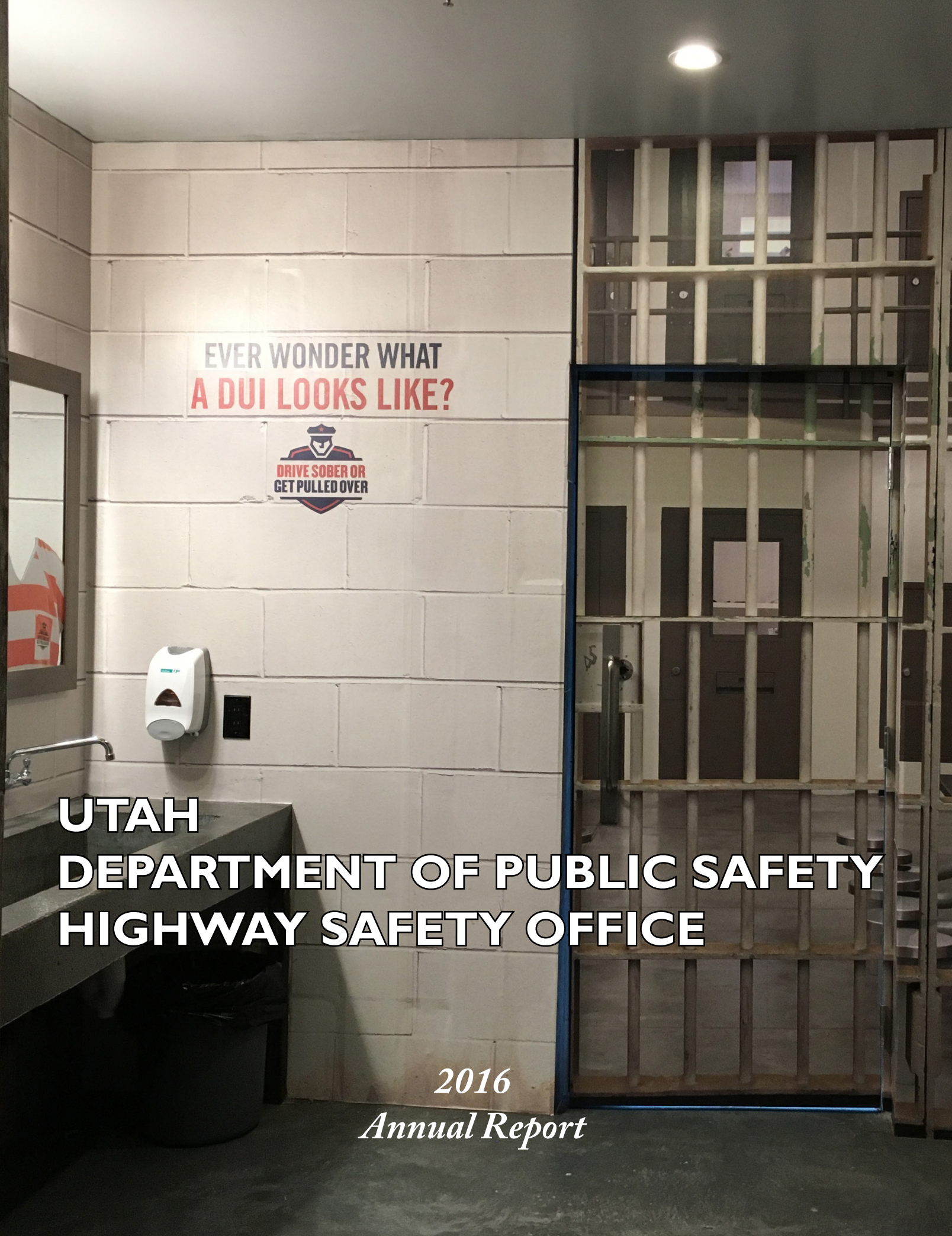

UTAH DEPARTMENT OF PUBLIC SAFETY HIGHWAY SAFETY OFFICE

2016

Annual Report

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ON THE COVER

For the Halloween DUI enforcement media campaign, the restrooms at a downtown Salt Lake City bar were wrapped to look like a jail cell. The installation gained national coverage.

Executive Summary

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

To support the HSP, Utah applied for and received $4,359,475 in federal highway safety funding. This included grant awards for 402, 405b Occupant Protection, 405c Traffic Data, 405d Impaired Driving, and 405f Motorcycle Safety. During the year, a total of $3,782,490 was expended.

Despite these efforts, the personal and socioeconomic effect of motor vehicle crashes is a continuing concern in the State of Utah. In 2015, there were 60,012 reported traffic crashes on public roadways in Utah. These crashes involved 151,237 people, with 25,350 injured and 278 people killed. Some areas of concern in Utah include:

- Traffic deaths were the highest total in Utah since 2007;
- The number of injured persons in crashes increased for the fifth straight year;
- There were 5,976 more traffic crashes in 2015 compared to 2014;
- Speed remains the leading contributing factor in deaths;
- Pedestrian deaths in 2015 were the highest since 1987;
- Drowsy driving crashes were the highest since 2007;
- The number of deaths in 2015 involving a distracted-driver was the highest since 2007;
- The number of deaths to unrestrained occupants was the highest total since 2009;
- Deaths involving a drunk driver have shown an increasing trend;
- The percent of crashes involving an older driver has shown an increasing trend;

Fortunately, Utah made progress in the following areas over the last few years:

- The Utah death rate per vehicle mile traveled has been below the U.S. rate since 2001;
- The percent of crashes involving a teen driver has a decreasing trend;
- The motorcyclist crash rate per registered motorcycle has shown a decreasing trend;
- The number of bicyclists in crashes in 2015 decreased for the third straight year.

As we continue to work towards zero fatalities on our roadways, the UHSO's planning efforts will focus on data-driven approaches, using the prescribed NHTSA core performance measures and additional Utah measures as guidance. This annual report provides an update to each project administered in FFY2016 and how they relate to the HSP and performance measures.

The following are some program highlights.

Occupant Protection – The seat belt survey conducted in June indicated Utah's seat belt usage rate to be 87.2% - showing a 4% increase since the passage of the primary seat belt law in 2015. The HSO continued to partner with Zero Fatalities to increase message reach and focus on identified low-belt use populations.

Alcohol Program – Enforcement efforts continued along the Wasatch Front and a data-driven pilot project was held during the entire month of May where DUI overtime shifts were worked every Friday and Saturday night. Advanced Roadside Impaired Driving Enforcement training was one part of the program's efforts to address drug-impaired driving.

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

groups, schools and police departments.

Traffic Records – Progress toward the creation of Utah's Transportation Safety Institute continued, Utah saw a decrease in the mean number of days from the crash date to submission to the crash repository and an increase in crash report accuracy.

Community Traffic Safety Program - Through partnerships with law enforcement agencies and private partners messages about safe driving reached high school students, work sites and many members of the public.

Police Traffic Services Program - The four multi-agency task forces supported statewide traffic safety campaigns throughout the year, four projects addressed distracted driving and equipment and training helped law enforcement agencies strengthen their traffic safety enforcement efforts.

Enforcement Program - Enforcement continued to be an essential component of all of the HSO's program areas. During FFY2016, high-visibility enforcement operations were conducted for both the Click it or Ticket and Drive Sober or Get Pulled Over campaigns. These were complimented by pedestrian, bicycle and distracted driving enforcement operations conducted throughout the year. For more details on enforcement, please see the Evidence-Based Enforcement Program section of this report.

Occupant Protection Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 228. The most current complete data, which is for 2015, shows Utah is experiencing an increase in fatalities in this area (278).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1208. The most current complete annual data is for 2015 and shows Utah is experiencing an increase in this area (1512).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .85; Urban Fatality Rate per 100 Million VMT was .63; and Rural Fatality Rate per 100 Million VMT was 1.39. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in the first category (.95) but since we do not have complete VMT data from the Utah Department of Transportation, we cannot yet calculate the second and third categories.

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 69. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in this category (82).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger in Utah Fatal Crashes was 34. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in this area (40).

Utah's performance target for B-1 Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles was 93.4%. The most current seat belt survey, which is for 2016, showed Utah is falling short of this target (87.9%).

Data for 2015 shows that there were 1,770 citations issued for Utah's performance measure A-1 Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities.

Utah's performance target for U-1 Percent of Children in Utah Crashes in Child Safety Seats was 69%. The most current complete annual data, which is for 2015, shows Utah fell short of this performance target (66.8%).

Utah's performance target for U-2 Percent of Children in Utah Crashes in Child Safety Seats was 89.6% for Ages 0-1; 86.2% for Ages 2-4; and was 44.8% for Ages 5-8. The most current complete annual data, which is for 2015, shows Utah is below this goal for Ages 0-1 (88.8%), Ages 2-4 (83%) and Ages 5-8 (40.3%).

Utah's performance target for U-3 Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 That Were Unrestrained was 34%. The most current complete annual data, which is for 2015, shows Utah fell short of this performance measure (61.1%). This seems a little odd to be that far off of the target (34% versus 61%). Double check with Gary.

Utah's performance target for U-4 Percent of Utah Motor Vehicle Crash Occupant Fatalities Occurring at Night (unrestrained) was 66.2%. The most current complete annual data, which is for 2015, shows Utah achieved this goal (55.3%).

Utah's performance target for U-5 Percent Unrestrained Among Seriously Injured and Killed Occupants in Crashes was 29.9% for Rural and 12.9% for Urban. The most current complete annual data, which is for 2015, shows Utah is falling short of this goal for Rural (35.4%) and Urban (17.2%).

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

2HVE160401 Click It or Ticket STEP Support

The Click It or Ticket enforcement and education campaign has been conducted for the past 17 years in Utah. May 2016 marked the one-year anniversary of Utah's Primary Seat Belt Law. The media event to kick-off the National Click It or Ticket May Mobilization was held on the steps of Gardner Hall at the University of Utah. The Governor's Chief of Staff, Justin Harding and his family shared how their decision to buckle up and use child safety seats saved their lives. During the two week mobilization a total of 59 law enforcement agencies worked 3,100 overtime hours and issued 777 seat belt citations with 5,139 seat belt warnings, 21 child restraint citations with 126 child restraint warnings, 132 speeding citations, stopped 80 individuals with $95,565 in warrants, made 7 DUI arrests, 9 drug arrests and 832 other citations.

The first high-visibility Click It or Ticket enforcement mobilization during FFY2016 was conducted during the Thanksgiving 2015 holiday period when travelers were reminded that officers would be ticketing unrestrained motorists. A total of 39 county, municipal and state law enforcement agencies supported the campaign by declaring zero tolerance for unbuckled motorists and 17 agencies worked overtime shifts. During this 5-day enforcement campaign, officers worked 530 overtime hours focusing on occupant restraint. During these shifts, officers issued 85 seat belt citations with 928 warnings, 5 child restraint citations with 32 warnings, 26 speeding citations with 66 warnings, stopped 30 individuals with $99,726 in warrants, made 1 DUI, 1 drug arrest and 151 other citations.

Nighttime seat belt enforcement was the focus during the March seat belt enforcement effort. Seat belt overtime shifts were worked during two weekends in March between the hours of 6 p.m. and 1 a.m. Twelve agencies were selected to work nighttime enforcement. During these shifts officers issued 47 seat belt citations, with 283 warnings, 2 child restraint citations with 7 warnings, and 16 speed citations with 62 warnings, stopped 5 individuals with $2,485 warrants, made 5 DUI arrests and 86 other citations.

A September enforcement mobilization was added for the second year in a row to increase the effectiveness of the primary belt law on seat belt usage statewide and encourage law enforcement to maintain high-visibility enforcement year-round. A total of 38 agencies participated, working 1,882 overtime hours. This mobilization resulted in 617 seat belt citations with 2,812 warnings, 13 child restraint citations with 25 warnings, 89 speeding citations with 227 warnings, stopped 61 individuals with $318,166 in warrants, made 4 DUI arrests, 3 drug arrests and 537 other citations.

Enforcement of Utah's seat belt law is known to increase the usage of this life-saving device among motorists. By combining education programs, awareness campaigns, and enforcement mobilizations, Utah's seat belt usage increased from the 2015 rate of 87.2 percent to 87.9 percent in 2016. This equates to 21,000 more Utahns buckling up this year. It is estimated that of these new restraint users, 1,060 will be involved in a motor vehicle crash this year where their choice to be restrained might be the difference between life and death.

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

OP160402 Occupant Protection Media, Materials and Support

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

During FFY2016, seven campaigns were promoted including four Click It or Ticket efforts. The first campaign targeted all motorists during the Thanksgiving Holiday Click or Ticket mobilization when Utahns were advised to drive safely and buckle up, day and night. Paid media promoting the Click It or Ticket message included TV, radio (terrestrial and streaming), theater pre-roll, online video, online display, Utah Jazz video and PA announcements, and social media promotion. For the portion funded by Click It or Ticket radio efforts – a total of 1,890 spots in the metro market reached

86.2% of the audience 4.5 times equaling 3,470,000 impressions. A total of 120 traffic/weather sponsorships reached 20.2% of the audience 1.5 times for a total of 162,000 impressions. In the rural areas 1,070 radio spots ran. On Pandora, audio impressions totaled 417,620 while video/banner ad impressions totaled 820,774. Paid media efforts totaled $65,958 with a total flight value of $224,804 including added value stemming from the Zero Fatalities partnership.

Click It or Ticket Day and Night efforts took place during the month of March. Twelve law enforcement agencies were selected to work nighttime seat belt enforcement when part-time users are less likely to buckle up. Paid media was placed the first and third weekends of March using radio (terrestrial and streaming) and leveraging Zero Fatalities for added value that included TV, theater pre-roll, Utah Jazz and PA announcements, online video and display to spread the message to buckle up day and night. A total of 1,087 radio spots in the metro market reached 73% of the audience 5.7 times for a total of 2,216,000 impressions. On Pandora, audio impressions totaled 258,306 while video ad impressions totaled 151,165. Paid media efforts totaled $25,335 with a total flight value of $160,394.

The Click It or Ticket May Mobilization is the largest high-visibility enforcement effort that the State oversees. Focus continues to be placed on educating law enforcement as well as the public on the primary belt law. The new law has been in effect for over a year (implemented May 2015) yet 362,5000 motorists still choose to ride unbelted. In addition to overtime enforcement shifts, Highway Safety continues to strengthen partnerships with law enforcement agencies by providing resources and educational materials for outreach and enforcement efforts. Enforcement and education remain at the forefront as efforts continue to increase seat belt compliance and save lives.

Paid media efforts included partnering with Zero Fatalities, a DPS and UDOT program, to create and spread a memorable message using an influencer approach- "If you love someone, tell them to buckle up." This message was develop based on information gathered in focus groups held with non-seat belt users. They identified "loved ones" as the only reason they would buckle up. Zero Fatalities' campaign targeted influencers, women 18-49 and teens, instead of the non-seat belt user. While Click It or Ticket's messaging complimented Zero Fatalities' the campaign targeted men 18-49 and adults 18-49 and included and enforcement message.

With the partnership in place, Click It or Ticket purchased terrestrial and online radio. During the two-week campaign, a total of 1,390 radio spots ran in the metro area garnering a total of 200,000 impressions reaching 74% of the audience 8.4 times. In addition, 148 traffic/weather sponsorships reached 21.8% of the audience 2 times for a total of 200,000 impressions. In the rural areas 1,044 radio spots ran. On Pandora, audio impressions totaled 295,639 while video/banner ad impressions totaled 788,270. Additionally, online video produced 158,752 impressions, and 24,866 views. The partnership with Zero Fatalities made it possible for CIOT to leverage the media buy with additional added value. Radio added value included station testimonials, streaming promotions and spots, digital banner ads, home page takeover, social media posts, e-blasts, and on-air interviews with Trooper Hopper, UHSO's law enforcement liaison. Paid media efforts totaled $51,147. With added value provided by media partners and Zero Fatalities the total campaign value came to $209,925.

In September 2016, Click It or Ticket messaging focus was "We Write Tickets to Save Lives." Paid media efforts included radio (terrestrial and streaming) and digital outdoor. The radio portion of the campaign included a two week metro and rural flight. Spots ran in the metro area reached 66.9 percent of the audience 4.8 times for a total of 1,820,000 impressions. In the rural markets, 552 spots ran. Each station, metro and rural, matched at least 1:1 in paid to bonus spots, with many of them over doubling their promise for bonus spots. iHeart went above and beyond in added value efforts with all of their stations by making social media posts, sending e-blasts and placing banner ads on websites. In addition, iHeart provided two talent PSA's with celebrity singers Sting and Lindsey Sterling asking radio listeners to buckle up. On Pandora, Click It or Ticket received 825,571 audio impressions and 280,465 video/banner ad impressions. Outdoor media was displayed along major corridors along the Wasatch Front garnering 11,305,540 impressions during a four week period. Total campaign spend was $63,091 with a total campaign value of $113,745 including added value.

The Hispanic seat belt campaign, Ponte el Cinturon, completed its third year with efforts placed on media outreach and engagement with the seat belt message. Message focus was on understanding the Latino community and their habits and behaviors on seat belt usage. Media efforts included production of nine TV spots targeting Hispanic teens and a

Ponte el Cinturon Facebook page. The $48,000 project generated over $279,000 in TV and value with 2,139 TV spots on three TV stations aired during the year. Social media strategy and implementation proves to be extremely effective in engaging with the Hispanic community. The Ponte el Cinturon Facebook page yielded 422,379 total views during the year with an investment of $1,510.59 spent on Facebook posts. It is interesting to note that 97% of all users engaged via mobile device and this was taken into consideration with the media strategy. Facebook ads were promoted using the soccer version TV spots, and reminders to buckle up during holiday times- Christmas, New Year's, Valentine's Day, and Mother's Day. The contractor met quarterly with UHSO and Hispanic seat belt grantees, designed posters and banners in Spanish and responded to requests for project materials. Additionally, the contractor provided training about Hispanic habits and beliefs at four Utah Highway Patrol meetings in Ogden, Roy, West Valley, and Orem. Further, Utah Highway Patrol troopers who speak Spanish attended community events and provided media interviews promoting the Ponte' el Cinturon message.

Seat belt message efforts targeting hard-core non-users, Males 18-34, were placed during July and August at rodeos, county fairs, and community events. Vertical print and digital banners were on display at the Vivint Smart Home Arena during the Days of '47 rodeo in Salt Lake City during the week of July 24th. "Life Ain't No 8 Second Ride, Buckle Up It's the Law and "Don't get Buckled Off, Buckle Up It's the Law" were on display at county fairs, rodeos, and community events in Salt Lake, Box Elder and Sanpete Counties.

The program also supported Utah's involvement in National Child Passenger Safety Week and National Seat Check Saturday. During the campaign, all certified technicians, local health departments, Safe Kids coalitions, and car seat inspection stations were engaged in activities and asked to promote the state and national theme. Partner kits were created and distributed to the thirteen local health departments and some targeted fitting stations. Kits included adorable new books targeted for children but with car seat information, posters, messaging, campaign artwork, signage, and educational materials. During the week, 22 car seat inspection clinics were held, where 375 seats were inspected for proper use, 171 unsafe seats were replaced, and 885 pieces of education were distributed. To kick-off the campaign, a media event was held at Primary Children's Hospital in Salt Lake City which resulted in 6 news stories.

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

By targeting populations known to have low seat belt and booster seat usage rates, the project contributed to reaching the goal of increasing the number of motorists who buckle up. Utah's overall seat belt usage increased 0.7 percent to 87.9 percent In 2016, a 4.5 percent increase since the primary belt law was introduced.

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

2CPS/160403 Utah Child Passenger Safety Program

This project supports Utah's comprehensive child passenger safety program that includes training, education and outreach programs conducted throughout the state. During FFY2016, the project supported an Occupant Protection Training Coordinator who worked to administer four Child Passenger Safety Technician Certification Courses where 69 students obtained their national certification as technicians and renewed 10 technicians at a certification renewal course. These individuals are located throughout the state and will join with the state's other 263 technicians to educate families on the correct installation and use of their child's car seat. It is interesting to note that 51 of them are strictly volunteers, located throughout the state, who do not get paid from employers. In addition, four tech update trainings were taught to 50 technicians.

The Zero Fatalities Safety Summit was held this year, where technicians were able to earn 9 continuing education credits during pre-conference and regular conference sessions and renew their certification through seat checks at Babies R

Us. Over 150 technicians attended the conference, which featured the presence and expertise of four major car seat manufacturers and other out-of-state CPS experts.

Technician retention efforts were funded in order to maintain the number of certified child passenger safety technicians in the state. The mentor program, Meet in the Middle, entered its fourth year by pairing new and seasoned technicians who embark on a supporting partnership to encourage more engagement in the field of child passenger safety. The incentive program, which awarded technicians with a gift for their involvement in at least four car seat inspection clinics during the year, will utilize existing resources until they are depleted.

During the year, ten new car seat inspection stations joined with 102 others to provide expert assistance on car seat proper seat selection, installation and use. These stations are located in 24 of the state's 29 counties, with 75 having established dates and times they are open to serve the public. The other 37 stations serve targeted or at-risk populations such as hospital patients, homeless, and refugee families. Much of the support provided to the inspection stations was through resources available at the HSO including time committed by the training coordinator. Project funding was also used to provide four fitting stations with child safety seats. All seats purchased through this project were provided to low-income families identified at established car seat inspections stations and clinics that serve extremely low-income, homeless or refugee families and acquired no project income. The project also supported car seat inspection clinics and classes held by the community partners.

The project supported 13 mini-grants with local health departments and other partners that represented 98% of the state's geographic area. Through these mini-grants, 2,835 car seats were inspected for proper use with 1,661 seats being replaced at 40 car seat clinics, well over 150 child passenger safety events were held and over 20,000 pieces of educational material were provided to the population. With the support of these partners, 69 individuals became new CPS technicians and 10 individuals renewed their lapsed certification. The program also provided education through clinics and media interviews with child passenger safety experts. Evaluation methods included child passenger safety checklist data, observational survey data, online and in-class knowledge and opinion surveys. Buckle Up for Love, overseen by the Utah Safety Council, made great progress in increasing community knowledge of their program. They went from 2,722 Facebook fans in the first quarter to 5,682 fans by the end of the year. They distributed 7,300 educational materials, over 3,000 observation cards and attended 71 safety fairs. This resulted in 104 families receiving educational materials for being observed with children improperly restrained. Of the thirteen supported mini-grants, all but three reported having project income and using that income to purchase additional car seats. One of the remaining mini-grants did not have project income and the other two used the project income to defray project administrative costs.

To encourage booster seat and seat belt use among school-aged children, the state continued efforts with the Click It Club program. During the year, the yearlong program was implemented in 11 schools, reaching nearly 7,000 students and their families. Additional schools were reached on a shorter term basis by Utah Valley University students who took on the project for one semester. These university students reached approximately 5,000 students at six schools. Participating schools conducted regular activities that encouraged students and teachers to buckle up. They were provided with monthly bulletins that contain educational articles, resources that support school and student activities, as well as tips for families. School signage and messaging was also provided and charged students with reminding all passengers in the vehicle to buckle up. As a result, seat belt use rates increased among students and faculty. The top award was presented to long-time participant, North Park Elementary in Cache County, with a 96 percent usage rate. The seat belt use rate increased 10 percent at second year participant, Diamond Ridge Elementary. The average increase among all schools was approximately 8 percent.

The program also supported Utah's involvement in National Child Passenger Safety Week and National Seat Check Saturday. During the campaign, all certified technicians, local health departments, Safe Kids coalitions, and car seat inspection stations were engaged in activities and asked to promote the state and national theme. Partner kits were created and distributed to the thirteen local health departments and some targeted fitting stations. Kits included adorable new books targeted for children but with car seat information, posters, messaging, campaign artwork, signage, and educational materials. During the week, 22 car seat inspection clinics were held, where 375 seats were inspected for proper use, 171 unsafe seats were replaced, and 885 pieces of education were distributed.

In partnership with Primary Children's Hospital, Zero Fatalities, and Safe Kids Utah, Utah's pediatrician car seat safety awareness campaign, Safe Seats Save Lives, reached physicians, nurses and office staff at 13 locations across the state. Primary Children's Hospital staff keep their own clinical staff updated during monthly Resident Rotation meetings. In addition, the hospital is currently working on new criteria for re-evaluation of babies who did not pass the original oxygen test and required car beds.

Partnerships with other community agencies remained strong. Working together with Safe Kids Utah, Primary Children's Hospital and other agencies, efforts to support community events such as the Care Fair made it possible for 280 seats to be distributed at that one event alone. In addition to getting technicians there, the CPS Training Coordinator gave the Junior League car seat recommendations enabling them to purchase $14,000 in car seats, using other funding sources. The event was so well attended that 24 more seats were distributed in follow-up appointments hosted by Primary Children's Hospital. Other events, including checkpoints at West Jordan Target, Four Corners Conference, Cedar City Kite Festival, UDOH, Ivins, UDPS/UDOT safety fair, Telemundo and Cedar City resulted in 180 additional seats being checked for proper installation. AAA Insurance again awarded Safe Kids Utah 125 car seats to distribute throughout Utah.

Close to 2,200 caregivers and other community partners were reached through presentations at events such as the PTA Advocacy Conference, Mothers of Preschoolers, Safe Kids Fair and Salt Lake City Fire Safety Fair, in addition to the Professional Learning Series, where 120 PE teachers learned about seat belts and car seats as part of the UHSO's efforts to reach pre-teens.

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

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

2PE/OP160404 Rural Seat Belt Use Program

The Rural Seat Belt Program entered its fourth year of a multi-year pilot project to increase seat belt use in Box Elder, San Juan and Sanpete Counties using the Positive Community Norms model. This comprehensive approach incorporates three critical areas including leadership, communication campaigns and strategic allocation of resources to cultivate transformation of traffic safety culture- specifically seat belts. It is positive-oriented and engages a variety of stakeholders including public health traffic safety, local government, education, private business and law enforcement.

Accomplishments this year include distributing and providing training to implement the Together for Life toolkits in the three counties. County coordinators provided local key leaders and coalition members toolkits specific to community, workplace, and law enforcement focus areas. The toolkits address beliefs and facts concerning seat belt use and provide activities and outreach strategies for them to implement in their area of expertise. This will be an ongoing effort to engage coalition members and key leaders in each respective area. Cohort 1 and beginning cohort 2 grantees attended training during the Safety Summit this past April. The contractor, Jay Otto, presented on community survey results, toolkit strategies, and future efforts. Four cohort-2 counties were identified and will begin the project in FFY2017. Media development and placement will take place in FFY2017. Together for Life school based toolkits are near completion and will be distributed in FFY2017.

While the pilot project will not be completed until the end of FFY2017, improvements in seat belt use is continuing to show within the target counties. Seat belt use rates have increased an average of 4 percent over the past three years in the pilot counties, whereas usage in the other rural counties increased 7 percent.

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

C-3, C-4, C-9, U-1, U-2, U-3 , U-4, U-5 and U-9.

OP160405 Weber/Morgan Hispanic Occupant Protection

This project worked to address traffic safety issues in Weber County with a focus on seat belt use among the Latino population. The Weber-Morgan Health Department promoted the Ponte el Cinturon project through Parent Night Classes taught in Spanish at Ben Lomond and Ogden High Schools. Traffic safety laws including the primary seat belt law, risky driving behaviors such as speed and distracted driving were discussed to parents and their teenage drivers. Over 220 students and their parents participated.

Additional outreach efforts included community events, surveys, and distribution of educational materials with the Ponte el Cinturon logo and buckle up message reached nearly 7,500 people in the Latino Community. The county has a presence with Latinos United Promoting Education and Civic Engagement (LUPEC) and the Hispanic Chamber of Commerce. Through these connections, WMHD provided education and resources for 10 Hispanic businesses which includes their target audience of adult Hispanic males.

The county also held events for families with small children. Classes were held in Spanish twice during the year which reached 10 families and replaced 9 seats, and a car seat checkpoint during Child Passenger Safety Week was catered toward Spanish speakers. Technicians checked 46 seats and distributed 26; five of the families were Spanish speakers and five seats were replaced. The county also partnered with Head Start on two activities targeting the Hispanic population, one car seat class and one Ponte Buckle Up Pledge event where 37 participants attended. 20 participants received car seat education and information about the Ponte campaign at the class in Ogden and 15 booster seats were distributed.

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

OP160406 Salt Lake County Hispanic Occupant Protection

This project worked to address traffic safety issues in Salt Lake County with a focus on seat belt use among the Latino community. The project was directed by the Salt Lake County Health Department (SLCHD) who created a culturally appropriate Traffic Safety class, "Ponte el Cinturon" and car seat Spanish curriculum entitled "Sabias Que" or "did you know?" The Ponte el Cinturon/Sabias Que project addressed traffic laws including seat belts, distracted driving, and car seat education including car seat checkpoints. A pre and post survey was provided as an evaluation tool to identify critical areas to cover as well as comprehension. SLCHD conducted outreach education activities and at least 44 classes where Ponte el Cinturón messages and Spanish materials have been distributed to class participants. This year, the Salt Lake County Health Department conducted 9 car seat classes at Kairos Academy in West Valley City in partnership with WVC Police Department which reached teen moms. Regional, Jordan Valley Hospital and Jordan Valley West Hospitals all hosted monthly prenatal courses, which include the Ponte el Cinturón campaign.

Salt Lake County Health Department created a Latino Traffic Safety Committee (LTSC) in West Valley City to plan, coordinate, and implement events/activities in coordination with WVC Latino population. The LTSC explored participation with Latino businesses, Latino agencies, and car dealerships with specific outreach efforts to Latino clients.

Salt Lake County Health Department utilizes Ponte el Cinturon campaign materials, including the primary seat belt Law card, videos, TV campaigns and social media. Ponte el Cinturón posters have been distributed to schools, events and SLCHD clinics to promote the campaign, including Alliance, YWCA, and Family Support Centers. In addition, SLCHD continues promoting seat belt use and the Ponte El Cinturon campaign with Holy Cross Ministries and their outreach program which is located at the Salt Lake County South Main Clinic. Additionally, Martha Black who works with Kramer Law Group in West Jordan, has been able to promote Ponte on her radio show (106.5 FM) which is a well-known Hispanic radio station in Salt Lake.

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

C-3, C-4, C-9 , U-1, U-2, U-3 and U-9.

OP160407 Utah County Hispanic Occupant Protection

This project worked to address proper car seat and seat belt use among Hispanic families in Utah County. The Utah County Health Department (UCHD) worked to increase seat belt usage through key partnerships with law enforcement, Migrant Head Start, Provo Parks and Recreation, Centro Hispano, and local businesses. During the grant period, the health department taught monthly car seat classes to 66 families and provided 102 car seats to participants. Car seat checkpoints were held throughout the year, including a checkpoint in conjunction with the Zero Fatalities Safety Summit Pre-Conference and one at a local preschool, resulting in 21 seats being distributed to Spanish-speaking families.

To influence the target audience, males ages 18-34, the health department worked with Provo City Parks and Recreation to promote the Ponte el Cinturon message during soccer and football leagues that are well attended by the Latino community. The Provo City Police Department held an event "Latino-Americano" where officers played soccer with families and promoted seat belts and safe driving through conversation and educational materials. During the year, surveys were conducted to assess the awareness of the Ponte message and Super Click commercials at community events as well as at local businesses. The county will continue to work with businesses, especially working with car insurance companies to promote driving safety to their clients.

Efforts to partner with "Afuego Fridays" and the BYU Salsa club proved to be less than successful this year, in part due to the inability to purchase incentive items, which is a large part of this initiative. The county is determining if they will remove this project or change it so that incentives are not a focal point.

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

2PE160408 Seat Belt Observational Survey/Occupant Protection Program Evaluation

The annual Utah Safety Belt Observational Survey was conducted in June in 17 counties including: Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Washington, and Weber. A contractor and four surveyors assisted the HSO in completing this project. A total of 28,469 vehicle occupants, including 22,108 drivers and 6,361 outboard passengers were observed. The seat belt use rate among motor vehicle occupants was determined to be 87.9 percent, which demonstrates an increase of 0.7percentage points from the 2015 rate of 87.2 percent. Since the implementation of the primary seat belt law in May 2015, Utah's seat belt use rate has increased 4.5 percent. When examining usage by vehicle type, the study found that 90.2 percent of front seat car occupants were belted, 92.4 percent for SUVs, 90.4 percent for vans, and 76.67 percent of truck occupants were using seat belts. Truck occupants, once again, had the lowest rate for any of the vehicle categories; reporting a 17.2% disparity between urban and rural truck occupants. Additionally, the study found that vehicle passengers had a higher usage rate (89.3%) than drivers (88.5%). Differences in seat belt use rates were also found when comparing urban and rural counties, as well as gender. Motorists in urban areas buckled up 90.5 percent of the time, whereas only 78.5 percent of rural motorists used seat belts. In addition, the seat belt use rate among females was found to be 91.6 percent, whereas the rate among males was 84.8 percent.

The National Highway Traffic Safety Administration requires observational surveys to be completed annually in each state to determine the level of seat belt use. The methodology currently used to measure usage rates was approved in 2011 and has been in use since the 2012 study. This survey provides the state with a valuable tool that is used to help evaluate state and local occupant protection programs.

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

Utah's Occupant Protection Assessment

Utah's Occupant Protection Program Assessment took place January 24-29, 2016. The assessment process provides an organized approach for measuring program progress by following the format of the Uniform Guidelines for State Highway Safety Programs. The assessment consisted of a thorough review of UHSO-provided OP program briefing materials and interviews with statewide and local project directors, coordinators, advocates, traffic safety partners, law enforcement personnel, and UHSO staff. The conclusions drawn by the assessment team were based upon, and limited by, the facts and information provided in the briefing materials and by the various experts who participated in the assessment interviews. Key recommendations were provided by the assessment team in the following areas: legislation/regulation and policy; law enforcement; communication; occupant protection for children; outreach; and data and evaluation. The occupant protection team has taken the recommendations into consideration and has been implementing program improvements and initiatives to strengthen the State's Occupant Protection Program. Some of the efforts that have been implemented include: use of innovative enforcement strategies aimed at nighttime enforcement, develop focus-group tested messaging for pre-teens and teen drivers on seat belts, improve communication and outreach with rural community partners and tribal communities, improve communication and engagement with San Juan County Health Department, improve communication across committees and task forces to ensure grantees and partner organizations are aware of the tools and resources that are available to them. These efforts along with all other recommendations provided by the assessment team will be ongoing efforts and addressed as program staff and resources allow. This project was funded with 402 funding and charged to Administrative Support grant.

Impaired Driving Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 228. The most current complete data, which is for 2015, shows Utah is experiencing an increase in fatalities in this area (278).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1208. The most current complete annual data is for 2015 and shows Utah is experiencing an increase in this area (1512).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .85; Urban Fatality Rate per 100 Million VMT was .63; and Rural Fatality Rate per 100 Million VMT was 1.39. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in the first category (.95) but since we do not have complete VMT data from the Utah Department of Transportation, we cannot yet calculate the second and third categories.

Utah's performance target for C-5 Number of Utah Fatalities Involving a Driver with a BAC of .08 or Above was 28. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in this category (37).

Utah's data shows in 2015, there were 1,325 arrests for performance target A-2 Number of Impaired Driving Arrests Made During Grant Funded Activities.

Utah's performance target for U-6 Number of Drivers in Fatal Crashes testing Positive for Drugs was 40. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in this category (85).

Utah's performance target for U-12 Percent of Drivers in Utah Fatal Crashes With Known BAC Results was 57.7%. The most current data shows Utah is exceeding this goal (61.8%).

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

6OT160301 DUI Enforcement, Checkpoints & Support

In FFY2016, 1362 DUI overtime enforcement shifts were worked by 93 law enforcement agencies throughout Utah to target and stop impaired drivers. These shifts were worked at 19 DUI checkpoints, during saturation patrols and other special event and holiday enforcement periods. There were 376 DUI arrests: 216 alcohol; 100 drug; and 67 metabolite. Officers recorded 368 designated drivers, 15,285 vehicles were stopped, 264 warrants were served totaling $547,664.00, and more than 2,800 other traffic citations were given. During these shifts, law enforcement drove over 54,000 miles and worked almost 7,100 hours.

The majority of the overtime shifts were worked along the Wasatch Front, which is the most highly populated area of the state and where the greatest number of crashes, injuries and fatalities involving impaired drivers occur. Multi-agency task forces were utilized to discuss pertinent issues related to impaired driving and to strengthen and build strong partnerships with law enforcement and encourage continual support of the program.

With DUI crashes and fatalities most often occurring on the weekends, a pilot project was held during the entire month of May where DUI overtime shifts were worked every Friday and Saturday night all along the Wasatch Front and a few surrounding areas. In evaluating the results, both the impaired driving team and law enforcement officers found this to be very successful. More of these types of patrols will be organized in the future. Also, more coordinated blitzes will be held during large community drinking events, like concerts, football games, etc. where agencies will come together to support one other in removing the drunk driver from the road during these intense and highly populated times.

Sponsorships were given to support the Zero Fatalities Safety Summit and also to fund five UHP DUI Squad and SBI

troopers to attend the Northwest Alcohol Conference. Both of these events provided excellent training opportunities for law enforcement to keep them current on what is happening in the ever -changing world of impaired drivers.

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

6OT160302 SIP/TRACE

Through this project, the State Bureau of Investigation's Alcohol Enforcement Team (AET) worked to reduce the incidence of underage drinking and over service to patrons and to conduct source investigations for alcohol-related crashes. During the grant period, the AET conducted Nine (9) TRACE investigations throughout the state. Officers conducted twenty two (22) youth alcohol suppression operations at special events like the Sundance Film Festival, Oktoberfest, raves, outdoor concerts and sand dunes. These operations resulted in more than 140 minor in possession citations and 56 citations for adults providing alcohol to minors, too. During the youth alcohol suppression events the AET made contact with 162 minors and 402 adults. The AET also helped educate local law enforcement agencies about their programs and the assistance they can offer during special events and for nuisance establishments.

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

6OT160303 DRE/ARIDE/SFST/Phlebotomy

This project provided training to Utah peace officers to enhance their abilities to detect, arrest and assist with the prosecution of drunk and other impaired drivers, and to serve as experts within their agencies. With drug impaired driving on the rise in Utah, as it is around the country, ensuring that law enforcement officers have the training and skills they need to identify these drivers is critical. Advanced Roadside Impaired Driving Enforcement (ARIDE) was a huge success this year, where 121 officers representing 55 different agencies were trained in the program. There are an increasing number of smaller departments starting to take advantage of the training. Drug Recognition Expert (DRE) school started the year with 22 students. As of this report, 17 were either fully certified or on track to certify within the requirement period. The new DRE's came from 12 different agencies throughout the state. This year 36 officers were certified as phlebotomists. They came from 16 different agencies throughout the state. As there seems to be more and more demand for this training, the goal for next year may be increased to meet that demand.

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

6OT160304 Impaired Driving Media Campaign

The Highway Safety Office (HSO) impaired driving media campaign aims to educate Utahns about the lasting harms and dangers of drunk driving, and to provide Utahns with the proven skills, tools and information needed to prevent it, while also supporting high visibility enforcement efforts. In order to reach several audiences with a limited advertising budget, the HSO implemented the campaign with a combination of paid advertising, non-traditional earned media and public education. Outdoor, digital and radio advertising were used as the backbone for the campaign. For additional reach, radio ads and billboards receive a minimum of a 1-for-1 bonus match. Focus groups were held to gather qualitative data about Utah drinker's behavior, choices, and media campaign recognition. A quantitative research survey was done as well. The information obtained is invaluable in helping us to continue to steer the campaign in the direction of our target audience with a strong impactful message that will deter them from driving after drinking. It will also help us continue to educate the public that drunk driving is a preventable and socially unacceptable behavior.

Non-traditional advertising was instrumental in communicating with drinkers at the moment of decision whether or not to drive impaired, utilizing local bars and private partnerships across the Wasatch Front. Some of these nontraditional elements included wrapped bar bathrooms for Halloween, re-imagined Christmas carols during the Winter holiday, living

sobriety saint statues for St. Patrick's Day, a Salt Lake City Trolley tour over the 4th of July, and a partnership with a ride share company to encourage choosing a safe and sober ride to kick off the Labor Day Weekend. There was also a billboard campaign, radio ads, college and local magazine print, along with social media ads and videos. Media tracking for the year reflects that through earned media efforts, the campaign was covered in 61 news stories, had more than 79 million impressions, received $204,735 in earned media coverage, and $188,017 added value and media bonus.

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

6OT160305 Traffic Safety Resource Prosecutor

The Traffic Safety Resource Prosecutor (TSRP) Program went through a transition period this year. The previous TSRP resigned shortly after the beginning of the fiscal year, and the position was vacant for approximately three months. The new TSRP started in January. The TSRP position is a very unique position, as there is only one in the state of Utah. There was a steep learning curve throughout the year working to get the program back up and running. It took time to re-establish contacts with various agencies and relationships are still being built across the spectrum. One of the biggest challenges for a new TSRP is that there is no actual curriculum for TSRPs to use in their training. All training and resource files are developed and refined by each individual TSRP.

Even with all the challenges, the TSRP program is an essential element of impaired driving enforcement and prosecution. The TSRP provides critical training and support to prosecutors, law enforcement, and other traffic safety and impaired driving partners. Impaired driving trends are always developing. New laws, new defenses, new drugs, and new technology combine to make an ever changing target for law enforcement and prosecutors, and the TSRP program allows a point person to be a clearing house for information and a resource for all agencies involved in working to reduce impaired driving. It is important to realize that the previous grant was written for specific programs intended by the previous TSRP, and some of those things were not the focus of the new TSRP. The following summarizes the goals and accomplishments in the TSRP program for FY 2016.

Scholarships were provided to local prosecutors to attend the Lifesavers Conference in Long Beach, CA, this year. Each person that attended had a good experience and learned things they were able to take back to their offices and areas to help improve the prosecution of traffic related offenses. The TSRP responded to 246 Requests for Assistance. He taught DRE case law update and developed a "Combating Common DUI Defenses" presentation. The Drager oral fluids pilot program hit a roadblock and has been stopped for now. The TSRP was able to train at 15 different police trainings throughout the year on various topics. This was a very successful part of the grant this year. He conducted 23 different trainings, including 508 people trained during the sessions. Another very successful portion of the program was the UPC prosecutor forum. He worked hard to not only manage it but also to drive traffic to it this year. There were 109 original threads on the forum on various topics, with the majority of those threads having multiple responses from other prosecutors. It looks like this is catching on and becoming a great tool for prosecutors across the state.

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

6OT160307 Community PI&E Projects

This project was not implemented this year. The project was originally initiated in FFY2015. After careful evaluation of that year's progress, it was determined that the best way to utilize the funds would be through "as needed" sponsorship requests. These could be used to assist local community partners in sharing the Drive Sober or Get Pulled Over message within their communities while supporting HVE efforts. No requests were submitted for the year and the project will not be offered in FFY2017.

Community Traffic Safety Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 228. The most current complete data, which is for 2015, shows Utah is experiencing an increase in fatalities in this area (278).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1208. The most current complete annual data is for 2015 and shows Utah is experiencing an increase in this area (1512).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .85; Urban Fatality Rate per 100 Million VMT was .63; and Rural Fatality Rate per 100 Million VMT was 1.39. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in the first category (.95) but since we do not have complete VMT data from the Utah Department of Transportation, we cannot yet calculate the second and third categories.

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 69. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in this category (82).

Utah's performance target for C-5 Number of Utah Fatalities Involving a Driver with a BAC of .08 or Above was 28. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in this category (37).

Utah's performance target for C-6 Utah Number of Speeding-Related Fatalities was 78. The most current complete annual data, which is for 2015, shows Utah experienced a decrease of fatalities in this area (64) and met the performance target.

Utah's performance target for C-9 Number of Drivers Age 20 or Younger in Utah Fatal Crashes was 34. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in this area (40).

Utah's performance target for U-1 Percent of Children in Utah Crashes in Child Safety Seats was 69%. The most current complete annual data, which is for 2015, shows Utah fell short of this performance target (66.8%).

Utah's performance target for U-2 Percent of Children in Utah Crashes in Child Safety Seats was 89.6% for Ages 0-1; 86.2% for Ages 2-4; and was 44.8% for Ages 5-8. The most current complete annual data, which is for 2015, shows Utah is below this goal for Ages 0-1 (88.8%), Ages 2-4 (83%) and Ages 5-8 (40.3%).

Utah's performance target for U-3 Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 That Were Unrestrained was 34%. The most current complete annual data, which is for 2015, shows Utah fell short of this performance measure (61.1%).

Utah's performance target for U-4 Percent of Utah Motor Vehicle Crash Occupant Fatalities Occurring at Night (unrestrained) was 66.2%. The most current complete annual data, which is for 2015, shows Utah achieved this goal (55.3%).

Utah's performance target for U-5 Percent Unrestrained Among Seriously Injured and Killed Occupants in Crashes was 29.9% for Rural and 12.9% for Urban. The most current complete annual data, which is for 2015, shows Utah is falling short of this goal for Rural (35.4%) and Urban (17.2%).

Utah's performance target for U-9 Teen Driver Crash Rate per 1,000 Licensed Drivers was 66.2. The most current complete annual data, which is for 2015, shows Utah fell short of this performance measure (82.2).

Utah's performance target for U-14 Number of Utah Drowsy Driving Related Fatalities was 5.6. The most current complete

annual data, which is for 2015, shows Utah is experiencing an increase in fatalities in this area (15).

Utah's performance target for U-15 Number of Fatalities Involving a Distracted Driver was 19. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in fatalities in this area (28).

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

CP160203 Operation Lifesaver

Throughout FFY2016, the project worked to provide public educational programs to prevent collisions, injuries and fatalities at highway-rail grade crossings. At 635 presentations, more than 17,500 people in Utah were reached with educational information about safely interacting at highway-rail grade crossings. The project attended 19special events which helped it reach another 17,800 people with their safety messages. In order to keep its volunteers up-to- date on training information and techniques, the project conducted 4 training events for 32 new presenters. Media outreach included radio and television spots as well as movie theater advertisements, utilizing Utah known persons including Gov. Gary Herbert, Utah Jazz NBA basketball announcer Craig Bolerjack, and Utah State University Head football coach Matt Wells.

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

CP160209 Rural Traffic Safety Coordinator

The Utah Highway Safety Office's (HSO) rural traffic safety coordinator continued efforts to reduce traffic crashes and related deaths and injuries on Utah's rural roadways. Using a variety of proven countermeasures, the coordinator provided outreach to 18 of the State's rural and frontier counties through high schools, hospitals, day care centers, law enforcement agencies, health departments and workplaces. Education and information were provided on various traffic safety issues including the following: the proper and consistent use of seat belts and child car seats, reducing impaired, distracted, and drowsing driving and working with young drivers to improve safe driving behaviors. The coordinator supported or oversaw numerous activities including the following: ten car seat inspection clinics where 289 seats were checked for proper use; five high school presentations to 234 students; five seat belt observational surveys; four prenatal car seat classes. In addition, the coordinator worked to increase the number of certified child passenger safety technicians and as a CPS Instructor, trained educators that serve rural communities by assisting with 11 trainings taught to over 200 students. As a member of the Teen Driving Task Force, the coordinator provides presentations to high school driver education classes on distracted driving and proper seat belt use and assisted with developing a pre-teen curriculum. This year the coordinator assisted with mock crash scene at Piute High School impacting over 135 young drivers with a mock crash scene demonstrating the deadly consequences of driving distracted and not buckling up. This real-to life event involved key partners from fire/EMS, law enforcement and medical helicopters. The crash scene was followed by a presentation on responsible driving and the importance of seat belts. The coordinator also worked with the Paiute and Navajo populations educating them on child restraints and safety belts.

The rural traffic safety coordinator plays a key role in working with San Pete and San Juan Counties as part of the Positive Community Norms project and made the necessary contacts to help with the SHARP survey for the school based toolkit information as well as provide training and assistance to community partners. He met on a regular basis with rural partners and law enforcement to promote seat belt use and support for seat belt enforcement among rural law enforcement agencies, attended the Chief's and Sheriff's Conferences to promote and recruit agencies to support seat belt enforcement and CIOT, participated in the Occupant Protection Assessment, and was a member of the CPS planning committee for the Zero Fatalities Safety Summit.

According to the 2016 Seat Belt Observational Study, the number of motorists who buckle up on rural roadways was found to be 78.5 percent, a stark difference from the urban rate of 90.5%. Additionally, rural pickup truck motorists continue to have the lowest seat belt use rates and crashes in rural areas are more than three times as likely to result in a

fatality. In turn, the coordinator continued to build partnerships and provide resources to these communities to work to increase seat belt usage.

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

CP160204 UHP PI&E/Adopt A High School

The Utah Highway Patrol (UHP) is a leader in educating motorists about traffic safety through its Public Information and Education team, which supports outreach efforts in thirteen enforcement sections, reaching nearly all of Utah's 29 counties. This project supported traffic safety education with a primary focus on high risk driving behaviors, such as speed, failure to wear a seat belt, distracted driving, impaired driving, and drowsy driving. Target audiences for outreach and education included teens and older drivers in addition to the general driving public.

UHP Troopers reached approximately 147,012 people through more than 2,300 presentations or outreach events. The Seat Belt Convincers continue to be in high demand throughout the state and were featured at 55 events. Improved tracking mechanisms allowed the scope of activities conducted through this project to be better captured than previous years. To reach teen drivers, a concerted effort was made to reach high school driver education classes across the state. Approximately 85% of all Utah driver education classes received a safe driving presentation from a UHP Trooper. The Adopt-a-High School program also reaches teen drivers and focuses on high risk behaviors. Utilizing safety messages specific to reducing speed, buckling up, distracted driving, and impaired driving. This year seven high schools fully participated with one school achieving 94% seat belt use rate at end of the school year.

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

CP160208 Public Information and Education Project

This project funded the printing, purchasing and distribution of educational and promotional materials for requestors and key stakeholders in the traffic safety community. Materials were used to increase awareness of traffic safety-related issues and engage with drivers during selective activities and events statewide.

Traffic code reference guide books, with the 2016 legislative session updates, were purchased for law enforcement officers to use. The traffic code books will enable the officers to be more educated on the new traffic codes.

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

CP160219/OP160207/6OT160207 Utah Safety Council Traffic Safety Program

The Utah Network of Employers for Traffic Safety (NETS) continued to help reduce employee traffic-related injuries and deaths while saving companies time and money. During FFY2016, Utah NETS assisted more than 1,080 businesses in implementing traffic safety-related policies, programs, and activities in the workplace. A primary focus was increasing seat belt use among employees with recognition being given to sixteen companies that achieved seat belt use rates above 95 percent. In support of these activities numerous resources were provided, including fact sheets, safety talks, presentations, seminars, newsletters and more. The diverse resources offered allowed each employer to design their own traffic safety program suited to fit the needs of their employees.

Through the Alive at 25 program, which is also administered by the Utah Safety Council, traffic safety partners throughout the State worked to reduce the incidence of teen driver crashes and fatalities. During FFY2016, 1,806 students successfully completed this course, which was offered through high schools and courts located across Utah. The Utah Safety Council was recognized for their great efforts and received the "Trendsetter" Award for the Alive at 25 program from the National

Safety Council in September 2015.

As part of House bill 79, Utah's primary seat belt law allows for the seat belt fine to be waived upon completion of an online, 30-minute seat belt safety course. The HSO worked with the Utah Safety Council to develop the curriculum and the Safety Council is the administrator of the online course. A total of 209 people have completed the course since June 25, 2015, when the course was made available.

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

CP160210/6OT160210 Teen Driving Education and Outreach

The project supported eight sessions of the Utah Highway Patrol's Teen Driving Challenge, which helped 140 students from around the state gain valuable driving knowledge, skills and abilities, focusing on risk and hazard identification and provides specific education about distracted driving. On surveys, participating students reported they were very likely to share the information they learned with family and friends.

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

Using other state funds, the UHSO directed the Pre-Driver Curriculum development committees, which were broken up by elementary aged "pre-teens" and middle or junior high school aged "pre-teens." Both committees presented at conferences attended by teachers who work with these age groups, and focus groups were conducted with these teachers to define their needs. As the curriculum is developed, committee members will conduct focus groups at various schools to determine the efficacy of the curriculum. More development will take place in upcoming years.

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

CP160211 Zero Fatalities Safety Summit

The 2016 Zero Fatalities Safety Summit was held April 13-14, 2016 at the Utah Valley Convention Center in Provo Utah with a pre-conference taking place on April 12th. The conference provided an opportunity for more than 400 traffic safety officials and advocates to share opportunities, best practices, effective countermeasures and successes in improving traffic safety in Utah's communities. The Summit featured five workshops and three general sessions. In addition, three pre-conference tacks were offered including crash reporting for law enforcement, specialized training for child passenger safety technicians and highway safety grants training. Session topics covered impaired driving, occupant protection, pedestrian safety, senior drivers, young drivers, engineering issues, enforcement, emergency medical services, communications and diversity considerations among others. Continuing education credits were offered to attendees in their respective tracks.

While the State made progress in several areas, traffic crashes continue to be a leading killer of Utahns. The Summit provides a forum for traffic safety officials and advocates to network and helps guide the traffic safety community toward implementing proven strategies that work towards the common goal of zero fatalities.

CP160205/CP160206 Older Driver PI&E and Yellow Dot

The Yellow Dot program was supported during the year with existing supplies and materials. No funds were expended for the Older Driver PI&E project as an effective external partner was not identified until late in the project year. This partner will be implementing a project in FFY2017.

Motorcycle Safety Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 228. The most current complete data, which is for 2015, shows Utah is experiencing an increase in fatalities in this area (278).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1208. The most current complete annual data is for 2015 and shows Utah is experiencing an increase in this area (1512).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .85; Urban Fatality Rate per 100 Million VMT was .63; and Rural Fatality Rate per 100 Million VMT was 1.39. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in the first category (.95) but since we do not have complete VMT data from the Utah Department of Transportation, we cannot yet calculate the second and third categories.

Utah's performance target for C-7 Number of Motorcyclist Fatalities was 30. The most current complete annual data, which is for 2015, shows Utah is experienced a decrease in fatalities in this area (36) but still did not achieve the performance target.

Utah's performance target for C-8 Number of Utah Unhelmeted Motorcyclist Fatalities was 16. The most current complete annual data is for 2015 and shows Utah is experienced a decrease in fatalities in this area (17) but still did not achieve the performance target.

Utah's performance target for U-7 Percent of Utah Helmeted Motorcycle Fatalities was 53.1%. The most current complete annual data, which is for 2015, shows Utah fell short of this performance goal (48.5%).

Utah's performance target for U-8 Overall Rate of Motorcyclists in Crashes per 1,000 Registered Motorcycles was 15.8. The most current complete annual data, which is for 2015, shows Utah fell short of this goal (16.5).

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

MC160901/9MA160901 Motorcycle Safety Media Campaign and PI&E

The project provided funding for several forms of media as part of its efforts to reduce motorcycle crashes and fatalities. The project partnered with Zero Fatalities for an earned media event in May to remind drivers to "look twice for motorcycles." In support of the NHTSA Region 8 "Safe to Sturgis" campaign, the project promoted posts on social media platforms and worked with the Utah Department of Transportation to utilize variable message signs to feature messages targeted at motorcycle riders and drivers alike. The project provided support for the Share the Road program taught by ABATE riders in high school driver education classes. The project capitalized on funding from other sources to provide funding for the "Heads Up" campaign, which includes media and education regarding motorcycle safety.

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

Pedestrian and Bicycle Safety Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 228. The most current complete data, which is for 2015, shows Utah is experiencing an increase in fatalities in this area (278).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1208. The most current complete annual data is for 2015 and shows Utah is experiencing an increase in this area (1512).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .85; Urban Fatality Rate per 100 Million VMT was .63; and Rural Fatality Rate per 100 Million VMT was 1.39. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in the first category (.95) but since we do not have complete VMT data from the Utah Department of Transportation, we cannot yet calculate the second and third categories.

Utah's performance target for C-10 Number of Utah Pedestrian Fatalities was 31. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in fatalities in this area (48).

Utah's performance target for C-11 Number of Utah Bicyclist Fatalities was 6. The most current complete annual data, which is for 2015, shows Utah is experiencing a decrease in fatalities in this area (5) and achieved the performance target.

Utah's performance target for U-10 Rate of Pedestrians in Utah Crashes per 10,000 Population was 3. The most current complete annual data, which is for 2015, shows Utah is exceeding this rate (3.47).

Utah's performance target for U-11 Rate of Bicyclists in Utah Crashes per 10,000 Population was 2.6. The most current complete annual data, which is for 2015, shows Utah achieved this performance target (2.29).

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

PS160701 Pedestrian Safety PI&E

Pedestrian safety was promoted through partnerships with community organizations, advocacy groups, schools, police departments, local health departments and Pedestrian Safety Task Force partners. Such activities and outreach efforts were focused on reducing the pedestrian injury and fatality rate. In April 2016 the Pedestrian Safety Task Force completed a comprehensive State Pedestrian Safety Action Plan. Implementation of the plan is underway with specific tasks outlined under each of the seven emphasis areas - Data, Driver Education and Licensing, Engineering, Law Enforcement, Communication, Education and Outreach, Legislation and Policy.

Project funds supported Operation Crosswalk Enforcement efforts at intersections in Salt Lake City, South Salt Lake City, West Valley City, Ogden, Provo, and Lehi where a high incidence of motor vehicle/pedestrian crashes occur. Enforcement, education and media outreach brought immediate attention to pedestrian safety with emphasis placed on drivers yielding to pedestrians and educating pedestrians to cross attentively. Crosswalk enforcement shifts proved to be very effective in educating motor vehicle drivers as well as pedestrians on traffic laws. In total over 800 contacts were made resulting in 538 citations and 276 warnings.

The project provided 5 assemblies and 2 pedestrian rodeos to elementary schools that educated students on laws and safe pedestrian practices and supported National Walk to School Day and Green Ribbon Month. Two safety trainings were provided during community events to audiences that consisted of both adults and children. Lastly, officers gave commendations around 2 different elementary schools for children using crosswalks safely.

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

C-10 and U-10.

PS150702 Bicycle Safety PI&E

This project supported outreach activities focused on reducing the bicycle injury and fatality rate. Bicycle safety was promoted through partnerships with community organizations, advocacy groups, schools, and police departments. Bicycle safety skills including how to ride safely on the road, bike handling, hand signals, education about roadway signs and rules of the road were taught to more than 5,600 children through the Highway Safety Bicycle Rodeo Program. A total of 69 bicycle rodeos were conducted utilizing the bicycle rodeo trailers. An additional 15 rodeos took place through a partnership with the Ogden City Police Department reaching an additional 900 children and providing over 500 helmets. Additional outreach efforts included Brigham Young University's Y-Bike campus event, Goldilocks Ride, Wildflower Pedalfest Ride, Utah High School Mountain Bike League, Bike to Work Day Initiatives, and Road Respect campaign efforts and partnerships. Media efforts included social media, radio interviews, newsprint and web-based messages focused on bicycle safety.

This project supported a high visibility public information and education campaign promoting bicyclist safety throughout the year. Special emphasis was placed on two car-bike safety high visibility campaigns that brought together key partners and communities and generated media coverage and local community grass roots participation. Road Respect "Cars & Bikes Rules to Live By" ambassadors visited communities across the state educating roadway users on the rules of the road, encouraging bicycle friendly communities, planning and development of bicycle master plans, education, enforcement, and infrastructure improvement. A total of six counties participated in the 2016 campaign, including Sevier, Iron, Washington, Tooele, Davis, Wasatch impacting thousands of people in the 12 communities visited. Campaign efforts included law enforcement trainings and community forums as well as the Road Respect Community Program which provided support for local government bicycle planning efforts by providing resources and generating ideas that will ultimately lead to a more bicycle friendly community. Representatives from the Utah Department of Public Safety, Utah Highway Patrol, Utah Department of Transportation, Utah Office of Tourism, Utah State Legislature, local law enforcement, Bike Utah, Southern Utah Bicycle Alliance, local government (health departments, mayors, city planners), and local businesses all partnered together to make each community event and forum a success and continue ongoing efforts towards bicycle friendly communities. Road Respect just celebrated its sixth year and since then, Utah has moved up in the League of American Bicyclists Bike Friendly State ranking from #18 in 2010 to the 5th most bicycle friendly state in 2015.

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

Police Traffic Services Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 228. The most current complete data, which is for 2015, shows Utah is experiencing an increase in fatalities in this area (278).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1208. The most current complete annual data is for 2015 and shows Utah is experiencing an increase in this area (1512).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .85; Urban Fatality Rate per 100 Million VMT was .63; and Rural Fatality Rate per 100 Million VMT was 1.39. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in the first category (.95) but since we do not have complete VMT data from the Utah Department of Transportation, we cannot yet calculate the second and third categories.

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 69. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in this category (82).

Utah's performance target for C-5 Number of Utah Fatalities Involving a Driver with a BAC of .08 or Above was 28. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in this category (37).

Utah's performance target for C-6 Utah Number of Speeding-Related Fatalities was 78. The most current complete annual data, which is for 2015, shows Utah experienced a decrease of fatalities in this area (64) and met the performance target.

Data for 2015 shows that there were 3,377 citations issued for Utah's performance measure A-3 Number of Speeding Citations Issued During Grant-Funded Enforcement Activities.

Utah's performance target for U-15 Number of Fatalities Involving a Distracted Driver was 19. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in fatalities in this area (28).

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

PT160101 Police Traffic Services and Equipment

This project continued to provide valuable resources for law enforcement agencies in Utah to enhance their traffic safety enforcement capabilities. A new equipment application was created to help agencies provide data-driven problem identification. The project provided traffic safety enforcement equipment to two agencies, North Salt Lake Police Department and Unified Police Department. The equipment will help the departments track various traffic violations and help address the need for further work, overall working at reducing crashes on Utah roadways.

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

PT160102 Weber/Salt Lake/Davis/Utah County Multi-Agency Task Forces

This grant, and the four traffic safety task forces it supports, continued to be a major asset in promoting traffic safety campaigns and efforts among law enforcement agencies and various partners along the entire Wasatch Front. Members of the task forces received training and education regarding enforcement and education efforts that they could then share with their respective agencies. In doing so, the information goes out to the entire police agencies, not just the

members on the task force. This has enabled the Highway Safety Office (HSO) to get their message out to entire police agencies, from the chief, down to the line officer. Officers participated in media campaigns, including appearing at earned media events, and helping with the filming of commercials and public service announcements. These task forces assist the HSO to conduct enforcement events throughout the year, including DUI saturation patrols, DUI check points, seat belt enforcement, distracted driving enforcement, and pedestrian safety enforcement. The task forces convened eight times during the year and stood as an integral part of the HSO's enforcement plan.

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

DD160801 Centerville City Distracted Driving Program

The Centerville Police Department combined enforcement and education to increase awareness of the dangers of distracted driving and to reduce crashes caused by distracted driving. The focus area for enforcement was along Parrish Lane, which is a main road in Centerville where 44.9% of crashes in Centerville occur. Centerville PD worked 83 overtime distracted driving shifts during the grant year, during which over 218 citations were issued. Over the last two years, there has been a 10.7% reduction in crashes along Parrish Lane.
The media was not used during the grant year, but social media was used to educate drivers about the dangers of driving distracted.

Through the activities and initiatives described above, this project contributed to Utah's Highway Safety targets C-1, C-2, C-3, C-4 and U-15.

DD160802 St. George City Distracted Driving Program

The St. George Police Department worked again to prevent distracted driving from happening by continuing enforcement and providing education to officers and the public. During the grant year, 85 overtime distracted driving shifts were worked, resulting in over 432 citations. These shifts were worked in 1, 2, 3, and 4 man teams. The most effective way to find people driving distractedly, specifically texting and driving, was to have an observing officer.

The "Heads Up Thumbs Up" campaign was continued to educate the public on the dangers of distracted driving. St. George PD educated the public at several Community Action Team meetings. Educating the public on distracted driving was also implemented through radio stations and TV commercials. Booths were held at the local college, festivals, and downtown leisure areas.

Through the activities and initiatives described above, this project contributed to Utah's Highway Safety targets C-1, C-2, C-3, C-4 and U-15.

DD160803 Unified Police Department Distracted Driving Program

The Unified Police Department combined overtime patrol shifts and education to influence the public to not drive distractedly. Midvale, Holladay, Taylorsville, Riverton and Herriman were the cities of focus for the distracted driving enforcement overtime shifts, finding that they comprise of nearly half of the distracted driving crashes among the eleven cities and townships in UPD last year. Unified PD worked 116 two-man overtime shifts during the grant year, making over 143 citations and 810 vehicles educated on the dangers of distracted driving.

Five high schools were educated on the dangers of texting and driving, having over 9,000 students reached. Pre and post surveys were given out to measure attitudes about texting and driving. The surveys indicated that the number of students who self-reported texting and driving nearly every time they drove decreased by 18% after the education enforcement. Twenty-two independent medium messages were utilized about distracted driving in five high schools, with an impact of at least 40,898 contacts with the students about distracted driving.

Through the activities and initiatives described above, this project contributed to Utah's Highway Safety targets C-1, C-2, C-3, C-4 and U-15.

DD160804 Salt Lake City Distracted Driving Program

The Salt Lake City Police Department combined targeted enforcement operations and community education to decrease the number of preventable accidents and deaths related to distracted driving. Salt Lake PD worked 81 overtime shifts, making over 403 distracted driving contacts, with 1,724 vehicles educated on the dangers of distracted driving.

Salt Lake PD completed four community outreach events during the grant year. At each event, officers engaged with attendees and handed out the "ONE TEXT OR CALL COULD WRECK IT ALL" program education cards. A bulletin board was created for the purpose of providing the officers with information regarding distracted driving efforts and the Utah distracted driving laws. Radio, newspaper, and news media was used to educate the public on distracted driving.

Through the activities and initiatives described above, this project contributed to Utah's Highway Safety targets C-1, C-2, C-3, C-4 and U-15.

Traffic Records Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 228. The most current complete data, which is for 2015, shows Utah is experiencing an increase in fatalities in this area (278).

Utah's performance target for C-2 Number of Serious Injuries in Utah Traffic Crashes was 1208. The most current complete annual data is for 2015 and shows Utah is experiencing an increase in this area (1512).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .85; Urban Fatality Rate per 100 Million VMT was .63; and Rural Fatality Rate per 100 Million VMT was 1.39. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in the first category (.95) but since we do not have complete VMT data from the Utah Department of Transportation, we cannot yet calculate the second and third categories.

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 69. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in this category (82).

Utah's performance target for C-5 Number of Utah Fatalities Involving a Driver with a BAC of .08 or Above was 28. The most current complete annual data, which is for 2015, shows Utah is experiencing an increase in this category (37).

Utah's performance target for U-12 Percent of Drivers in Utah Fatal Crashes With Known BAC Results was 57.7%. The most current data shows Utah is exceeding this goal (61.8%).

Utah's performance target for U-13 Average number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes was 6. The most current data shows Utah did not meet this performance target (8.04).

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

3DA160201 UTRAC Coordinator

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. 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 maintained, monitored and coordinated the Traffic Safety Information Systems Strategic Plan, as well as the operation of the Utah Traffic Records Advisory Committee.

3DA160501 Crash Information Systems Management

This project worked to improve the accuracy, completeness and accessibility of the crash file database, using a multi-tiered approach. The traffic information system law enforcement liaison continued with technical outreach and education. The HSO continued its partnership with the Utah Department of Transportation and the University of Utah to create a Transportation Safety Institute (UTAPS). This project entails integrating crash databases from both Departments for data analysis to a single source, thus removing redundancy in accuracy and completeness cross-checking and ensuring all Departments are reporting the same numbers. The staff members at the University begun the process of creating the new integrate data system to be housed at the University of Utah. The first SQL database was built with sample records from the Informix-based crash record repository managed by the Utah Department of Technologies Services (DTS). Data

types, domains, and table relationships used by DTS were coded in SQL, allowing UTAPS to create a sample backbone for the system. The U of U team proposed the use of Django middleware as an Object-Relational Mapper (ORM) to link the SQL database with a user interface. Django helps preventing direct interaction of a user with the database, adding a layer of security and protecting it from injections and direct access to database objects. Even though the development of a user interface was initially thought as a task to be contracted out, the U of U team decided to also take on this role without the need of additional task orders or personnel. The proposed user interface included a website to access information from SQL through the ORM, a GIS server for geolocation of crashes, REST end-points, and reporting services. UTAPS evolved from the implementation of a database system to the development of a complete in-house content management system from the back-end to the user-interface. The U of U team decided to install and develop reporting services through a Shiny server by R-Studio. Shiny provides a complete online solution for fast and modern dashboards that also make use of R-software libraries, enabling spatial and statistical analysis of the crash data. The U of U team also decided to deploy a more recent version of the geolocation tool by using an ESRI Online application All four production elements (SQL Server, Django ORM, ESRI GIS app, and Shiny Reporting Services) are operational and estimated around 85% completed.

Utah saw a decrease in the mean number of days from the crash date to submission to the crash repository from 8.76 days to 8.04 days. Utah also saw an increase in accuracy as the crash reports with errors in alcohol/drugs, manner of collision, first harmful event/location, sequence of events, and speed all decreasing. Completeness of the crash data was also observed as there was a decrease in the percentage of crash reports with unknowns or blanks in the critical data elements of first harmful event, crash severity, and manner of collision.

Through the activities and initiatives described above, this project contributed to Utah's Highway Safety targets C-1, C-2, C-3 and C-4.

3DA160502 EMS Pre-Hospital Data Reporting

The National EMS Information System (NEMSIS) data standard has changed over the past two years, and thus Utah was not compliant with the information systems data standards. This project enabled automated integration between pre-hospital (ambulance), emergency department, trauma registry, and dispatch data: made amalgamated data available to stakeholders and the public for analysis and reporting; and enabled the Emergency Medical Services and Preparedness Bureau to implement a prehospital data system upgrade.

The new prehospital data system went live on August 25, 2016. Two key UDOH EMS staff were trained as system administrators on the new prehospital data system. This training allows these individuals to reach out to EMS agencies to train them on the system. The new license management system went live on July 1, 2016. The license management site is the authoritative system for the prehospital database. All users of the prehospital database must be in the license management system. Training has been provided to approximately 200 Training Officers, EMS Instructors and/or Course Coordinators on the new license management system via webinars, one-on-one, and group training. These individuals provide training to new and existing EMS professionals who will use the prehospital system. To date, over 4000 active EMS professionals are currently in the system.

All of the work required to prepare for data migration from POLARIS to the new ImageTrend prehospital system was completed. In early September, work began to migrate over 1,000,000 prehospital records to the new system. Upon migration of a sample of records, it was discovered that migrating v2 data into a v3 site would compromise data integrity, and the migration was put on hold. Discussions were held with ImageTrend ,and the NEMESIS Technical Assistance Center to determine a 'best practice' and a decision was made to stand up a v2 data site. A v2 site will ensure that data integrity is maintained for v2 data. The new prehospital data system will start off as 'clean slate' for v3 data.

The new prehospital data system is compliant with the most current NEMSIS version 3.4 data standard. Internal data validation testing has indicated that data imported and exported from the prehospital system meets all state data reporting requirements, and is accurately received and transmitted. UDOH and ImageTrend are working to ensure to that data can be submitted to the NEMSIS TAC. Six EMS agencies that have a high volume of patient records are currently capable

of submitting v3 data.

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

3DA160503 DDACTS Mapping

Utah's Automated Geographic Reference Center (AGRC) created a digital mapping application. It can be seen at crashmapping.utah.gov. This map indicates where crashes have occurred over the past three years based on choices of several parameters. Queries can be developed using: date, location, age, time of day or contributing factor. The map indicates the locations and frequency of the maps using dots and colors and is available to the public. Project was funded through the Utah Highway Patrol with no additional funds being need from the Utah Highway Safety Office.

201217 Fatality Analysis Reporting Systems (FARS)

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

Planning and Administration

Planning and Administration Project Descriptions and Contributions to Utah's Highway Safety Targets

PA161001 Planning and Administration

Planning and Administration provided the core essence of direction, long range planning, program assessments, evaluation and an office location for Utah's Highway Safety Program. To accomplish this, a portion of the director's and other planners' compensation were paid, appropriate office space was rented and insurance provided, staff shuttle vehicles were leased from State Fleet and association memberships were kept current. With this project's assistance a firm foundation and stable working environment enabled administration and other planners to conduct its long range planning and evaluation. These logistical items and participation in national highway safety planning groups all played a vital role in the overall program successes as the Highway Safety Office staff worked toward meeting their performance targets with the goal of ultimately achieving Zero Fatalities.

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

CP160201 Personnel (402), 3DA160201 Personnel (405c), 6OT160201 Personnel (405d)

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

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

CP160202 Administrative Support

This project provided for the day-to-day operational needs of the Highway Safety Office such as office and computer supplies, computer network and telephone expenses, travel to training and professional interaction opportunities, printing, and maintenance and upgrades to the office's electronic grant management system. The project assisted the Highway Safety Program by supporting the staff in coordinating and managing the various projects and programs assigned.

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

EVIDENCE-BASED ENFORCEMENT PLAN (E-BE)

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 together closely to align projects, reduce redundancy, allocate resources wisely, and strengthen programs overall. E-BE Plan strategies use the National Highway Traffic Safety Administration's Countermeasures That Work to ensure strategies are evidence-based for the focus area.

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

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.

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

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

Countermeasures Timeline and 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.

Outcomes:
Reporting Period: 11/25/15 – 11/29/15

Agencies	17
Hours	530
Seat Belt Violations:	1,013
Citations	85
Warnings	928
Child Restraint Violations:	38
Citations	5
Warnings	32
DUI Arrests	2
All Other Violations	205

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.

Outcomes: Funds for this effort were re-allocated to rodeo and county fair events held in July and August. Seat belt enforcement was encouraged during regular patrols statewide.

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.

Outcomes:
Reporting Period: 3/24/16 – 3/26/16

Agencies	12
Hours	248
Seat Belt Violations:	330
Citations	47
Warnings	283
Child Restraint Violations:	9
Citations	2
Warnings	7
DUI Arrests	5
All Other Violations	102

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.

Outcomes:
Reporting Period: 5/23/16 – 6/5/16

Agencies	59
Hours	3100
Seat Belt Violations:	5916
Citations	777
Warnings	5139
Child Restraint Violations:	147
Citations	21
Warnings	126
DUI Arrests	7
All Other Violations	964

July 2016

Messaging was centered around individuals attending the Days of '47 Rodeo, among whom the demographic tends to be male pickup truck drivers who don't buckle up.
Outcomes: Seat belt enforcement was encouraged during regular patrols statewide.

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.
Outcomes: Pilot rural counties displayed seat belt messaging at their County Fairs with a call to action to buckle up. While a targeted law enforcement effort was not conducted this month, these counties are included in all statewide HVE efforts.

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.
Outcomes:
Reporting Period: 9/2/16 – 9/19/16

Agencies	38
Hours	1881.5
Seat Belt Violations:	3427
Citations	615
Warnings	2812
Child Restraint Violations:	38
Citations	13
Warnings	25
DUI Arrests	4
All Other Violations	626

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

Impaired Driving

In an effort to address the impaired driving issues in Utah, the Highway Safety Office utilized Countermeasures that Work, including ongoing, statewide high visibility enforcement and checkpoint operations in conjunction with earned and paid media. Using crash data, population data, and some mapping tools, the majority of our resources were distributed to agencies within the four counties that span the Wasatch Front: Weber, Davis, Salt Lake, and Utah. These are the most densely populated areas with the highest numbers for drunk and drugged driving crashes and fatalities. Some resources were also disbursed to surrounding counties and counties in the southern part of the state were the data showed need.

DUI overtime shifts were worked over major holidays, throughout the NHTSA National Crackdown periods, during Checkpoints, and also for other coordinated saturation patrols. A pilot project was conducted during the month of May were DUI overtime shifts were worked every Friday and Saturday evening (highest days and times for impaired driving crashes) by agencies all along the Wasatch Front and surrounding counties with higher crash statistics. The results of these efforts were very good and we will continue to do more of these or similar type efforts in the future.

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

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.

Outcomes:
Reporting Period: 10/30/15 – 11/01/15

Agencies	30
Hours	824
DUI arrests:	47
Alcohol	30
Drug	10
Metabolite	7
Designated Drivers	49
All Other Arrests	269

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.

Outcomes:
Reporting Period: 11/25/15 - 11/29/15 and 12/18/15 – 01/03/16

Agencies	30
Hours	1206
DUI arrests:	63
Alcohol	34
Drug	14
Metabolite	15
Designated Driver	52
All Other Arrests	573

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.

Outcomes:
Reporting Period: 02/07/16

Agencies	7
Hours	95
DUI arrests:	8

Alcohol	3
Drug	3
Metabolite	2
Designated Driver	8
All Other Arrests	59

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.
Outcomes:
Reporting Period: 03/17/16 – 03/18/16

Agencies	18
Hours	311
DUI arrests:	20
Alcohol	12
Drug	4
Metabolite	4
Designated Driver	13
All Other Arrests	141

April 2016

Drive Sober or Get Pulled Over initiative will target areas in the state where recreational activities usually occur around the Easter holiday.
Outcomes:
Reporting Period: 03/25/16 – 03/26/16

Agencies	6
Hours	201
DUI arrests:	7
Alcohol	2
Drug	2
Metabolite	3
Designated Driver	2
All Other Arrests	58

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.
Outcomes:
Reporting Period: 05/06/16 – 05/30/16

Agencies	54
Hours	1590
DUI arrests:	97
Alcohol	54
Drug	30
Metabolite	13
Designated Driver	74
All Other Arrests	756

July 2016

Drive Sober or Get Pulled Over initiative will target 4th 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.
Outcomes:
Reporting Period: 07/01/16 – 07/04/16

Agencies	14
Hours	267
DUI arrests:	19
Alcohol	12
Drug	6
Metabolite	1
Designated Driver	40
All Other Arrests	194

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.
Outcomes:
Reporting Period: 08/19/16 – 09/05/2016

Agencies	35
Hours	968
DUI arrests:	59
Alcohol	34
Drug	15
Metabolite	10
Designated Driver	53
All Other Arrests	419

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.
Outcomes:
Reporting Period: 2016 fiscal year

Checkpoints Held	18
Agencies	37
Hours	1642
DUI arrests:	61
Alcohol	33
Drug	18
Metabolite	10
Designated Driver	105
All Other Arrests	184

Vulnerable Roadway Users

Vulnerable Roadway Users continue to be an area of emphasis for the Utah Highway Safety Office. Pedestrians and bicyclists are the most exposed in terms of protection when involved in crashes on Utah roads. Attesting to this is the fact that both pedestrians continue to be over-represented in fatal crashes in comparison to total crashes. In 2015 pedestrians accounted for 19% of fatal crashes, but only 1.6% of all crashes. While bicycle fatality numbers remain low (5 for 2015), the increasing use of bicycles for both transportation and recreation require ongoing proactive efforts to continue to reduce crashes involving bicyclists.

Supporting enforcement efforts for pedestrian safety were fostered through the Multi-Agency Task Forces. Shifts were offered to agencies that showed the greatest need according to the number of pedestrian-motor vehicle crashes occurring in their jurisdictions over the last year. The six agencies that accepted shifts each prepared an enforcement plan. The plans provided justification for conducting enforcement at specific intersections and details about operations involving decoys, which was optional but most agencies chose to use decoys. Enforcement included both pedestrians and motorists alike. As a supplement to these activities 12 safety presentations were given to both adults and children in Salt Lake and Weber Counties to reinforce the importance of laws and general safe practices.

Bicycle enforcement was completed by Salt Lake City Police Department on several roads with heavy bicycle commuter use. The department used a 3 foot detector device to ensure that motorists gave adequate space to cyclists and enforced laws for both cyclists and motorists. At the community level 84 bike rodeos took place using UHSO resources to provide education and instruction on bike laws.

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

Countermeasures Timeline and Details:

November 2015
Funded Crosswalk Enforcement Shifts in Salt Lake and Utah Counties

Outcomes:

Agencies	3
Hours	115
Citations	183
Warnings	45

May through August 2016
Funded Bicycle and Crosswalk Enforcement Shifts in Salt Lake City

Outcomes:

Agencies	1
Hours	100
Citations	81
Warnings	157

September 2016
Funded Crosswalk Enforcement Shifts in Salt Lake, Utah, and Weber Counties

Outcomes:

Agencies	5
Hours	263
Citations	304
Warnings	218

Distracted Driving

The Utah Highway Safety Office awarded several distracted driving grants to law enforcement agencies to help reduce the number of distracted driving crashes and fatalities by enforcing the law. Centerville PD, St. George PD, Salt Lake City PD, and Unified PD were the agencies awarded the grant money. The money awarded to these agencies cover the overtime distracted driving shifts as well as media messaging and outreach events.

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

Centerville PD 2016

Centerville PD performed distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked October 2015 through September 2016.

Outcomes:
Reporting Period: 10/01/15-09/30/16
Agencies: Centerville
Shifts: 83 (1 man team)
DD Citations: 218
DD Warnings: 223
Total Vehicles Stopped: 514

St. George PD 2016
St. George PD performe
d distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked January 2016 through September 2016.
Outcomes:
Reporting Period: 10/01/15-09/30/16
Agencies: St. George
Shifts: 85 (worked in 1,2,3 and 4 man teams)
DD Citations: 432
DD Warnings: 49
Total Vehicles Stopped: 761

Salt Lake City PD 2016
Salt Lake City PD performed distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked April 2016 through August 2016.
Outcomes:
Reporting Period: 10/01/15-09/30/16
Agencies: Salt Lake City
Shifts: 81
DD Citations: 17
DD Warnings: 867
Total Vehicles Stopped: 1,109

Unified PD 2016
Unified PD performed distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked December 2015 through September 2016.
Outcomes:

Reporting Period: 10/01/15-09/30/16
Agencies: Unified
Shifts: 116
DD Citations: 143
DD Warnings: 232
Total Vehicles Stopped: 810

Speed Enforcement

Speed enforcement is already a standard enforcement activity, but it is important to keep speed at the forefront of law enforcement efforts for each agency and emphasize the role speed plays in crashes and fatalities in Utah. Multi-Agency Task Force meetings are held in the four largest counties within the state (Salt Lake, Utah, Davis, Weber) and serve to update officers on data and strategies aimed at reducing speed and other enforcement activities.

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

Speed Findings
October 2014-September 2015 and October 2015-September 2016
Speed enforcement was done on a regular basis throughout the year. The data below will compare two years of speed enforcement citations and warnings in the Salt Lake, Utah, Davis, and Weber County done by law enforcement agencies in those counties.
Reporting Period: 10/14-09/15
Davis: Citations and Warnings: 14,701
Salt Lake: Citations and Warnings: 42,591
Utah: Citations and Warnings: 33,034
Weber: Citations and Warnings: 10,280
Overall Warnings: 16,233

Reporting Period: 10/15-09/16
Davis: Citations and Warnings: 16,678
Salt Lake: Citations and Warnings: 43,527
Utah: Citations and Warnings: 41,399
Weber: Citations and Warnings: 11,707
Overall Warnings: 33,922

October 2014-September 2015 and October 2015-September 2016
Utah Highway Patrol continued to enforce speed throughout the year. The data below will compare two years of speed enforcement citations and warnings throughout the state of Utah.
Reporting Period: 10/14-09/15
Contacts: 134,487
Citations: 60,840
Warnings: 73,640

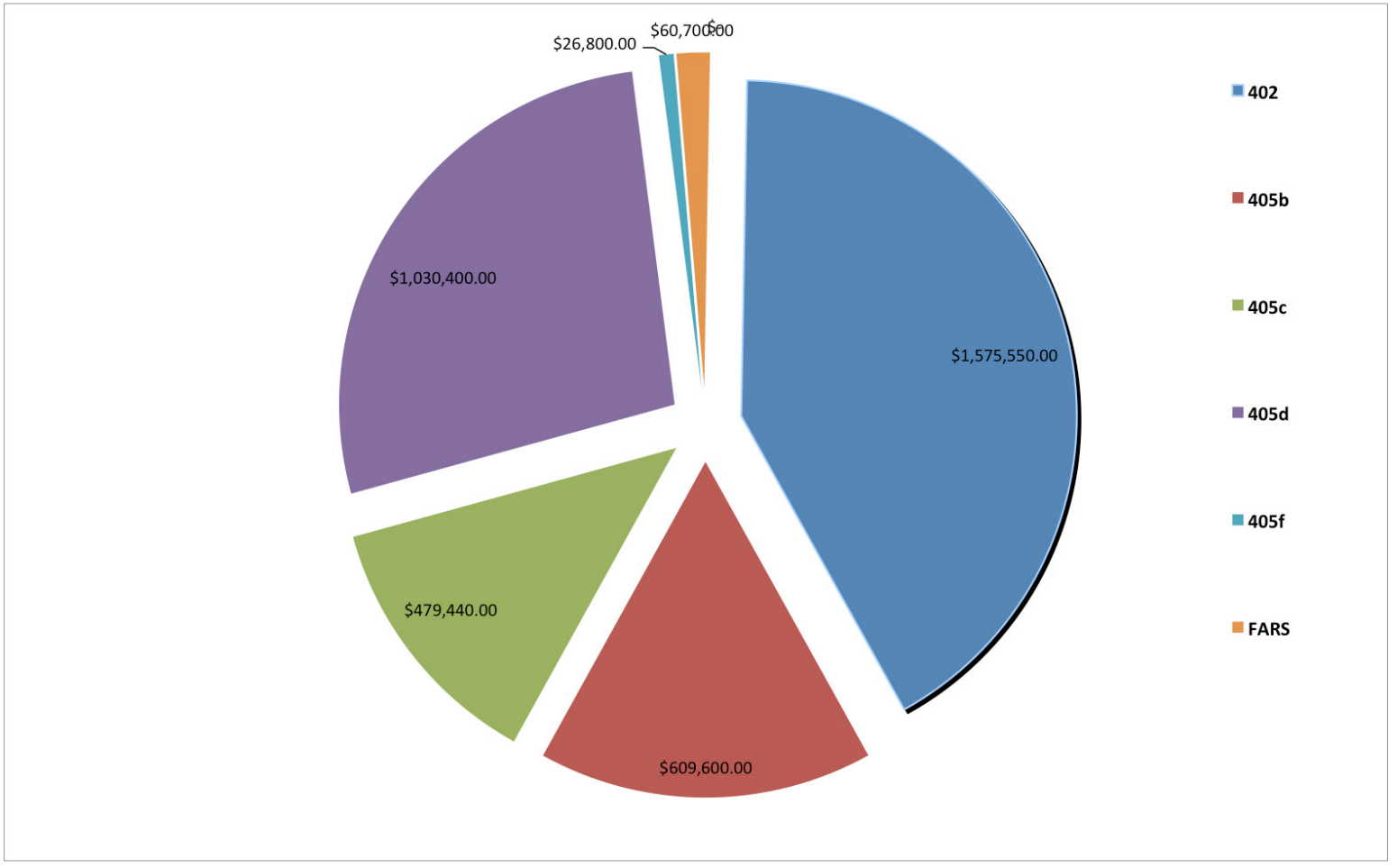
Reporting Period : 10/15-09/16
Contacts: 144,645
Citations: 64,543
Warnings: 80,090

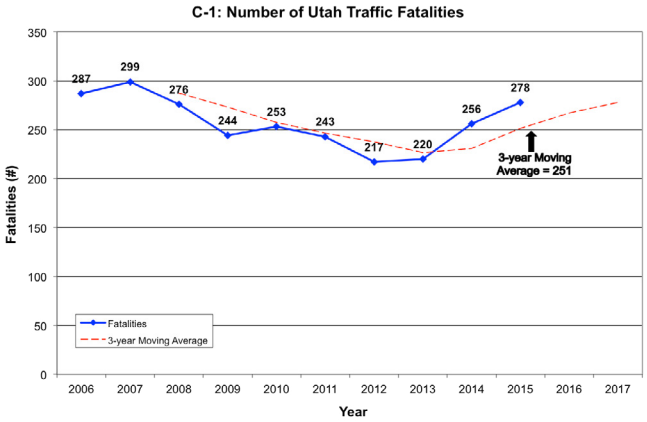
Funds Expended In FFY2016
FFY2016

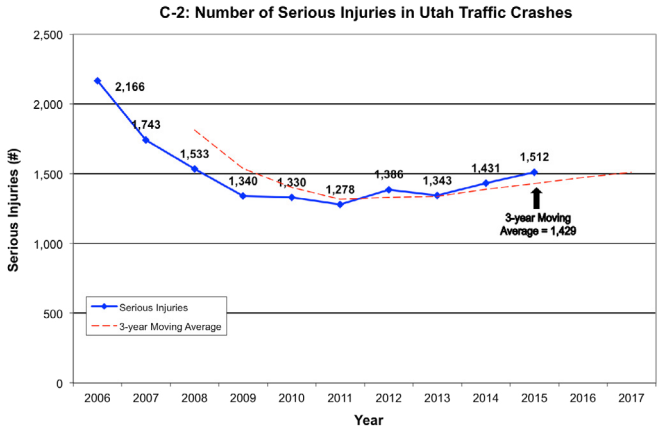
	Project Name	Total Expenditures
Occupant Protection		
OP160402	Occupant Protection Media, Materials & Support	$113,100.00
OP160404	Rural Seat Belt Program	$116,300.00
OP160405	Weber / Morgan Hispanic Occupant Protection	$25,000.00
OP160406	Salt Lake County Hispanic Occupant Protection	$12,300.00
OP160407	Utah County Hispanic Occupant Protection	$23,000.00
2PE160204	UHP PI&E / Adopt -a- High School	$3,100.00
2HVE160401	CIOT Step Support	$232,100.00
2PE160402	Occupant Protection Media, Materials & Support	$169,100.00
2CPS160403	Utah CPS Program	$181,500.00
2PE160408	Occupant Protection Program Evaluation	$23,800.00
	Total	**$899,300.00**
Impaired Driving		
2PE160209	Rural Traffic Satety Coordinator	$16,800.00
6OT160201	Personnel	$144,300.00
6OT160207	Utah Safety Council Traffic Safety Program	$7,200.00
6OT160301	DUI Enforcement & Checkpoint Support	$287,300.00
6OT160303	DRE/ARIDE/SFST/Phlebotomy	$49,300.00
6OT160304	Impaired Driving Media Campaign	$379,800.00
6OT160305	Traffic Safety Resource Prosecutor	$103,200.00
6OT160306	SIP/TRACE, Youth Alcohol Suppression	$35,000.00
6OT160210	Teen Driving Education & Outreach	$7,500.00
	Total	**$1,030,400.00**
Community Traffic Safety - 402		
CP160202	Administrative Support	$177,800.00
CP160203	Operation Lifesaver	$20,000.00
CP160204	UHP PI&E / Adopt-a-High School	$12,300.00
CP160207	Utah Safety Council Traffic Safety Program	$7,950.00
CP160208	PI&E	$1,000.00
CP160209	Rural Traffic Safety Coordinator	$18,000.00
CP160210	Teen Driving Education & Outreach	$13,500.00
CP160211	Zero Fatalities Safety Summit	$34,200.00
	Total	**$284,750.00**
Motorcycle Safety Program		
9MA160901	Motorcycle Safety Media Campaign	$26,800.00
	Total	**$26,800.00**
Pedestrian and Bicycle Safety		
PS160701	Pedestrian & Bicycle PI&E	$34,000.00
PS160702	Bicycle Safety PI&E	$41,600.00
	Total	**$75,600.00**
Police Traffic Services		
PT160101	PT Services & Equipment	$17,200.00
PT160102	Weber/Salt Lake / Davis/Utah Co - MATF Groups	$8,300.00
	Total	**$25,500.00**
Teen Driver/Distracted Driving Programs		
DD160801	Centervill City DD Program	$8,200.00
DD160802	St George City DD Program	$16,700.00
DD160803	Unified Distracted Driving Campaign	$20,000.00
DD160804	Salt Lake City Distracted Driving campaign	$20,000.00
	Total	**$64,900.00**
Data Program		
3DA160201	Personnel	$98,900.00
3DA160501	Crash Information Systems Management	$187,800.00
3DA160502	EMS Pre-Hospital Data Reporting	$192,740.00
	Total	**$479,440.00**
Planning and Administration		
PA161001	402 - Administration (Federal)	$197,700.00
CP160201	402 - Personnel	$637,400.00
	Total	**$835,100.00**
FARS		
201217	FARS, Year 5 Award	$60,700.00
	Total	**$60,700.00**

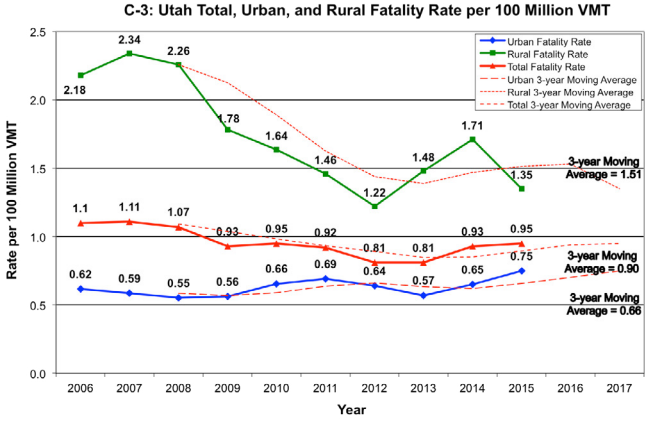
***Total expenditures are rounded to the nearest hundred dollars*

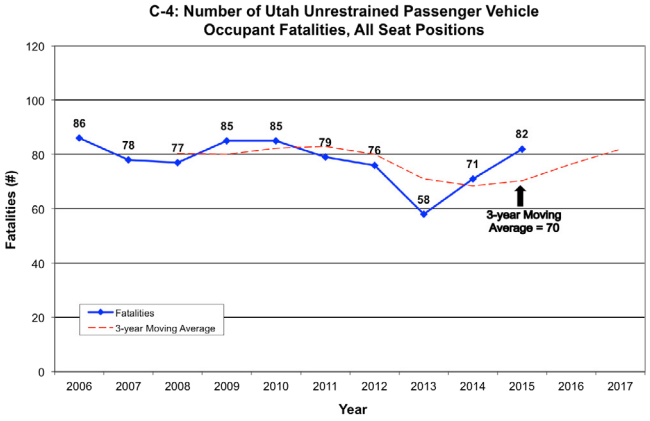
Total Spent By Fund - Utah Highway Safety FFY2016

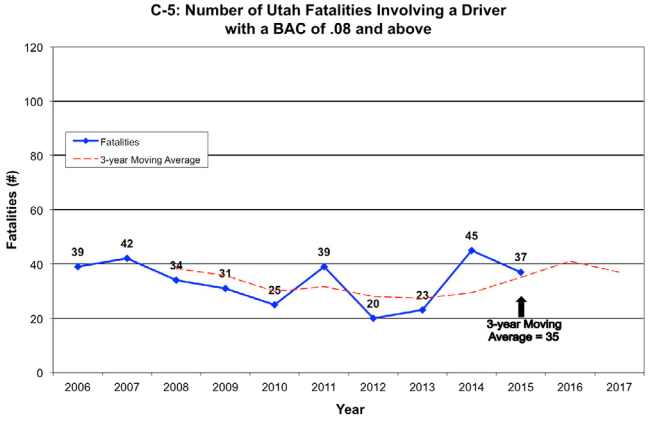


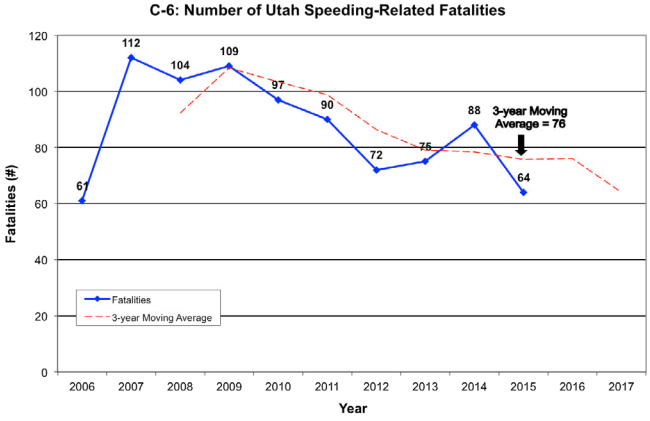

C-1: Number of Utah Traffic Fatalities
Fatalities (#)
Year
287
299
276
244
253
243
217
220
256
278
3-year Moving Average = 251
Fatalities
3-year Moving Average

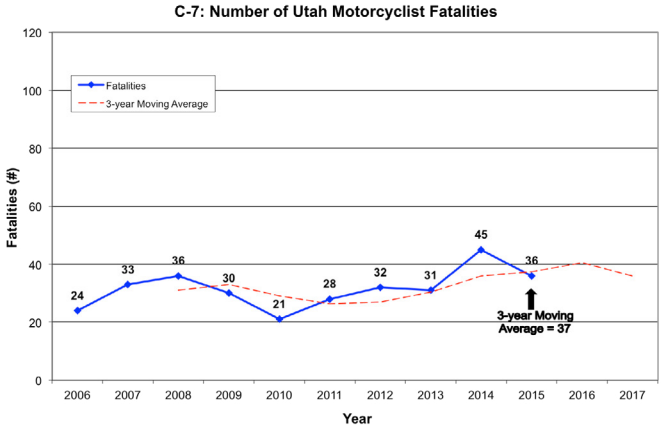

C-2: Number of Serious Injuries in Utah Traffic Crashes
Serious Injuries (#)
Year
2,166
1,743
1,533
1,340
1,330
1,278
1,386
1,343
1,431
1,512
3-year Moving Average = 1,429
Serious Injuries
3-year Moving Average

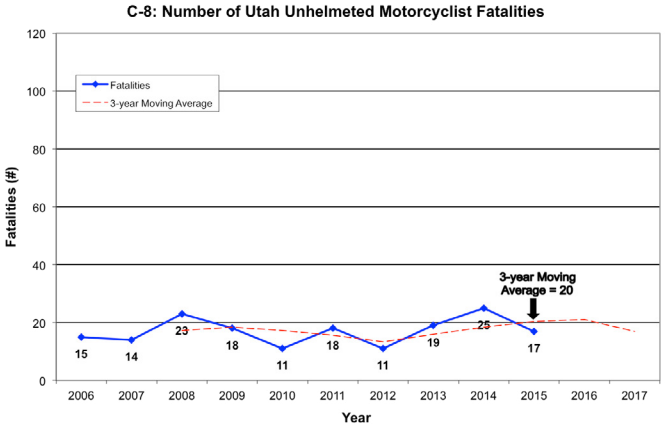

C-3: Utah Total, Urban, and Rural Fatality Rate per 100 Million VMT
Rate per 100 Million VMT
Year
Urban Fatality Rate
Rural Fatality Rate
Total Fatality Rate
Urban 3-year Moving Average
Rural 3-year Moving Average
Total 3-year Moving Average
2.18
2.34
2.26
1.78
1.64
1.46
1.22
1.48
1.71
1.35
3-year Moving Average = 1.51
1.1
1.11
1.07
0.93
0.95
0.92
0.81
0.81
0.93
0.95
3-year Moving Average = 0.90
0.62
0.59
0.55
0.56
0.66
0.69
0.64
0.57
0.65
0.75
3-year Moving Average = 0.66

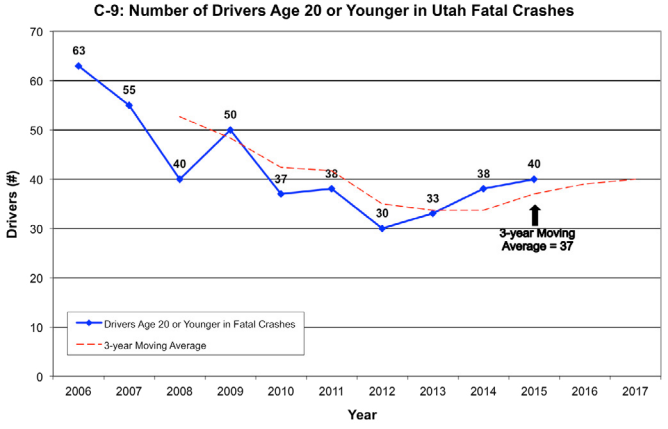

C-4: Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
Fatalities (#)
Year
86
78
77
85
85
79
76
58
71
82
3-year Moving Average = 70
Fatalities
3-year Moving Average

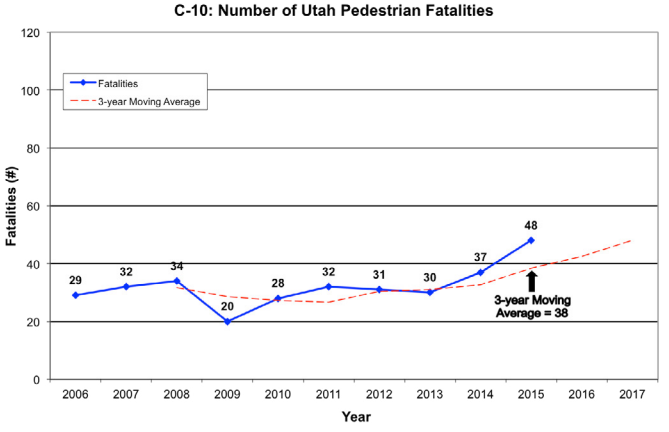

C-5: Number of Utah Fatalities Involving a Driver with a BAC of .08 and above
Fatalities (#)
Year
39
42
34
31
25
39
20
23
45
37
3-year Moving Average = 35
Fatalities
3-year Moving Average

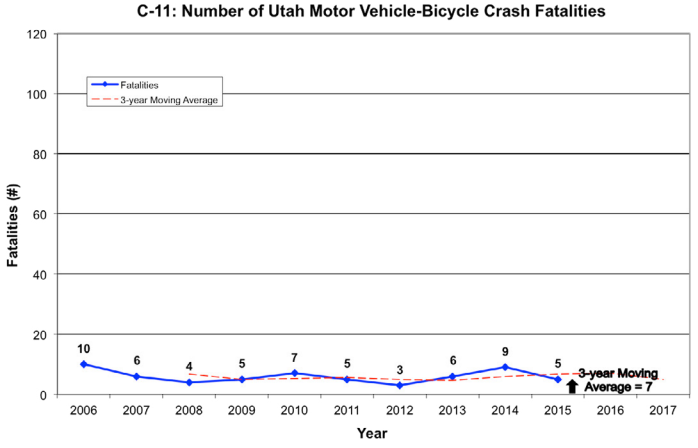

C-6: Number of Utah Speeding-Related Fatalities
Fatalities (#)
Year
61
112
104
109
97
90
72
75
88
64
3-year Moving Average = 76
Fatalities
3-year Moving Average

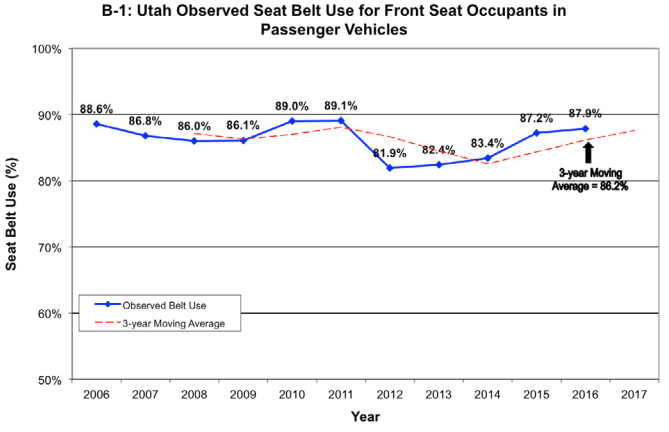

C-7: Number of Utah Motorcyclist Fatalities
Fatalities
3-year Moving Average
Fatalities (#)
Year
24
33
36
30
21
28
32
31
45
36
3-year Moving Average = 37

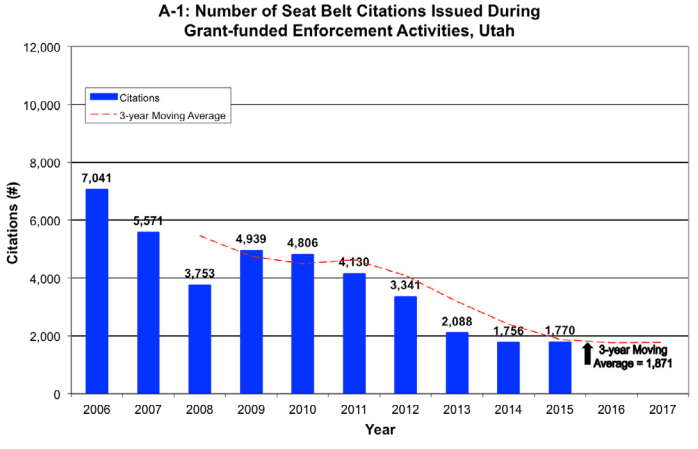

C-8: Number of Utah Unhelmeted Motorcyclist Fatalities
Fatalities
3-year Moving Average
Fatalities (#)
Year
15
14
23
18
11
18
11
19
25
17
3-year Moving Average = 20

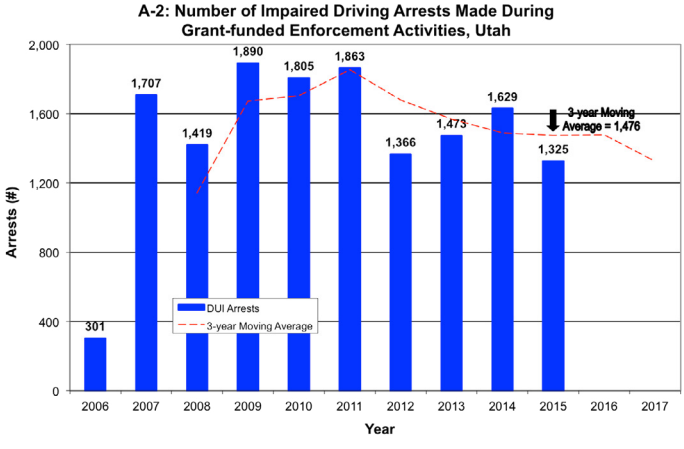

C-9: Number of Drivers Age 20 or Younger in Utah Fatal Crashes
Drivers Age 20 or Younger in Fatal Crashes
3-year Moving Average
Drivers (#)
Year
63
55
40
50
37
38
30
33
38
40
3-year Moving Average = 37

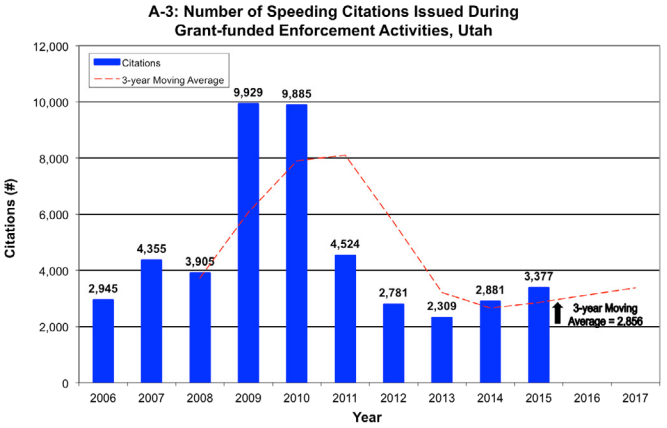

C-10: Number of Utah Pedestrian Fatalities
Fatalities
3-year Moving Average
Fatalities (#)
Year
29
32
34
20
28
32
31
30
37
48
3-year Moving Average = 38

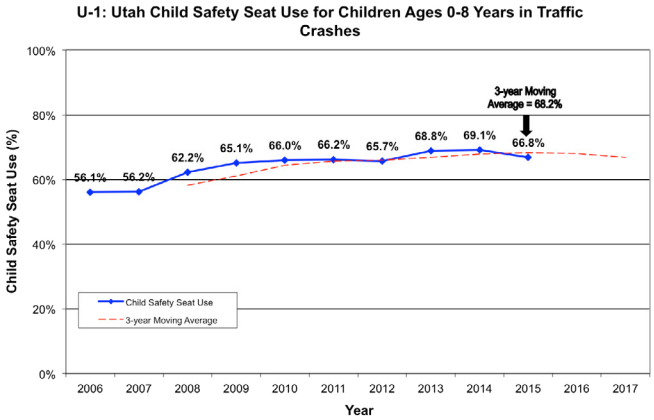

C-11: Number of Utah Motor Vehicle-Bicycle Crash Fatalities
Fatalities
3-year Moving Average
Fatalities (#)
Year
10
6
4
5
7
5
3
6
9
5
3-year Moving Average = 7

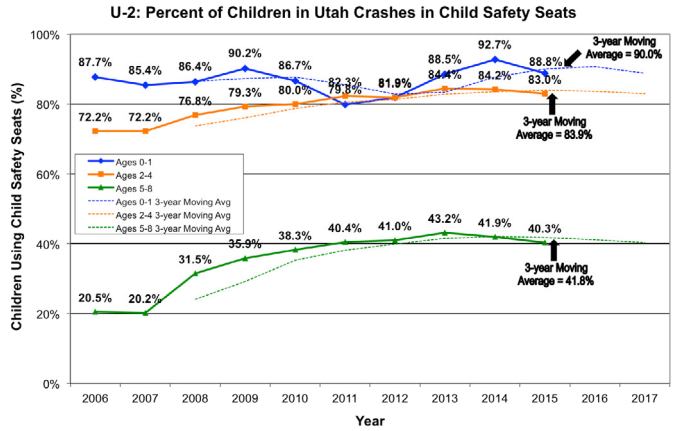

B-1: Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles
Observed Belt Use
3-year Moving Average
Seat Belt Use (%)
Year
88.6%
86.8%
86.0%
86.1%
89.0%
89.1%
81.9%
82.4%
83.4%
87.2%
87.9%
3-year Moving Average = 86.2%

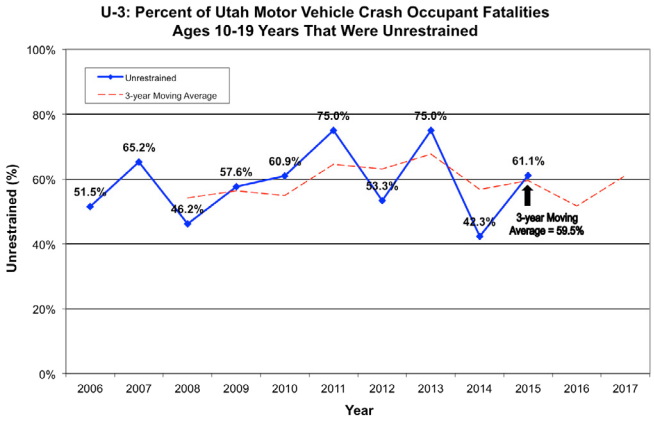

A-1: Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities, Utah
Citations
3-year Moving Average
Citations (#)
Year
7,041
5,571
3,753
4,939
4,806
4,130
3,341
2,088
1,756
1,770
3-year Moving Average = 1,871

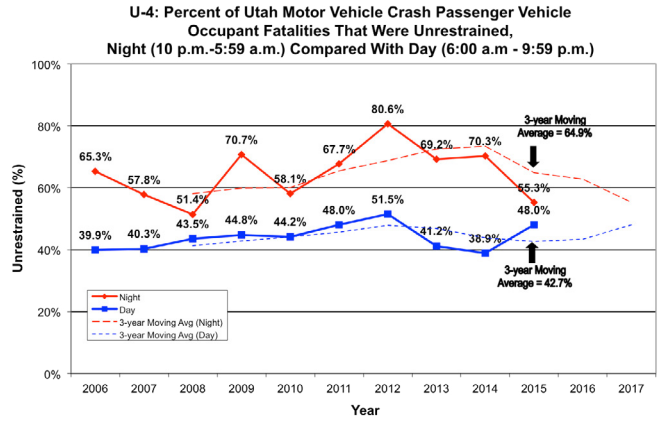

A-2: Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities, Utah
DUI Arrests
3-year Moving Average
Arrests (#)
Year
301
1,707
1,419
1,890
1,805
1,863
1,366
1,473
1,629
1,325
3-year Moving Average = 1,476

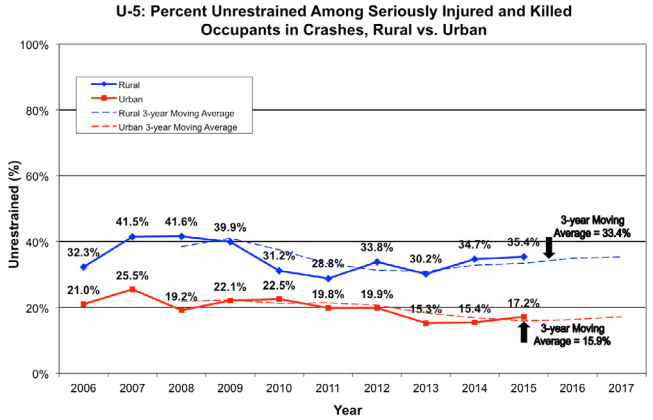

A-3: Number of Speeding Citations Issued During Grant-funded Enforcement Activities, Utah
Citations
3-year Moving Average
Citations (#)
12,000
10,000
8,000
6,000
4,000
2,000
0
2,945
4,355
3,905
9,929
9,885
4,524
2,781
2,309
2,881
3,377
3-year Moving Average = 2,856
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
Year

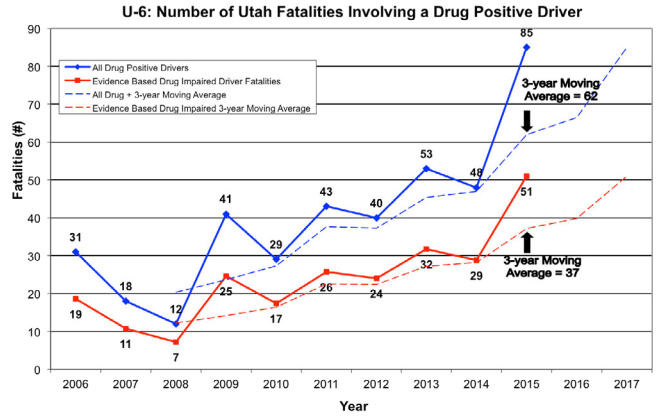

U-1: Utah Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes
Child Safety Seat Use (%)
Year
Child Safety Seat Use
3-year Moving Average
3-year Moving Average = 68.2%
56.1% 56.2% 62.2% 65.1% 66.0% 66.2% 65.7% 68.8% 69.1% 66.8%

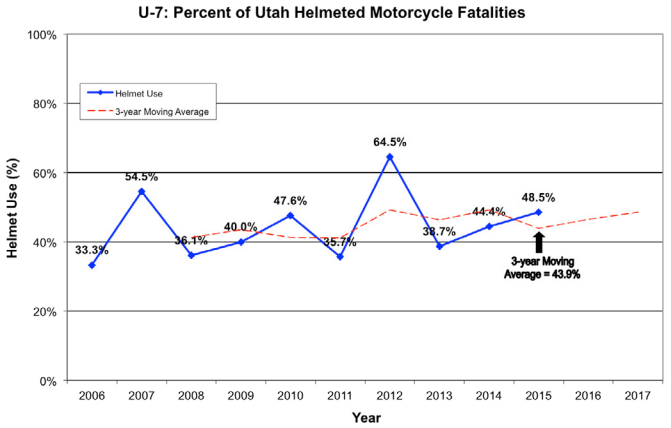

U-2: Percent of Children in Utah Crashes in Child Safety Seats
Children Using Child Safety Seats (%)
Year
Ages 0-1
Ages 2-4
Ages 5-8
Ages 0-1 3-year Moving Avg
Ages 2-4 3-year Moving Avg
Ages 5-8 3-year Moving Avg
3-year Moving Average = 90.0%
3-year Moving Average = 83.9%
3-year Moving Average = 41.8%

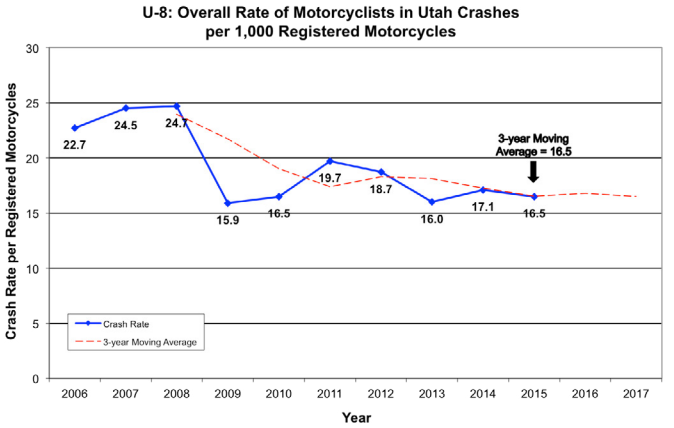

U-3: Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained
Unrestrained (%)
Year
Unrestrained
3-year Moving Average
3-year Moving Average = 59.5%

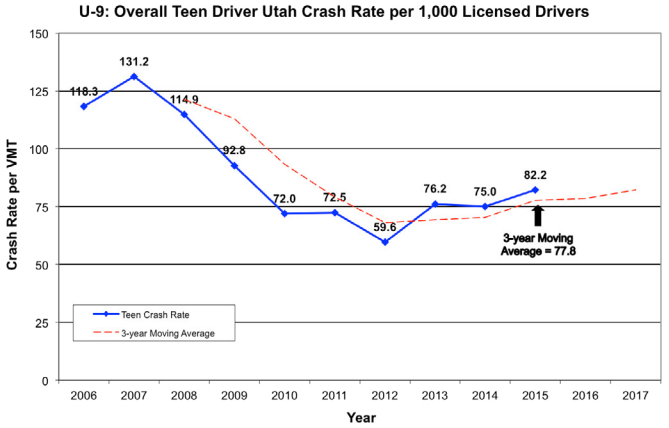

U-4: Percent of Utah Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained, Night (10 p.m.-5:59 a.m.) Compared With Day (6:00 a.m - 9:59 p.m.)
Unrestrained (%)
Year
Night
Day
3-year Moving Avg (Night)
3-year Moving Avg (Day)
3-year Moving Average = 64.9%
3-year Moving Average = 42.7%

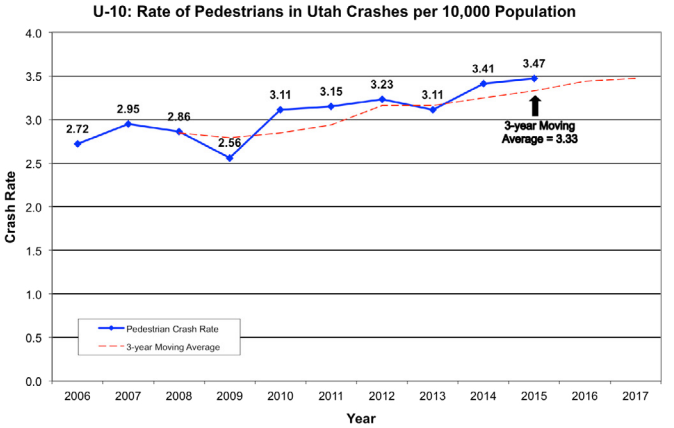

U-5: Percent Unrestrained Among Seriously Injured and Killed Occupants in Crashes, Rural vs. Urban
Unrestrained (%)
Year
Rural
Urban
Rural 3-year Moving Average
Urban 3-year Moving Average
3-year Moving Average = 33.4%
3-year Moving Average = 15.9%

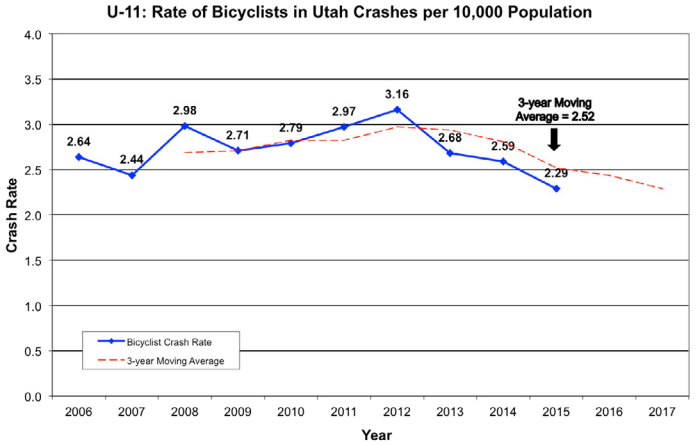

U-6: Number of Utah Fatalities Involving a Drug Positive Driver
Fatalities (#)
Year
All Drug Positive Drivers
Evidence Based Drug Impaired Driver Fatalities
All Drug + 3-year Moving Average
Evidence Based Drug Impaired 3-year Moving Average
3-year Moving Average = 62
3-year Moving Average = 37

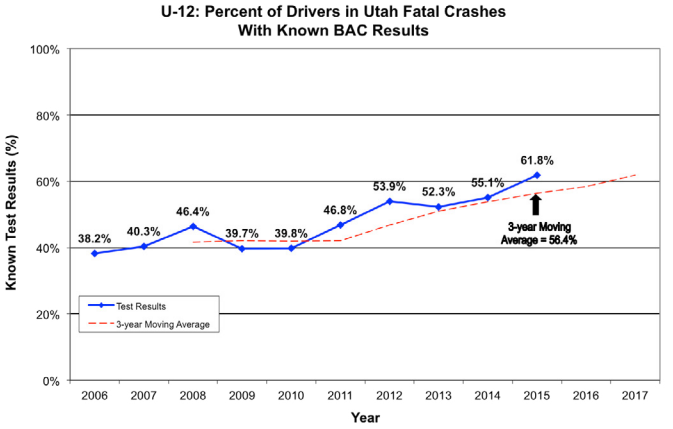

U-7: Percent of Utah Helmeted Motorcycle Fatalities
Helmet Use (%)
Year
Helmet Use
3-year Moving Average
33.3%
54.5%
36.1%
40.0%
47.6%
35.7%
64.5%
38.7%
44.4%
48.5%
3-year Moving Average = 43.9%

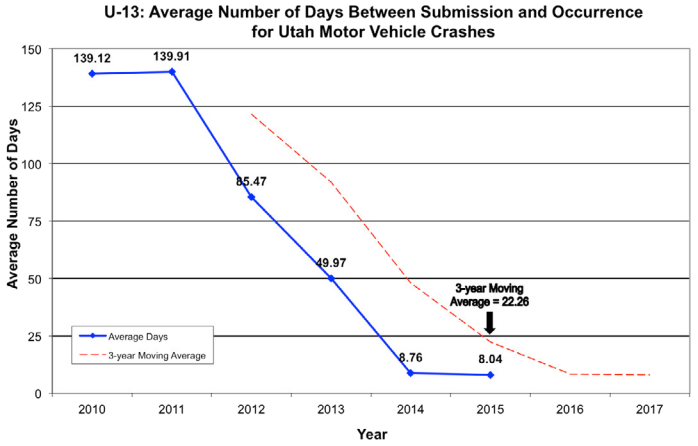

U-8: Overall Rate of Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles
Crash Rate per Registered Motorcycles
Year
Crash Rate
3-year Moving Average
22.7
24.5
24.7
15.9
16.5
19.7
18.7
16.0
17.1
16.5
3-year Moving Average = 16.5

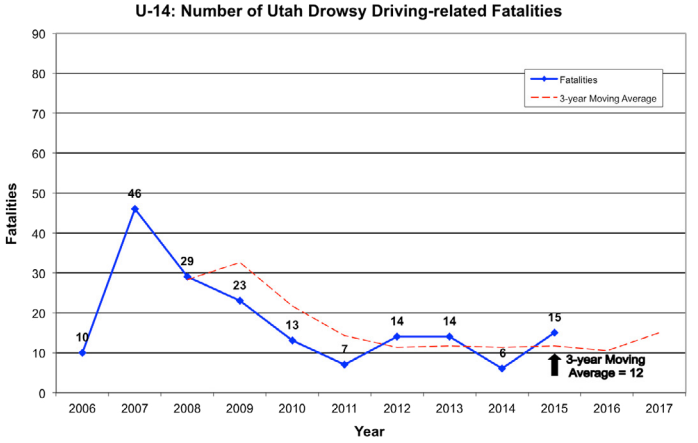

U-9: Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers
Crash Rate per VMT
Year
Teen Crash Rate
3-year Moving Average
118.3
131.2
114.9
92.8
72.0
72.5
59.6
76.2
75.0
82.2
3-year Moving Average = 77.8

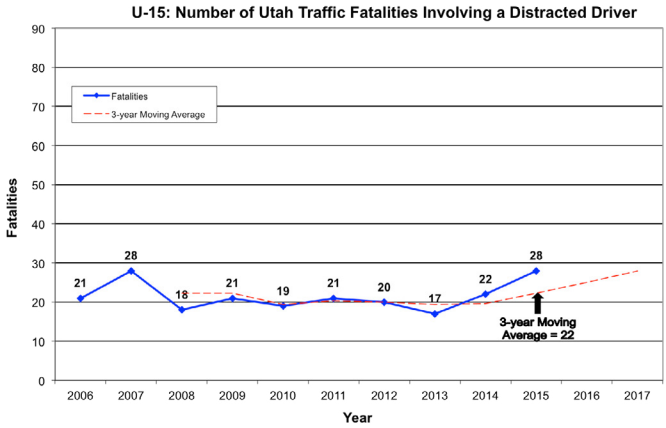

U-10: Rate of Pedestrians in Utah Crashes per 10,000 Population
Crash Rate
Year
Pedestrian Crash Rate
3-year Moving Average
2.72
2.95
2.86
2.56
3.11
3.15
3.23
3.11
3.41
3.47
3-year Moving Average = 3.33

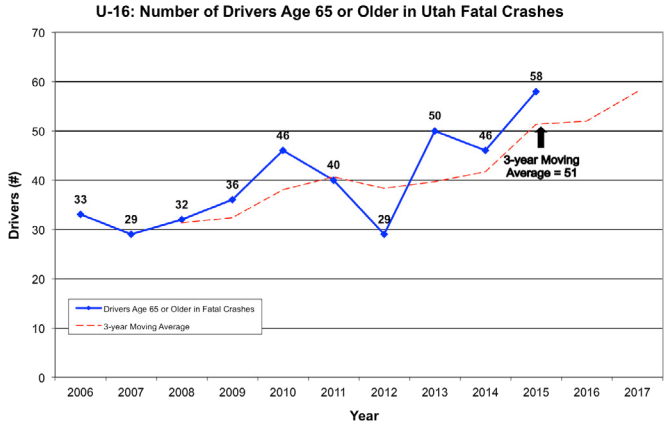

U-11: Rate of Bicyclists in Utah Crashes per 10,000 Population
Crash Rate
Year
Bicyclist Crash Rate
3-year Moving Average
2.64
2.44
2.98
2.71
2.79
2.97
3.16
2.68
2.59
2.29
3-year Moving Average = 2.52


U-12: Percent of Drivers in Utah Fatal Crashes With Known BAC Results
Known Test Results (%)
Year
Test Results
3-year Moving Average
38.2%
40.3%
46.4%
39.7%
39.8%
46.8%
53.9%
52.3%
55.1%
61.8%
3-year Moving Average = 56.4%


U-13: Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes
Average Number of Days
Year
Average Days
3-year Moving Average
139.12
139.91
85.47
49.97
8.76
8.04
3-year Moving Average = 22.26


U-14: Number of Utah Drowsy Driving-related Fatalities
Fatalities
Year
Fatalities
3-year Moving Average
10
46
29
23
13
7
14
14
6
15
3-year Moving Average = 12


U-15: Number of Utah Traffic Fatalities Involving a Distracted Driver
Fatalities
3-year Moving Average
21
28
18
21
19
21
20
17
22
28
3-year Moving Average = 22
Year


U-16: Number of Drivers Age 65 or Older in Utah Fatal Crashes
Drivers (#)
Drivers Age 65 or Older in Fatal Crashes
3-year Moving Average
33
29
32
36
46
40
29
50
46
58
3-year Moving Average = 51
Year