that meet regularly to coordinate enforcement efforts. Impaired driving in these populated areas is also high, partly due to the population size and the number of alcohol-related events in the area. Directed enforcement of the primary seat belt law to promote seat belt use will continue to be a focus for both urban and rural enforcement activities.

Utah Highway Patrol will be a primary law enforcement agency to conduct E-BE Plan activities. UHP provides enforcement coverage statewide and can guide enforcement priorities and directives through its fourteen enforcement sections, making coordination of efforts and targeted enforcement for problematic areas easy and straightforward. The corridors of I-15, I-80, I-70, and I-84, which fall under UHP jurisdiction, have been identified as crash hot spots throughout the state, making enforcement on these roadways significant. The UHSO's LEL Program works with local law enforcement agencies on high visibility enforcement activities for targeted problem behaviors, such as seat belt use and impaired driving. The success of the UHSO LEL Program will continue through the partnerships and investments of local law enforcement agencies and the support the UHSO offers. The capacity of local law enforcement partners to staff overtime patrols is also a consideration for the allocation of resources.

Traffic safety enforcement activities that remain a part of local law enforcement agencies standard patrol and routine enforcement and policing activities will not be a focus of resources, in order to reduce redundancy and misuse of resources. The UHSO also counts on local law enforcement partners to prioritize traffic safety enforcement through standard and routine policing activities. For example, speed is a traffic problem and a primary cause of crashes, injuries, and fatalities. However, the UHSO does not directly fund nor oversee directed speed enforcement activities, since individual agencies perform speed enforcement while conducting routine patrol. The UHSO supports these enforcement activities through promotions and awareness activities, such as earned media on the impact of speed on crashes. The UHSO also participates in the four Multi-Agency Task Forces and advises partners on the role of speed and offers recommendations to address this issue. Nevertheless, some traffic concerns do require specific support from the UHSO, such as vulnerable roadway users and impaired driving and seat belt use.

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

Enforcement is an essential component to comprehensive traffic safety initiatives to reduce traffic crashes, injuries and fatalities. Each UHSO Program works closely together 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* publication to ensure strategies are evidence-based for the focus area.

## 1. 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.

With the passage and implementation of Utah's primary seat belt law, education and enforcement is vital to show the utility of the law. These will be major components of the UHSO for the next fiscal year. As the effects of the primary seat belt law are explored throughout the year, modifications will be made to the E-BE Plan, with the potential to add focused-patrols to high-need and -risk areas.

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

- November 2015
  - *Thanksgiving Holiday Travel National Mobilization (Click It or Ticket)* enforcement will be 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. 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.
- February 2016
  - *Buckle Up for The Ones You Love* (a unique campaign specifically created for Utah) is a state initiative targeting male hard-core non-users in conjunction with Valentine's Day. The Utah Highway Patrol will perform statewide enforcement patrols.
- March 2016
  - *Click It or Ticket* nighttime enforcement will be conducted during this time with a focus on Salt Lake City, West Valley City, and Ogden City, all identified high risk locations.
  - 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.
- May 2016
  - *Click It or Ticket National Mobilization* enforcement will be 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 will be on the rural counties, with a special emphasis on the three 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.

- August 2016
  - Rural-specific messaging in the three pilot rural counties (Box Elder, Sanpete and San Juan) with local law enforcement agencies performing enforcement shifts.
- September 2016
  - *Click It or Ticket* enforcement will be conducted by the state's law enforcement partners using selective enforcement patrols and Wasatch Front-targeted enforcement in Salt Lake, Utah, Davis and Weber Counties, through collaborations facilitated by the Multi-Agency Task Forces.
- The UHSO, with law enforcement partners, will provide continuous education to the public and Utah legislators about the advantages of having a primary versus a secondary seat belt law.
- The Law Enforcement Liaisons 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.

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.

## **2. Impaired Driving**

Alcohol and drug impaired driving is a statewide issue, with fatalities occurring in both the urban and rural areas of Utah. The UHSO and traffic and safety partners are concerned about the rising numbers of drug-only impaired drivers, as well as the high number of alcohol impaired drivers. Data from 2014 show that 28.8 drivers (15%) were positive for drugs only, 26.88 drivers (14%) were positive for alcohol only, and 7.68 drivers (4%) were positive for both alcohol and drugs. The alarming trend shows that the number of drugged drivers is rising to match the number of alcohol impaired drivers. The goal is to reduce impaired driving overall. Thus, statewide countermeasures are needed to keep Utah citizens and roads safe. Countermeasures include ongoing, statewide high visibility enforcement and checkpoint operations, with focus on high-risk times.

In general, traffic enforcement deters motorists from engaging in the problem behaviors, such as speeding, driving under the influence, texting while driving, etc. When motorists have an increased perceived risk of being cited (or arrested) for a traffic offense, their driving behavior will change. Impaired drivers, particularly those under the influence of alcohol, are more responsive to enforcement tactics and messages than other prevention

messages. High visibility enforcement along with heavy media promotion (earned and paid) is very effective in reducing impaired drivers on the roads, particularly hardcore alcohol and drug users. The fewer impaired drivers on the road, the safer everyone will be.

The Utah Highway Patrol performs statewide, sustained impaired driving enforcement, and uses the dedicated DUI squad to concentrate patrol activities throughout the state. Similar to coordination efforts for other traffic safety concerns, the Multi-Agency Task Force meetings with key local law enforcement partners will be used to coordinate HVE activities for high risk and highly populated areas. Data and mapping will be used to inform agencies where check points should be placed and when they should be scheduled. Additionally, the UHSO will offers suggestions to these partners on best practice ways to conduct DUI traffic stops and encourage the agencies to keep impaired driving enforcement at the top of enforcement priorities.

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

- October 2015
  - Using the *Drive Sober or Get Pulled Over* campaign, the UHSO and its law enforcement partners will target Halloween celebrations along the Wasatch Front, with enforcement planned through the Multi-Agency Task Forces in Salt Lake, Utah, Davis and Weber Counties.
  
- November to December 2015
  - *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 UHSO Law Enforcement Liaisons, with particular attention to rural agencies in need of mobilization support.
  
- February 2016
  - *Drive Sober or Get Pulled Over* initiative will target Super Bowl activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.
  
- March 2016
  - *Drive Sober or Get Pulled Over* initiative will target St. Patrick's Day activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.
  
- April 2016
  - *Drive Sober or Get Pulled Over* initiative will target areas in the state where recreational activities usually occur around the Easter holiday.
  
- May 2016
  - *Drive Sober or Get Pulled Over* initiative will target graduation parties as well as supplement 100 Deadliest Days messaging and enforcement through the Utah Highway Patrol and Wasatch Front-targeted

enforcement in cooperation with law enforcement partners in Salt Lake, Utah, Davis and Weber Counties.

- July 2016
  - *Drive Sober or Get Pulled Over* initiative will target 4<sup>th</sup> of July celebrations with the Utah Highway Patrol performing statewide enforcement patrols, and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.
- September 2016
  - *Drive Sober or Get Pulled Over* initiative will target Labor Day celebrations with the Utah Highway Patrol performing statewide enforcement patrols, and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.
- DUI Checkpoint operations will be conducted with law enforcement partners throughout the year with emphasis on high risk times and holidays. 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.

While few people plan to drive while alcohol impaired, nearly 80% of drunk drivers involved in fatal crashes had BAC levels twice or more of the legal limit. Drugged driving is an emerging concern that will be addressed with traffic safety partners. Data and countermeasures for drugged driving prevention will be a main focus for the upcoming year, with attention to funding opportunity for law enforcement training as well as enforcement measures.

The countermeasure of highly visible and publicized enforcement will be a strong deterrent to impaired driving behavior and encourage people to make a plan to get home safely *before* consuming alcohol. Additionally, communicating the severity of driving while under the influence of any drug, prescription or illegal, is also needed to respond to the rise in drugged driving crashes.

### **3. Pedestrian Safety**

Everyone is a pedestrian at some point, making pedestrian safety a top priority. Pedestrians are the road users most at risk in traffic. A pedestrian will always come out on the losing end when hit by tons of moving metal. Recent years have shown to be increasingly risky for pedestrians in Utah with 37 deaths in 2014, the highest number since 1999. Given this emerging deadly trend, specific attention and enforcement activities will be implemented to increase safety and prevent fatalities.

Bicycle travel is increasing as a form of commuting for urban communities; thus, safety and enforcement is needed to respond to this trend. The Multi-Agency Task Force law enforcement partners are committed to performing pedestrian enforcement as part of standard patrols as well as directed education events. Specifically, Salt Lake City will

have dedicated enforcement of bicycle safety to ensure both bicyclists and motorists are riding and driving safely and legally. Other examples of enforcement and outreach events are listed below.

- Targeted patrols during high risk times, such as special events (walk-a-thons, non-profit bike rides) and pedestrian commuting hours in communities and on roadways considered high risk.
- Bike Rodeos with strong emphasis on crosswalk and roadway awareness and personal safety measures pedestrians may employ.
- General outreach events with strong emphasis on crosswalk and roadway awareness and personal safety measures pedestrians may employ.

As the UHSO continues to partner with communities with high pedestrian risks, additional data, such as pedestrian and driver demographics, day of the week and time of day, will be collected to inform. This data will assist in planning enforcement activities and tailoring education materials needed.

#### **4. Distracted Driving**

Distracted driving is a problem across the United States, and Utah is no exception to the epidemic of distracted drivers. In 2013, distracted driver crashes represented 9.0% of all crashes and 8.4% of all fatal crashes. The younger the driver, the more likely they were to be distracted.

Utah law enforcement partners are committed to performing distracted driving enforcement as part of standard patrols as well as directed education events. Specific law enforcement partners, Centerville PD, St. George PD, Salt Lake City PD, and Unified PD communities of Herriman, Holladay, Taylorsville, Riverton and Midvale, will provide directed overtime patrols for distracted driving enforcement as well as media messaging and outreach events.

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

- Overtime focus patrols with Centerville PD, St. George PD, Salt Lake City PD, and Unified PD communities of Herriman, Holladay, Taylorsville, Riverton and Midvale.
- Outreach events with distracted driving components and education.
- Media promotions through local venues as well as partnerships with area businesses and organizations for earned media opportunities.

#### **5. Speed Enforcement**

Multi-Agency Task Forces have been established in the four largest counties within the State (Salt Lake, Utah, Davis, Weber). The UHSO coordinates monthly (with the exception of July and August) meetings to analyze data and develop creative speed interdiction strategies. While speed enforcement is already a standard enforcement activity, these meetings serve to keep speed at the forefront of law enforcement efforts for each agency and emphasize the role speeds plays in crashes and fatalities in Utah. Speed enforcement by local law enforcement is critical for the culture change component of comprehensive safety plans, by showing this is an issue on all roadways and will be enforced. The UHSO offers support to agencies through education opportunities at the Task Force meetings and through data analysis of high-risk locations and factors to inform enforcement activities.

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

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

### High Visibility Enforcement Strategies to Support National Mobilizations

The UHSO will coordinate high visibility enforcement (HVE) strategies with Utah law enforcement partners to support national mobilization efforts. Below is a table outlining the timeframe and traffic safety focus area for anticipated HVE strategies.

Traffic Safety Focus Area	National Mobilization Effort	Timeframe
Impaired Driving	- Pre-Holiday/Holiday Drunk Driving Prevention - Drive Sober or Get Pulled Over	- November to December 2015 - August to September 2016
Seat Belt Use	- Click It or Ticket	- November 2015 - March 2016 - May 2016 - September 2016
Aggressive and/or Distracted Driving	- Distracted Driving Month	- April 2016

### Follow-up and E-BE Plan Adjustment

This E-BE Plan will be monitored and adjusted throughout the year. To effectively reduce traffic fatalities and injuries, the UHSO and our partners must be responsive to trends in traffic safety concerns, as the data present a need and emerging problems. Moreover, projects and funding granted to law enforcement and other partners to accomplish UHSO goals are monitored to ensure work is performed in a timely fashion and in accordance with project agreements. Specific monitoring activities include:

- Examination of general process evaluation data including outreach event numbers, such as number of participants and officers involved, and directed patrol shift hours worked and when and contacts, citations, and arrests (as applicable) yielded from directed patrol.
- Review of GEARS (the UHSO electronic grant management system) activity reports, which outline successes, challenges, barriers, and solutions, on HVE and other enforcement activities in conjunction with process evaluation data.
- Site visits and/or phone call follow up with local law enforcement partners participating in UHSO coordinated enforcement and safety promotion programs.
- Review of media coverage and earned media portions of HVE and enforcement activities.
- Follow up and discussion of E-BE Plan risk areas at Multi-Agency Task Force Meetings with Weber, Davis, Salt Lake, and Utah counties as well as other meetings with key partners, such as UDOT and UHP.

- Obtain feedback from UHSO partner programs on enforcement countermeasures and additional ways to collaborate.
- Direct participation from UHSO staff and/or Law Enforcement Liaisons in E-BE Plan activities.

## SECTION VIII – COMMUNICATION PLAN

### A. Overview

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

### B. Guiding Theme: Knowledge

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

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

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

### C. Overall Communication Program

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

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

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

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

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

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

- ◆ *Action Item:* Utilize materials produced by NHTSA, the UHSO, the Ad Council and other

entities which provide free resources.

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

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

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

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

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

## **D. Occupant Protection**

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

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

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

- ◆ *Action Item:* Support and participate in National Click It or Ticket high-visibility enforcement mobilization in November 2015 and May 2016.
- ◆ *Action Item:* Support a nighttime enforcement mobilization by developing targeted

*messaging in March 2016.*

- ◆ *Action Item:* Utilize Click It or Ticket as a secondary message in other enforcement and media events throughout the year.

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

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

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

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

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

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

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

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

## **E. Alcohol Program**

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

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

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

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

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

- ◆ *Action Item:* Continue existing and develop new partnerships with Department of

Alcoholic Beverage Control and venues that serve alcohol.

- ◆ *Action Item:* Encourage media contractor to develop creative messaging that can be incorporated in venues that sell and serve alcohol.

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

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

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

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

## F. Motorcycle Safety

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

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

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

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

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

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

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

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

- ◆ *Action Item:* Encourage motorcyclists to employ conspicuity strategies.
- ◆ *Action Item:* Increase peer acceptance of conspicuous colors.

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

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

## G. Pedestrian Safety

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

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

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

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

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

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

## H. Bicycle Safety

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

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

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

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

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

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

## I. Speeding

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

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

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

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

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

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

## J. Teen Driving

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

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

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

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

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

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

## K. Distracted Driving

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

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

## L. Older Drivers

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

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

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

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

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

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

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

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