



# **ANNUAL REPORT**

## **UTAH HIGHWAY SAFETY OFFICE**

### **FFY2019**

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# Acknowledgments

*The Utah Highway Safety Office would like to thank our team for their dedicated efforts to help reduce traffic fatalities on Utah roadways during the past year. Their valuable contributions to the programs referenced in this report are getting us closer to our goal of Zero Fatalities every day.*

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*The Utah Highway Safety Office tracks traffic-related trends on a weekly basis. Traffic-related fatalities and other data trends are constantly changing; we suggest contacting our office directly for the most up to date information regarding data collected within any of our programs.*

*For further information regarding data contained in this report, or for information about federal or state-funded programs supported by the Utah Highway Safety Office, please contact us at 801-366-6040. Or, you can access additional program information online at [www.highwaysafety.utah.gov](http://www.highwaysafety.utah.gov).*

*You can also access nation-wide information from the National Highway Traffic Safety Administration, by visiting NHTSA's website at [www.nhtsa.gov](http://www.nhtsa.gov).*

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# Executive Summary

The mission of the Utah Department of Public Safety's Highway Safety Office (HSO) 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 Jess L. Anderson, the HSO produces a Highway Safety Plan (HSP) designed to help us reach that goal. This report documents our successful implementation of the HSP and its 47 evidence-based highway safety grants.

To support the HSP, Utah applied for and received \$4,708,208 in federal highway safety funding. This included grant awards for 402, 405b Occupant Protection, 405c Traffic Data, 405d Impaired Driving, 405f Motorcycle Safety, and 405h Non-motorized Roadway Users. During the year, a total of \$4,703,600 was expended.

Utah is experiencing a decrease in fatalities and serious injury crashes. The trend appeared in the 2018 crash data. There were 62,067 reported traffic crashes on public roadways in Utah. These crashes involved 156,257 people, with 25,906 injured and 260 people killed. This data shows a decrease in overall traffic crashes by 2%, a decrease of 5% in fatalities, but an increase of 5% in all injuries.

Several areas of progress to note are:

- Traffic deaths and serious injuries decreased by 5% and 2% respectively.
- Utah's seat belt usage rate reached 90%, according to the seat belt survey held in June 2019.
- Pedestrian and bicycle crash rates continue to show a downward trend for a second year. Pedestrian fatalities decreased by 15% and bicycle fatalities decreased by 50% in 2018.
- Speeding-related fatalities showed a decrease of 15% in 2018
- Older Drivers in fatal crashes show a decrease of 39% in 2018.

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

- Traffic deaths may have decreased slightly, but the State has much work ahead to continue the downward trend.
- Even with the decrease in speeding-related deaths, it still remains a leading contributing factor in deaths
- Motorcycle fatalities are on the rise after a short decrease in 2017. Motorcycle fatalities rose by 14% in 2018.
- Both drug and alcohol-impaired driving fatalities are showing an increase in 2018.

The Utah Highway Safety Office experienced significant changes in staffing during FY2019. Director Kristy Rigby was promoted to the Department of Public Safety Deputy Commissioner. Carrie Silcox was appointed Director over the Highway Safety Office. Robyn LaLumia was promoted to Deputy Director at Highway Safety. During this same time, the Department of Public Safety experienced change and growth with several promotion opportunities. This lead to several from the Highway Safety Office promoting to other positions within the Department. With all the changes mentioned above, the Highway Safety Office has replaced 12 positions over the past year. Three of those positions were replaced twice in the past year. With such a new staff, we have been concentrating on stabilizing and training staff. Often times there was staff pulling double-duty in old and new programs. Efforts to make large scale impacts and changes within the specific programs were kept to a minimum while staff has been in training.

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 FFY2019 and how they relate to the HSP and performance measures. The following are some program highlights.



**Occupant Protection**

Utah's overall seat belt usage rate reached 90% in 2019. The seat belt survey was conducted in June. In this survey, it was identified that 92% of front-seat occupants were belted. However, trucks were identified as the lowest type of vehicle with belted occupants. Additionally, there was a marked difference in male and female belted occupants, 87.4% and 93.7% respectively.

**Alcohol Program**

Evaluation and monitoring of both the 24/7 Sobriety Checks and the new .05 BAC law are ongoing. It is still too soon to report specific details.

**Traffic Records**

The Utah Transportation and Public Safety Crash Data System (UTAPS), went live in April 2019. The portal for UDOT and UHSO to request crash data is working and providing data to both user groups. As with any new data project, challenges with core processes were discovered and are being worked through. Locating the crashes accurately and providing solid quality control and quality assurance processes have been the focus in 2019.

**Police Traffic Services Program**

Speed continues to be the leading contributing factor in crashes. Several law enforcement agencies partnered with the Highway Safety Office to conduct speed enforcement in local communities around the State. Locations for these enforcement activities were data-driven and each operation consisted of multiple local and state law enforcement agencies. Two such operations were Moab and the Mountain View Corridor through Herriman, South Jordan, and West Jordan.

**Enforcement Program**

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

**Performance Report**

To demonstrate progress and determine the effectiveness of the State's program, Utah has established performance measures, which are tracked on an annual basis. Included are 11 Core Performance Measures, three Activity Measures, and one Behavioral Measure that the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA) agreed upon. Also included are sixteen performance measures specific to Utah's programs. Each program area provides a listing of the performance measures related to the projects funded and include a brief assessment of progress towards meeting the target.

# Planning and Administration

## **PA191001 Federal Planning and Administration**

Planning and Administration provided the core essence of direction and operational needs of the Utah Highway Safety Office (HSO). To accomplish this, a portion of the director's and other planners' compensation were paid, appropriate office space was rented and insurance provided, staff shuttle vehicles were leased from State Fleet and association memberships were kept current. Operational expenses were included in this project such as a portion of the office and computer supplies, computer network and telephone, printing, maintenance and upgrades to the office's electronic grant management system. This project provided the backbone to the HSO which enabled administration and other planners to conduct their long-range planning and evaluation. These logistical items, along with participation in national highway safety planning groups all played a vital role in the overall program successes as the HSO staff worked toward meeting their performance targets with the ultimate goal of achieving Zero Fatalities. Our office had a change of leadership in FY2019. With that change came many promotional opportunities and changes in staffing. We filled 12 positions during the year. Before vacancies were filled, we evaluated each role to determine what changes, if any, were needed and made adjustments as necessary. It was busier than normal this year with hiring and training new staff. We are excited about the changes and continue to work diligently to prepare staff for the future of highway safety needs.

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

## **CP190201 Personnel (402), 3DA190201 Personnel (405c), 6OT190201 Personnel (405d), FESX190201 Personnel (405e)**

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 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 herein, this project contributed to all of Utah's highway safety targets.

## **CP190202 Administrative Support**

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

While it is difficult to connect support projects to 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.

## **CP190206 Traffic Safety Initiative Support**

Through networking, task force meetings and other committees, the Highway Safety program staff were vigilant in looking for new opportunities to provide outreach during FFY2019. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2019.

**2PE190409 Occupant Protection Initiative Support**

Through networking, task force meetings and other committees, the Highway Safety program staff were vigilant in looking for new opportunities to provide outreach during FFY2019. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2019.

**6OT190308 Impaired Driving Initiative Support**

Through networking, task force meetings and other committees, the Highway Safety program staff were vigilant in looking for new opportunities to provide outreach during FFY2019. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2019.

**9MA190902 Motorcycle Safety Initiative Support**

Through networking, task force meetings and other committees, the Highway Safety program staff were vigilant in looking for new opportunities to provide outreach during FFY2019. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2019.

**HX190704 Non-Motorized Safety Initiative Support**

Through networking, task force meetings and other committees, the Highway Safety program staff were vigilant in looking for new opportunities to provide outreach during FFY2019. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2019.

**3DA190504 Traffic Records Initiative Support**

Through networking, task force meetings and other committees, the Highway Safety program staff were vigilant in looking for new opportunities to provide outreach during FFY2019. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2019.

**FESX190202 Distracted Driving Initiative Support**

Through networking, task force meetings and other committees, the Highway Safety program staff were vigilant in looking for new opportunities to provide outreach during FFY2019. This initiative support held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from this project during FFY2019.

Evidence-Based Enforcement Plan (E-BE)

# Occupant Protection Program

## Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 272. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 270 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1445. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 1417 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .89. The most current complete data, FARS 2018, shows that Utah has stayed steady with that same total of .89 (using a five-year rolling average).

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 73.9. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 71.8 (using a five-year rolling average).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger involved in fatal crashes was 40.4. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 43.8 (using a five-year rolling average). Teen drivers continue to be a challenge in Utah's traffic crashes. Utah plans to work closely with the Teen Driving Taskforce to develop additional measures to decrease this number. Utah will also increase our social media presence for teen driving messages and working with Zero Fatalities and their parent night events.

Utah's performance target for B-1 Observed Seat Belt use was 87.2%. Utah surpassed this goal with 90%, according to the 2019 Seat Belt Survey.

Utah's performance target for U-1 Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes was 69.3. The most current complete data, UTAPS, shows that Utah did not meet its goal with 67.3% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2a Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes was 91.1. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 92% (using a five-year rolling average).

Utah's performance target for U-2b Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes was 85.7. The most current complete data, UTAPS, shows that Utah did not meet its goal with 84.3% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2c Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes was 41.7. The most current complete data, UTAPS, shows that Utah did not meet its goal with 43.4% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained was 55%. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 30.8% (using a five-year rolling average).

Utah's performance target for U- 4a Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.) was 68.8. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 54.1% (using a five-year rolling average).

Utah's performance target for U- 4b Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.) was 43.6. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 29.4% (using a five-year rolling average).

Utah's performance target for U- 5a Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural was 131. The most current complete data, UTAPS, shows that Utah did not meet its goal with 137 (using a five-year rolling average). Utah will continue focusing on its rural seat belt program to increase seat belt usage.

Utah's performance target for U-5b Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban was 134. The most current complete data, UTAPS, shows that Utah did not meet its goal with 180 (using a five-year rolling average). Utah will continue focusing on its seat belt programs to increase seat belt usage.

Utah's performance target for U-9 Teen Driver Crash Rate per 1,000 Licensed Driver was 79.6. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 72.7 (using a five-year rolling average).

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

### **OP190402 Occupant Protection Media, Materials and Support**

This project promoted campaigns and outreach projects to assure the occupant protection message was delivered to identified populations with low-belt use (young males, pickup truck drivers/passengers, Hispanic and rural motorists, hardcore non-users) throughout the year. More specifically, this project helped develop and implement five media and outreach campaigns and produce printed material and training tools. In addition, the project supported the child passenger safety efforts, Clickit.utah.gov website, occupant protection training for law enforcement, and employer outreach initiatives.

Five campaigns utilized the Click It or Ticket and Buckle Up messages; each with a different approach to resonate with the distinct audiences. The November 2018 campaign leveraged an enforcement message without the fear of backlash from the primary seat belt law. Paid media focused messaging on part-time seat belt users, especially those in rural areas. "Fewer Cars Doesn't Mean Safer Roads" messaging educated drivers that rural crashes are actually deadlier crashes. The statistics show that rural drivers are three times more likely to be involved in a deadly crash and twice as likely to ride unbuckled. The "Buckle Up Day & Night" message showed urban drivers that crashes can happen anytime and therefore seat belts should be worn day and night. Paid media ran November 5-26<sup>th</sup>. The leveraged media mix targeted men ages 18 to 49. In addition to the radio, digital and social media outlets, we advertised the CIOT message using convenience store pump toppers, nozzles, and posters at gas stations/convenience stores located in rural counties. Overall paid media value came to \$77,578 of which \$59,428 was paid and \$18,356 was added value.

Utah kicked off the CIOT Thanksgiving enforcement effort with a media event on November 14, 2018. A "saved by the belt" message was shared by the Anderson family who is alive today because their children were seat belt influencers and reminded their mom to buckle up. There's no better example of the unpredictability of the road and the ability of seat belts to save lives than the crash in which the Anderson family was involved. Dramatic dashcam footage (from a semi-truck that was also involved in the three-vehicle crash) shows how quickly something can happen. Minutes before the crash, Shantel Anderson's son had reminded her to buckle up. UHP troopers who responded to the crash have said the outcome would have been very different if Shantel had not been wearing her seat belt.

### ***Seat Belt Influencer Buckle Up Campaign***

A Valentine's Day seat belt campaign took place during the month of February to remind motorists to "Buckle Up for their loved ones". This Valentine seat belt message was displayed at Driver License Divisions in Salt Lake City, West Valley, Draper, Farmington, and South Ogden as well as other partnering agencies including AAA Insurance offices, Primary Children's Hospital and Eccles Outpatient Clinic, Utah Department of Health and Salt Lake County Health Department.

According to focus groups conducted in Utah, people who consistently refuse to wear seat belts will buckle up if a loved one asks them to. This message especially resonates with male adults who statistically buckle up less than females. In turn, Valentine's Day is a perfect time to tell non-users of seat belts to "prove their love by buckling up."

As part of the effort to achieve this goal, Valentine's Day cards featuring a lenticular image, that shared two messages, "Loves Me" with the buckle secured and "Loves Me Not" with the seat belt unlocked were distributed to partnering agencies. These businesses displayed this traffic safety message the week of Valentines in their lobbies. The Valentine display featured a bouquet of flowers with a seat belt message and Valentine cards with a treat for the public reminding them to buckle up. Existing collateral materials were utilized from a previous year and state funds were used to purchase flowers and Valentine treats for the campaign displays.

### ***Click It or Ticket Day & Night***

The March 2019 campaign educated part-time and non-belt users utilizing existing creative messaging: "Buckle Up Day & Night." Earned media was leveraged on the DPS website and twitter as well as shared with traffic safety partners to post on their social media feeds. Paid media was not placed due to the media contract ending at the end of February. A news advisory was issued announcing the nighttime enforcement effort with a reminder for drivers and all passengers to buckle up day and night.

May 2019 Click It or Ticket paid media focused messaging on part-time and non-seat belt users with a strategy to use humor to remind the hard-core non-users to always wear a seat belt. NHTSA research shows that humor and unexpected messages may help encourage seat belt use. The unexpected message subtly directs people to the fact that wearing a seat belt is important. Utah's "Buckle Face" campaign uses "superhero humor" to urge motorists to "Put Your Seat Belt into Action, Click It or Ticket." Paid media ran May 13 - June 2, 2019. The leveraged media mix targeted men 18 to 54 with an enforcement message using humor. Digital outdoor bulletins were displayed along the Wasatch Front and Southern Utah. Social media outlets including Facebook, Instagram, Snapchat, Reddit and YouTube advertised statewide reaching our target audience. Overall campaign cost came to \$77,327.

A media event took place on May 13<sup>th</sup> at the Department of Public Safety headquarters in Salt Lake City. Crash survivor Matt Blanchard shared his story about how his decision to not buckle up proved to be life-changing. Matt refused to wear his seat belt even after his coworker asked him multiple times to buckle up. Both men were involved in a truck crash near Cedar City. His buckled coworker survived with minimal injuries while Matt lives as a paraplegic. Matt's story is a testament that no one is invincible, even men driving pick-up trucks. He pleaded for everyone to buckle up! If not for themselves, do it for their family members who love them.

The program also supported Utah's involvement in National Child Passenger Safety Week and National Seat Check Saturday. CPS Week 2019 took place on September 16-21, 2019. The Utah Highway Safety Office utilized existing creative from the 2018 campaign that included three 15-second videos and one 30-second video that addressed common child safety seat mistakes and statistics. Using digital and social media, we were able to hyper-target our key audience and urge them to protect their child's future at every stage of life by making sure they secure them in the correct car seat for their age, height, and weight. For the 2019 CPS Week, UHSO wanted to expand the same campaign by using local health departments and give them creative assets to use in their communities. New assets include 30-second radio spots, newsletter ads, and posters in Spanish/English, pull up banners in Spanish/English, social media copy, media alert and key messaging. For more information on CPS week activities refer to the Utah Child Passenger Safety Program section of this report.

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 a low seat belt and booster seat usage rate, the project contributed to reaching the goal of increasing the number of motorists who buckle up. Utah's overall seat belt usage increased 1 percent from the 2018 rate of 89 percent to 90 percent use in 2019 contributing to an overall increase of 7.7 percent since the primary belt law was introduced in 2015.

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

#### **2HVE190401 Click It or Ticket STEP Support**

The Click It or Ticket seat belt enforcement and education campaign has been operating for the past 19 years in Utah. Partnerships with law enforcement agencies have been fostered and continue to grow as multi-agencies collaborate and join forces to enforce Utah's primary seat belt law.

The Thanksgiving Click It or Ticket enforcement mobilization was conducted on November 21-25, 2018. Travelers were reminded that officers would be ticketing unrestrained motorists. A total of 41 county, municipal and state law enforcement agencies supported the campaign by declaring zero tolerance for unbuckled motorists. Thirty-one agencies worked overtime shifts. During this five-day enforcement effort, officers worked 1,093 overtime hours focusing on occupant restraints. During these shifts, officers issued 606 seat belt citations and 932 warnings, 9 child restraint citations and 32 warnings. Officers also stopped 15 individuals with a total of \$93,680.00 in warrants, made 1 DUI arrest and 334 other citations.

Nighttime seat belt enforcement was the focus during the month of March. Seat belt overtime shifts were worked during two weekends in March between the hours of 6 p.m. and 1 a.m. Thirteen agencies were selected to work nighttime enforcement. During these shifts officers issued 84 seat belt citations, 111 seat belt warnings, and 3 child restraint warnings. Officers stopped 11 individuals with \$8,549.00 in warrants, made 1 DUI arrest and issued 334 other citations.

May 2019 Click It or Ticket Mobilization enforcement efforts took place May 21- June 2, 2019. As part of the national Click It or Ticket enforcement effort Utah law enforcement agencies participated in the Border to Border Operation focused on seat belt use across state lines. On Monday, May 21<sup>st</sup>, the Utah Highway Patrol joined neighboring state law enforcement agencies including Colorado, Idaho, Nevada, Wyoming and Arizona in mobilizing the Click It or Ticket "Border to Border" (B2B) Operation; a one-day national seat belt awareness kickoff event. Law enforcement agencies joined forces to provide increased seat belt enforcement across state borders, sending a zero-tolerance message to the public: driving or riding unbuckled will result in a ticket, no matter what state. The Law enforcement liaison helped organize photo opportunities with the bordering states and shared with the news media and social media outlets. A news release was also sent out to local media alerting them of the joint effort.

During the two-week enforcement effort, a total of 54 law enforcement agencies participated and issued 1,399 seat belt citations, 1,793 seat belt warnings, 32 child restraint citations, and 60 child restraint warnings. Officers stopped 63 individuals with a total of \$226,668.00 in warrants, 1 DUI arrest, and 2,274 other citations.

Additional seat belt enforcement efforts took place at key travel times during August and September in select rural counties. A total of nine agencies participated and issued 56 seat belt citations, 175 seat belt warnings, three child restraint citations, and 13 child restraint warnings. Officers stopped 16 individuals with a total of \$15,775.00 in warrants and issued 206 other citations. This special enforcement period took place in conjunction with the Together for Life rural seat belt project and paid media placement during that time.

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

steadily increases each year contributing to more lives being saved.

### **2CPS/190403 Utah Child Passenger Safety Program**

This project supports Utah's comprehensive child passenger safety program. Activities include training, education and outreach programs conducted throughout the State. During FFY2019, UHSO discontinued the contract for the Occupant Protection Training Coordinator and brought those responsibilities in-house. The project supported four certification courses during the year, in which 82 students obtained their CPS technician national certification. These individuals are located throughout Utah and joined with the 311 CPS technicians to educate communities on the correct installation and use of their child's car seat.

This year, continuing education for technicians took place on a county level in various areas of Utah. These update training events provided educational opportunities and CEU credits helped technicians to check seats properly and prepare them for recertification. This project supported 7 update training events. In addition, organizations held car seat checkpoints to give opportunities to complete seat checks. The project supported 63 checkpoints held by the grantees from this project. Instructors were present at many of them to check seats.

One of the most unusual CPS updates took place in the spring at the Four Corners Injury Prevention Conference held in Monument Valley. Traffic safety partners and Highway Safety helped to teach the update and organize hands-on skills. Technicians from Utah, Arizona, Colorado, and New Mexico benefited from the training. A checkpoint provided families with needed child restraints. 28 seats were checked, 23 distributed and about 40 technicians were supported by getting CEUs, car seat check-offs and their community event. The latest recertification rate for Utah's CPS technicians as of September 2018 is 60.4%, which is 5.3% higher than the national average.

Much of the support given to the inspection stations is through printed resources available at the HSO. The Inspection Station Resource Guide continues to be a tool for our inspection stations to encourage more accountability and engagement in the field of child passenger safety.

Project funding was used to provide child safety seats to targeted population inspection stations that serve extremely low-income, homeless or refugee families. The Salt Lake County Health Department, serving Utah's urban area, work directly with Case Workers to help the homeless population. We have three different agencies that have technicians to distribute and educate about car seat safety. Medicaid Healthy U insurance pays for a car seat for their clients after the caregiver takes a class.

The project supported car seat inspection stations and classes held by the community partners. Weber-Morgan Health Department continues to meet the criteria to teach car seat and occupant protection classes accepted by Nevada, California, and Hawaii for those that receive violations for not restraining their children or wearing seat belts.

The project has made a concerted effort to reach out to hospitals and show the importance of providing education and installation assistance. HSO continues to work with Intermountain Healthcare, a major hospital organization in Utah, to supply the hospitals with resources and supplies for the 22 birthing hospitals. It is anticipated that hospital staff will be trained starting in the fiscal year 2020 to check newborn seats.

The project supported 14 grants with local health departments, a hospital, and other partners that represented 98% of the State's geographic area. With the support of these partners, 3,339 car seats were inspected for proper use with 1,452 seats being replaced. These numbers do not include the over 70 other inspection stations located at hospitals, police departments, insurance companies and other various locations that do not receive grant funds from HSO. Over 100 health and safety fairs and educational events were held, providing much-needed instruction



about proper use and installation. The program also provided education through 118 car seat classes and numerous 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. Several rural health departments use a pre and post car seat safety quiz, which the public can access online prior to coming to the class. Buckle Up for Love, managed through the Utah Safety Council, made great progress in increasing community knowledge of their program through social media and radio promotions and Primary Children's Hospital continues to be a leader in answering car seat questions as their car seat hotline fielded 875 calls.

To encourage booster seat and seat belt use among school-aged children, the State continued efforts with the Click It Club program. Over the past twelve months, the yearlong program continued to support the current schools and was implemented in five new schools. HSO ordered posters to distribute to Elementary schools throughout the state in 2020.

The grant enthusiastically supported Utah's involvement in National Child Passenger Safety Week and National Seat Check Saturday. During the campaign, certified technicians, local health departments, Safe Kids coalitions, and car seat inspection stations were engaged in activities and asked to promote the theme of "Find the Right Fit - Tips for Car Seat Safety". Both print and digital creative assets provided information with specific tips to keep your child safe in the car. Facebook featured three 15-second videos and one 30-second video that addressed common child safety seat mistakes and statistics. Using digital and social media, we were able to hyper-target our key audience and urge them to protect their child's future at every stage of life. The local health departments and grantees were given these assets to use on city websites and social media outlets. The mix of social ads on Facebook and a 30-second radio spot on KJMY and KSFI was a great combination to reach our caregiver target audience. Both radio stations provided bonus spots. The Facebook ads received a lot of engagement and discussion in the comments (over 190 comments and 357 shares). The videos received an above-average quality and engagement ranking from Facebook with 83,428 shares. Over 430 posters in English and Spanish and 24 pull up banners were distributed to public places including health departments and clinics, local schools, grocery stores, libraries and many of the car seat inspection stations throughout Utah.

UHSO and media outlets advertised 19 car seat checkpoint events throughout Utah held specifically for CPS Week. Utah celebrated CPS Week with 124 technicians participating and checking 389 car seats and distributing 151. A well-attended press event was held during a class at Salt Lake County Health Department, which included a checkpoint for the press to get hands-on coverage. The media event received great coverage with 6 media outlets attending (KSL, KSL Radio, KUTV, Fox 13, KUTV, and ABC4).

Partnerships with other community agencies remain strong. The Highway Safety Office participated with Safe Kids Utah, the Junior League of Salt Lake City, and various agencies receiving project funds to support the Care Fair. This is a community event targeted to low-income residents, which made it possible for over 340 car seats to be distributed. 32 technicians were involved in teaching families and distributing the seats that were purchased by the Junior League. HSO grantees collaborated with each other and members of their local communities by participating on many boards and coalitions, including the following: Safe Kids Utah Executive Board, Safe Kids Utah Coalition, Local Safe Kids County Coalitions, and Injury Prevention Coalitions. Also the Utah Occupant Protection Advisory Board, Zero Fatalities Planning committee, and the Utah Coalition for Protecting Childhood. Many of the local health departments serve on multi-agency task force coalitions to partner with other community organizations.

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 caregivers to develop the habit of buckling up in child restraints and

boosters on every ride. As infants grow into adulthood, feeding this habit through continual education is essential to reducing the number of traffic-related deaths and injuries among all motorists.

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

### **2PE/OP190404 Rural Seat Belt Use Program**

The Rural Seat Belt Program completed its sixth year of a multi-year pilot project to increase seat belt use in seven counties including Box Elder, San Juan, Sanpete, Cache, Carbon, Sevier, and Tooele using the Positive Culture Framework 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 positivity-oriented and engages a variety of stakeholders including public health, traffic safety, local government, education, private business, and law enforcement.

According to the Centers for Disease Control and Prevention, motor vehicle crashes are a leading cause of death in the United States, and many people who were killed in crashes might have survived if they had been wearing a seat belt. In many states, seat belt use is lower in rural areas than in urban areas.

In 2013, the Utah Highway Safety Office recognized that there were significant disparities in seat belt use between Utah urban and rural communities (urban use was about 85% while rural areas were as low as 55%). The Highway Safety Office engaged the Center for Health and Safety Culture to apply the Center’s Positive Culture Framework in a pilot study with three rural counties to increase seat belt use. In 2016, four additional counties were added to the project.

The Highway Safety Office wanted to try a different approach to increasing seat belt use in addition to traditional enforcement (which sometimes is resisted in rural areas). The Center’s Positive Culture Framework changes behavior by growing positive, shared beliefs that already exist in a community’s culture.

After conducting surveys of adults to better understand beliefs about seat belt use, resources were developed for public health coordinators working in each county. The project was named “Together for Life” as it focused on growing family rules, workplace rules, and bystander engagement (i.e., getting individuals to ask others to wear a seat belt). Resources included tools to work with local law enforcement, workplaces, key leaders, students, and community members. The Center provided the local coordinators training and ongoing support about the resources and how to use them in their communities. Media (including video, audio, and print) were created and locally placed. Some media used local individuals as voices in radio spots.

Surveys were repeated in early 2019 to assess changes in behaviors and beliefs. Analyses showed that adult behaviors and beliefs changed – especially among those that acknowledged they had heard or seen the “Together for Life” media (over one-third of those surveyed). More males reported wearing a seat belt, had beliefs supportive of using seat belts, and asked others to wear a seat belt (changes among females were smaller and often not statistically significant). Student surveys showed an increase in behaviors to ask friends to wear a seat belt. There were no significant changes in beliefs or behaviors among law enforcement officers (either about wearing seat belts themselves or about consistently enforcing seat belt laws).

Observational studies of seat belt use in the seven counties indicated similar increases in seat belt use as the self-reported surveys. Furthermore, in 2018, the numbers of unrestrained fatalities and serious injuries in these seven counties were also lower; however, these events are rare, and the number of events in any given year is difficult to interpret as a meaningful trend.

The project will continue for another five years with plans to add two additional rural counties during FFY2020. Working with these pilot counties has strengthened partnerships between law enforcement and key community leaders and helped to foster additional collaborative efforts to increase seat belt enforcement and compliance. Since the beginning of the pilot project in 2013, seat belt use has increased an average of 18 percent within these counties contributing to the overall statewide increase in seat belt use.

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

#### **OP190409 Hispanic Occupant Protection Program**

This project worked to address traffic safety issues in three counties with a high Latino population - Salt Lake, Utah, and Weber - with a focus on seat belt use. While each county is unique in its outreach efforts, all three consider the following: education for adults, car seat education and distribution, building partnerships, communication/media, and program evaluation. Health department staff meet quarterly with HSO and UHP staff who speak Spanish. Additionally, HSO contracted with a marketing firm to coordinate efforts among the three counties. Grant updates, media updates, and any issues or new ideas among the members are discussed at these task force meetings.

The Salt Lake County Health Department (SLCHD) continued utilizing their culturally appropriate traffic safety class, "Ponte el Cinturón," and car seat Spanish curriculum entitled "Sabias Que" or "Did you know?" This year, SLCHD reached 621 people while teaching 26 classes in Spanish. Numerous car seat checkpoints were held which targeted the Hispanic population. SLCHD reached families at community events such as The Utah Telemundo Health Fair, the Delta Airlines Health Fair, Midvale City Health Fair, YMCA Healthy Kids Day, and Dia del Nino or "Day of the Child" at the Natural History Museum. In addition, public health clinics, WIC clinics and a partnership with Granite School District allowed them to reach more people in the Latino community. Each student in the car seat class and visitor at the safety fairs received Ponte el Cinturon pamphlets, along with various campaign materials. They utilized the primary seat belt law card, the new Pointe el Cinturon video, TV campaigns, and social media to deliver the message. New banners from NHTSA and posters from HSO were distributed to clinics and schools to promote the campaign. As the largest county in the state, Salt Lake County Health Department has been involved with every Spanish media outlet throughout the year.

The Utah County Health Department worked to increase seat belt usage through key partnerships with law enforcement, Migrant Head Start, Centro Hispano, and local businesses. They added the Hispanic Chamber of Commerce, St. Francis of Assisi, and a Utah County Trooper as stakeholders this year. Social media posts came out on the following seasons and holidays - Spring, Father's Day, 4th of July, Labor Day and Hispanic Awareness Day. During the grant period, the health department taught monthly car seat classes to where they educated 435 people; checked 68 car seats; replaced 53 seats and distributed 62 seats. The UCHD held consistent checkpoints throughout the year.

The Weber-Morgan Health Department (WMHD) promotes the Ponte el Cinturón project through social media efforts. The Health Department posted throughout the year and reached just under 2000 people and Safe Kids Weber-Morgan posted on their page and reached just over 1900. Additional outreach efforts included community events, surveys, and distribution of educational materials with the Ponte el Cinturón logo and buckle up message, which reached the Latino community. They attended several elementary back-to-school nights with high percentages of Hispanic students. Health educators distributed Pointe el Cinturon campaign pens at the city's Night Against Crime in Ogden and set up a booth at local places of business to advertise car seat classes. WMHD's Spanish speaking technician visited several Hispanic businesses in the community and distributed flyers advertising car seat checkpoints. Head Starts in Weber County, WIC, public health clinics and the Baby your Baby program at

the health department also received flyers. Teaching monthly car seat classes in Spanish provided education for Hispanic families and proper car seats for their children.

The new CPS video was a valuable resource for all three counties. Efforts to educate the Hispanic community are ongoing and included all HSO media campaigns and materials. Media releases and social media posts are regularly utilized, both from HSO and from the health departments.

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

#### **2PE190408 Seat Belt Observational Survey/Occupant Protection Program Evaluation**

The annual Utah Safety Belt Observational Survey was conducted in June within 17 counties including Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Washington, and Weber. The survey design was approved by NHTSA as conforming to the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340. A contractor and four surveyors assisted the HSO in completing this project. A total of 37,882 vehicle occupants, including 29,091 drivers and 8,791 outboard passengers were observed. The seat belt use rate among motor vehicle occupants was determined to be 90 percent, which demonstrates an increase of 1 percentage points from the 2018 rate of 89 percent. Since the implementation of the primary seat belt law in May 2015, Utah's seat belt use rate has increased by 7.7 percent. When examining usage by vehicle type, the study found that 92 percent of front seat car occupants were belted, 93 percent for SUVs, 92 percent for vans, and 83 percent of truck occupants were using seat belts. Truck occupants, once again, had the lowest rate for any of the vehicle categories. Differences in seat belt use rates were found when comparing urban and rural counties, as well as gender. Motorists in urban areas buckled up 91 percent of the time, whereas only 89 percent of rural motorists used seat belts. The rural county of Carbon had the highest seat belt use rate at 94.8% followed by urban Davis county at 94.2%. The rural county of Uintah had the lowest usage rate at 78.2%. In addition, the seat belt use rate among females was found to be 93.7 percent, whereas the rate among males was 87.4 percent. The rates of female seat belt users exceeded that of males in all counties, except Tooele.

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

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

#### **Rural Traffic Safety Coordinator**

The Utah Highway Safety Office's (HSO) rural traffic safety coordinator continued efforts to reduce traffic crashes and related deaths and injuries on Utah's rural roadways. Using a variety of proven countermeasures, the coordinator provided outreach to 18 of the State's rural and frontier counties via high schools, hospitals, daycare centers, law enforcement agencies, health departments, and workplaces. Education and information were provided on various traffic safety issues including the proper and consistent use of seat belts and child car seats, reducing impaired, distracted, and drowsy driving, and working with young drivers to improve safe driving behaviors. The coordinator supported or oversaw numerous activities including the following: 11 car seat inspection clinics where more than 450 seats were checked for proper use; high school and worksite presentations, and supervision of seat belt observational surveys. In addition, the coordinator worked to increase the number of certified child passenger safety technicians by teaching all three CPS certification courses and one update training. As a CPS Instructor, the

coordinator trained educators and law enforcement that serve rural communities. As a member of the Teen Driving Task Force, the coordinator provided presentations to high school driver education classes on distracted driving and proper seat belt use. The coordinator also worked with the Paiute and Navajo populations educating them on child restraints and safety belts. Coordinator Terry Smith participated in the Four Corners Conference planning committee and attended the conference in Monument Valley on the Navajo Nation. Terry taught the CPS update class for all the technicians in the Four Corners area including Utah, Arizona, Colorado, and the Navajo Nation. This injury prevention conference continues to grow each year and includes a CPS update training, car seat checkpoint, and injury prevention conference.

The rural traffic safety coordinator plays a key role in working with Sanpete, Sevier, Carbon and San Juan Counties as part of the “Positive Culture Framework - Together for Life” project by attending monthly coalition meetings and offering assistance as needed. He met on a regular basis with rural partners and law enforcement to promote seat belt use and support for seat belt enforcement among rural law enforcement agencies and attended the Chief’s and Sheriff’s Conferences to promote and recruit agencies to support seat belt enforcement and CIOT.

According to the 2019 Seat Belt Observational Study, the number of motorists who buckle up on rural roadways was found to be 89 percent, a 6.3 percent increase from 2017 bridging the gap between the urban county seat belt use rate of 91 percent. Additionally, rural pickup truck motorists continue to have the lowest seat belt use rates and crash rates 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.

#### **CP190211 Zero Fatalities Safety Summit**

The 2020 Zero Fatalities Safety Summit is scheduled to take place on April 1-2, 2020, with a pre-conference on March 31 at the Davis Conference Center in Layton, Utah. The Summit is designed to foster discussion and interaction between presenters and participants on a variety of topics, including the state’s strategic highway safety plan, crash data usage, safety education programs, impaired driving, teen driving, engineering, safety restraint systems, and enforcement opportunities, among others. The executive and workgroup planning committees have been meeting during the year to plan for the 2020 Safety Summit. The theme for the semiannual traffic safety conference is “The Road To Zero Starts With One.”

# Impaired Driving Program

## Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 272. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 270 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1445. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 1417 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .89. The most current complete data, FARS 2018, shows that Utah has stayed steady with that same total of .89 (using a five-year rolling average).

Utah's performance target for C-5 Number of Fatalities in Crashes Involving a Driver or a Motorcycle Operator with a BAC of .08 and above was 34.9. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 54.2 (using a five-year rolling average). This is the second year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on this group.

Utah's performance target for U- 6a Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers was 110. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 133 (using a five-year rolling average). This increase could be attributed to two areas. First and foremost, there is an increase in drug-impaired driving in Utah. Utah's impaired driving program is going to focus some of its messaging on this issue. Secondly, we have also been promoting the need to increase the testing for drugs, as well as, alcohol. This is going to show up in an increase in drug positive drivers.

Utah's performance target for U-6b Utah Fatalities Involving an Impaired Driver - Evidence-Based Drug-Impaired Driving was 66.8. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 80 (using a five-year rolling average). This increase could be attributed to two areas. First and foremost, there is an increase in drug-impaired driving in Utah. Utah's impaired driving program is going to focus some of its messaging on this issue. Secondly, we have also been promoting the need to increase the testing for drugs, as well as, alcohol. This is going to show up in an increase in drug positive drivers.

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

### 60T190301 DUI Enforcement, Checkpoints, and Support

In FFY2019, just over 1,000 DUI overtime enforcement shifts were worked by 66 different law enforcement agencies across the State. These numbers are up from last year even though we are still utilizing our State DUI funds (DUF) to support most of Highway Patrol's DUI overtime enforcement efforts. There were six DUI checkpoints and five special event DUI patrols or Blitz' which is fewer than planned. Many law enforcement agencies across the state struggled to get officers to work funded overtime shifts due to turnover issues and newer officers lacking the desire to work overtime.

The shifts were worked during nine holiday-high-visibility enforcement campaigns, six DUI checkpoints, and five saturation patrols or special events. Statistics for the year show that although more overtime shifts were worked this year, DUI arrests were down from 315 to 289. Of those 289 arrests – 143 were alcohol, 102 drug, and 44 metabolites. There were 190 designated drivers; 10,781 vehicles stopped; 173 warrants served, totaling \$406,856.00; and 488 SFST's performed. Officers averaged 2.08 stops per hour, 10.73 stops per shift, and found 0.288 DUI's per shift. The majority of the overtime shifts were worked along the Wasatch Front, which is the most highly populated area of the State and where the data shows most alcohol and drug-related crashes and fatalities occur. More shifts were worked this year in rural areas of the State as the new regional law enforcement liaisons helped coordinate outreach efforts. Multi-agency task forces were used throughout the year to continue to build and strengthen partnerships with law enforcement and to encourage continual and ongoing support of our programs.

Utah's .05 BAC law went into effect on December 30, 2018. A task force was formed and the group continues to meet throughout the year. Utah is the first state in the nation to pass a .05 BAC law and recognizes that other states will be watching and wanting to know our lessons learned, and safety outcomes. Stakeholders were also brought together to meet with NHTSA contractor, Dunlap, who will be evaluating Utah's new BAC law.

This year a new program manager took over the Impaired Driving Program and attended the 2019 24/7 Sobriety Program Summit in Wenatchee, WA. June 19-20, 2019. This summit was presented by the Washington Association of Sheriffs and Police Chiefs in Partnership with the National 24/7 Advisory Council. This presentation focused on the Council's "24/7 Sobriety Program Essential Elements and Best Practices". She also attended the Chiefs and Sherriff's conferences this year to help promote the Impaired Driving program to police agencies throughout the state.

The project sponsored the State Chief Forensic Toxicologist to attend the 2018 Prosecutor and Toxicologist Guide to Effective Communication in Impaired Driving Cases in Lakewood, CO. Next year this program will be funding a position at the Utah Public Health Toxicology Laboratory to focus on DUI law enforcement casework. With the additional toxicologist on staff, the Laboratory will be able to improve processes and increase efficiencies in regards to alcohol and drug testing, working to meet national standards and recommendations.

This project also sponsored a Highway Patrol Trooper to attend the DAID Conference (Drugs, Alcohol, and Impaired Driving) in Anaheim, CA August 10-12, 2019. Conference topics included emerging drug trends, DRE updates, and SFST accuracy and validation studies. Information obtained at the conference will be brought back and disseminated to DRE's throughout the state.

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

#### **60T190304 Impaired Driving Media Campaign**

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

In order to reach the intended audiences with the allocated advertising budget, the campaign targeted Utah residents through outdoor, digital, social and radio advertising as a foundation for its messaging. For additional reach, radio ads and billboards receive a minimum of a one-for-one bonus match.

Most of the campaign's efforts this year were focused on digital marketing utilizing social, online display, online radio, and terrestrial radio where we could more readily reach our intended audience. Whenever possible, materials from Traffic Safety Marketing (TSM) were utilized as well as videos and radio ads made internally by HSO staff. New this year was the evergreen campaign that works year-round to remind Utahns there is a constant police presence searching for impaired drivers 365 Days a Year. Utah research has shown that the legal consequences are a motivating factor to avoid impaired driving with the high-risk audience.

Paid media was accompanied by earned media events in order to help further spread the message about increased enforcement and the dangers of impaired driving.

Lighthouse Research & Development, Inc. was contracted by Penna Powers under the direction of the Utah Highway Safety Office to conduct four focus groups with Utah residents regarding their awareness and perceptions of Utah's new law for blood alcohol content while driving. Two groups consisted of a mix of individuals who do and do not consume alcoholic beverages, while two groups consisted strictly of those who consume alcoholic beverages. The main objective of this research project is to gauge public awareness and perceptions of the .05 blood- alcohol law and to determine if and how the law will impact change among Utah drivers. Next year we will conduct a one-year post .05 law focus groups to compare perceptions from Utahns.

Due to the .05 BAC law going into effect on December 30, 2018, the .05 task force group strategically planned how to communicate with the media. We decided against a formal press event for the National crackdown knowing it would get taken over by the .05 BAC law. Instead, we pushed social media and ran blip boards during the enforcement period. We participated in the "Enjoy Utah Responsibly" press conference that was held on December 12th and shared our message there. Lt. Colonel Mark Zesiger spoke on behalf of UHP reminding citizens "if you drink, don't drive" and encouraged them to use rideshare.

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

#### **60T190309 24/7 Sobriety Program**

The Department of Public Safety established a 24/7 pilot program that began on July 1, 2018. The 24/7 program is a deterrence-based strategy that utilizes frequent and regular alcohol/drug testing in a community supervision framework for second-time DUI offenders. The department made rules giving Weber County Sheriff's Office authority to run the program.

A successful part of any program is evaluation. In order to support Weber County Sheriff's Office with their 24/7 sobriety program, the HSO has partnered with the University of Utah (U of U) and entered into a memorandum of agreement with them to evaluate the effectiveness of the program from the onset. The Utah Criminal Justice Center College of Social work staff attended planning meetings, examined the feasibility of evaluation methodology, developed and finalized data collection and an evaluation plan. They continue to work on obtaining data sharing agreements and provide ongoing monitoring and assistance addressing randomization, study enrollment, and data collection issues. If it is effective, it may be expanded to additional areas of the State in the future.

In the early stages, the program was only available to a limited number of Justice Courts in Weber County to create randomization of participants. In June of 2019, the decision was made to cease randomization and expand the 24/7 program to eligible cases throughout Weber County. Randomization officially ended on July 3, 2019.

During the first year of the program, there were 48 total participants with 32 of those being active. Out of the 32 active participants, 8 successfully completed the program.

The 24/7 program also sponsored one Weber County Judge and the Weber County Attorney to attend the 2019 24/7 Sobriety Program Summit in Wenatchee, WA. June 19-20, 2019. This summit was presented by the Washington Association of Sheriffs and Police Chiefs in Partnership with the National 24/7 Advisory Council. This presentation focused on the Council's "24/7 Sobriety Program Essential Elements and Best Practices" The attendees were able to gain some valuable knowledge and feedback from other states that will help facilitate the current pilot program in Weber County.

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.

#### **60T190306 SIP/TRACE/Youth Alcohol Suppression**

The State Bureau of Investigation 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 four (4) TRACE investigations throughout the state which is a reduction from six the previous year. Officers conducted eleven (11) youth alcohol suppression operations at special events, like outdoor concerts, raves, and sand dunes. These operations resulted in 111 citations. The AET also conducted over 1,100 covert underage buyer operations and approximately 194 covert inspections throughout the year.

#### **60T190305 Traffic Safety Resource Prosecutor**

The Traffic Safety Resource Prosecutor (TSRP) plays a vital role in supporting prosecutors, law enforcement and other traffic safety and impaired driving partners in the enforcement and prosecution of impaired driving cases. Throughout the year, the TSRP develops and maintains expertise in traffic safety-related matters, provides training



on impaired driving issues and other related traffic safety topics, and provides technical and other types of assistance.

FFY2019 was a very busy and productive year for the TSRP. In order to stay up to speed on all relevant trends in impaired driving, he attended the National Association of Prosecutor Coordinators Winter meeting, Prosecutor/Toxicologist Effective Communication, Lifesavers, National TSRP conference, Train the Trainer in both Utah and Idaho (as an instructor at both), GHSA national conference as a presenter, and the Borkenstein course on drugs effect on human performance.

He participated in multiple webinars throughout the year, working as a presenter on multiple webinars, attended many training opportunities in Utah and worked to help facilitate many of them. He also participated actively on the national TSRP forum and consistently met with other traffic safety partners to discuss trends and better ways to assist our partners in reducing impaired driving.

The TSRP traveled all around the state offering police in-service training sessions and other relevant training to prosecutors and judges on various impaired driving issues. Over the year, 2,200 participants attended his training sessions - possibly the highest number of people trained by a TSRP in one grant year. He was again selected this year to be on faculty at Utah's Basic Prosecutor Course where they teach new prosecutors hired throughout the year trial skills such as opening statements, direct examination, motion practice, etc. He also presented a workshop on dealing with challenges in cases and developed his own curriculum for that. The TSRP was also able to sponsor two prosecutors to attend the Lifesavers Conference. He presented the legislative update at the UPC Spring Conference where he received very positive feedback. He was also selected as faculty on two different "Train the Trainer" Courses this year. This is a course where the curriculum was developed by NHTSA and the Transportation Safety Institute to help develop other trainers.

The biggest challenge for the TSRP is coming up with new, relevant, and exciting training topics. He will continue to give the same training he has already developed around the state but will continue to work with partners on this and develop topics as he becomes aware of the issues our partners are facing.

The TSRP responded to 782 requests for assistance and technical assistance this year. These requests are sometimes as simple as an email with a short response or sometimes takes days or weeks of discussion, research, and follow up. The TSRP blog was maintained and updated throughout the year. There were approximately 110 different topics/discussions posted on the UPC prosecutor forum. This continues to be a great resource and service to Utah prosecutors.

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

#### **60T190303 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 drug-impaired drivers, and to serve as experts within their agencies. Drug-impaired driving continues to rise in Utah, as well as around the country. It is critical that law enforcement officers have the training and skills they need to identify and arrest these drivers.

"Advanced Roadside Impaired Driving Enforcement" (ARIDE) training was very successful this year with nine classes held and 284 officers trained. The officers represented 55 different departments from across the State. The classes were held in various locations around the state making them more accessible to officers. There was one DRE instructor school and one DRE School held with 17 officers representing nine different agencies completing the instructor school and 26 officers representing 14 different completing DRE School. There were eight certification nights held and numerous DRE instructors called out to witness individual evaluations for the students. The trainers exceeded their set goals. There were four phlebotomy classes held with 33 students trained from agencies around the State. DRE callout overtime is available and continues to expand with more agencies utilizing the resources.

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

# Community Traffic Safety Program

## Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 272. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 270 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1445. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 1417 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .89. The most current complete data, FARS 2018, shows that Utah has stayed steady with that same total of .89 (using a five-year rolling average).

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 73.9. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 71.8 (using a five-year rolling average).

Utah's performance target for C-6 Number of Speeding-Related Fatalities was 73.1. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 75.6 (using a five-year rolling average). Speed continues to be the primary cause of Utah's fatal crashes. Utah plans to increase speed enforcement, focusing on data-driven location and coordinating with both state and local law enforcement.

Utah's performance target for C-7 Number of Motorcycle Fatalities was 37. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 41.6 (using a five-year rolling average). This is the second year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on this group.

Utah's performance target for C-8 Number of Unhelmeted Motorcycle Fatalities was 20.2. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 22.4 (using a five-year rolling average). This is the second year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on this group.

Utah's performance target for C-9 Number of Drivers Age 20 or Younger involved in fatal crashes was 40.4. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 43.8 (using a five-year rolling average). Teen drivers continue to be a challenge in Utah's traffic crashes. Utah plans to work closely with the Teen Driving Taskforce to develop additional measures to decrease this number. Utah will also increase our social media presence for teen driving messages and working with Zero Fatalities and their parent night events.

Utah's performance target for U-1 Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes was 69.3. The most current complete data, UTAPS, shows that Utah did not meet its goal with 67.3% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2a Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes was 91.1. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 92% (using a five-year rolling average).

Utah's performance target for U-2b Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes was 85.7. The most current complete data, UTAPS, shows that Utah did not meet its goal with 84.3% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2c Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes was 41.7. The most current complete data, UTAPS, shows that Utah did not meet its goal with 43.4% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained was 55%. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 30.8% (using a five-year rolling average).

Utah's performance target for U- 4a Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.) was 68.8. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 54.1% (using a five-year rolling average).

Utah's performance target for U- 4b Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.) was 43.6. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 29.4% (using a five-year rolling average).

Utah's performance target for U- 5a Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural was 131. The most current complete data, UTAPS, shows that Utah did not meet its goal with 137 (using a five-year rolling average). Utah will continue focusing on its rural seat belt program to increase seat belt usage.

Utah's performance target for U-5b Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban was 134. The most current complete data, UTAPS, shows that Utah did not meet its goal with 180 (using a five-year rolling average). Utah will continue focusing on its seat belt programs to increase seat belt usage.

Utah's performance target for U- 6a Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers was 110. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 133 (using a five-year rolling average). This increase could be attributed to two areas. First and foremost, there is an increase in drug-impaired driving in Utah. Utah's impaired driving program is going to focus some of its messaging on this issue. Secondly, we have also been promoting the need to increase the testing for drugs, as well as, alcohol. This is going to show up in an increase in drug positive drivers.

Utah's performance target for U-6b Utah Fatalities Involving an Impaired Driver - Evidence-Based Drug-Impaired Driving was 66.8. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 80 (using a five-year rolling average). This increase could be attributed to two areas. First and foremost, there is an increase in drug-impaired driving in Utah. Utah's impaired driving program is going to focus some of its messaging on this issue. Secondly, we have also been promoting the need to increase the testing for drugs, as well as, alcohol. This is going to show up in an increase in drug positive drivers.

Utah's performance target for U-9 Teen Driver Crash Rate per 1,000 Licensed Driver was 79.6. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 72.7 (using a five-year rolling average).

Utah's performance target for U-14 Utah Drowsy driving-related Fatalities was 8. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 16 (using a five-year rolling average). This is a large increase for a year. However, the Highway Safety Office has also been conducting crash report training with law enforcement agencies statewide over the past year. One of the emphasis areas has been accurately reporting driver contributing circumstances. Improved reporting could also be a factor in the increase. Utah will monitor this data as we continue our efforts in drowsing driving outreach.

Utah's performance target for U-15 Utah Traffic Fatalities Involving a Distracted Driver was 21.5. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 18 (using a five-year rolling average).

Utah's performance target for U-16 Drivers Age 65 or Older in Utah Fatal Crashes was 54.8. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 45 (using a five-year rolling average).

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

### **CP190207 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 FFY2019, Utah NETS assisted more than 700

businesses in implementing traffic safety-related policies, programs, and activities in the workplace. A primary focus was increasing seat belt use among employees and this was achieved in part due to a quarterly newsletter called "Safety Notes" that was sent to approximately 3,400 individuals. Safety Notes is a newsletter that contains training updates and safety articles and is sent to Utah Safety Council members and NETS members. The Occupational Seat Belt Award and Most Improved Seat Belt Usage Award were given at the Utah Safety Council annual meeting in August. Prior to the meeting in May, survey packets were mailed out to the members. Out of the 11 members who participated, nine of them received an award, one most improved award, and one certificate. The Most Improved Seat Belt Usage award is becoming more and more prevalent in the workplace. Companies who currently have fleets are training on the importance of seat belts at work, and at home. In support of these activities, numerous resources were provided, including fact sheets, safety talks, presentations, seminars, newsletters and more. These diverse resources allowed each employer to design their own traffic safety program suited to fit the needs of their employees. Companies today are using the training program they have developed in daily, weekly and monthly safety meetings and daily stand up meetings.

Through the "Alive at 25" program which is also administered by the Utah Safety Council, traffic safety partners throughout the State worked to reduce the incidence of teen driver crashes and fatalities. The Alive at 25 course was specifically developed to help reduce teen driver collisions, injuries, and fatalities caused by motor vehicle crashes. During FFY 2019, 1,520 students successfully completed this course, which is offered through courts and driver license offices located across Utah.

Because seat belts are the single most effective traffic safety device for preventing death and injury, the seat belt course continued to be offered at the Utah Safety Council. This 30-minute court referred course is used as a tool to help educate drivers and passengers on the importance of seat belt safety. This seat belt course is designed for community members to be educated and then an adjustment can be made on their fine after receiving a ticket. Utah Safety Council is the administrator of the online course, which was developed with HSO's assistance. A total of 670 people have completed the course this year.

In February of 2019, the Utah Safety Council held the second annual Safety Conference and Expo. 84 booths/vendors showcased their safety products or safety messages and over 38 breakout sessions were held for 362 attendees. These sessions covered diverse safety topics including traffic and construction safety. Other topics included workplace violence and safety at home.

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

#### **CP190210 Teen Driving Education and Outreach**

The project facilitated four sessions of the Utah Highway Patrol's Teen Driving Challenge, which helped 89 students from around the state gain valuable driving knowledge, skills and abilities. The class focused on risk and hazard identification and provided specific education about distracted driving. The course also helped young drivers take greater responsibility for their driving by focusing on behavior, judgment, and decision-making. On surveys, participating students reported they were very likely to share the information they learned with family and friends.

This year, the HSO chaired the Teen Driving Task Force, which maintains a strong core of agencies dedicated to providing traffic education to Utah teens. Outreach Trauma Educators from three hospitals join with Health Educators, Public Information and Education Officers, Utah's Driver's License Manager, Safe Kids and the State's Driver Education Specialist to discuss collaborative efforts to support teens. This year, a representative from the insurance industry and a private driving school has joined the group. Utilizing other state funds, members of the

task force created a pre-driver curriculum that targets middle school/junior high students. The program and curriculum, "Road Safety Force", is another educational effort aimed at school-aged children, taught by Health teachers. Resource guides, videos, lesson plans, and PowerPoint presentations are available online so teachers can incorporate these life-saving messages into their current curriculum. Next year, HSO will work with the Board of Education to make this program readily available to more teachers. Posters were created and printed to be distributed in the fiscal year 2020 in middle schools/junior highs throughout the state.

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.

#### **CP190205 Senior Driving Safety**

The University of Utah (U of U) Trauma program created an outreach presentation focusing on keeping older adults safe in their vehicles. During fiscal year 2019, the program was able to grow to a statewide resource for injury prevention professionals. This program helped to print 10,000 and distribute approximately 5,000 Yellow Dot packets all over Utah. Direct contact was made with 676 seniors in numerous senior centers across the state. This program also sent training videos to EMS workers statewide. This program helped contribute to the decrease in senior driving deaths.

Outreach was able to expand beyond the Wasatch Front. Resources were provided to injury professionals in Southern Utah, Davis County, and the Salt Lake County Library System. Additional champions were located to help spread this message. Senior living communities, non-profits, and injury prevention programs all over Utah benefitted from our outreach. Hospitals and EMS providers assisted with us, working to keep seniors safe behind the wheel. It is important in this program to take the time to learn and understand the challenges that older adult drivers face, to better learn how to help keep them safe as the program moves forward.

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

#### **CP190203 Operation Lifesaver Utah**

Throughout FFY2019, the project provided public education programs to prevent collisions, injuries, and fatalities at highway-rail grade crossings. At 796 presentations, more than 19,357 people in Utah were reached with educational information about safely interacting at highway-rail grade crossings. The project attended 33 special events which helped it reach another 33,527 people with their safety messages. A training event is conducted to keep volunteers up-to-date on current related information and techniques. A Media event was held during Rail Safety Week. Speakers from NHTSA Region 8 attended, including Regional Administrator Gina Espinosa-Salcedo and FTA Region 8 Administrator Cindy Terwilliger. The media plan included digital, social media, and radio PSAs featuring Utah Governor Gary Herbert, Lt. Governor Spencer Cox, Utah Jazz NBA basketball announcer Craig Bolerjack, University of Utah Head football coach Kyle Whittingham, Brigham Young University head football coach Kalani Sitake, and Utah State University Head football coach Gary Anderson.

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

## Vulnerable Roadway Users

Vulnerable Roadway Users continue to be an area of emphasis for the Utah Highway Safety Office.

Pedestrians and bicyclists are the most exposed in terms of protection when involved in crashes on Utah roads. Attesting to this is the fact that pedestrians continue to be over-represented in fatal crashes in comparison to total crashes. In 2018 pedestrians were in 1% of all crashes, yet accounted for 13.8% of fatal crashes. While the total bicycle fatality numbers remain low (3 for 2018), the increasing use of bicycles for both transportation and recreation require ongoing proactive efforts to continue to reduce crashes involving bicyclists.

Supporting enforcement efforts for pedestrian safety, shifts were offered as both multi-agency statewide and targeted efforts to reduce pedestrian-involved crashes. One enforcement period targeted crosswalks and areas with high pedestrian traffic in the 4 key counties along the Wasatch Front, while the other was conducted statewide at school crosswalks to educate on the law. Each agency that accepted shifts prepared an enforcement plan. The plans provided justification for conducting enforcement at specific intersections and details about operations involving decoys, which was optional. Enforcement included both pedestrians and motorists alike.

Bicycle enforcement was completed by Salt Lake City Police Department on several roads with heavy bicycle commuter use. The outcomes of each time period and effort are listed below.

## Motorcycle Safety Program

### Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 272. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 270 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1445. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 1417 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .89. The most current complete data, FARS 2018, shows that Utah has stayed steady with that same total of .89 (using a five-year rolling average).

Utah's performance target for C-7 Number of Motorcycle Fatalities was 37. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 41.6 (using a five-year rolling average). This is the second year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on this group.

Utah's performance target for C-8 Number of Unhelmeted Motorcycle Fatalities was 20.2. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 22.4 (using a five-year rolling average). This is the second year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on this group.

Utah's performance target for U-7 Utah Helmeted Motorcycle Fatalities was 44.2%. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 52.2% (using a five-year rolling average). Utah will continue focusing on its motorcycle outreach programs.

Utah's performance target for U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles was 15.1. The most current complete data, UTAPS, shows that Utah did not meet its goal with 16% (using a five-year rolling average). Utah will continue focusing on its motorcycle outreach programs.

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

#### **MC190901/9MA190901 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. Penna Powers put together content to migrate and update the new "Ride to Live" motorcycle safety website which focuses on what motorcyclists can do to keep themselves safe - focusing on strategy, skills, and gear. Due to the new Lane Filtering law, much of this project's effort was to help increase awareness of this new law. Another focus was on placing messaging to promote motorcycle training at the beginning of the riding season. Specific lane filtering videos were created and put on the "Ride to Live" website. Media contractors hosted the Lane filtering social campaign. The campaign was delivered on social media, YouTube, and native placements, delivering well over 7 million impressions and over 1 million video views. There were also lane filtering billboards that were posted to help increase awareness of this new law.

The project pushed rider education from late April into May. This push includes paid placements to promote rider education and its benefits. Working with the three top rider education providers, the campaign featured discounted rates for rider education. The discounted rider education was a kick-off to a safer riding season.

The project funded local efforts to promote motorcycle safety and rider skills knowledge. It supported the advocacy group The Riderz Foundation, who put on 4 events to promote motorcycle safety. They also created stickers that were given out at many of their booths at various events to promote lane filtering and motorcycle awareness on Utah's roads. The Riderz Foundation hosted multiple group rides which are instruction for motorcyclists who want to sharpen their riding skills. Along with this, they also updated their social media with motorcycle safety awareness links.

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 & Bicycle Safety Program

## Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 272. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 270 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1445. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 1417 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .89. The most current complete data, FARS 2018, shows that Utah has stayed steady with that same total of .89 (using a five-year rolling average).

Utah's performance target for C-10 Number of Pedestrian Fatalities was 38.8. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 38.4 (using a five-year rolling average).

Utah's performance target for C-11 Number of Bicycle Fatalities was 6.1. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 5.6 (using a five-year rolling average).

Utah's performance target for U-10 Pedestrians in Utah Crashes per 10,000 Population was 3.1. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 2.96 (using a five-year rolling average).

Utah's performance target for U-11 Bicyclists in Utah Crashes per 10,000 Population was 2.2. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 1.76 (using a five-year rolling average).

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

### PS190701/FHX190201 Pedestrian Safety PI&E

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

The program manager served on the pedestrian task force which helped create the concept of "Utah Walk Week" to promote pedestrian safety. This week was designed to be the first week of October and included the "National Walk to School Day". Utah Walk Week posters were sent to libraries, 24-hour employment centers, and homeless shelters in Utah. Sidewalk vinyl graphics with pedestrian safety messages were placed on 10 high-risk/crash intersections throughout the Salt Lake Valley as well as 10 areas with high amounts of jaywalking. A Social media toolkit was created to compliment the educational materials through its videos and posts. This toolkit was sent to safety advocates all over Utah. The committee also created a Strava challenge that aligned with Utah Walk Week. This campaign encouraged Utahans to get out and walk but also to do it safely.

Project funds supported targeted crosswalk enforcement efforts at intersections in 11 jurisdictions where a high incidence of motor vehicle vs. pedestrian crashes occur. A statewide crosswalk enforcement campaign was undertaken with 26 participating agencies to help enforce the school crosswalk law. Crosswalk enforcement shifts proved to be effective in educating motor vehicle drivers as well as pedestrians on traffic laws. In total over 3,400 contacts were made.

In an effort to create more direct messaging centered on pedestrian safety, a focus group was assembled and used



to sample two messaging concepts to decide which had more of an initial impact and which would drive consumers to visit an informational site. This led to the release of the Pedestrian Myths campaign featuring signage around public transportation (bus shelters, buses, commuter trains) to direct people to [pedestrianmyths.utah.gov](http://pedestrianmyths.utah.gov). This site tells people about common misconceptions about pedestrian safety: pedestrians always have the right-of-way, if a driver sees me the car can stop in time, if I step into a crosswalk I don't need to pay attention to traffic, light-colored clothing helps you be seen, pushing the pedestrian crossing button isn't necessary. Throughout the year there was a continuation of Web-hosting for our pedestrian myths page.

The project provided educational materials to multiple community events and fairs to educate on visibility issues for pedestrians. This included placing informational cards with best safety practices for pedestrians and drivers in the giveaway bags for participants in the Salt Lake Marathon, ~7000 participants.

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.

#### **PS190702 Bicycle Safety PI&E**

This project supported outreach activities focused on reducing bicycle injury and fatality rate. Bicycle safety was promoted through partnerships with community organizations, advocacy groups, schools, and police departments. Bicycle safety skills - how to ride safely on the road, bike handling, hand signals, education about roadway signs and rules of the road - were taught to more than 3,400 children through the Highway Safety Bicycle Rodeo Program. A total of 32 bicycle rodeos were conducted utilizing the bicycle rodeo trailers.

The project utilized the Road Respect program to educate cyclists and raise awareness among motorists about the best safety practices for sharing the road. Road Respect placed "Ambassadors" in four popular cycling events in key counties across the State to educate riders and lead by example. Cycling law cards were distributed to participants and an educational booth with safety signage was present to further reinforce the need to cycle safely. An ad for Road Respect highlighting tips for cyclists and motorists was placed in a popular cycling magazine that distributes statewide. The messages encourage cyclists to adopt safe cycling behaviors by showing Road Respect.

The project funded local efforts for law enforcement and health departments to promote bike safety in their respective communities. Mini-Grants were provided to health departments to hold a bike rodeo and helmet fittings. This helmet fittings included giving helmets to those children who were without. The project has provided helmets for over 150 children. The project supported the advocacy group Bike Utah's Youth Bicycle Education and Safety Training Program which taught advanced bike safety concepts using a 4-day curriculum to 4th-7th graders. To date, 3,089 students across 42 schools and organizations, 22 of those schools were Title 1 schools that have completed the program. Quiz scores showed an average 63% increase in bike safety knowledge following the course during the beginning of the year and later showed an average of an 86% increase.

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.

#### **PS190704 Salt Lake City Police Department Pedestrian/Bicycle Safety Project**

Salt Lake City Police Department (SLCPD) conducted a Pedestrian and Bicycle Safety Project that used enforcement, education, and outreach to reduce pedestrian/cyclist crashes within the city. SLCPD hosted 8 bicycle rodeos during community events throughout the year. Each rodeo taught cycling laws and best practices and reinforced the importance of using a properly fitted helmet. Supplementing the rodeos, officers conducted 28 cyclist/motorist

enforcement shifts in high cycling areas to educate the public on cycling laws.

These shifts included violations included jaywalking, not stopping at stop signs or lights, cyclist/scooter/motorist education and enforcement and crosswalk enforcement.

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

# Police Traffic Services

## Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 272. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 270 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1445. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 1417 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .89. The most current complete data, FARS 2018, shows that Utah has stayed steady with that same total of .89 (using a five-year rolling average).

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 73.9. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 71.8 (using a five-year rolling average).

Utah's performance target for C-5 Number of Fatalities in Crashes Involving a Driver or a Motorcycle Operator with a BAC of .08 and above was 34.9. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 54.2 (using a five-year rolling average). This is the second year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on this group.

Utah's performance target for C-6 Number of Speeding-Related Fatalities was 73.1. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 75.6 (using a five-year rolling average). Speed continues to be the primary cause of Utah's fatal crashes. Utah plans to increase speed enforcement, focusing on data-driven location and coordinating with both state and local law enforcement.

Utah's performance target for C-9 Number of Drivers Age 20 or Younger involved in fatal crashes was 40.4. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 43.8 (using a five-year rolling average). Teen drivers continue to be a challenge in Utah's traffic crashes. Utah plans to work closely with the Teen Driving Taskforce to develop additional measures to decrease this number. Utah will also increase our social media presence for teen driving messages and working with Zero Fatalities and their parent night events.

Utah's performance target for U-1 Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes was 69.3. The most current complete data, UTAPS, shows that Utah did not meet its goal with 67.3% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2a Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes was 91.1. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 92% (using a five-year rolling average).

Utah's performance target for U-2b Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes was 85.7. The most current complete data, UTAPS, shows that Utah did not meet its goal with 84.3% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2c Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes was 41.7. The most current complete data, UTAPS, shows that Utah did not meet its goal with 43.4% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained was 55%. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 30.8% (using a five-year rolling average).

Utah's performance target for U- 4a Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.) was 68.8. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 54.1% (using a five-year rolling average).

Utah's performance target for U- 4b Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.) was 43.6. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 29.4% (using a five-year rolling average).

Utah's performance target for U- 5a Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural was 131. The most current complete data, UTAPS, shows that Utah did not meet its goal with 137 (using a five-year rolling average). Utah will continue focusing on its rural seat belt program to increase seat belt usage.

Utah's performance target for U-5b Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban was 134. The most current complete data, UTAPS, shows that Utah did not meet its goal with 180 (using a five-year rolling average). Utah will continue focusing on its seat belt programs to increase seat belt usage.

Utah's performance target for U- 6a Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers was 110. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 133 (using a five-year rolling average). This increase could be attributed to two areas. First and foremost, there is an increase in drug-impaired driving in Utah. Utah's impaired driving program is going to focus some of its messaging on this issue. Secondly, we have also been promoting the need to increase the testing for drugs, as well as, alcohol. This is going to show up in an increase in drug positive drivers.

Utah's performance target for U-6b Utah Fatalities Involving an Impaired Driver - Evidence-Based Drug-Impaired Driving was 66.8. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 80 (using a five-year rolling average). This increase could be attributed to two areas. First and foremost, there is an increase in drug-impaired driving in Utah. Utah's impaired driving program is going to focus some of its messaging on this issue. Secondly, we have also been promoting the need to increase the testing for drugs, as well as, alcohol. This is going to show up in an increase in drug positive drivers.

Utah's performance target for U-9 Teen Driver Crash Rate per 1,000 Licensed Driver was 79.6. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 72.7 (using a five-year rolling average).

Utah's performance target for U-14 Utah Drowsy driving-related Fatalities was 8. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 16 (using a five-year rolling average). This is a large increase for a year. However, the Highway Safety Office has also been conducting crash report training with law enforcement agencies statewide over the past year. One of the emphasis areas has been accurately reporting driver contributing circumstances. Improved reporting could also be a factor in the increase. Utah will monitor this data as we continue our efforts in drowsing driving outreach.

Utah's performance target for U-15 Utah Traffic Fatalities Involving a Distracted Driver was 21.5. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 18 (using a five-year rolling average).

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

#### **PT190101 Police Traffic Services and Equipment**

This project continued to provide equipment and training for law enforcement agencies in Utah to increase their traffic safety enforcement efforts. The equipment application helped agencies provide data-driven problem identification. The grant provided equipment, training, and other useful traffic safety tools to nineteen agencies. Most of the equipment funded were radar units and lidar units for speed enforcement efforts. We also funded two speed trailers. There were 10 lidars funded to detect moving too close violations and speed. This equipment was used on speed enforcement efforts, a high priority issue this past year. Police traffic codebooks were also given to agencies throughout Utah. All the resources provided will help the agencies track various traffic violations and help address the need for further work, overall working at reducing crashes on Utah roadways.

**PT190102 Weber/Salt Lake/Davis/Utah County Multi-Agency Task Force Groups**

The multi-agency task force meetings continued to provide support to the HSO's traffic safety enforcement campaigns and education programs among law enforcement agencies and various partners along the entire Wasatch Front. The task forces met seven times during the 2019 fiscal year and received training and education regarding enforcement and education efforts to be passed to their agencies to further the work. Thousands of overtime shifts were handed out through the task forces for overtime DUI, seat belt, and pedestrian shifts. DUI saturation patrols and checkpoints were also conducted. Officers also participated in media campaigns, including appearing at earned media events and helping with the filming of commercials and public service announcements. The pieces of training that were taught at the MATF meetings were often requested to be taught agency-wide.

**PT190103 Law Enforcement Liaison Expansion**

This project has continued to be instrumental in the Highway Safety Office's success. Many of the rural agencies that never participated in our programs are now participating because of the regional LEL program. Quarterly meetings with the regional LELs were held to discuss current needs in law enforcement. Many rural agencies were supported with equipment and overtime enforcement shifts. With this program, the whole state is informed of current updates and enforcement activities.

**DD190805 Orem Police Department Distracted Driving Campaign**

The Orem Police Department combined targeted enforcement operations and community education to decrease the number of preventable accidents and deaths related to distracted driving. Orem PD teamed up with Provo PD, Lone Peak PD, and Utah County Sheriff's Office to perform distracted driving blitz operations. One-hundred and nine overtime shifts were worked, stopping 642 vehicles and 162 citations and 188 warnings were given out.

Orem PD participated in community events, including Orem Summer Festival and the Utah County Fair. Officers would set up a booth and hand out brochures to educate the public on the dangers of distracted driving. Officers teamed up with Zero Fatalities and conducted a week-long safety campaign at Orem High School on the 5 deadly driving behaviors.

**DD190807 Richfield Police Department Distracted Driving Campaign**

The Richfield Police Department incorporated education and enforcement to decrease the number of traffic crashes and fatalities caused by distracted driving. Richfield PD conducted 49 shifts, stopping 434 vehicles, giving out 220 citations and warnings.

Richfield PD participated in educational overtime shifts. They set up booths at scouting venues, school assemblies, community safety fairs, and other community events. Over 2000 people were reached, including 300 scouts. A 50 percent reduction in distracted driving crashes happened during the fiscal 2019 year compared to 2018. As traffic enforcement increased, the number of drivers driving distracted decreased.

**DD190806 Salt Lake City Police Department Distracted Driving Campaign**

The Salt Lake City Police Department combined targeted enforcement blitz and community education outreach to decrease the number of distracted driving violations. Salt Lake PD worked 75 shifts, stopping 1,063 vehicles. Of those 1,063 vehicles stopped, over 900 warnings and citations were issued for distracted driving violations.

Salt Lake PD officers participated in different community events happening around the city. They set up a distracted driving booth and engaged participants in a visual handheld distracted driving device and gave out distracted driving educational cards. The police department distributed a training bulletin board to remind officers of different distracted driving tools and codes related to distracted driving.

**CP190208 Public Information and Education Project**

This project funded the printing, purchasing, and distribution of educational and promotional materials for

requesters and 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 booklets and standard field sobriety test booklets were purchased using this grant.

#### **CP190204 UHP PI&E/ Adopt A High School**

The UHP PI&E/Adopt A High School program continued to reach many Utah high schools. Providing education to the public on the high-risk driving behaviors, including, speed, failure to wear a seat belt, distracted driving, impaired driving, and drowsy driving. Over 500 presentations were given to nearly 40,000 teens. More high schools in Utah participated in the Adopt A High School program, focusing on educating the students on the high-risk driving behaviors. The high schools saw an increase in seat belt use from pre and post surveys. Nearly every school in the state was given a driver education presentation. The seat belt convincer proved to be a great resource in educating the community about how seat belts save lives. The seat belt convincers were utilized for approximately 70 community events, reaching nearly 100,000 people.

The Utah Highway Patrol continues to be an innovator in educating motorists about traffic safety through its statewide Public Information and Education (PI&E) team. In 2019, the PI&E team supported outreach efforts in all 14 UHP enforcement sections, reaching nearly all of Utah's 29 counties. The PI&E/community outreach program contributed to traffic safety education with a primary focus on high-risk driving behaviors such as speed, failure to wear seat belts, distracted driving, impaired driving, and drowsy driving. Target audiences for the outreach and educational opportunities included teens, local businesses and the general driving public. As of this writing in early November of 2019, UHP Troopers reached approximately 191,031 people through roughly 1186 presentations or outreach events. This number will continue to climb until the year's end. PI&E's online reporting system via Google Drive has allowed for timelier reporting though the actual number of events and presentations is still vastly underreported.

So as to precisely reach teen drivers, a concerted effort was made to teach in driver education classes all across the state. A remarkable portion of Utah driver education classes received at-least one safe driving presentation from a UHP Trooper. Members of the UHP PI&E team in Salt Lake County reached every school in the county and were awarded a Unit Citation for their efforts. The Adopt-a-High School program also reached teen drivers via safety messages through mock crashes, holiday events and treat giveaways. The main areas of focus for teen drivers were reducing speed, buckling up, distracted driving, and impaired driving. For the 2018-2019 school year, two Utah high schools actively participated with UHP for the Adopt-a-High School program, Maple Mountain and Carbon. The Maple Mountain High mock crash was incredibly successful and the sheer scale of it impressed the entire community and even the regional news and social media. Carbon High School events were consistent and fantastic coordination between students and law enforcement.

In addition to efforts with teen drivers, UHP PI&E Troopers participated in a litany of other community and business outreach programs, safety presentations, and fairs. The seat belt convincer was in high demand throughout the state of Utah, attending approximately 190 events, and reaching an estimated 54,415 people. Other examples of large-scale PI&E community involvement included the following: Safe Kids in the Park, Utah International Auto Expo, Utah Safety Conference, radio appearances on the Lisa Clark Show, DPS Safety Fair, Primary Children's Medical Center Christmas giveaway, Bridgerland ATC, The Tour of Utah, World Refugee Day, Halloween Refugee Giveaway, Washington County DPS Safety Fair and numerous others. The positive effects of these outreach programs are tied to the exceptional community appreciation that UHP enjoys around the state.

Many of the large-scale events that were done away within 2017 and 2018—Utah State Fair, UHP Citizens' Academy, et al—have affected the overall number of contacts in a given year. The Adopt a High School program was not terribly successful for the 2018-2019 school year; we only had two schools and UHP Sections actively participate. With that said, 2019 was a year for rebuilding and Trooper Chad Valdez joined the team at a critical

juncture--Valdez's insights brought immediate innovation to the program. Valdez was already responsible for publishing and distributing a new brochure on vehicle safety.

Looking at the 2019-2020 school year, we currently have approximately 12 schools adopted with UHP sections all over the state involved. This is an incredible improvement.

Our number of contacts per presentation was around 125 in 2017. In 2019 we reached over 161 contacts per presentation so our efficiency is up dramatically.

Trooper Chad Valdez and I are looking to innovate the methods by which we reach out to the various members of the community. The pedal carts have been a fun addition but they obviously have limitations. We are proposing ideas for trailer wraps, additional show cars, and greater social media integration.

With greater support and an increase in social media exposure, the future for the UHP PI&E program looks exceptionally bright and involving.

#### **DD190808 Distracted Driving Enforcement**

The Highway Safety Office had an internal distracted driving grant. The month of April was the National Distracted Driving Awareness Month. We had seventeen agencies work 205 shifts. In those 205 shifts worked, 300 warnings and 225 citations were issued. We also had social media ads out to educate the public on the dangers of distracted driving. We plan to do an enforcement campaign every April.

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

The Distracted Driving shifts for all three police departments focused on decreasing distracted driving through enforcement, providing educational materials to high schools and promoting public education on the dangers and consequences of distracted driving.

# Traffic Records Program

## Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 272. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 270 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1445. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 1417 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .89. The most current complete data, FARS 2018, shows that Utah has stayed steady with that same total of .89 (using a five-year rolling average).

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 73.9. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 71.8 (using a five-year rolling average).

Utah's performance target for U-12 Drivers in Utah Fatal Crashes with Known BAC Results was 57.2%. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 59.3% (using a five-year rolling average). This increase could be attributed to two areas. First and foremost, there is an increase in alcohol-impaired driving in Utah. Utah's impaired driving program is going to focus some of its messaging on this issue. Secondly, we have also been promoting the need to increase the accuracy of BAC reporting. This is going to show up in an increase in known BACs.

Utah's performance target for U-13 Average number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes was 5.9. The most current complete data, UTAPS, shows that Utah did not meet its goal with 6.0 (using a five-year rolling average). This performance measure is going to be reviewed in FY21. Utah's crash timeliness reporting is getting small enough that a small fluctuation in the system will affect the data.

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

### TR190201 Crash Information Management System

This project worked to improve the accuracy, completeness, and accessibility of the crash file database, using a multi-tiered approach. To accommodate promotions and changes within the Highway Safety Office, the Traffic Records Program Manager continued with technical outreach and education to law enforcement throughout the state. 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 integrated crash databases from both Departments for data analysis to a single source, thus removing redundancy in accuracy and completeness cross-checking and ensuring all Departments are reporting the same numbers. The staff members at the University continued to work on establishing procedures to maintain a continuous workflow and system availability. A number of services are currently provided to the partners, including a database table with a running set of crash records since 2010. Significant changes were made to the system to transform the original data in the records and create new fields. As an example, new services were created to populate functional class, Urban/Rural, and MPO fields using spatial queries instead of lookup tables, and a draft HTML page was generated to summarize a crash record in a format that allows a report to be printed in PDF. In production, this time we are close to 24 hours as new crashes are received from DTS. Partners who may need crash diagrams as part of their data can use this service. Progress on the content management system has resulted in successful efforts to test the user interfaces for the QC and geolocation, as well as the CMV forms. Significant feedback has been generated for the QC forms because of the interaction with the system, resulting in a number of changes. The University of Utah team has now six graduate students working on the development and updates to the Crash system.

The goal was to have the UTAPS system running on a live server by July 1, 2018. Unfortunately, due to multiple personnel changes across both parties, and unforeseen tasks that required action before the deployment could be effective, the UTAPS live date was moved to April 1, 2019. All stakeholders met biweekly and meeting minutes kept holding all key players accountable for their responsibilities. As of April 1, 2019, the UTAPS-CDI database is a live



server that is ready for use. Frequent communication among parties was a large part of the success of this project. Given the number of changes in personnel, it could have been very easy for this project to dissolve.

The Utah Crash Summary 2018 is not yet available on the HSO website. The 2017 Crash Summary was added in November 2019. It is planned to have the 2018 Crash summary available by the end of the calendar year. Training modules remained the same on the HSO website; additional information was added such as the change in program management, contact The Utah Crash Summary that is published at the beginning of each calendar year has not yet been produced. Again, due to the number of personnel changes, a new crash database being built, and data checks still being conducted on 2018 data, the summary is not available. There is a plan to revise and create the summary for publishing in early 2019.

Future updates to the crash report, and an electronic data request form to be completed by anyone requesting crash data. The Highway Safety Office also provided crash report training to both state and local law enforcement agencies throughout the state at their request. The training was provided training to all UHP Troopers through their required in-service training on improving crash reporting. The crash training PowerPoint was also provided to the UHP training section to be sent out to each UHP section, which was sent out department-wide. The Utah Traffic Records Coordinating Committee (UTRCC) Coordinator maintained, monitored and coordinated the Traffic Safety Information Systems Strategic Plan, as well as the operation of the UTRCC.

The crash report revision project has continued in efforts to bring vendors and the law enforcement agencies up to date with their reporting system. This has taken more time than originally planned. The Traffic Records Program Manager continues to work with each party to ensure the data systems are updated and the local agencies are using it. Training on the new data elements is also taking place as part of the training mentioned previously. The revision will go live in January 2020.

### **3DA190502 EMS Pre-Hospital Data Reporting**

This project worked on timely data entry into the State Trauma database. Due to staff turnover with Trauma Registrants, we continue to remain off track due to incorrect data entry from EMS agencies. Concerns with data have been addressed on a case-by-case basis. Requests have been made to submit data in a more timely manner. Regular quality improvement has been conducted on EMS records to ensure data is correctly entered. Hospital's trauma registrants are directed to work directly with individual EMS agencies when data is inaccessible in the current state data system. Trauma registrants continue to be trained on using the new data system, finding records, and working with individual EMS agencies as needed. BEMSP's data analyst assists hospital users with system access. A user help guide has been created and posted to our website. Quarterly training events have been offered to new registrants and as a refresher for current staff. The rule for submitting data to the department or trauma was changed from 6 months to monthly in October 2019.

100% of all Utah EMS agencies have been trained on using the new v3.4 data system. Training to increase the accuracy of reported prehospital data from providers has been provided by BEMSP staff on the ePCR system and linked licensure database to direct entry users and 3rd party vendor agencies. Utah continues to increase the number of systems integrated with prehospital data (i.e: trauma registry, emergency department data, outpatient, cardiac, stroke, STEMI, pediatric, and crash repository). CARES (Cardiac care) data is moving smoothly from the prehospital site to their system. Work continues within UDOH to create a master patient linked database (DOHMPi) with Trauma, ED, Inpatient, Vital Records, and EMS records. Due to staff changes, we're unsure of the timeline this will be completed, but initial record linking has taken place this quarter. In addition, discussions have taken place with the Utah Health Information Network (UHIN) to link EMS data to existing medical records.

As of October 2019, Bureau staff have trained and transitioned 100% of Utah agencies to ImageTrend Elite (v3). Our staff continues to work with a software vendor that is completing the NEMSIS v3 data standard. This vendor hosted 16 Utah agencies so ensuring their data is correct. Bureau continues to work with feedback from agencies and vendors to update the state's system and corrections have been provided to Utah BEMSP program staff to ensure our records are accurately captured and provide quality data. Work has been completed within UDOH to move legacy v2 data over to an in-house database, but work on security concerns has pushed the move back. When this capability is established, data can be used for trend analysis with current data and old data. As new EMS agencies get established, the Bureau continues to work with them to ensure they have a v3 standard system and are properly setting up and entering data

During September 2019, Ms. Alvarez with Utah Department Health attended the regional National State EMS Officials (NASEMSO) conference in Kansas City, MO. The conference was attended by State EMS officials from the “Western Plains” regions to discuss EMS issues affecting our states, data standards, ways to improve EMS practices and training issues, data quality and other national issues that affect EMS providers (mental health, suicide, etc.).

### **Fatality Analysis Reporting System (FARS)**

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

#### **Performance Measure Evaluation:**

The FARS Analyst continued to work with stakeholders to ensure all fatal crashes meet the standard criteria. The FARS Analyst performed analysis on all fatal crashes, coding and documenting information into the FARS database. Required training was attended by the FARS Analyst.

Communication tends to be an area for improvement, and given the personnel changes in this position, there were some learning curves. The FARS Analyst was able to meet with and establish a working relationship with members for the Department of Transportation, and Department of Health to keep the lines of communication flowing between departments

Given the personnel changes during this year, the Traffic Records program staff was still able to satisfy this performance measure. Staff attended Multi-Agency Task Force Meetings (MATF) to train law enforcement on crash reporting and the crash report revision. They also worked with Regional Law Enforcement Liaisons (RLEL) to open the lines of communication between urban and rural agencies.

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Through the activities and initiatives described above, this project contributed to Utah Highway Safety targets C-1, C-2, C-3, C-4, U-12, and U-13.

# Evidence-Based Enforcement Plan (E-BE)

Enforcement is an essential component of 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” recommendations to ensure strategies are evidence-based for the focus area.

## Occupant Protection

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

Since the passage of the primary seat belt law in May 2015, Utah’s seat belt use has increased by 7.7% for an overall compliance rate of 90%. Yet nearly 305,000 Utahans still choose not to wear their seat belt. Education and enforcement are vital to show the utility of the law and will continue to be major components of the UHSO for the next fiscal year. Modification may be made to the E-BE Plan with the potential to add focused patrols to high-risk areas such as rural counties and areas with high crash rates.

Unrestrained occupants were more than 45 times more likely to be killed in a crash than occupants who wore their seat belts. 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 enforcement effort are listed below.

## November 2018

Thanksgiving Holiday Travel Click It or Ticket seat belt enforcement was performed by the state’s law enforcement partners across the state. Through the outreach and networking of the UHSO Law Enforcement Liaisons, all law enforcement agencies in Utah were contacted to discuss the mobilization efforts, assign overtime seat belt enforcement patrols, and ask for their pledge of support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.

### Outcomes:

Reporting Period	November 21-25, 2018
Agencies	31
Hours	1,093
Seat Belt Violations	1,538
Citations	606
Warnings	932
Child Restraint Violations	41
Citations	9
Warnings	32

DUI Arrests	1
All Other Violations	1,026

### March 2019

Click It or Ticket nighttime seat belt enforcement was conducted during this time with a focus on the Wasatch Front, specifically Centerville, Layton, Ogden, Orem, Provo, Roy, Weber County, West Jordan and West Valley City, all identified high-risk locations. Rural partners were also involved this year in the mobilization and included Price PD, Richfield PD, St. George PD, and Tooele PD.

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 and locations.

#### Outcomes:

Reporting Period	March 8-9 & March 22-23, 2019
Agencies	13
Hours	257
Seat Belt Violations	195
Citations	84
Warnings	111
Child Restraint Violations	10
Citations	0
Warnings	10
DUI Arrests	1
All Other Violations	334

### May 2019

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

#### Outcomes:

Reporting Period	May 20 - June 2, 2019
Agencies	54
Hours	2,257
Seat Belt Violations	3,192
Citations	1,399
Warnings	1,793

Child Restraint Violations	92
Citations	32
Warnings	60
DUI Arrests	1
All Other Violations	2,274

#### **August - September 2019**

Rural-specific messaging focusing on seat belts was placed in the seven pilot rural counties (Box Elder, Cache, Carbon, Sanpete, San Juan Sevier, Tooele) with local law enforcement agencies enforcing the primary seat belt law during regular patrols as well as during key holiday travel times over the Labor Day Holiday weekend.

#### **Outcomes:**

Reporting Period	August 30 - September 2, 2019
Agencies	9
Hours	191
Seat Belt Violations	231
Citations	56
Warnings	175
Child Restraint Violations	16
Citations	3
Warnings	13
DUI Arrests	0
All Other Violations	206

Law Enforcement Liaisons will encourage seat belt enforcement at all times, and in all High-Visibility Enforcement (HVE) events statewide, regardless of the event's enforcement focus; seat belt enforcement is straightforward and easily incorporated into other enforcement activities.

## Impaired Driving

### Impaired Countermeasures Timeline and Details:

#### October 2018

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

##### Outcomes:

Reporting Period	10/26/2018 – 10/31/2018
Agencies	28
Hours	684.3
DUI Arrests	53
Alcohol	25
Drug	24
Metabolite	4
Designated Driver	48
All Other Citations	245

#### November to December 2018

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

##### Outcomes:

Reporting Period	11/21/2018 – 11/25/2018 and 12/14/2018 – 01/01/2019
Agencies	32
Hours	860
DUI Arrests	51
Alcohol	18
Drug	15
Metabolite	18
Designated Driver	27
All Other Citations	370

#### February 2019

*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 coordinated efforts of the Multi-Agency Task Forces.

##### Outcomes:

Reporting Period	02/03/2019
Agencies	16
Hours	182.8
DUI Arrests	9
Alcohol	3
Drug	2
Metabolite	4
Designated Driver	3
All Other Citations	88

## March 2019

*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 coordinated efforts of the Multi-Agency Task Forces.

### Outcomes:

Reporting Period	03/15/2019 – 03/17/2019
Agencies	23
Hours	398.3
DUI Arrests	28
Alcohol	22
Drug	4
Metabolite	2
Designated Driver	7
All Other Citations	173

## April 2019

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

### Outcomes:

Reporting Period	04/19/2019/-04/21/2019
Agencies	2
Hours	76
DUI Arrests	6
Alcohol	1
Drug	0
Metabolite	5
Designated Driver	4
All Other Citations	54

## May 2019

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

### Outcomes:

Reporting Period	05/24/2019 – 05/27/2019
Agencies	18
Hours	315
DUI Arrests	9
Alcohol	6
Drug	2
Metabolite	1
Designated Driver	10
All Other Citations	167

## July 2019

*Drive Sober or Get Pulled Over* initiative will target the 4<sup>th</sup> of July and 24<sup>th</sup> of July celebrations with the Utah Highway Patrol performing statewide enforcement patrols.

### Outcomes:

Reporting Period	07/04/2019 – 07/07/2019 and 07/24/2019 – 07/28/2019
Agencies	42
Hours	982.3
DUI Arrests	56
Alcohol	25
Drug	28
Metabolite	3
Designated Driver	36
All Other Citations	589

## September 2019

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

### Outcomes:

Reporting Period	08/16/2019 – 09/02/2019
Agencies	30
Hours	1059.9
DUI Arrests	49
Alcohol	33
Drug	12
Metabolite	4
Designated Driver	50
All Other Citations	521

DUI Checkpoint operations will be conducted with law enforcement partners at identified high-risk times and locations. The UHSO will provide the needed supplies and equipment for the checkpoint, such as a centralized trailer for visibility, signs and safety equipment. The law enforcement partner agency conducting the checkpoint is charged with meeting the statutory requirement of public notification of the checkpoint date, time, and location. The UHSO will assist with funding enforcement activities as well as promotions as needed.

### Outcomes:

Reporting Period	2019 grant year
Checkpoints Held	6
Agencies	20
Hours	653
DUI Arrests	40
Alcohol	13
Drug	24
Metabolite	3
Designated Driver	13
All Other Citations	83

*DUI Blitzes will also be coordinated with law enforcement partners.*



**Outcomes:**

Reporting Period	10/19/2018 – 10/27/2019
Blitzes	1
Agencies	1
Hours	22.3
DUI Arrests	2
Alcohol	1
Drug	1
Metabolite	0
Designated Driver	0
All Other Citations	6

**Highlights from the Impaired Driving Program:**

Utah passed a .05 BAC law that went into effect on December 30, 2018. Officers' have already noticed a change and are finding it more difficult to find alcohol-impaired drivers. Law enforcement's plan is to continue to do their job as they always have – arresting based on impairment. Preliminary data after one year shows DUI arrests between .05 and .079 have remained about the same or have dropped somewhat as a result of the law change. Utah is the first state in the nation to pass a .05 BAC law and recognizes that other states will be watching and wanting to know what we learn from it and determine if it helps save lives. Stakeholders were also brought together to meet with NHTSA contractor, Dunlap, who will be evaluating Utah's new BAC law.

The Department of Public Safety established a 24/7 pilot program that began on July 1, 2018, and has now entered its second year. The 24/7 program is a deterrence-based strategy that utilizes frequent and regular alcohol/drug testing in a community supervision framework for second-time DUI offenders. The department made rules giving Weber County Sheriff's Office authority to run the program. The program continues to grow and has now been opened countywide. During the first year of the program, there were 48 total participants with 32 of those being active. Out of the 32 active participants, 8 successfully completed the program.

Drug-impaired driving is on the rise in Utah. Moving forward we will do more education and media campaigns focusing on drug-impaired driving. Next year this program will be funding a position at the Utah Public Health Toxicology Laboratory to focus on DUI law enforcement casework. With the additional toxicologist on staff, the Laboratory will be able to improve processes and increase efficiencies in regards to alcohol and drug testing, working to meet national standards and recommendations.

## **Vulnerable Roadway Users Countermeasures Timeline and Details:**

October 2018 – September 2019

Agencies 24  
Shifts 556  
Vehicles Stopped 3,794  
Citations 1,106  
Warnings 1,534

April 2019

Agencies 20  
Shifts 331  
Vehicles Stopped 2,625  
Citations 749  
Warnings 1,181

Salt Lake City Police Department (April – September)

Shifts 28  
Vehicles Stopped 24  
Citations 16  
Warnings 522

## **Distracted Driving Countermeasures and Outcomes**

### **Orem PD 2019**

Orem PD performed distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked from October 2018 through September 2019.

Shifts: 109  
DD Citations: 162  
DD Warnings: 188  
Total Vehicles Stopped: 642

### **Richfield PD 2019**

Richfield PD performed distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked from October 2018 through September 2019.

Shifts: 49  
DD Citations/Warnings: 220  
Total Vehicles Stopped: 434

### **Salt Lake City PD 2019**

Salt Lake PD performed distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked in January 2019 through September 2019.

Shifts: 75

DD Citations/Warnings: 900  
Total Vehicles Stopped: 1,063

#### **April Distracted Driving Awareness:**

Shifts: 205  
Agencies: 17  
Warnings: 300  
Citations: 225

#### ***Speed Enforcement***

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

Hot Spot meetings are held on a monthly basis. These meetings consist of speed-related problems, including current data of high-speed areas. The 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.

#### **Police Traffic Services Highlights**

- 19 agencies received equipment to help with speed enforcement.
- Utah Highway Safety participated in the National Distracted Driving Awareness Month in April, funding over 205 shifts.
- Over 40,000 teens were educated about safe vehicle driving through the Adopt A High School program.

# Core Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 272. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 270 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1445. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 1417 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .89. The most current complete data, FARS 2018, shows that Utah has stayed steady with that same total of .89 (using a five-year rolling average).

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 73.9. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 71.8 (using a five-year rolling average).

Utah's performance target for C-5 Number of Fatalities in Crashes Involving a Driver or a Motorcycle Operator with a BAC of .08 and above was 34.9. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 54.2 (using a five-year rolling average). This is the second year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on this group.

Utah's performance target for C-6 Number of Speeding-Related Fatalities was 73.1. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 75.6 (using a five-year rolling average). Speed continues to be the primary cause of Utah's fatal crashes. Utah plans to increase speed enforcement, focusing on data-driven location and coordinating with both state and local law enforcement.

Utah's performance target for C-7 Number of Motorcycle Fatalities was 37. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 41.6 (using a five-year rolling average). This is the second year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on this group.

Utah's performance target for C-8 Number of Unhelmeted Motorcycle Fatalities was 20.2. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 22.4 (using a five-year rolling average). This is the second year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on this group.

Utah's performance target for C-9 Number of Drivers Age 20 or Younger involved in fatal crashes was 40.4. The most current complete data, FARS 2018, shows that Utah is not going to meet this measure with 43.8 (using a five-year rolling average). Teen drivers continue to be a challenge in Utah's traffic crashes. Utah plans to work closely with the Teen Driving Taskforce to develop additional measures to decrease this number. Utah will also increase our social media presence for teen driving messages and working with Zero Fatalities and their parent night events.

Utah's performance target for C-10 Number of Pedestrian Fatalities was 38.8. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 38.4 (using a five-year rolling average).

Utah's performance target for C-11 Number of Bicycle Fatalities was 6.1. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 5.6 (using a five-year rolling average).

Utah's performance target for B-1 Observed Seat Belt use was 87.2%. Utah surpassed this goal with 90%, according to the 2019 Seat Belt Survey.

# Utah Performance Measures

Utah's performance target for U-1 Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes was 69.3. The most current complete data, UTAPS, shows that Utah did not meet its goal with 67.3% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2a Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes was 91.1. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 92% (using a five-year rolling average).

Utah's performance target for U-2b Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes was 85.7. The most current complete data, UTAPS, shows that Utah did not meet its goal with 84.3% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2c Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes was 41.7. The most current complete data, UTAPS, shows that Utah did not meet its goal with 43.4% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained was 55%. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 30.8% (using a five-year rolling average).

Utah's performance target for U- 4a Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.) was 68.8. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 54.1% (using a five-year rolling average).

Utah's performance target for U- 4b Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.) was 43.6. The most current complete data, FARS 2018, shows that Utah is on track to meet the goal with 29.4% (using a five-year rolling average).

Utah's performance target for U- 5a Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural was 131. The most current complete data, UTAPS, shows that Utah did not meet its goal with 137 (using a five-year rolling average). Utah will continue focusing on its rural seat belt program to increase seat belt usage.

Utah's performance target for U-5b Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban was 134. The most current complete data, UTAPS, shows that Utah did not meet its goal with 180 (using a five-year rolling average). Utah will continue focusing on its seat belt programs to increase seat belt usage.

Utah's performance target for U- 6a Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers was 110. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 133 (using a five-year rolling average). This increase could be attributed to two areas. First and foremost, there is an increase in drug-impaired driving in Utah. Utah's impaired driving program is going to focus some of its messaging on this issue. Secondly, we have also been promoting the need to increase the testing for drugs, as well as, alcohol. This is going to show up in an increase in drug positive drivers.

Utah's performance target for U-6b Utah Fatalities Involving an Impaired Driver - Evidence-Based Drug-Impaired Driving was 66.8. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 80 (using a five-year rolling average). This increase could be attributed to two areas. First and foremost, there is an increase in drug-impaired driving in Utah. Utah's impaired driving program is going to focus some of its messaging on this issue. Secondly, we have also been promoting the need to increase the testing for drugs, as well as, alcohol. This is going to show up in an increase in drug positive drivers.

Utah's performance target for U-7 Utah Helmeted Motorcycle Fatalities was 44.2%. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 52.2% (using a five-year rolling average). Utah will continue focusing on its motorcycle outreach programs.

Utah's performance target for U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles was 15.1. The most current complete data, UTAPS, shows that Utah did not meet its goal with 16% (using a five-year rolling average). Utah will continue focusing on its motorcycle outreach programs.

Utah's performance target for U-9 Teen Driver Crash Rate per 1,000 Licensed Driver was 79.6. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 72.7 (using a five-year rolling average).

Utah's performance target for U-10 Pedestrians in Utah Crashes per 10,000 Population was 3.1. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 2.96 (using a five-year rolling average).

Utah's performance target for U-11 Bicyclists in Utah Crashes per 10,000 Population was 2.2. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 1.76 (using a five-year rolling average).

Utah's performance target for U-12 Drivers in Utah Fatal Crashes with Known BAC Results was 57.2%. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 59.3% (using a five-year rolling average). This increase could be attributed to two areas. First and foremost, there is an increase in alcohol-impaired driving in Utah. Utah's impaired driving program is going to focus some of its messaging on this issue. Secondly, we have also been promoting the need to increase the accuracy of BAC reporting. This is going to show up in an increase in known BACs.

Utah's performance target for U-13 Average number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes was 5.9. The most current complete data, UTAPS, shows that Utah did not meet its goal with 6.0 (using a five-year rolling average). This performance measure is going to be reviewed in FY21. Utah's crash timeliness reporting is getting small enough that a small fluctuation in the system will affect the data.

Utah's performance target for U-14 Utah Drowsy driving-related Fatalities was 8. The most current complete data, FARS 2018, shows that Utah did not meet its goal with 16 (using a five-year rolling average). This is a large increase for a year. However, the Highway Safety Office has also been conducting crash report training with law enforcement agencies statewide over the past year. One of the emphasis areas has been accurately reporting driver contributing circumstances. Improved reporting could also be a factor in the increase. Utah will monitor this data as we continue our efforts in drowsing driving outreach.

Utah's performance target for U-15 Utah Traffic Fatalities Involving a Distracted Driver was 21.5. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 18 (using a five-year rolling average).

Utah's performance target for U-16 Drivers Age 65 or Older in Utah Fatal Crashes was 54.8. The most current complete data, UTAPS, shows that Utah is on track to meet the goal with 45 (using a five-year rolling average).

# Table of Performance Measures

Core Value #	Core Outcome Measures	Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Target Value*
C-1	Number of Traffic Fatalities	Total	244	253	243	217	220	256	278	281	273	260	272	
C-2	Number of Serious Injuries	Total	0.93	0.95	0.93	0.82	0.81	1.343	1,431	1,476	1,456	1,417	1,445	
C-3	Fatalities Per 100 Million VMT**	Rural	1.77	1.64	1.51	1.19	1.48	1.71	1.53	1.46	1.34	1.5	0.89	
		Urban	0.36	0.66	0.68	0.66	0.57	0.65	0.71	0.69	0.69	0.66		
C-4	Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions)		85	85	80	77	57	71	82	74	82	50	73.9	
C-5	Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and above.		41	46	54	32	37	57	46	53	54	61	34.9	
C-6	Number of Speeding-Related Fatalities		109	97	90	72	75	90	64	72	82	70	73.1	
C-7	Number of Motorcyclist Fatalities	Total	30	21	28	32	31	45	36	41	39	47	37	
C-8	Number of Unhelmeted Motorcycle Fatalities	Unhelmeted	18	11	18	11	19	26	18	21	25	22	20.2	
C-9	Number of Driver Age 20 or Younger Involved in Fatal Crashes	Aged Under 21	50	37	38	33	33	38	41	54	40	45	40.4	
C-10	Number of Pedestrian Fatalities		19	28	30	28	28	32	47	35	42	36	38.8	
C-11	Number of Bicyclist Fatalities		5	7	5	3	6	9	5	5	6	3	6.1	
B-1	Observed Seat Belt Use***		86	89	89	82	82	83	87	88	89	89	87.2	
A-1	Seat Belt Citations Issued During Grant-Funded Activities				4130	3341	1809	2969	1278	3040	2796	3325	4225	
A-2	Impaired Driving Arrests Made During Grant-Funded Enforcement Activities				1863	1306	1563	1720	1292	1747	2249	2263	2233	
A-3	Speeding Citations Issued During Grant-Funded Enforcement Activities				4524	2781	2326	3955	3726	11385	12486	12717	14823	
Core Value #	Core Outcome Measures	Year	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Target Value
U-1	Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes		65.1%	66.0%	66.2%	65.7%	68.8%	69.1%	66.8%	68.5%	68.3%	67.3%	68.30%	
U-2a	Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes		90.2%	86.7%	73.8%	81.9%	88.5%	92.7%	88.8%	86.5%	92.6%	92.0%	91.10%	
U-2b	Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes		70.3%	80.0%	82.3%	81.9%	84.4%	84.2%	89.0%	85.1%	85.4%	84.3%	85.70%	
U-2c	Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes		35.3%	38.3%	40.4%	41.0%	43.2%	41.9%	40.3%	42.9%	41.7%	43.4%	41.70%	
U-3	Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained		57.6%	60.9%	75.0%	53.3%	75.0%	42.3%	61.1%	48.1%	55.0%	30.8%	55%	
U-4a	Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.)		70.7%	58.1%	67.7%	80.6%	69.2%	70.3%	55.3%	48.8%	68.8%	54.1%	68.80%	
U-4b	Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.)		44.8%	44.2%	48.0%	51.5%	41.2%	38.9%	48.0%	49.6%	43.8%	29.4%	43.60%	
U-5a	Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural		147	122	87	96	91	119	133	130	135	137	131	
U-5b	Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban		143	130	122	134	96	107	136	175	207	180	194	
U-6a	Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers		41	29	43	40	53	48	85	82	111	133	110	
U-6b	Utah Fatalities Involving an Impaired Driver - Evidence-Based Drug Impaired Driving		25	17	26	24	32	29	51	49	67	80	65.8	
U-7	Utah Helmeted Motorcycle Fatalities		40.0%	47.6%	35.7%	64.5%	38.7%	44.4%	48.5%	48.7%	41.0%	52.2%	44.20%	
U-8	Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles		15.9	16.5	19.7	18.7	16.0	17.1	16.5	17.7	15.3	16.0	15.1	
U-9	Teen Driver Crash Rate per 1,000 Licensed Driver		92.8	72.0	73.5	59.6	76.2	75.0	82.2	78.4	79.6	72.7	73.6	
U-10	Pedestrians in Utah Crashes per 10,000 Population		2.36	3.11	3.15	3.23	3.11	3.41	3.47	3.30	2.49	2.96	3.1	
U-11	Bicyclists in Utah Crashes per 10,000 Population		2.71	2.79	2.97	3.16	2.68	2.59	2.29	2.15	1.80	1.76	2.2	
U-12	Drivers in Utah Fatal Crashes with Known BAC Results		36.7%	39.8%	46.8%	53.9%	52.3%	55.1%	61.8%	56.5%	53.4%	59.3%	57.20%	
U-13	Average number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes		139.12	139.91	139.91	85.47	49.57	8.76	8.32	6.77	6.04	6.06	5.9	
U-14	Utah Driveway Driving-related Fatalities		23	13	7	14	14	6	15	21	8	16	8	
U-15	Utah Traffic Fatalities Involving a Distracted Driver		21	19	21	20	17	22	28	21	21	18	21.5	
U-16	Drivers Age 65 or Older in Utah Fatal Crashes		36	46	40	29	50	46	58	51	73	45	54.8	

## Funds Expended in FFY2019

### Occupant Protection

OP190402	Occupant Protection Media, Materials & Support	\$178,000.00
OP190403	405d Occupant Protection Program Evaluation	\$22,800.00
OP190404	Rural Seat Belt Program	\$105,000.00
OP190408	405d Occupant Protection Media Support	\$21,500.00
OP190409	Hispanic Traffic Safety Program	\$70,000.00
OP190410	405d Rural Seatbelt Program	\$60,000.00
2HVE190401	CIOT Step Support	\$114,200.00
2PE190402	Occupant Protection Media, Materials & Support	\$40,000.00
2CPS190403	Utah CPS Program	\$140,000.00
<b>Total</b>		<b>\$751,500.00</b>

### Impaired Driving

6OT190201	Personnel	\$119,300.00
6OT190301	DUI Enforcement & Checkpoint Support	\$270,300.00
6OT190303	DRE/ARIDE/SFST/Phlebotomy	\$57,200.00
6OT190304	Impaired Driving Media Campaign	\$545,000.00
6OT190305	Traffic Safety Resource Prosecutor	\$153,400.00
6OT190306	SIP/TRACE, Youth Alcohol Suppression	\$45,000.00
6OT190309	24 / 7 Sobriety Program	\$72,000.00
<b>Total</b>		<b>\$1,262,200.00</b>

### Community Traffic Safety - 402

CP190202	Administrative Support	\$139,400.00
CP190203	Operation Lifesaver	\$15,000.00
CP190204	UHP PI&E / Adopt-a-High School	\$25,000.00
CP190205	Senior Driver Safety	\$11,500.00
CP190207	Utah Safety Council Traffic Safety Program	\$12,700.00
CP190208	PI&E	\$4,400.00
CP190210	Teen Driving Education & Outreach	\$22,400.00
CP190211	Zero Fatalities Safety Summit	\$20,000.00
<b>Total</b>		<b>\$250,400.00</b>

### Motorcycle Safety Program

9MA190901	Motorcycle Safety Media Campaign	\$22,700.00
MC190901	Motorcycle Safety Media PI&E	\$187,100.00
<b>Total</b>		<b>\$209,800.00</b>

### Pedestrian and Bicycle Safety

PS190701	Pedestrian & Bicycle PI&E	\$137,700.00
PS190702	Bicycle Safety PI&E	\$35,300.00
PS190704	SLC Bicycle & Pedestrian Safety Project	\$11,600.00
PS190705	Youth Bicycle Education Safety Training	\$23,600.00
<b>Total</b>		<b>\$208,200.00</b>



**Police Traffic Services**

PT190101	PT Services & Equipment	\$122,900.00
PT190102	Weber/Salt Lake / Davis/Utah Co - MATF Groups	\$8,800.00
PT190103	Law Enforcement Liaison Expansion	\$45,100.00
<b>Total</b>		<b>\$176,800.00</b>

**Teen Driver/Distracted Driving Programs**

DD190805	Orem Police Distracted Driving Program	\$23,500.00
DD190806	SLC Police Distracted Driving Program	\$15,300.00
DD190807	Richfield Police Distracted Driving Program	\$9,000.00
DD190808	Distracted Driving Media & Enforcement	\$24,800.00
<b>Total</b>		<b>\$72,600.00</b>

**Data Program**

3DA190201	Personnel	\$37,600.00
3DA190501	Crash Information Systems Management	\$267,500.00
3DA190502	EMS Pre-Hospital Data Reporting	\$183,200.00
TR190201	405d Traffic Records Program	\$191,800.00
<b>Total</b>		<b>\$680,100.00</b>

**Distracted Driving Personnel - 405e**

FESX190201	405e - Personnel	\$33,300.00
FESX190203	405e - Distracted Driving Media Enforcement	\$15,000.00
<b>Total</b>		<b>\$48,300.00</b>

**Non-Motorized Safety Programs**

FHX190201	405h - Pedestrian Safety PI&E	\$89,500.00
FHX190202	405h - Pedestrian Safety PI&E	\$3,300.00
<b>Total</b>		<b>\$92,800.00</b>

**Planning and Administration**

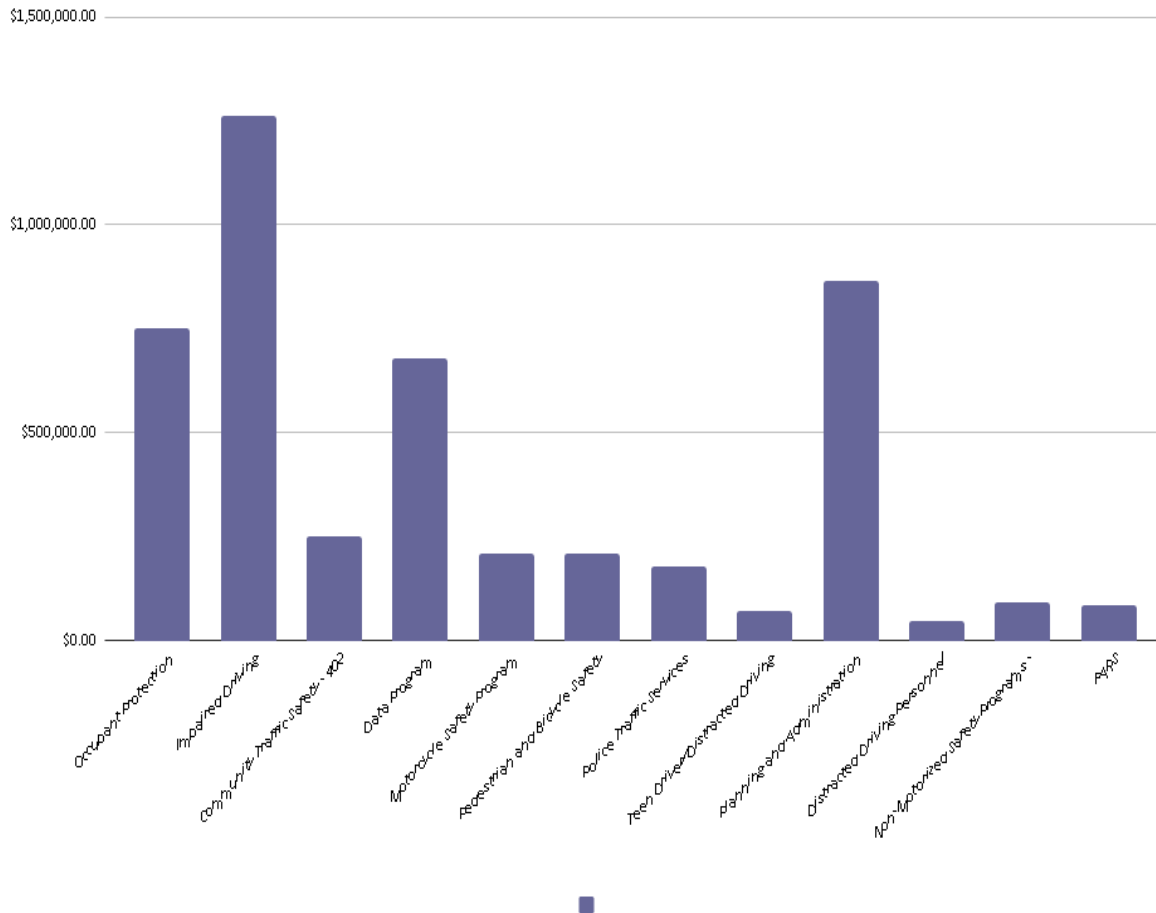
CP190201	Personnel	\$625,200.00
PA191001	402 - Administration (Federal)	\$239,700.00
<b>Total</b>		<b>\$864,900.00</b>

**FARS01**

201921	FARS, Year 3 Award	\$86,000.00
<b>Total</b>		<b>\$86,000.00</b>

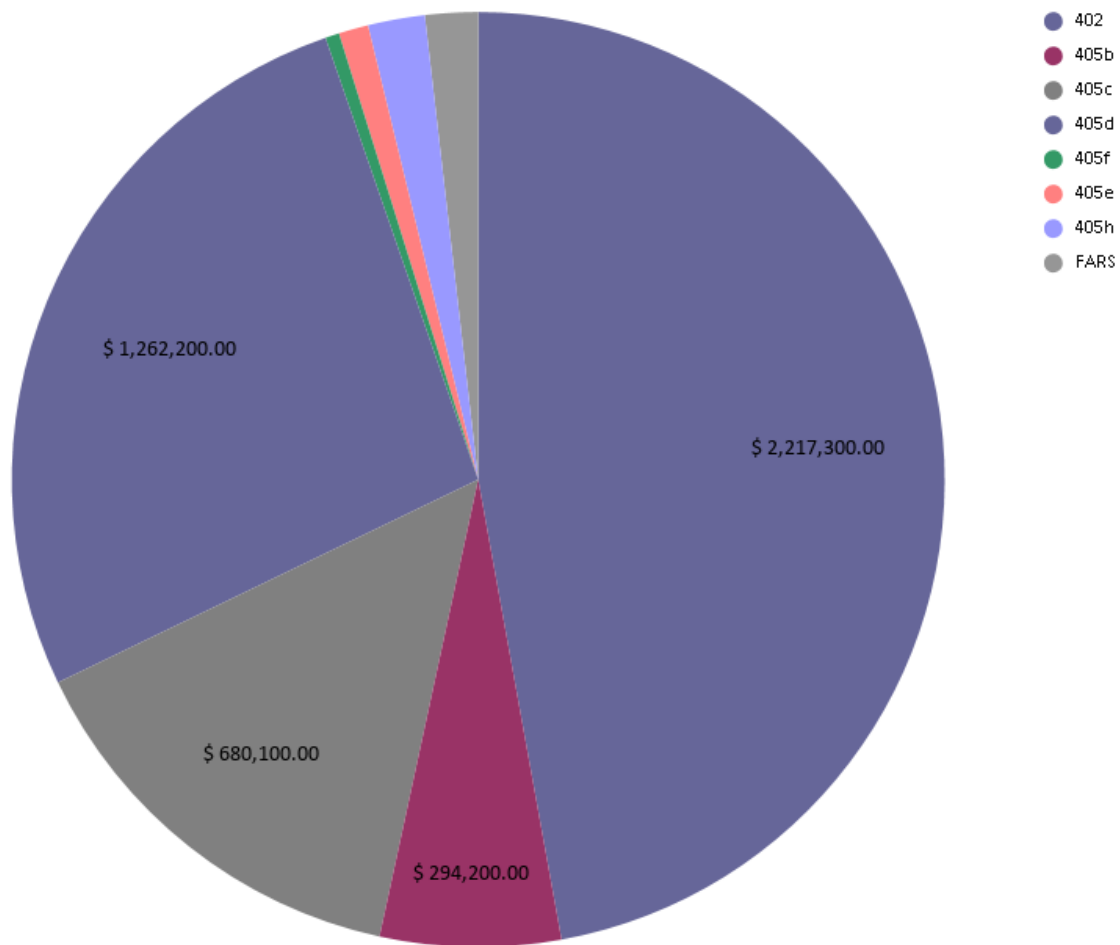
**Grand Total** **\$4,703,600**

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



### **Program Area Total Expenditures**

Occupant Protection	\$751,500.00
Impaired Driving	\$1,262,200.00
Community Traffic Safety - 402	\$250,400.00
Data Program	\$680,100.00
Motorcycle Safety Program	\$209,800.00
Pedestrian and Bicycle Safety	\$208,200.00
Police Traffic Services	\$176,800.00
Teen Driver/Distracted Driving Programs	\$72,600.00
Planning and Administration	\$864,900.00
Distracted Driving Personnel	\$48,300.00
Non-Motorized Safety Programs - 405h	\$92,800.00
FARS	\$86,000.00



**Total Spent By Fund:**

402	\$ 2,217,300.00
405b	\$ 294,200.00
405c	\$ 680,100.00
405d	\$ 1,262,200.00
405f	\$ 22,700.00
405e	\$ 48,300.00
405h	\$ 92,800.00
FARS	\$ 86,000.00

*(End of Report)*