Utah Highway Safety Plan 2018

Utah Department of Public Safety
Highway Safety Office
5500 Amelia Earhart Drive, Suite 155
Salt Lake City, Utah 84116
801.366.6040
Highwaysafety.utah.gov

MESSAGE FROM THE DIRECTOR
Kristy K. Rigby

The mission of the Utah Department of Public Safety's Highway Safety Office (UHSO) is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on the state's roadways. Our ultimate goal is to reach zero traffic fatalities, as the loss of one life is too many. Each year, under the authority and approval of Governor Gary R. Herbert and Governor's Representative and Public Safety Commissioner Keith D. Squires, the Utah Highway Safety Office (UHSO) produces a Highway Safety Plan (HSP) designed to help us reach that goal. This Plan also serves as our 2017 application for federal grant funding from the National Highway Traffic Safety Administration (NHTSA) and represents the state's guide for the implementation of evidence-based highway safety initiatives.

This one-year plan was developed using the federal requirements outlined in the Interim Final Rule, 23 CFR Part 1300. It is supported with four years of federal funding, as allowed by NHTSA including carry-over funds from previous years, and contains an estimate of what may be received in Federal Fiscal Year 2018.

Utah's HSP is used to justify, develop, implement, monitor and evaluate activities aimed at improving traffic safety on the state's roadways. It is directly aligned with the priorities and strategies in the Utah Strategic Highway Safety Plan (SHSP) and includes a wide variety of proven strategies and countermeasures including statewide initiatives and community-based programs. National, state and county level crash and injury data along with other information, such as seat belt use rates, are used to ensure that the planned projects are data-driven with focus on areas of greatest need. Some of the improvements to this annual plan include:

- Support of a 24/7 pilot project as a result of Utah House Bill 250, Driving Under the Influence Program Amendments;
- Enhanced effort to educate the public regarding the dangers of unsecured loads, supported through Utah Senate Bill 96, which also created new penalties for certain violations;
- Expansion of participants in the planning process to include representatives from Utah's Department of Transportation, Department of Health, Chiefs of Police Association, Local Association of Community Health Education Specialists, Driver License Division, Highway Patrol, Department of Information Technology, Bureau of Emergency Medical Services and the Federal Highway Administration;
- An online grant management training for subgrantees.

Together with our partners in safety the UHSO staff looks forward to another successful year of working towards Zero Fatalities.

TABLE OF CONTENTS

SECTION I – CURRENT CONDITION

Along with the rest the nation, Utah continues to see an upward trend in traffic fatalities. In 2016, there were 280 traffic fatalities, an increase of 2 fatalities from 2015. This represents the highest fatalities count in nine years. Over the past three years, fatalities have steadily increased by 29 deaths, or 22%.

Speed continues to be a leading factor, accounting for 35% of traffic fatalities in 2016. Unrestrained occupant deaths are on the rise, when looking at the actual numbers from year to year. In 2016, there were seven more unrestrained occupant fatalities than in 2015. However, in a three year average, fatalities actually decreased by seven.

Additionally, Utah is experiencing an upward trend in a few other areas. Teen Drivers experienced 13 more deaths in 2016. Drowsy driving was a factor in nine more deaths than the three year average for the highest total of 23 since 2009. Urban Counties are experiencing an increase in fatalities with 23 more crashes than the three year average.

- **Motorcycle deaths have increased by 6 in 2016**
- **Drunk driving involved deaths down by 10 in 2016**
- **Pedestrian fatalities had a decrease of 10 deaths compared to 2015**
- **29% of traffic fatalities in Utah were attributed to unrestrained occupants, although there was a decrease of 7 since 2015**
- **Speeding continues to be a leading contributing factor, accounting for 35% of the deaths in 2016**

After the tumultuous year in 2015, with nearly all staff in new positions, the Highway Safety Office has settled into their roles. Program managers have had the opportunity to evaluate their specific programs. They have been able to assess the needs and problem identification of each program to determine what, if any changes were needed. As part of this process, several programs involved focus groups to determine the usefulness of current messaging and outreach methods. From this and other evaluations, the Highway Safety Office has been able to re-direct or re-affirm program plans to address the increasing trend in fatalities.

One of the most effective countermeasures used to increase the number of motorists who buckle up and ultimately save lives is a Primary Seat Belt Law. Still new, Utah's Primary Seat Belt Law continues to be a focus to promote and demonstrate the importance of this law. Through partnerships with the Utah Department of Transportation, Utah Department of Health, local health departments, Driver License Division, Utah Safety Council, and other organizations, the UHSO has been able to spread the word that wearing seat belts saves lives. State and local law enforcement agencies have stepped up their efforts to enforce the law, as well. With the law having a provision that requires officers to issue a warning on the first seat belt offense, law enforcement agencies statewide have used this opportunity to provide education to drivers and passengers regarding the importance of wearing seat belts. Outreach material was developed to assist the agencies with these educational efforts.

A goal of increasing seat belt use by 10 percent over a three-year period was established in effort to demonstrate the effectiveness of this life-saving legislation. We are on our way to achieving that goal, as the 2016 Utah Seat Belt Survey reported an 87.9 percent seat belt use rate. This demonstrates an increase of .7% from the previous year and a total increase of 4.5% since the Primary Seat Belt Law went into effect.

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.

Activity and Behavior Performance Measures

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

Core Performance Measures

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

State-Specific Performance Measures

- U-1) Utah child safety seat use for children ages 0-8 years in traffic crashes
- U-2) Percent of children in Utah crashes in child safety seats
- U-3) Percent of Utah motor vehicle (MV) crash occupant fatalities ages 10-19 that were unrestrained
- U-4) Percent of Utah MV crash occupant fatalities occurring at night (10 p.m. to 5:59 a.m.) that were unrestrained

- U-5) Percent of restraint use among seriously injured and killed occupants in crashes, rural vs urban
- U-6) Number of fatalities Involving a drug-positive driver
- U-7) Percent of Utah helmeted motorcycle fatalities
- U-8) Overall rate of motorcyclists in Utah crashes per 1,000 registered motorcycles
- U-9) Overall teen driver Utah crash rate per 1,000 licensed driver
- U-10) Rate of pedestrians in Utah crashes per 10,000 population
- U-11) Rate of bicyclists in Utah crashes per 10,000 population
- U-12) Percent of drivers in Utah fatal crashes with known BAC results
- U-13) Average number of days between submission and occurrence for Utah MV crashes
- U-14) Number of Utah drowsy driving-related fatalities
- U-15) Number of Utah traffic fatalities involving a distracted driver
- U-16) Number of drivers age 65 or older in Utah fatal crashes

Once again, Utah experienced a significant increase in overall fatalities and serious injuries during the past year which negatively impacted the target goals for the many performance measures. Specifically those that directly involved the overall fatality and injury statistics.

Several areas did not reach their target goals due to the increase in overall fatalities and serious injuries, such as:

- VMT Rate- Rural
- Speeding-Related Fatalities
- Motorcycle Fatalities
- Unhelmeted Motorcycle Fatalities
- Drivers in Fatal Crashes Age 20 or Younger
- Pedestrian Fatalities
- Children in Utah Crashes in Child Safety Seats
- Utah Motor Vehicle Crash Occupants Fatalities Ages 10-19 Unrestrained
- Utah Fatalities Involving an Impaired Driver – All Drug Positive Drivers
- Utah Helmeted Motorcycle Fatalities
- Teen Driver Crash Rate
- Rate of Pedestrian Crashes
- Rate of Bicycle Crashes
- Drowsy Driving Related Fatalities
- Drivers in Fatal Crashes Age 65 or Older

Utah met and/or exceeded several performance measures despite the increase in fatalities and serious injuries. These are:

- Total and Urban VMT Rate
- Bicycle Fatalities
- Rate of Motorcyclists in Crashes
- Drivers in Utah Fatal Crashes with Known BAC Results
- Average Number of Days between Submission and Occurrence for Utah MV Crashes
- Number of Fatalities Involving a Distracted Driver

SECTION II – HIGHWAY SAFETY PLANNING PROCESS

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

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

The Utah Highway Safety Office (UHSO) collected data from a variety of sources as a prelude to the planning for the FFY2017 Highway Safety Plan, including:

- Fatality Analysis Reporting System (FARS)
- Statewide Crash Repository Database
- Utah Department of Health
- Utah GEARS (electronic grant management tracking system)
- Seat belt and other observational studies
- Public Attitudinal and Awareness Surveys
- NHTSA
- Other information and data from governmental and private sector safety organizations
- Utah Department of Transportation Safety Management System

Establish Performance Measures

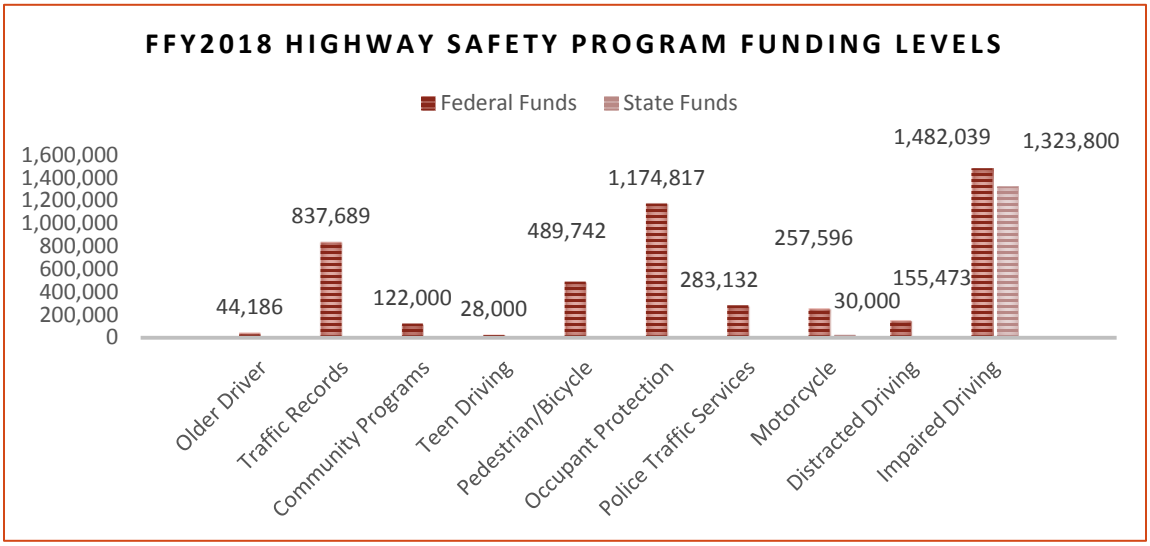
Raw crash and injury data is collected, analyzed and compiled by the UHSO to support the performance measures used in the development and implementation of Utah's Highway Safety Plan and related programs. This includes 11 Core Performance Measures that the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA) agreed upon (C-1 through C-11), as well as three Activity Measures (A-1 through A-3), one Behavioral Measure (B-1), and sixteen performance measures specific to Utah programs (U-1 through U-16). Each Performance Measure includes a graph (located in Section IV of this plan) that illustrates a 3 or 5 year historical trend line reflecting the most current crash data available.

Using the information from the data analysis process, trends are evaluated in each of the performance measures. To further scrutinize and analyze the data, an environmental scan was conducted to determine other influencing factors such as urban and rural geography, the number of young and older licensed drivers, changes in population, and non-behavioral factors such as weather, time of day and road construction, all intended to more accurately identify Utah's behavioral traffic crash problems.

Funding Strategy

The state's highway safety program is supported with both federal and state funds with the majority (65 percent) of the funding consisting of awards from the National Highway Traffic Safety Administration (NHTSA). Of the federal NHTSA dollars received, both 402 and 405 grant funds are used to support the state's Highway Safety Plan. Whereas 405 funding is dedicated to specific programs (i.e. occupant protection, impaired driving, traffic records, distracted driving, non-motorized roadway users), 402 funds must be distributed to the various program areas. Utah's strategy for allocating these 402 funds to the programs is based on using a process to identify statewide fatal crash characteristics, especially as they relate to driver behavior performance areas. The seven programs that were identified and include common fatal crash characteristics were speed, unrestrained occupants, older drivers, impaired drivers, pedestrians/bicyclists, motorcycles and distracted drivers. Other programs considered when establishing funding levels include, traffic records, teen driving, and community programs.

To determine the level of funding provided to each of the program areas, the UHSO took into account its role in the individual programs. This was assessed using a five tier rating system ranging from minimal to primary. For example, the UHSO's role in speed enforcement was rated as low since law enforcement statewide are performing this task during normal, daily patrols. While the UHSO's role in pedestrian and bicycle safety is high with the state's Vulnerable Roadway Program Manager housed within the Division and there is minimal support from other agencies in overseeing these program areas. Using this information, each characteristic was weighted and a percentage target of available funding was established. Based on the analysis process, areas that receive enough dedicated 405 and/or state monies to manage the program goals, are given no additional Section 402 funding. After removing such programs, a final available funding split is established. The breakdown of the funding levels by program area is provided below and includes both 402 and 405 allocations. The funding levels include new monies awarded in FFY2018 plus some carry-forward from the previous years.

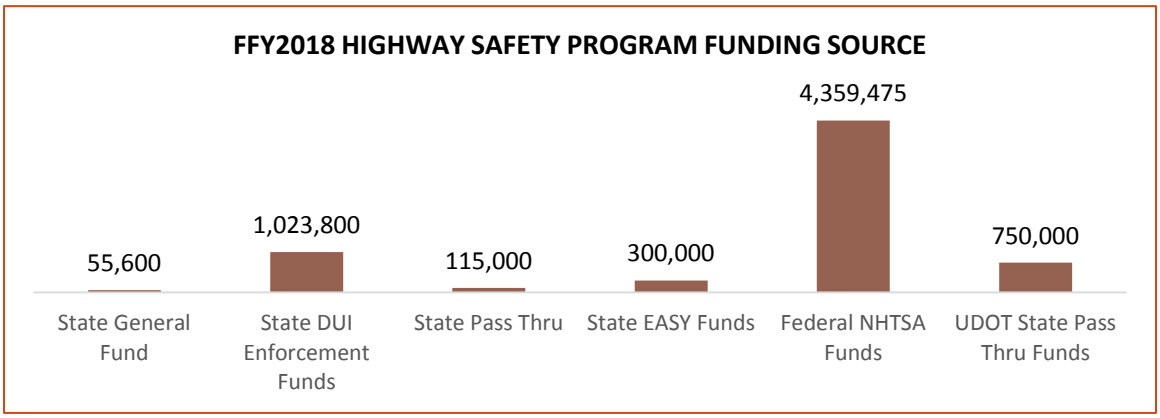


Other Funding Sources

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

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

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



Countermeasures and Project Selection

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

- Responds to the UHSO's identified problem areas
- Use of evidence-based countermeasures (such as those in Countermeasures That Work)
- Supports UHSO Performance Measures
- Realistic goals, objectives and activities

- Achievable timelines
- Effective evaluation methods
- Adequate budget detail
- Seat Belt Policy Included in application

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

- How many years has this grant been funded. Has the project been successful and should it continue?
- How many grants in total, from Highway Safety, has this agency applied for and received?
- What size of population will be affected by this proposal?
- What are the long term effects of the population by implementing this proposal?
- How does this grant fit in the budget? What are the cost benefits?
- Does the proposed application require any amendments prior to approval?

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

Participants in the Planning Process

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

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

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

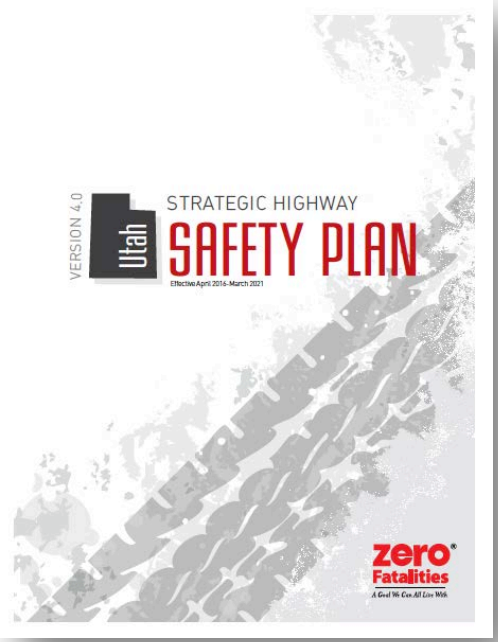
- Utah Department of Public Safety
- Utah Department of Transportation (UDOT)
- Utah Department of Health (UDOH)
- National Highway Traffic Safety Administration (NHTSA)
- Federal Highway Administration (FHWA)
- Federal Motor Carrier Safety Administration (FMCSA)
- Utah Transit Authority
- Salt Lake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

SECTION III – COORDINATION OF EFFORTS

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

Utah has a long history of working together for the betterment of the transportation system and communities. The traffic safety community is an excellent example of what can be accomplished through partnering with State, local and other organizations to achieve a common goal. One of the strongest groups involved in promoting traffic safety is the Utah Safety Leadership Executive Committee (USLEC) which was formalized in 2003 to develop and implement the state Strategic Highway Safety Plan (SHSP). The latest version of the SHSP, which was formally accepted by FHWA in April 2016, incorporates five behaviors – Aggressive Driving/Speed, Impaired Driving, Distracted Driving, Drowsy Driving, and Not Buckling Up - and is the culmination of the joint efforts of Utah's traffic safety organizations. The UHSO's Highway Safety Plan supports the SHSP, which helps set the direction for our future collective safety effort, leverage the limited resources, and obtain maximum impact.

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



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

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

- Hot Spots Group: meets monthly to discuss "hot spots" related to speed, distracted driving, impaired driving, and occupant protection. Once locations are identified, enforcement activity is directed to address specific traffic safety issues in those areas.
- UDOT/HSO Coordination Meeting: This monthly meeting provides agency leadership with an opportunity to discuss issues and concerns, upcoming campaigns or events, and collaborate on planning and obligating resources.
- Zero Fatalities Executive Committee: Meets quarterly to review, update and discuss interagency traffic safety messaging opportunities. This provides an opportunity for open communication between the UHSO, Utah Highway Patrol, Utah Department of Transportation, Zero Fatalities Team, and the Utah Department of Health.

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

With the passage of the primary seat belt law during the 2015 legislative session came the need to create a committee to develop and implement an action plan designed to increase awareness of the new law, coordinate efforts, ensure law enforcement are trained on the nuances of the legislation, and share in-kind and financial resources. This committee includes partners from state and local government, private and non-profit groups, and businesses and meets every other month.

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

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

SECTION IV – PERFORMANCE MEASURES

Utah changed its Performance Measure Report to reflect the requirements of the FAST Act. The National Performance Measures have been calculated showing the required 5-year rolling averages. The Utah Performance Measures continue to reflect a three-year moving average. New to this year's report, a performance measure has been added to each individual core performance. This replaces the target column, as used in previous Utah Highway Safety Plans.

The table below provides a statistical review of these performance measures, as well as the progress made from year to year and the current target for 2018. Where possible, four years of data is shown. In the measures with only three years of data, the 2016 data was not available at the time this plan was prepared. Core Measures beginning with C-1 through the Utah Non-Motorized Serious Injuries uses a baseline and target established in coordination with the Utah Department of Transportation.

When possible, the latest year of Fatality data available was used for data analysis. As required, the HSO collaborates with the Utah Department of Transportation on National Performance Measures C-1 through C-3. Because of this collaboration and the requirements in place by FHWA, the latest 5-year rolling average used to analyze the target for FY2018 includes FY2013-FY2017.

Core Performance Measures			2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016
C-1	Utah Fatalities	Annual	243	217	220	256	276	281
		5-Year Rolling Average	263	246.6	235.4	237.8	242.8	250.4
	In collaboration with UDOT, reduce the five-year rolling average number of fatalities by 2.5% to meet the agreed upon goal of 271 by FY2018							
C-2	Serious Injuries in Utah Crashes	Annual	1278	1386	1343	1431	1512	1477
		5-Year Rolling Average	1407.0	1328.0	1291.0	1305.0	1355.0	1414
	In collaboration with UDOT, reduce the five-year rolling average number of serious injuries by 2.5% to meet the agreed upon goal of 1445 by FY2018							
C-3	Utah Total Fatality Rate per 100 Million VMT	Annual	0.92	0.81	0.81	0.93	0.946	0.92
		5-Year Rolling Average	0.997	0.937	0.886	0.886	0.885	0.88
	In collaboration with UDOT, reduce the five-year rolling average fatalities/VMT rate by 2.5% to meet the agreed upon goal of .91% by 2018							
	Utah Urban Fatality Rate per 100 Million VMT	Annual	0.69	0.64	0.57	0.65	0.748	
		5-Year Rolling Average	0.609	0.619	0.622	0.639	0.658	
	Reduce fatalities/VMT by 2% from .658% (2011-2015 average) to .645% by 2018							
	Utah Rural Fatality Rate per 100 Million VMT	Annual	1.46	1.22	1.48	1.71	1.348	
		5-Year Rolling Average	1.896	1.673	1.516	1.501	1.443	
	Reduce fatalities/VMT by 2% from 1.443% (2011-2015 average) to 1.414% by 2018							

C-4	Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	79	76	58	72	86	77
		5-Year Rolling Average	80.8	80.4	76.6	73.8	73.2	72.8
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, by 2% from 77(2012-2016 average) to 75 by 2018							
C-5	Utah Fatalities Involving a Driver with BAC of .08 and Above	Annual	39	20	23	45	37	36
		5-Year Rolling Average	34.2	29.8	27.6	30.4	32.8	32.2
	Reduce Utah fatalities involving a Driver with BAC of .08 and above by 1% from 36 (2012 - 2016 average) to 35 by 2018							
C-6	Speeding-Related Fatalities	Annual	90	72	75	88	58	72
		5-Year Rolling Average	102.4	94.4	88.6	84.4	77.8	74.2
	Reduce speeding-related fatalities by 12% from 72 (2012 - 2016 average) to 63 by 2018							
C-7	Utah Motorcyclist Fatalities	Annual	28	32	31	45	36	41
		5-Year Rolling Average	29.6	29.4	28.4	31.4	34.4	37
	Reduce motorcycle fatalities by 2% from 41(2012-2016 average) to 40 by 2018							
C-8	Utah Unhelmeted Motorcyclist Fatalities	Annual	18	11	19	25	17	20
		5-Year Rolling Average	16.8	16.2	15.4	16.8	18	18.4
	Reduce unhelmeted motorcycle fatalities by 3% from 20 (2012-2016 average) to 19 by 2018							
C-9	Drivers Age 20 or Younger in Utah Fatal Crashes	Annual	38	30	33	38	40	54
		5-Year Rolling Average	44	39	37.6	35.2	35.8	39
	Reduce drivers age 20 or younger in Utah fatal crashes by 6% from 54 (2012-2016 average) to 51 by 2018							
C-10	Utah Pedestrian Fatalities	Annual	32	31	30	37	48	39
		5-Year Rolling Average	29.2	29	28.2	31.6	35.8	37.2
	Reduce Utah Pedestrian Fatalities by 7% from 39 (2011-2015 average) to 36 by 2018							
C-11	Utah Motor Vehicle-Bicycle Crash Fatalities	Annual	5	3	6	9	5	5
		5-Year Rolling Average	5.4	4.8	5.2	6	5.6	5.6
	Reduce Utah motor vehicle-bicycle fatalities by 2% from 5 (2011-2015 average) to 4 by 2018							

B-1	Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles - State Survey	Annual	89.1	81.9	82.4	83.4	87.2	87.9
		5-Year Rolling Average	86.4	85.7	85.2	84.8	84.6	84.6
	Increase Utah observed seat belt use for front seat occupants in passenger vehicles by 3% from 87.9% 2016 to 90.5% in 2018							
A-1	Seat Belt Citations Issued During Grant-Funded Enforcement Activities, Utah	Annual	4130	3341	1809	2369	1278	3040
		5-Year Rolling Average	4639.8	4193.8	3805	3291	2585.4	2367.4
A-2	Impaired Driving Arrests Made During Grant-Funded Enforcement Activities, Utah	Annual	1863	1306	1563	1720	1292	1747
		5-Year Rolling Average	1736.8	1668.6	1697.4	1663.4	1560.8	1537.6
A-3	Speeding Citations Issued During Grant-Funded Enforcement Activities, Utah	Annual	4524	2781	2326	3955	3726	11386
		5-Year Rolling Average	6203.8	6204.8	5889	4494.2	3262.8	4635.2

	Core Performance Measures			2012	2013	2014	2015	2016
U-1	Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes	Annual		65.7	68.8	69.1	66.8	
		3-Year Rolling Average					68.2	
	Increase Child Safety Seat Use by 1.5% from 66.8%(2012-2015 average) to 67.8% by 2018							
U-2(a)	Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes	Annual		81.9	88.5	92.7	88.8	
		3-Year Rolling Average					90	
	Increase Child Safety Seat Use by 1.5% from 88.8%(2012-2015 average) to 90.1% by 2018							
U-2(b)	Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes	Annual		81.9	84.4	84.2	83	
		3-Year Rolling Average					83.9	
	Increase Child Safety Seat Use by 1.5% from 83%(2012-2015 average) to 84.2% by 2018							
U-2 (-c)	Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes	Annual		41	43.2	41.9	40.3	
		3-Year Rolling Average					41.8	
	Increase Child Safety Seat Use by 1.5% from 40.3%(2012-2015 average) to 40.9% by 2018							
U-3	Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained	Annual		53.3	75	42.3	61.1	48.1
		3-Year Rolling Average						50.5
	Reduce percantage of total fatalities by 2% from 48.1%(2013-2016 average) to 47.1% by 2018							
U-4(a)	Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrainted Night Time (10 p.m. to 5:59 a.m.)	Annual		80.6	69.2	70.3	55.3	48.8
		3-Year Rolling Average						58.1
	Reduce percentage of total fatalities by 1% from 48.8% (2013-2016 average) to 48.3% by 2018							
U-4(b)	Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrainted Day Time (6 a.m. to 9:59 p.m.)	Annual		51.5	41.2	38.9	48	49.6
		3-Year Rolling Average						45.5
	Reduce percentage of total fatalities by 2% from 49.6% (2013-2016 average) to 48.6% by 2018							
U-5 (a)	Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural	Annual Number		96	91	119	133	*45
		Annual Rate		33.8	30.2	34.7	35.4	
		3-Year Rolling Average					33.4	
	Reduce number of total serious injuries and fatalities by 1.5% from 133 (2012-2015 average) to 131 by 2018							
U-5 (b)	Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban	Annual Number		134	96	107	136	*35
		Annual Rate		19.9	15.3	15.4	17.2	
		3-Year Rolling Average					15.9	
	Reduce number of total serious injuries and fatalities by 1.5% from 136 (2012-2015 average) to 134 by 2018							
U-6 (a)	Utah Fatalities Involving an Impaired Driver - All Drug Postive Drivers	Annual		40	53	48	85	82
		3-Year Rolling Average						72
	Reduce total number of fatalities by 1% from 82 (2013-2016 average) to 81 by 2018							
U-6 (b)	Utah Fatalities Involving an Impaired Driver - Evidence-Based Drug Impaired Driving	Annual		24	32	29	51	49
		3-Year Rolling Average						43
	Reduce total number of fatalities by 1% from 49 (2013-2016 average) to 48 by y 2018							

U-7	Utah Helmeted Motorcycle Fatalities	Annual		64.5	38.7	44.4	48.5	48.7
		3-Year Rolling Average						47.2
	Reduce percent of fatalities by 1.7% from 48.7% (2013-2016 average) to 47.9% by 2018							
U-8	Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles	Annual		18.7	16	17.1	16.5	
		3-Year Rolling Average					16.5	
	Reduce rate of crashes by 1% from 16.5 (2012-2015 average) to 16.3 by 2018							
U-9	Teen Driver Crash Rate per 1,000 Licensed Driver	Annual		59.6	76.2	75	82.2	
		3-Year Rolling Average					77.8	
	Reduce rate of crashes by 1.2% from 82.2 %(2012-2015 average) to 81.2% by 2018							
U-10	Pedestrians in Utah Crashes per 10,000 Population	Annual		3.23	3.11	3.41	3.47	
		3-Year Rolling Average						
	Reduce rate of crashes by 1% from 3.47%(2012-2015 average) to 3.43% by 2018							
U-11	Bicyclists in Utah Crashes per 10,000 Population	Annual		3.16	2.68	2.59	2.29	
		3-Year Rolling Average					2.52	
	Reduce rate of crashes by 1% from 2.29 (2012-2015 average) to 2.27 by 2018							
U-12	Drivers in Utah Fatal Crashes with Known BAC Results	Annual		53.9	52.3	55.1	61.8	56.5
		3-Year Rolling Average						57.8
	Reduce rate of fatalities by 1% from 56.5% (2013-2016 average) to 55.9% by 2018							
U-13	Average number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes	Annual		85.47	49.97	8.76	8.32	6.77
		3-Year Rolling Average						7.95
	Reduce rate of submission by .5% from 6.77% (2013-2016 average) to 6.73% by 2018							
U-14	Utah Drowsy Driving-related Fatalities	Annual		14	14	6	15	21
		3-Year Rolling Average						14
	Reduce number of fatalities 5% from 21 (2013-2016 average) to 20 by 2018							
U-15	Utah Traffic Fatalities Involving a Distracted Driver	Annual		20	17	22	28	21
		3-Year Rolling Average						24
	Reduce number of fatalities by 5% from 21 (2013-2016 average) to 20 by 2018							
U-16	Drivers Age 65 or Older in Utah Fatal Crashes	Annual		29	50	46	58	51
		3-Year Rolling Average						
	Reduce rate of crashes by 2% from 51%(2012-2016 average) to 50% by 2018							
	*Deaths Only							

Refer to the following table for the methodology for performance measures C-1 through C-3, as defined in collaboration with the Utah Department of Transportation and the State Highway Strategic Plan.

Federal Performance Measures

Statewide

Year	Fatalities	Serious Injuries
2006	287	2165
2007	299	1743
2008	276	1528
2009	244	1333
2010	253	1250
2011	243	1182
2012	217	1346
2013	220	1343
2014	256	1404
2015	278	1499
2016	281	1477
2017*	274	1440
2018*	267	1404

Statewide Non-motorized

Year	Fatalities	Serious Injuries
2006	39	175
2007	38	185
2008	38	180
2009	25	144
2010	35	174
2011	37	171
2012	34	192
2013	36	156
2014	46	161
2015	54	155
2016	44	168
2017*	43	164
2018*	42	160

Statewide

5-year average	Fatalities	Serious Injuries
2006-2010	272	1604
2007-2011	263	1407
2008-2012	247	1328
2009-2013	235	1291
2010-2014	238	1305
2011-2015	243	1355
2012-2016	250	1414
2013-2017	262	1433
2014-2018	**271**	**1445**

Statewide Non-motorized

5-year average	Fatalities	Serious Injuries
2006-2010	35	172
2007-2011	35	171
2008-2012	34	172
2009-2013	33	167
2010-2014	38	171
2011-2015	41	167
2012-2016	43	166
2013-2017	45	161
2014-2018	**46**	**162**

Year	Fatality Rate	Ser. Inj. Rate
2006	1.10	8.27
2007	1.11	6.50
2008	1.07	5.90
2009	0.93	5.08
2010	0.95	4.70
2011	0.92	4.48
2012	0.81	5.05
2013	0.81	4.97
2014	0.93	5.09
2015	0.95	5.10
2016	0.92	4.84
2017^	0.90	4.72
2018^	0.88	4.60

5-year average	**Statewide** Fatality Rate	Ser. Inj. Rate
2006-2010	1.03	6.09
2007-2011	1.00	5.33
2008-2012	0.94	5.04
2009-2013	0.89	4.86
2010-2014	0.89	4.86
2011-2015	0.88	4.94
2012-2016	0.88	5.01
2013-2017	0.90	4.95
2014-2018	**0.91**	**4.87**

How the targets were set with the Utah Department of Transportation for 2018

Step 1

Fatalities and Serious Injuries were reduced by 2.5% per year for 2017 and 2018 to reflect the goal set in the SHSP.

Step 2

VMT, which can be highly variable from year-to-year, was held constant from our 2016 estimate for 2017 and 2018.

Step 3

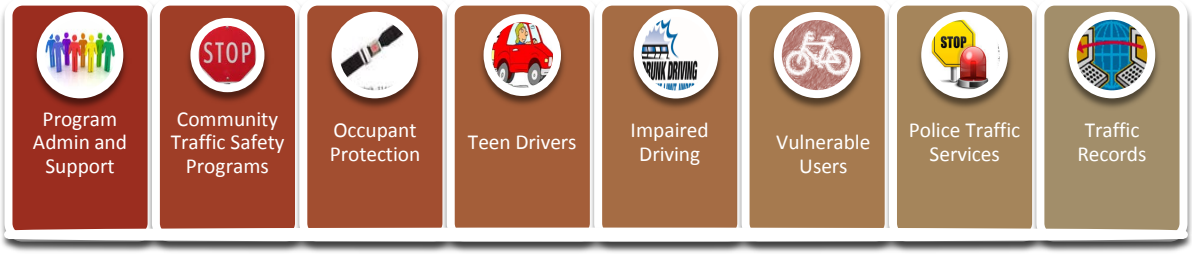
Rates were estimated using the figures calculated in Step 1 and Step 2 above, as identified with a ^, and also reflect a 2.5% reduction per year.

Step 4

The 5-year rolling averages were computed using the figures calculated in Step 1 thru Step 3 above. The 2014-2018 value for each performance measure is our 2018 target, highlighted and bolded above.

For further information regarding Utah's State Highway Strategic Plan, refer to: https://www.udot.utah.gov/main/f?p=100:pg:0:::1:T,V:1998

As for the remaining National Performance Measures (C-3, Urban and Rural, C-4 through C-11, A-1 through A-3 and B-1), if FY2016 data was available, the 5-year rolling average is FY2012–FY2016. If only FY2015 data was available, the 5-year rolling average is FY2011-FY2015. The Utah Performance Measures (U-1 through U-16) show a 3-year moving average. If the FY2016 data was available, the 3-year average is FY2014-FY2016. If only the FY2015 data was available, the 3-year moving average is FY2013-FY2015.



SECTION V – COUNTERMEASURES AND PROJECTS

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

Program Administration and Support

- Personnel, Planning and Administration

Community Traffic Safety Programs

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

Occupant Protection

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

Teen Drivers

- Outreach and Education

Impaired Driving

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

Vulnerable Roadway Users

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

Police Traffic Services

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

Traffic Records

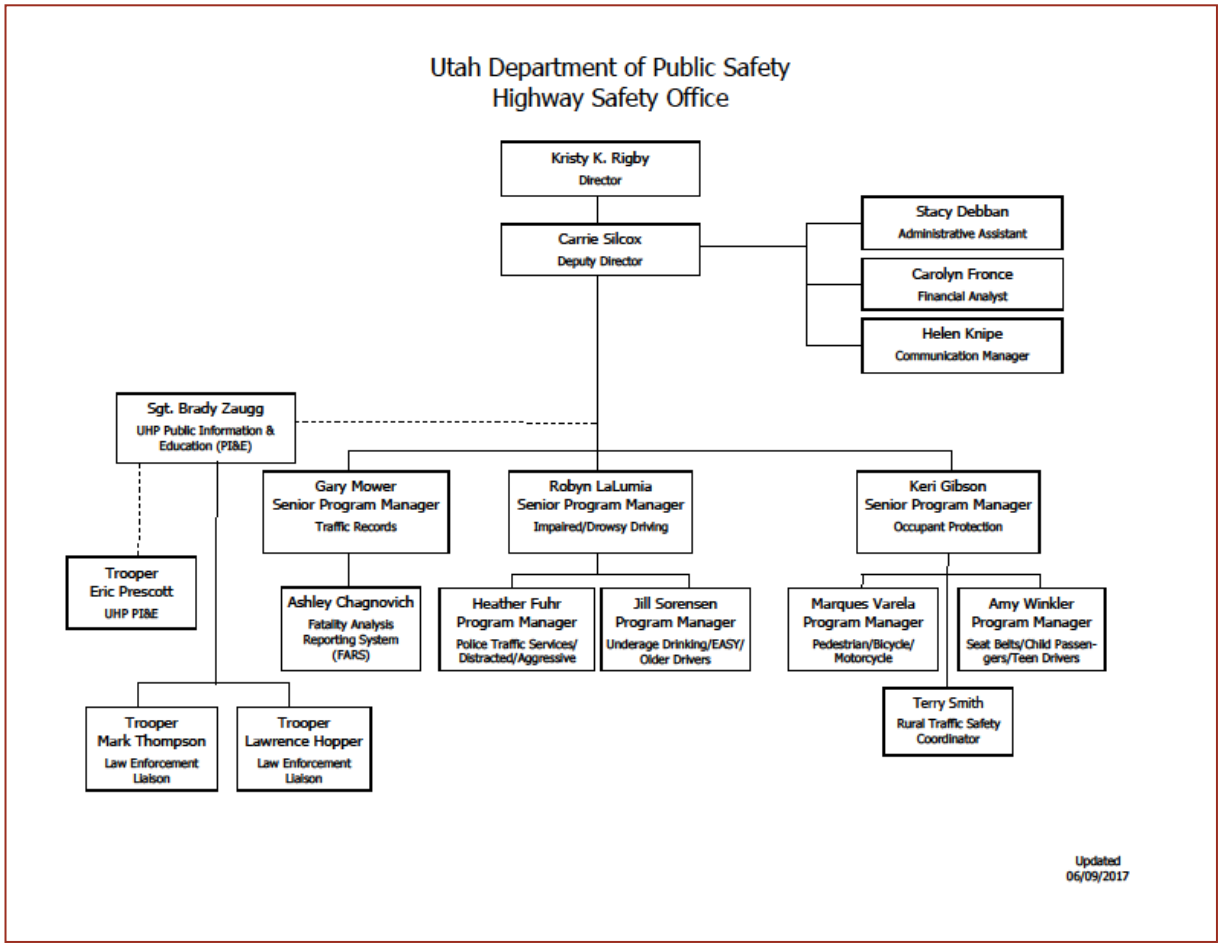
- Data Improvement Projects

PROGRAM ADMININSTRATION AND SUPPORT

Problem Identification:

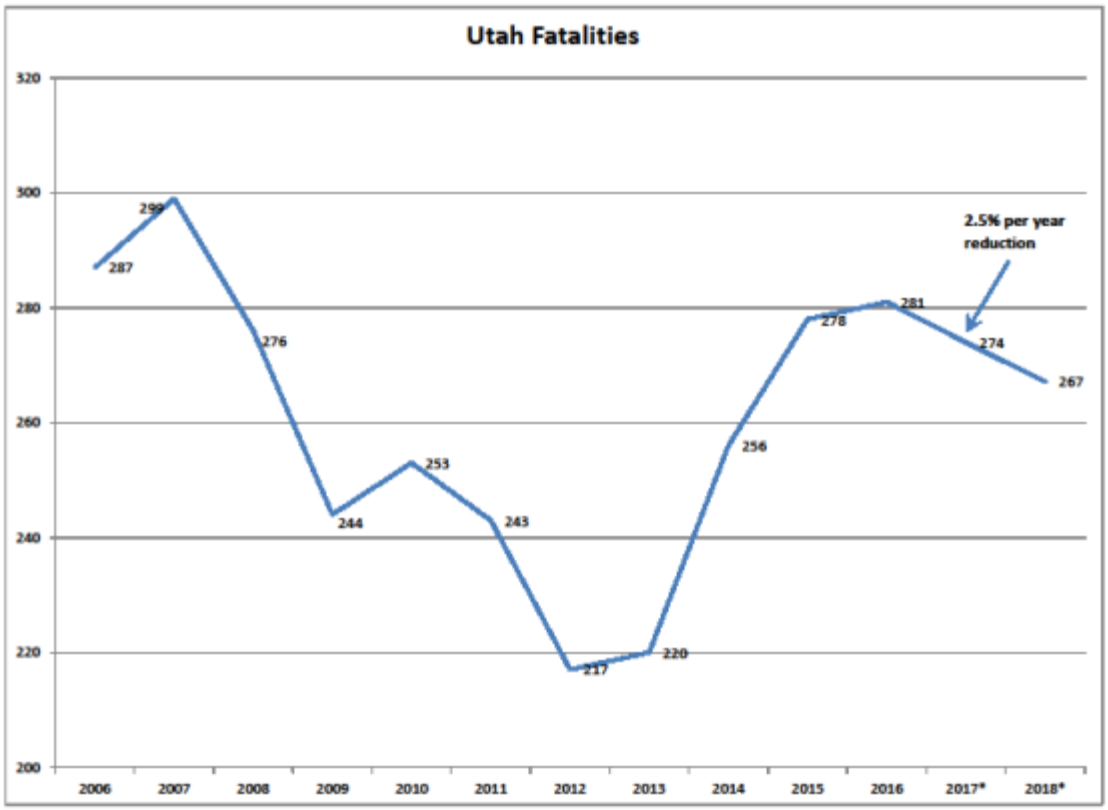
The Utah Highway Safety Office (UHSO) is one of the smallest Divisions within the Utah Department of Public Safety with 17 on staff. The office is self-contained and self-sufficient with each staff member having a specific program area or responsibility to ensure that the state's Highway Safety Plan is developed and implemented in an efficient and effective manner.

The team consists of four senior program managers who oversee the largest of the traffic safety program areas including, Occupant Protection, Impaired Driving, Traffic Records and Communications. The remaining five program coordinators oversee other program areas including, police traffic services, distracted driving, vulnerable roadway users (pedestrian, bicycle and motorcycle safety), youth alcohol, older drivers, child passenger safety, rural outreach, and teen driving. The UHSO also supports the Fatality Analysis Reporting System (FARS) and two Law Enforcement Liaisons. The office also houses the Utah Highway Patrol's Public Information and Education Program that includes two full-time troopers and supports one contractor who oversees the Child Passenger Safety Training and Certification Program.

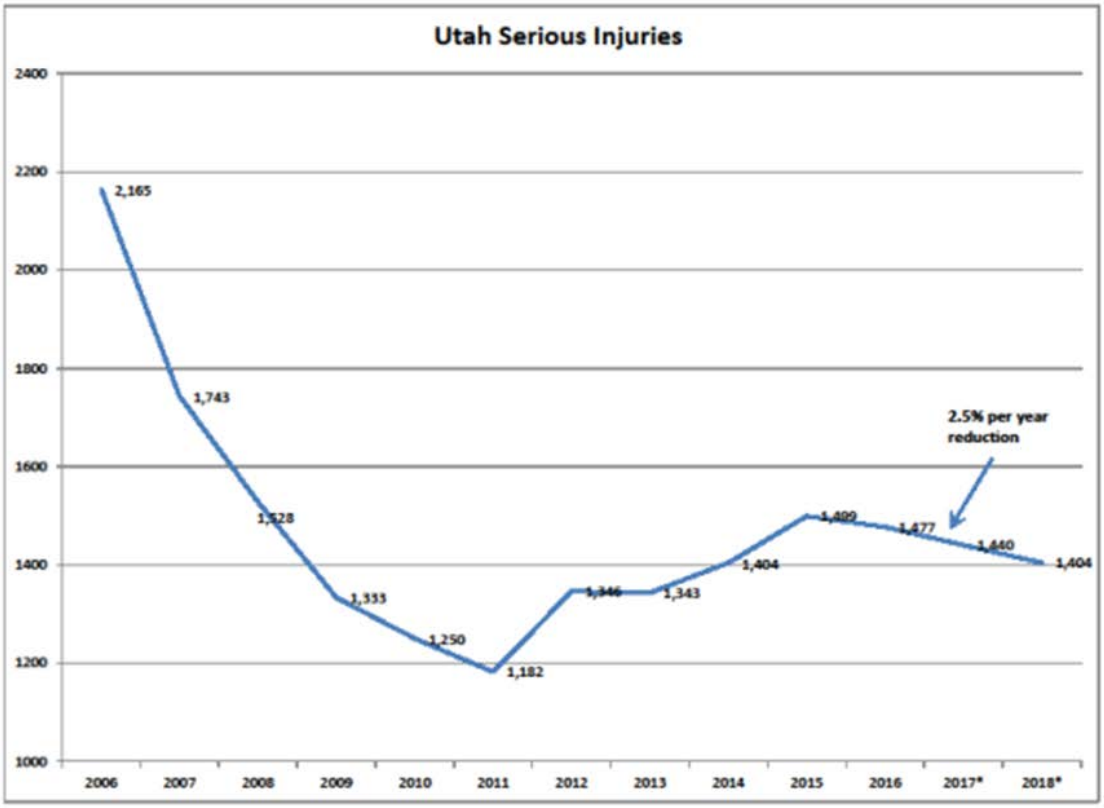


Each program uses available state and national data to determine problem identification, performance measures and targets. Funds from State and Federal grants provide the necessary monies for each program area. In addition, the UHSO actively pursues grant opportunities as they become available.

Utah Performance Measures and Target for 2017:



- Utah's performance target for C-1 (Number of Fatalities) is 267.



- Utah's performance target for C-2 (Number of Serious Injuries in Traffic Crashes – Level 4 only) is 1404.

Planned Countermeasures:

- NHTSA Highway Safety Program Guideline 1: Periodic Motor Vehicle Inspection
- NHTSA Highway Safety Program Guideline 2: Motor Vehicle Registration
- NHTSA Highway Safety Program Guideline 3: Motorcycle Safety
- NHTSA Highway Safety Program Guideline 4: Driver Education
- NHTSA Highway Safety Program Guideline 5: Non-Commercial Driver Licensing
- NHTSA Highway Safety Program Guideline 6: Codes and Laws
- NHTSA Highway Safety Program Guideline 8: Impaired Driving
- NHTSA Highway Safety Program Guideline 10: Traffic Records
- NHTSA Highway Safety Program Guideline 11: Emergency Medical Services
- NHTSA Highway Safety Program Guideline 12: Prosecutor Training
- NHTSA Highway Safety Program Guideline 13: Older Driver Safety
- NHTSA Highway Safety Program Guideline 14: Pedestrian and Bicycle Safety
- NHTSA Highway Safety Program Guideline 15: Traffic Enforcement Service

- NHTSA Highway Safety Program Guideline 17: Pupil Transportation Safety
- NHTSA Highway Safety Program Guideline 18: Crash Investigation and Incident Reporting
- NHTSA Highway Safety Program Guideline 19: Speed Management
- NHTSA Highway Safety Program Guideline 20: Occupant Protection
- NHTSA Highway Safety Program Guideline 21: Roadway Safety

Project Descriptions:

PA181001 PLANNING AND ADMINISTRATION
Project Year Ongoing
Manager Kristy Rigby

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

CP180201 PERSONNEL
Project Year Ongoing
Manager Carrie Silcox

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

CP180202 ADMINISTRATIVE SUPPORT
Project Year Ongoing
Manager Carrie Silcox

UHSO continually studies and analyzes annual and historical state and national crash data to identify trends, emerging problem areas, and to measure the success of previous efforts. State

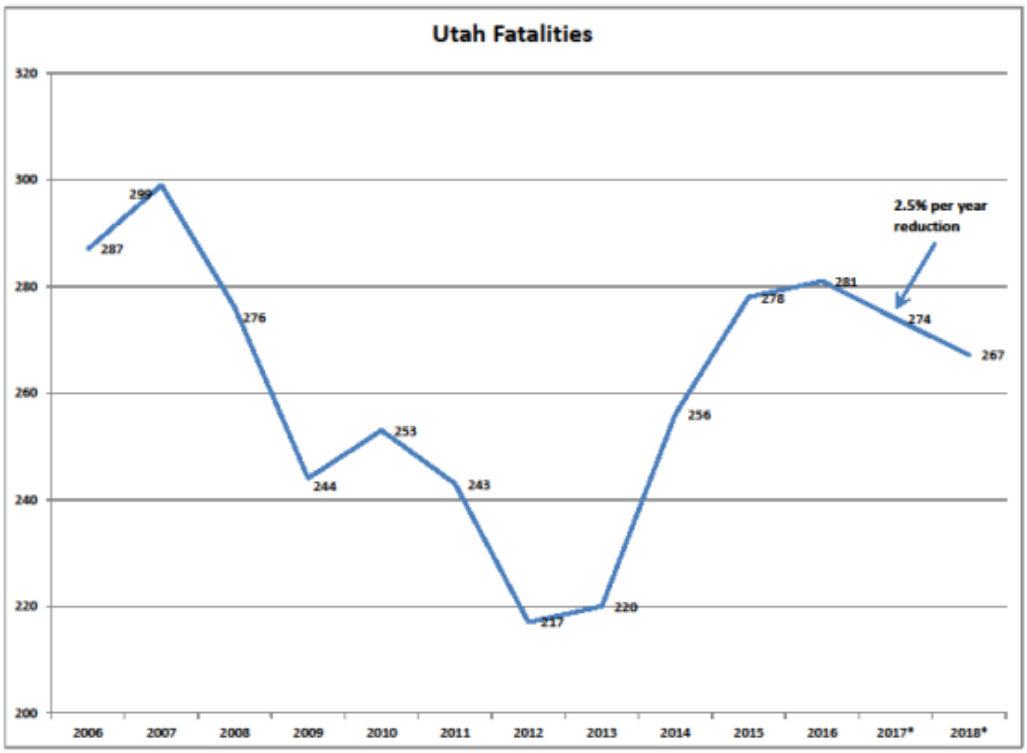
and federal funding resources are also analyzed to determine how best to use available monies to effectively address the identified problems. This information is incorporated as part of the Highway Safety Planning and Annual Reporting process for Utah. Other tasks performed include providing support for project development such as technical assistance, resource allocation, monitoring and reporting. This project covers costs associated with communications, research, training, workshops, administration travel, contractual services, and developing and distributing educational materials. Other fully or partially funded expenses include the ongoing support for the electronic grant management system, technology services, phones, office equipment, and costs associated with the standard support of office staff.

COMMUNITY TRAFFIC SAFETY PROGRAMS

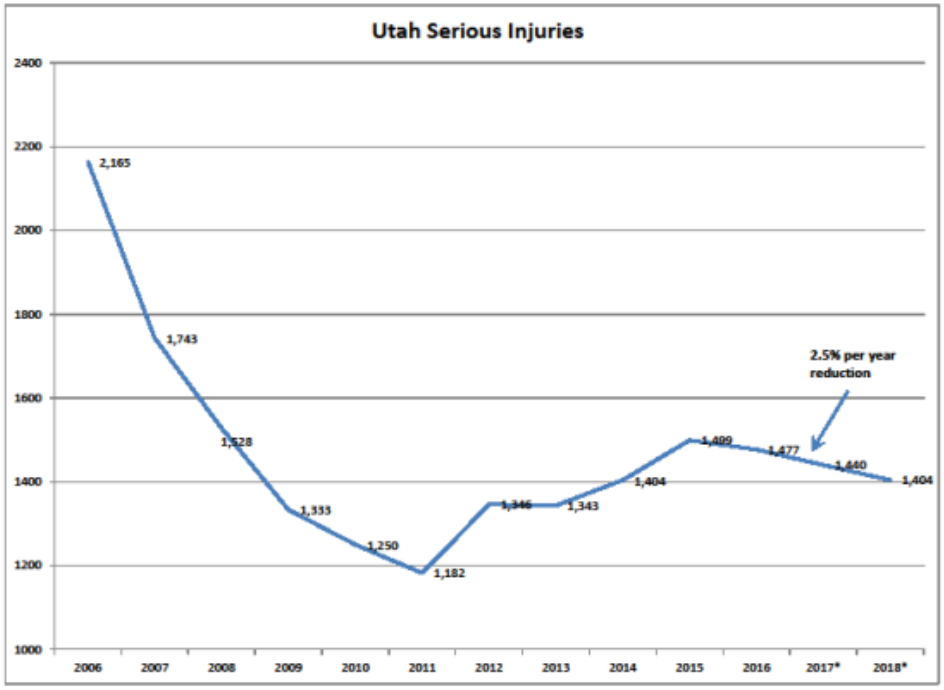
Problem Identification:

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

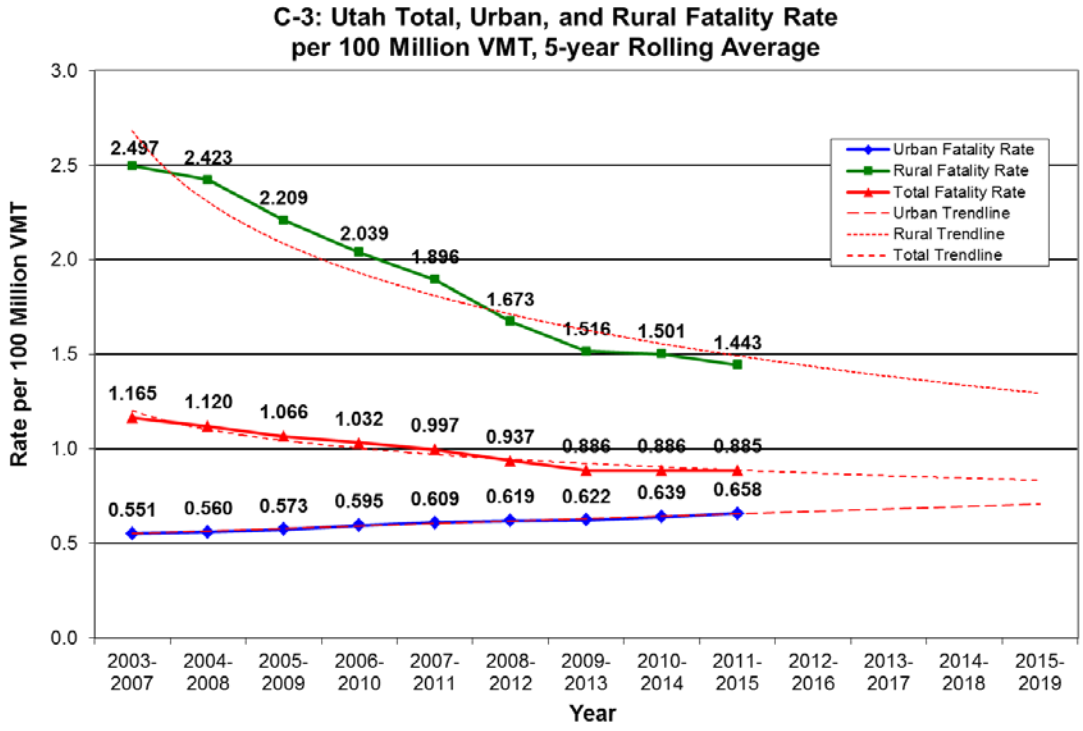
Utah Performance Target in 2016:



Utah's performance target for C-1 (Number of Fatalities) is 267



Utah's performance target for C-2 (Number of Serious Injuries in Traffic Crashes – Level 4 only) is 1404.



Utah's performance target for C-3 (Total Fatality Rate per 100 Million VMT) is .88.
Utah's performance target for C-3 (Urban Fatality Rate per 100 Million VMT) is .645.
Utah's performance target for C-3 (Rural Fatality Rate per 100 million VMT) is 1.414.

Planned Countermeasures:

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

Project Descriptions:

CP180203	**OPERATION LIFESAVER**
Project Year	**Ongoing**
Manager	**Jill Sorensen**

Utah is the Crossroads of the West not only for roadway travel, but for rail as well. Utah has approximately 1,500 miles of railroad. Train service in Utah includes seven freight railroads, one intercity passenger railroad (Amtrak's *California Zephyr*), commuter rail (*FrontRunner*), light-rail (*TRAX*), and a street trolley (*S-Line*) all owned and operated by Utah Transit Authority, and one tourist railroad (Heber Valley Railroad). In fact, the U.S. Department of Transportation projects substantial increases in rail transport over the next three decades. This expansion has been seen in Utah's urban areas, as more lines to connect major cities and communities. With these changes often comes the potential increase in collisions between vehicles and trains at highway-rail grade crossings.

During the last 10 years (2007-2016) in Utah, there have been 129 train/vehicle crashes in which 25 people have died and 42 people have been injured at highway-rail grade crossings. Operation Lifesaver Utah desires to continue to perform public outreach and education by providing presentations and educational material to the following three primary target audiences - driver education students (new drivers), school bus drivers, and professional truck drivers. Also, continue to include outreach to general audiences such as school-aged students, bicyclists and pedestrians, commercial and transit bus drivers, law enforcement, emergency medical

technicians and paramedics/firefighters, general adults, and anyone that needs to learn about safety at highway-rail grade crossings.

Funds will be used to pay for attendance to the National Operation Lifesavers Leadership Conference, educational materials, rent, placement of public service announcements, and program enhancement items which are allowable if a railway safety message is provided.

Operation Lifesaver Utah is a public, 501(c) (3) non-profit, rail safety education program dedicated to eliminating collisions, fatalities, and injuries at highway-rail grade crossings.

CP180204 UHP PUBLIC INFORMATION & EDUCATION / ADOPT-A HIGH SCHOOL
Project Year **Ongoing**
Manager **Heather Fuhr**

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

UHP PI&E Program will use data to drive the focus of activities and to tailor messages and outreach to specific Utah audiences and communities. For example, seat belt use is lower in rural Utah communities and the PI&E and Adopt-A-High School Programs will target hard-core non-users and create messages to compel others to spread the word of buckling up. In more urban areas, the focus will be on speed and aggressive driving (following too close), as these are major contributing factors to crashes in these areas. Promoting the primary seat belt law will also be a central focus of the programs. Additional PI&E activities to address traffic safety concerns include communications and outreach strategies for low-belt-use groups, promotion of responsible drinking with strong emphasis on alternative transportation, communication and outreach on distracted and drowsy driving, and highlighting the parental role in teaching and managing young drivers. UHP's PI&E program will conduct these activities and educational opportunities to a variety of groups and organizations throughout the State. One main distinction of this program is the mobility and outreach; it is vital to take the message to the public to incorporate traffic safety information into people's everyday lives. In this way, the PI&E works to make safety second-nature for the communities they serve. The program will do this by engaging motorists at their workplaces, schools, shopping centers, and community events. Educational tools, such as the Seat Belt Convincer and bike rodeos, will be hands-on experiences for the audiences.

Specific to the Adopt-A-High School program, UHP Troopers throughout the State will be teamed up with high school administrations and student and youth groups to communicate and

educate young drivers about the particular risks and dangers for this age group. UHP uses this portion of the program to focus on teen/youth drivers because 15% of fatal crashes involve a teen driver and teens have the highest crash rate per licensed driver. For this program, UHP will work with or "adopt" a minimum of 10 high schools. Troopers will regularly participate, at least on a monthly basis, in school assemblies, sports activities, classes and other school functions to provide safety information and encourage students to wear seatbelts and practice safe driving. Again, data and unique community features will dictate the precise nature of the messages and outreach activities. Funding will be used to provide resources for troopers who conduct activities within the schools.

CP180207 **UTAH SAFETY COUNCIL TRAFFIC SAFETY**
Project Year **Ongoing**
Manager **Amy Winkler**

In 2015, a Utah motor vehicle crash occurred every 8 minutes, a person was injured in a crash every 20 minutes, and a person was killed in a crash every 31.5 hours. Motor vehicle crashes are the leading cause of injuries and fatalities on the job. Employers bear the cost for injuries that occur both on and off the job. The increasing traffic congestion on our roads wastes significant time and money, reduces productivity and promotes risky driving behavior. Employees may feel pressured to engage in potentially distracting in-vehicle activities to meet their job responsibilities.

Of workplace fatalities in Utah, over 40% result from transportation incidents. A workplace motor vehicle crash costs an employer more than $24,000. If the employee is injured, the cost increases to more than $125,000. Off-the-job crashes are especially costly, accounting for 80 percent of employer crash-related health fringe benefit costs and 92 percent of employer crash-related health care costs. Crashes in Utah are highest between 3:00 pm and 6:59 pm, during the commute home from work. Many crashes not only occur while commuting to and from work and involve not just employees but they also involve their families.

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

Funds will be used to help support training, educational materials, and a part-time program coordinator with time that is dedicated specifically to this continuing highway safety project.

CP180208 **PUBLIC INFORMATION AND EDUCATION**
Project Year **Ongoing**
Manager **Heather Fuhr**

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

CP160211 **ZERO FATALITIES SAFETY SUMMIT**
Project Year **Ongoing**
Manager **Keri Gibson**

The personal and socioeconomic effect of motor vehicle crashes is a continuing concern in Utah. To help combat traffic safety issues and continue to improve safety on our roadways, the State will host the eighth Zero Fatalities Traffic Safety Summit to be held in April 11-12, 2018. The conference is co-sponsored by the Utah Department of Transportation and Utah Department of Public Safety and provides a forum for traffic safety professionals to share knowledge, resources, and best practices, and to gain insight into the future of traffic safety in the State. Participants gain knowledge and tools necessary to continue their work on decreasing death and injury on the State's roadways. Workshops will focus on a variety of traffic safety topics including teen driving, transportation improvement efforts, aging drivers, impaired driving, occupant protection, pedestrian and bicycle safety, motorcycle safety, commercial vehicle enforcement and education, outreaching minority groups, creating safer roadways, State and federal resources, and using media to promote programs. Funds will be used to secure the conference facility and related expenses, pay for lodging and travel expenses for speakers and some participants, and develop and print conference material.

CP180209 **TRAFFIC SAFETY INITIATIVES SUPPORT**
Program Year **Ongoing**
Manager **Carrie Silcox**

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support traffic safety initiatives and countermeasures that are effective in decreasing the incidence of crashes and resulting fatalities and injuries. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational	**ZERO FATALITIES PROGRAM**
Funding Source	**State**
Program Year	**Ongoing**
Manager	**Robert Miles (UDOT)**

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

Informational	**COALITION FOR UTAH TRAFFIC SAFETY**
Funding Source	**N/A**
Program Year	**Ongoing**
Manager	**Rolayne Fairclough (AAA of Utah)**

Motor vehicle crashes are a leading cause of death and permanent injury to the citizens of Utah. The Coalition for Utah Traffic Safety (CUTS) is dedicated to saving lives and preventing injuries by promoting highway safety in Utah. The coalition includes members with a wide range of expertise including, medicine, law enforcement, higher education, media, business, insurance, local and state government, private non-profit organizations, automobile industry, and interested citizens.

The coalition takes an active part in legislative and governmental highway safety issues. The coalition also takes a leadership role in promoting educational and public awareness to highway safety programs in Utah. The members coordinate individual activities, share expertise, programs, and experiences to enhance highway safety programs in Utah.

OCCUPANT PROTECTION PROGRAM

Problem Identification:

According to the 2015 Utah Crash Summary, 98% of persons who survived a crash reported being restrained compared to half of the persons killed. To reinforce the importance of buckling up, unrestrained crash occupants were 49 times more likely to be killed than restrained crash occupants. In order to dissect and fully understand the state's occupant protection issues, the Utah Highway Safety Office (UHSO) has chosen to use a five-year average, using data from 2011 to 2015, unless otherwise noted.

Seat belt is the single most effective traffic safety device for preventing death and injury in motor vehicle crashes. With the passage of a primary seat belt law in 2015, Utah's seat belt usage rate increased 4.5 percentage points reporting 87.9 percent in 2016; falling just short of the national average. This equates to about 360,000 drivers and passengers on Utah's roads who continue to ride unbuckled.

As a primary belt law state, Utah has established a more realistic goal of increasing seat belt usage by 3 percentage points over the next three years. This goal would bring the seat belt use rate in line with the national average and put Utah at 90% and more importantly save lives. The state is hopeful in reaching this goal; and recognizes the importance of supporting effective countermeasures to reach those motorists who continue to ride unbuckled.

The number of Utah unrestrained passenger vehicle occupant fatalities decreased significantly from 2005 to 2006. Unfortunately the number of deaths has shown a relatively flat trend over the last ten years. Performance Measure C-4 illustrates this trend, as well as the three-year moving average of 72 unrestrained fatalities per year. While the number of unrestrained occupant fatalities has remained stable, it still represents around one-third of the motor vehicle deaths in the state and is a top priority of the UHSO.

Of the occupant fatalities from 2011 through 2015, 50.3% were unrestrained. When examining the unrestrained occupant fatalities, it was determined that:

51.3% of the unrestrained occupant fatalities were male

Occupants in pickup trucks (72.1%) were the least likely to be restrained followed by SUVs (55.3%)

Unrestrained deaths were highest in rural counties with the highest number of unrestrained occupant deaths as well as the highest percentage of unrestrained occupants.

Spring and Fall were found to have the lowest restraint use among fatal occupants with March (56.7% unrestrained) and April (60.8% unrestrained) the worst months

In addition, the 2016 statewide seat belt observational survey reports pickup truck drivers and front seat passengers as having the lowest usage rate (76.6%) of all vehicle types.

Of Utah's 29 counties, 6 are considered urban, contributing to 85% of the state's population and 23 are rural. When examining the differences between urban and rural counties using crash data from 2011 to 2015, it was determined that:

More than half (58.0%) of the unbuckled fatalities occur in rural counties

Urban counties, which include Cache, Davis, Salt Lake, Utah, Washington and Weber, contribute to 42.0% of unrestrained occupant fatalities

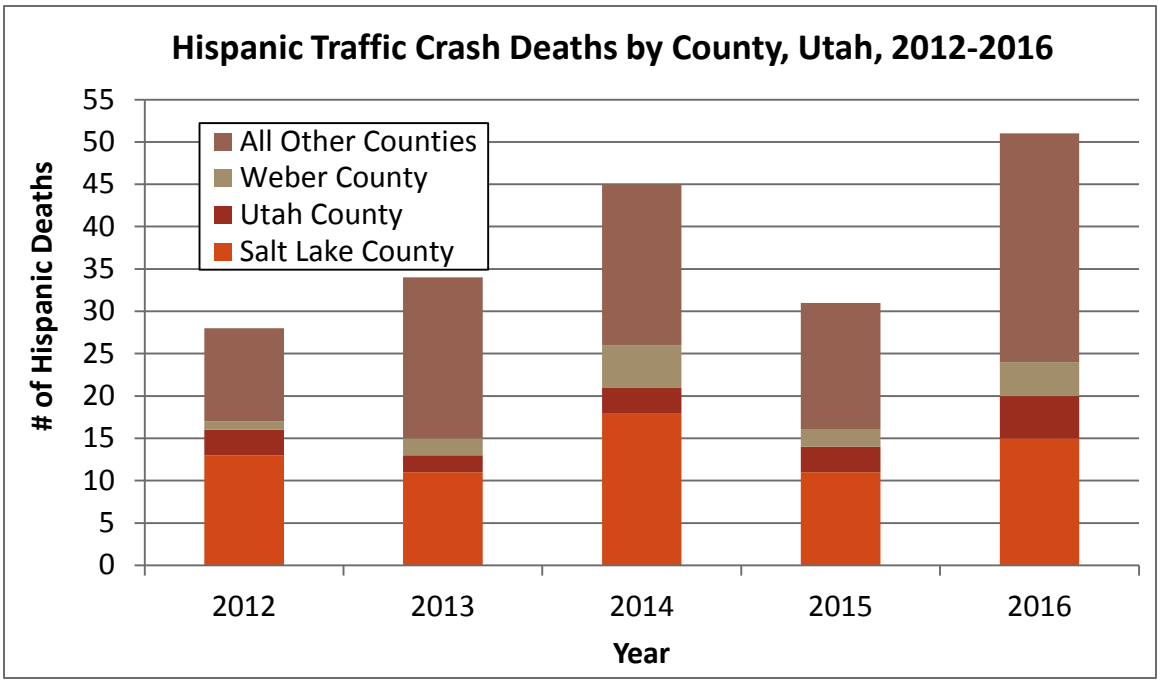
58.5% of all occupant deaths in rural counties were unrestrained compared to 42.1% in urban counties

In addition, according to the 2016 seat belt observational study, 78.5% of rural motorists wear seat belts compared to 90.5% in urban counties

When determining funding priorities, counties with sparse populations below 7,500 residents and counties that are not included in the NHTSA-approved annual seat belt observational survey were not considered a priority. The 10 low-priority counties include Beaver, Daggett, Duchesne, Emery, Garfield, Juab, Kane, Piute, Rich, and Wayne. These counties contribute to 10.9% of the total number of occupant fatalities.

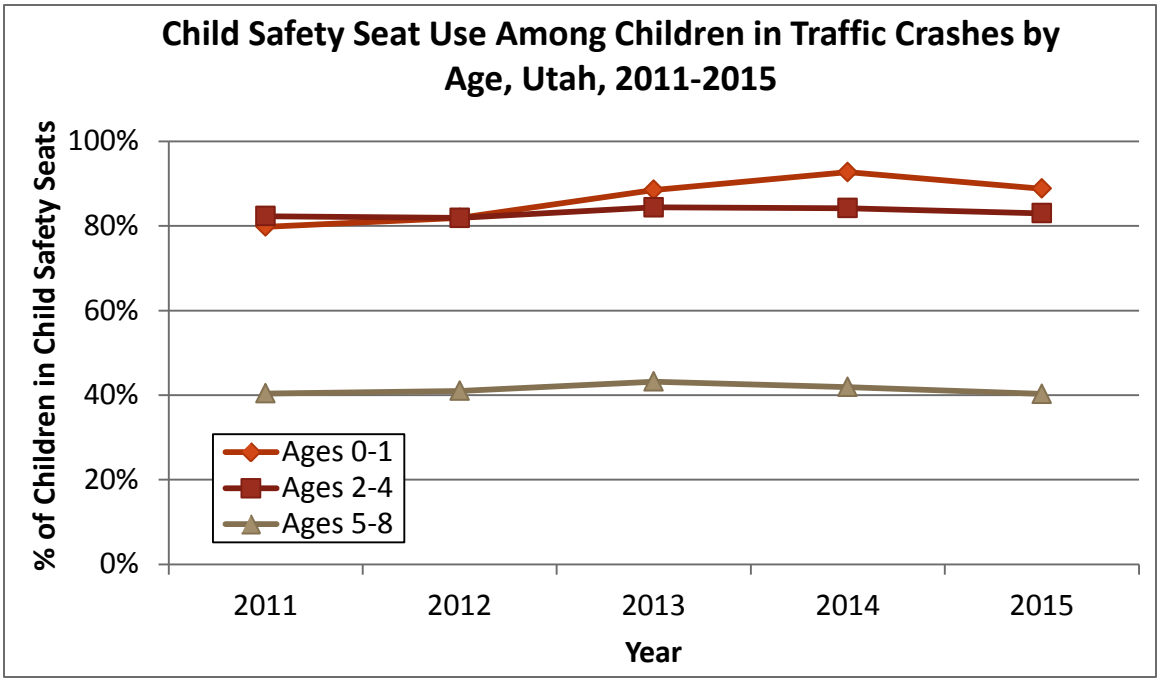
When examining the remaining 13 rural counties, nine were identified as having a high percentage of unrestrained occupant fatalities and above the state average of 50%. Counties include Box Elder, Carbon, Grand, Millard, Morgan, Sanpete, Summit, Tooele, and Uintah.

When examining diverse populations, Hispanics and Latinos were found to have the highest unrestrained fatality rates among all minority groups. This is mainly due to the fact that they are the largest ethnic minority group making up approximately 13.7% of the state's population. Approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah. In addition, 52% of the traffic fatalities involving this population occur in

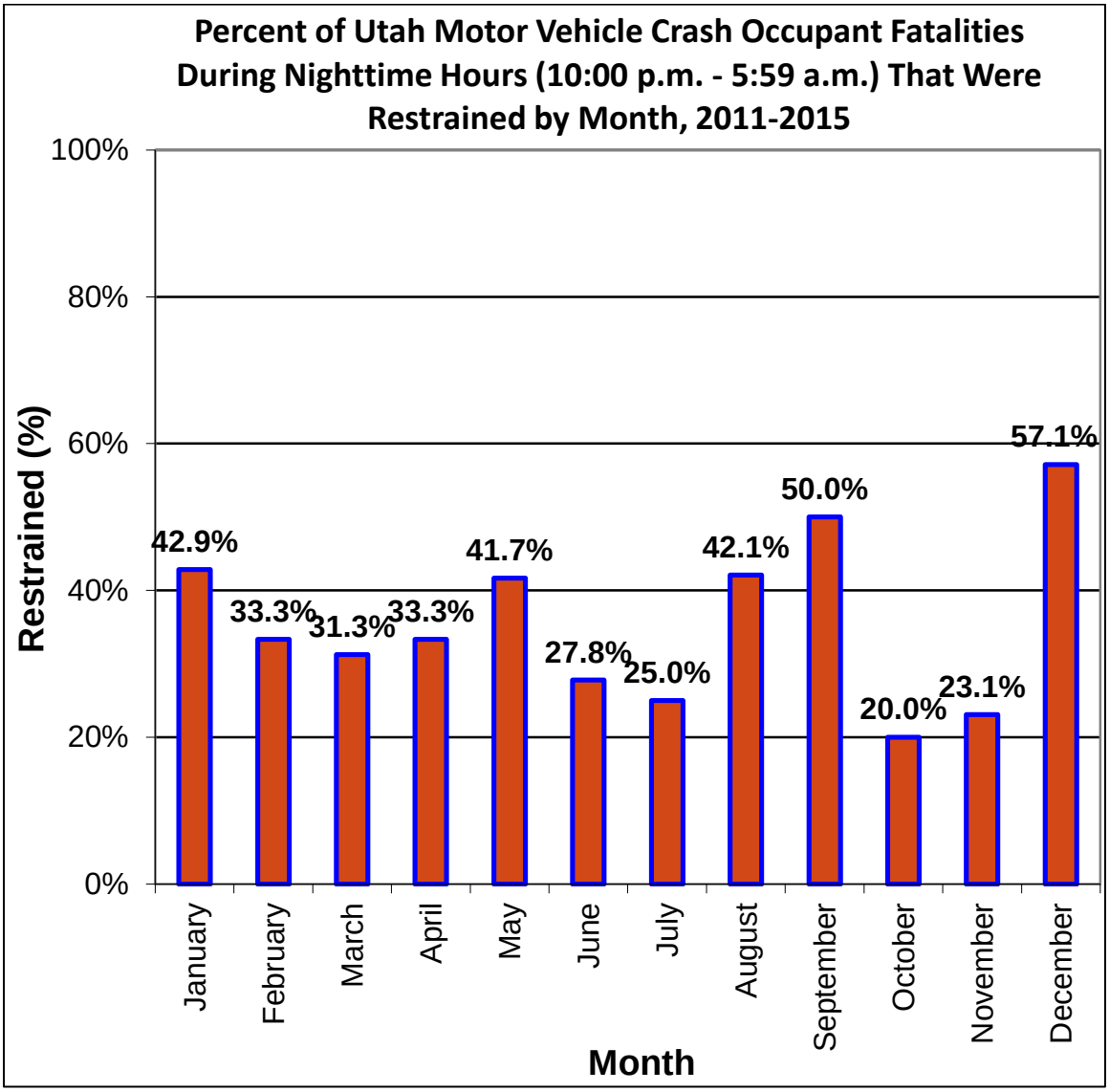


these areas. More Hispanic motorists are being killed in crashes than in the past. Over a five year period from 2011 to 2015, 58% of Hispanic occupants were unrestrained compared to 50% of non-Hispanic occupants. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists' ages 15-29 had the highest number of deaths and more than two-thirds were male.

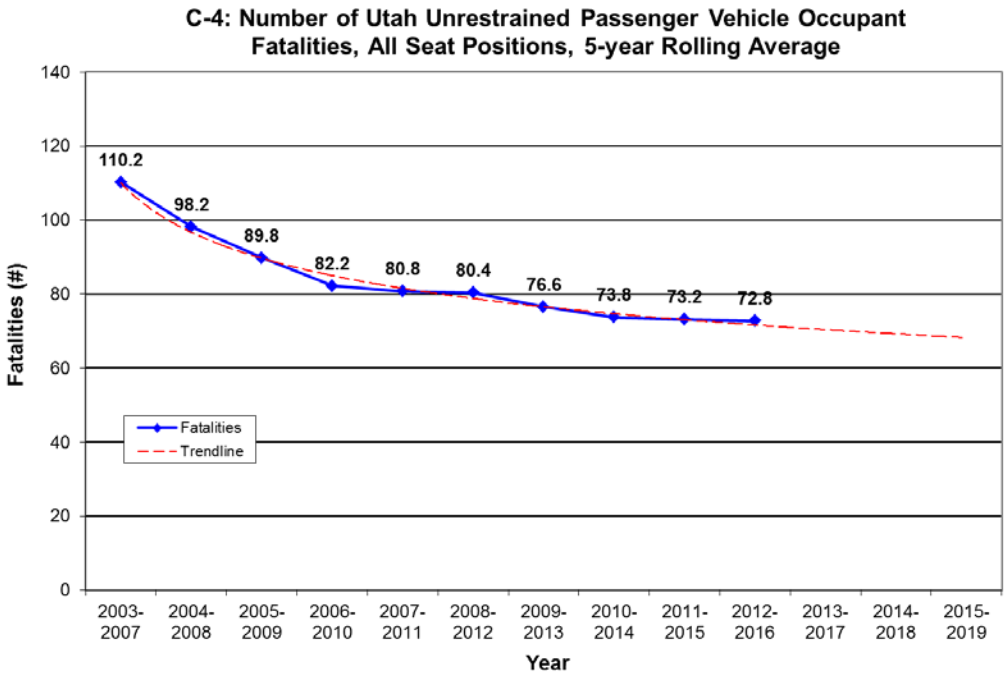
Child passengers have also been identified as a high risk population. Despite Utah having a law that requires child passengers to ride in appropriate safety restraints to age 8, as children grow they are less likely to be restrained, leaving them at risk for death or serious injury. Among child occupants in crashes over the last five years, 86.3% of children ages 0-1 years were restrained in a child safety seat compared to 83.2% of children ages 2-4 years and 41.3% of children ages 5-8 years.



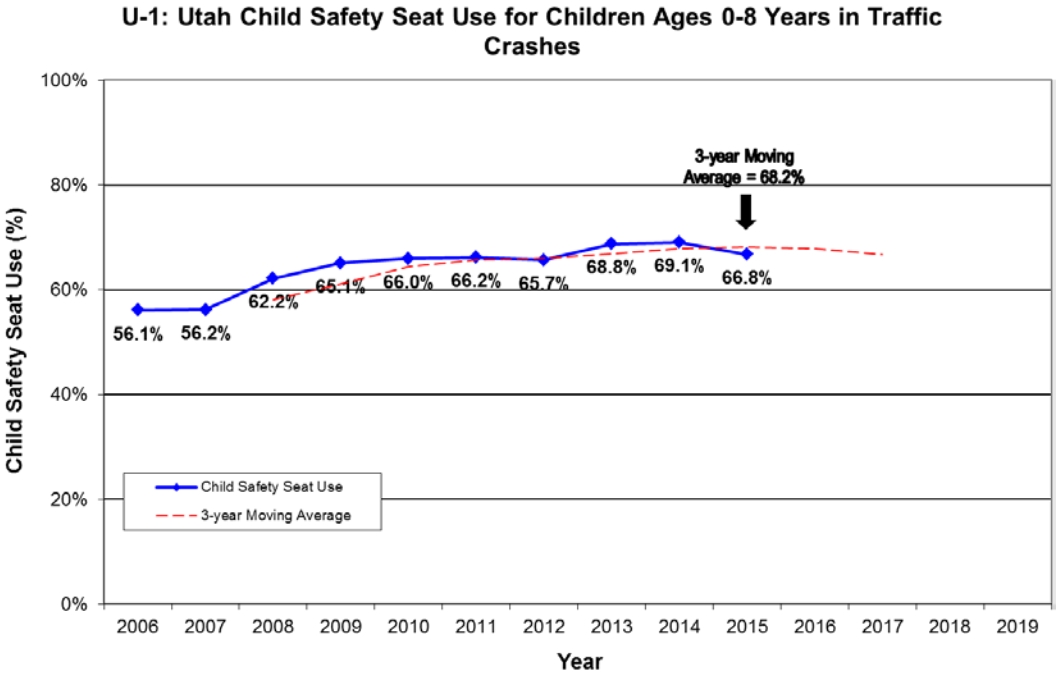
When examining the time period when occupant fatalities occur, it was determined that 71.6% of the unrestrained fatalities occur during daytime hours of 6:00 a.m. and 9:59 p.m. However, when examining restraint use in fatal crashes by the time of day, restraint use is lowest during nighttime hours. Between the hours of 10:00 p.m. and 5:59 a.m., 65.0% of fatal occupants were unrestrained, which is markedly higher than the daytime unrestrained fatality rate of 45.7%. In addition, restraint use is lowest between midnight and 3:59 a.m. with 67.8% of occupants killed being unbuckled. Urban counties also contribute to more than 90% of the nighttime occupant fatalities. Cities with the highest number of unrestrained fatalities include Salt Lake City and West Valley City, which are located in Salt Lake County, and Ogden in Weber County.


Percent of Utah Motor Vehicle Crash Occupant Fatalities During Nighttime Hours (10:00 p.m. - 5:59 a.m.) That Were Restrained by Month, 2011-2015
Restrained (%)
100%
80%
60%
40%
20%
0%
42.9%
33.3%
31.3%
33.3%
41.7%
27.8%
25.0%
42.1%
50.0%
20.0%
23.1%
57.1%
January
February
March
April
May
June
July
August
September
October
November
December
Month

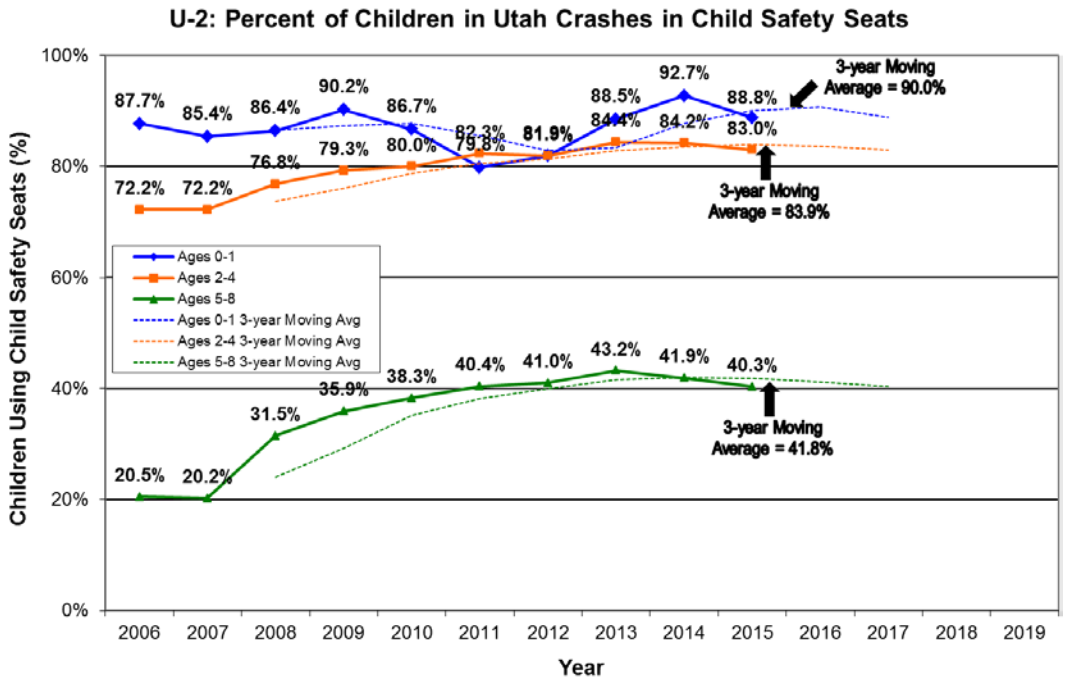
Utah's Performance Targets:



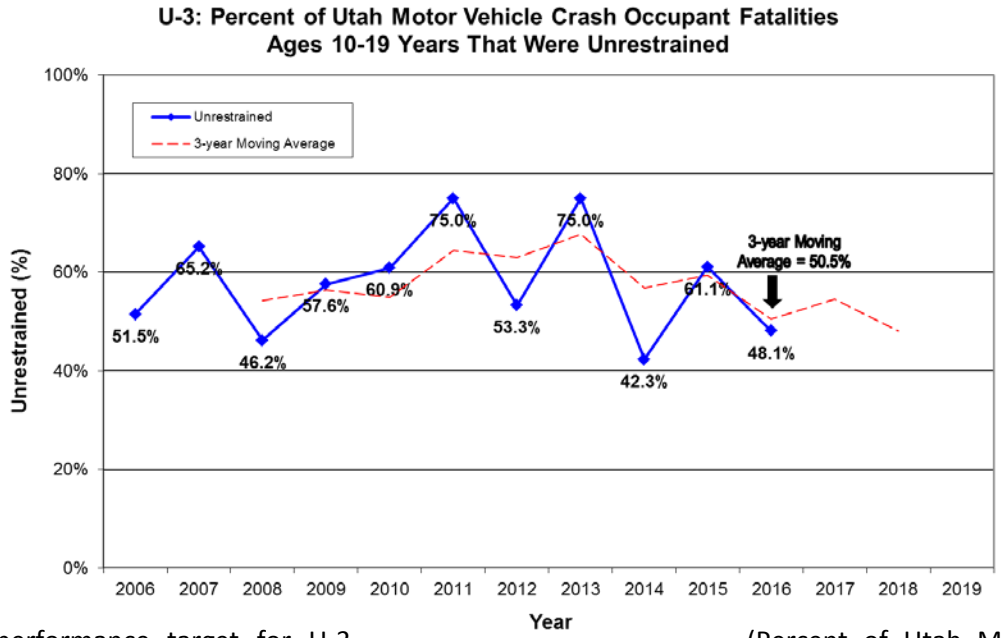
Utah's performance target for C-4 (Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions) is 75.



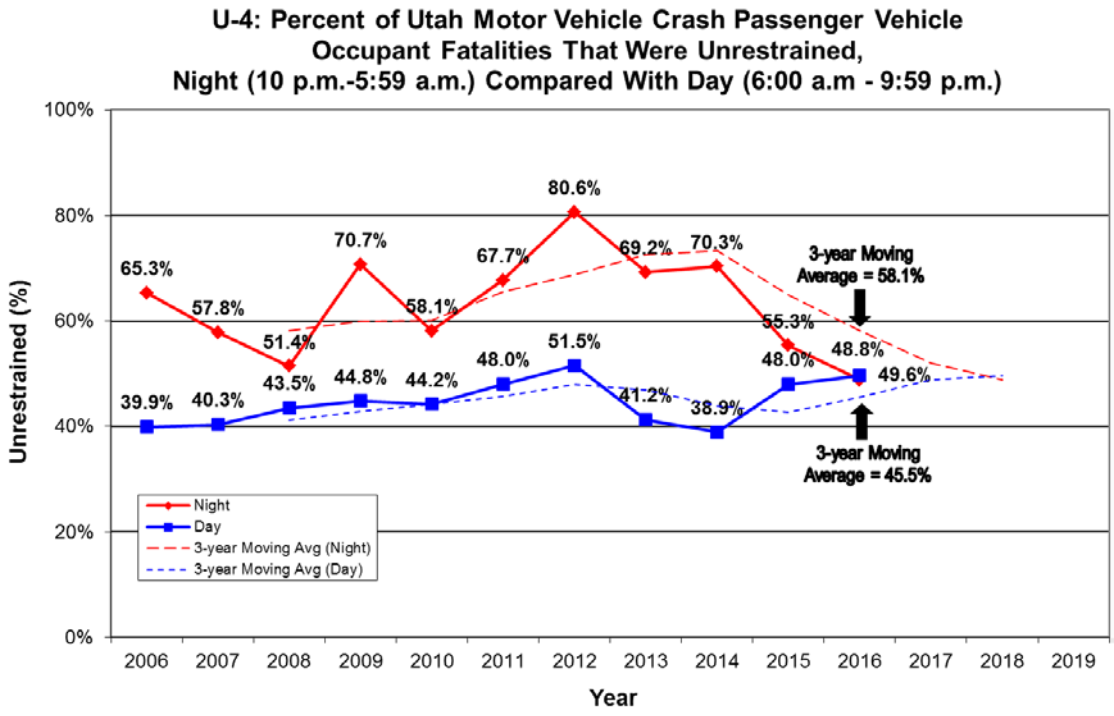
Utah's performance target for U-1 (Percent of Children in Utah Crashes in Child Safety Seats) is 67.4%.



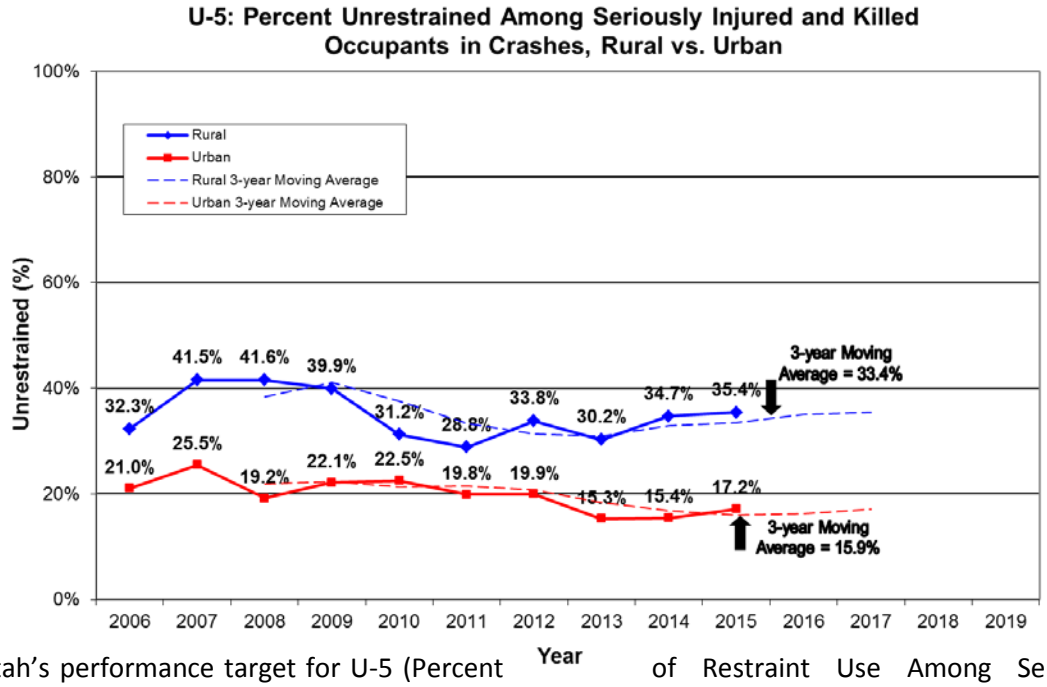
Utah's performance target for U-2 (Percent of Children in Utah Crashes in Child Safety Seats, Ages 0-1, Ages 2-4, Ages 5-8) are: Ages 0-1 is 89.7, Ages 2-4 is 83.8%, Ages 5-8 is 40.7%.



Utah's performance target for U-3 (Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 that were Unrestrained) is 47.1%.



Utah's performance target for U-4 (Percent of Utah Motor Vehicle Crash Passenger Vehicle Occupant Fatalities that were Restrained Night vs Day) are: Night is 48.3%, Day is 48.6%.



Utah's performance target for U-5 (Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes Rural vs Urban) are: Rural is 34.9%, Urban is 16.9%.

Planned Countermeasures:

Short-Term, High-Visibility Belt Law Enforcement (Countermeasures That Work, NHTSA, 2013)

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

Project Descriptions:

2HVE180401 **CLICK IT OR TICKET STEP SUPPORT**
Project Year **Ongoing**
Manager **Keri Gibson**

Motor vehicle crashes are a leading cause of death for people in Utah and across the United States. Seat belts reduce the risk of injury and death by about 70% when used correctly, according to the NHTSA. In fact, in 2015, unbuckled motorists were 49 times more likely to die than buckled motorists involved in crashes on Utah's roadways. Still, only 87.9% of Utahns use seat belts. High-visibility enforcement has proven to be an effective countermeasure in changing behavior and increasing seat belt usage among non-users. The goal of this project is to continue combining enforcement and media into the high-visibility enforcement model, and conduct sustained enforcement in support of year-round campaigns that aim to increase the number of motorists who buckle up.

Planned countermeasures include short-term, high-visibility seat belt law enforcement campaigns, combined enforcement initiatives, nighttime enforcement activities, and sustained enforcement efforts. In turn, the project will fund four seat belt enforcement mobilizations that focus on identified high risk populations. Two high-visibility enforcement mobilizations will be held in conjunction with the National Click It or Ticket Campaign occurring in November 2017 and May 2018 and will focus on young males and pickup truck motorists. One high-visibility enforcement campaign is scheduled for March 2018 and will focus on nighttime motorists in communities with high unbuckled fatality rates during nighttime hours. One mobilization will target male hard-core non-users in select rural counties and will be held in conjunction with county fairs, and community summer celebrations.

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

OP180402 **OCCUPANT PROTECTION MEDIA, MATERIALS & SUPPORT**
Program Year **Ongoing**
Manager **Keri Gibson**

Wearing a seat belt is one of the best ways to decrease injuries and deaths in motor vehicle crashes. In addition, unlike many other traffic behaviors, the decision to use a seat belt is made by nearly every motorist each time they ride in a motor vehicle. Occupant protection affects every age group, geographical area, race, ethnicity, gender, and income level. Yet, only 90.5% of urban motorists, 78.5% of rural motorists, and 76.6% of pickup truck occupants buckle up on Utah's roadways. Furthermore, according to crash data, nearly two-thirds of the unrestrained occupant fatalities were male and 61.7% were ages 15-44 years. Two-thirds of Hispanic occupants and one-third of children ages 0-9 who died in crashes are unrestrained. Furthermore, restraint use is lowest between midnight and 3:59 a.m. with 67.8% of occupant fatalities being unrestrained.

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

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

2CPS180403 **STATEWIDE CHILD PASSENGER SAFETY PROGRAM**

Project Year **Ongoing**
Manager **Amy Winkler**

Utah has the highest birth rate of the United States and adds more than 50,000 infant passengers to its population each year. While the 10-year trend shows an increase in child safety seat use in crashes for ages 0-8 years, a need exists for educational programs aimed at increasing the proper and consistent use of child restraint devices. Of children ages 2-4 years who were seriously injured in crashes, 83.2% were restrained which is below the state average for all ages (2011-2015 Crash Data). As children grow, they are less likely to be properly restrained in a child safety seat or booster seat. Only 41.3% of children ages 5-8 years who were in crashes were in a safety restraint or booster. In addition, the rate of misuse of these life-saving devices is shown to be approximately 84%. More work must be done to ensure our youngest passengers are properly protected.

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

The project will be supported with 405(b) funds with all activities and expenses being eligible uses of the funds. No more than 5% of the funds received in the fiscal year will be used for the purchase and distribution of child restraints to low-income families. Funding from UDOT will also be used to support the activities listed above. See the partnership program for more detail.

OP180404 **RURAL SEAT BELT PROGRAM**
Project Year **Ongoing**
Manager **Keri Gibson**

Of Utah's 29 counties, 23 are considered rural and contribute only 15% of the state's population. Yet, more than half (58.0%) of the unbuckled fatalities occur in rural counties and 58.5% of all occupant deaths in rural areas were unrestrained. According to the 2016 Utah Safety Belt Observational Survey, the seat belt usage rate for urban counties was 90.5%, whereas the rate observed in rural counties dropped to 78.5%. Furthermore, male motorists in rural counties had the lowest usage rate (74.1%) of all motorists.

In an effort to increase seat belt use in Utah's rural communities, a pilot project is being conducted to determine the most effective combination of countermeasures to use. The pilot project is in its sixth year with the first two years consisting of program planning, contract development and community surveys. This multi-year project includes all elements of program planning, implementation, and evaluation, using the Positive Community Norming model for communications and messaging. The program has focused on three counties including Box Elder, Sanpete and San Juan for the first five years and added four additional rural counties to include Cache, Carbon, Sevier, and Tooele in FY2017. These counties were selected because of their demographics, location and high percentage of unrestrained occupant fatalities. Results from the community, law enforcement, and key leader surveys will be used to determine community norms, attitudes, behaviors, and values. Workbooks specific to law enforcement, key leaders, community, and workplace will be developed for each County and used as a resource tool and guide for rural partners to use to implement activities and messaging in their respective communities to encourage seat belt use among all groups.

Funds will be used to support: the communications plan that includes earned and paid media; development and distribution of action kits; conducting community, law enforcement, key leaders and school-based survey; activities to engage local law enforcement; communication and outreach strategies supporting enforcement of the state's Primary Seat Belt Law; sustained enforcement efforts; school and employer programs; and conducting appropriate educational outreach efforts in the pilot counties. Funding will also support a contract with Montana State Universities Transportation Safety Institute, fixed-price deliverable mini-grants with the pilot counties, the communications and media plan, and the development and production of outreach materials.

The project will be supported primarily with 402 funding. State funding awarded to the Utah Department of Transportation will also be used to support the project.

OP180409 **HISPANIC TRAFFIC SAFETY PROGRAM**
Program Year **Third**
Manager **Amy Winkler**

Utah is a fairly homogenous population with 79.9% being Caucasian. Hispanics and Latinos are the largest ethnic minority group making up approximately 13.3% of the state's population. Approximately 78% of the state's Hispanic population lives in three or the state's 29 counties, including Salt Lake, Weber and Utah. In addition, 53% of the traffic fatalities involving this population occur in these urban areas. These counties were selected to participate in a four-year effort to increase seat belt use among the Hispanic population.

Traffic crashes are one of the leading causes of death among Hispanics in the United States and in Utah. Over a five-year period from 2011 to 2015, 165 Hispanics were killed on Utah's roadways and 58% were unrestrained. 53% of those fatalities occurred in Salt Lake, Utah and Weber Counties, where 78% of the state's Hispanic population lives. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists ages 15-29 had the highest number of deaths and 64% were male.

This multifaceted project will include media, community-based and school-based education, and outreach campaigns using new and existing community partners. The program will support

interventions with sound injury prevention and control principles designed to increase seat belt and child safety seat use among this population. This project will fund an earned and paid media communications plan, outreach strategies for low-belt-use groups, school programs, as well as child restraint distribution and education programs in the three target counties.

OP180403 OCCUPANT PROTECTION PROGRAM EVALUATION
Program Year Ongoing
Manager Keri Gibson

Since 1986, the Utah Safety Belt Observational Survey has been conducted annually and studies seat belt use among drivers and front seat passengers. The study is designed to accommodate the probability requirements of the National Highway Traffic Safety Administration (NHTSA) as written in the Federal Register, as well as the specific needs of the State. The survey is a top priority of the UHSO, as the results are reported to NHTSA and also used to define areas of opportunity for the UHSO. The survey is also a required element of each state's Highway Safety Plan and may impact federal funding awarded to the State. Using the current design, the study will be conducted in June 2018. The results will be provided to NHTSA as well as the public and the State's traffic safety partners. Funds will be used to contract with a survey coordinator, hire four surveyors to gather the usage data in 17 counties, support travel needs for the surveyors, and conduct training.

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

2PE180409 OCCUPANT PROTECTION INITIATIVES SUPPORT
Program Year Ongoing
Manager Carrie Silcox

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support occupant protection initiatives and countermeasures that are effective in increasing seat belt and child safety restraint use. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational **SUSTAINED SEAT BELT ENFORCEMENT**
Funding Source **State**
Program Year **Ongoing**
Manager **Mike Rapich (UHP)**

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

Informational **ZERO FATALITIES PROGRAM – SEAT BELT CAMPAIGN**
Funding Source **State**
Program Year **Ongoing**
Manager **Robert Miles (UDOT)**

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

Informational **RURAL SEAT BELT PROJECT**
Funding Source **State**
Program Year **Third**
Manager **Robert Miles (UDOT)**

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

Informational **HISPANIC SEAT BELT PROJECT**
Funding Source **State**
Program Year **Third**
Manager **Robert Miles (UDOT)**

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

Informational	**PROGRAM EVALUATION**
Funding Source	**State**
Program Year	**Third**
Manager	**Robert Miles (UDOT)**

Funding will be used to help improve program evaluation by supporting: (1) an annual seat belt attitudinal, awareness and behavior study among Utahns; (2) a comprehensive child restraint study to provide the state with baseline usage rates among children ages 0-12 years with the plan to repeat this study every five years. These two studies were planned for in FFY2016; however, due to changes in staffing within the UHSO and UDOT, they were placed on hold until FFY2017. CPS survey is in a planning phase with plans to implement later 2018 to incorporate an attitudinal survey and the training involve.

Informational	**CHILD PASSENGER SAFETY PROGRAM**
Funding Source	**State**
Program Year	**Third**
Manager	**Robert Miles (UDOT)**

Funds will be used to expand the Click It Club elementary school-based program and develop an abbreviated version of this year-long activity in effort to recruit more participating schools. Funding will also be used to support the state's 70 active car seat inspection stations by providing educational tools and child restraints for under-served populations.

Informational	**OUTREACH PROJECTS**
Funding Source	**State**
Program Year	**Third**
Manager	**Robert Miles (UDOT)**

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

Informational	**UTAH SAFETY COUNCIL TRAFFIC SAFETY PROGRAMS**
Funding Source	**Private**
Program Year	**Ongoing**

Manager **Rod Hamson (USC)**

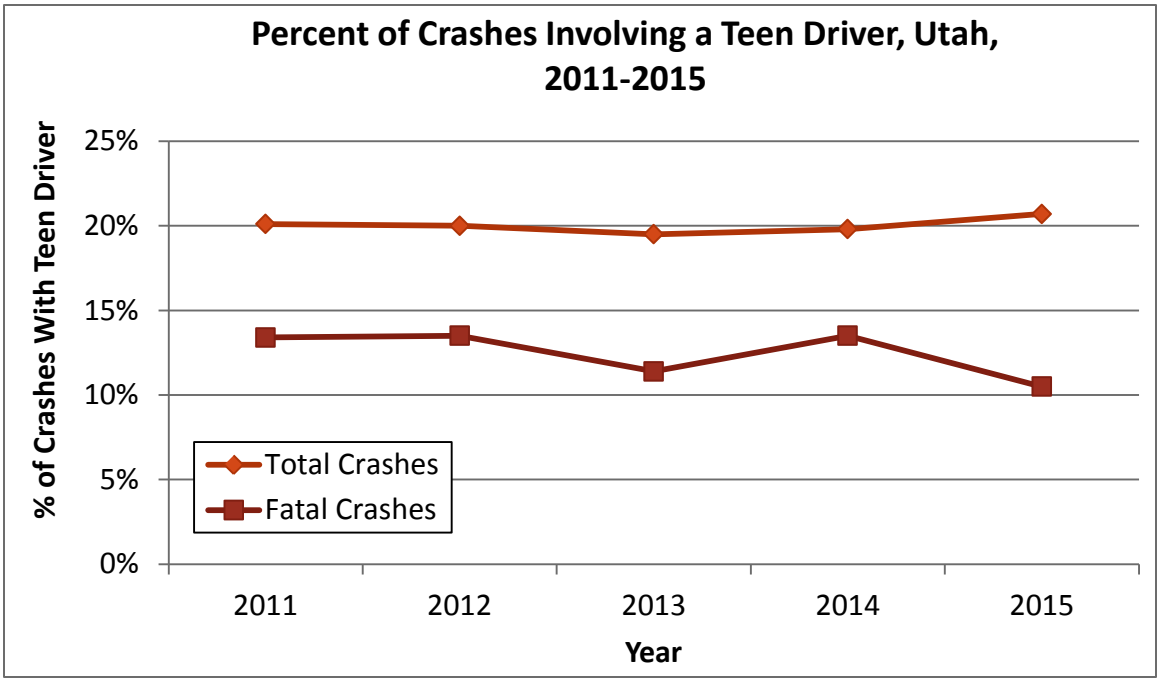
The Utah Safety Council serves as the primary traffic safety resource for employers, and oversees the Defensive Driving Course and Buckle Up For Love programs in Utah. The organization also oversees the Alive at 25 Program and is the administrator for the 30-minute online seat belt course being offered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

TEEN DRIVING OUTREACH

Problem Identification:

Teen drivers (ages 15-19 years) are a special concern in Utah, as they are over-represented in crashes. Over the last five years (2011-2015) they accounted for only 8.5% of licensed drivers but were involved in 20% of all motor vehicle crashes and 12.4% of fatal crashes. Teenage drivers are a special concern because of their high crash rates and lack of driving experience. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. In an article from the Governor's Highway Safety Association (GHSA), most crashes occur because the novice behind the wheel doesn't have the skills or experience needed to recognize a hazard and take corrective action.

The 10-year trend shows that 21.5% of all crashes and 14.2% of fatal crashes in Utah involved a teenage driver with a decreasing trend over the last 10 years. Fatal teenage driver crashes have also shown a decreasing trend although less dramatic than total crashes. Though the trend is decreasing, the number of teenage crashes compared to other ages is significantly disproportionate, thus it is a priority of the Utah Highway Safety Office (UHSO). In the past 5 years (2011-2015) over half or 59% of all teen occupants killed in motor vehicle crashes were



not restrained.

When examining the age and gender of young drivers involved in crashes in 2011-2015, it was determined that:

Drivers aged 17 and 18 years had the highest total crash rate per licensed driver

Drivers aged 18 and 19 years had the highest fatal crash rate per licensed driver

More male teenage drivers were in fatal crashes (58.9%) and total crashes (51%) than females

When examining when and where crashes involving young drivers occur in 2011-2015, it was determined that:

Teenage-driver crashes peak during after-school hours (2:00pm-6:59pm)

Fatal crashes involving teen drivers were highest during the months of May and November while September-December had the highest number of total teen driver crashes

Teen driver fatal crashes were highest in urban counties. Salt Lake and Utah Counties had the highest total number of teen driver fatal crashes accounting for 45% of teen driver fatal crashes

Teen driver fatal crash rates per mile traveled were slightly higher in rural counties. Duchesne and Cache Counties had the highest rates among counties with at least 3 teen driver fatal crashes

When examining the causes of young driver-related crashes in 2011-2015, it was determined that:

Teens are more likely than older drivers to speed and allow shorter headways (the distance from the front of one vehicle to the front of the next)

The presence of male teenage passengers increases the likelihood of this risky driving behavior

Teens are more likely than older drivers to underestimate dangerous situations or not recognize hazardous situations

The leading contributing factors for all teenage driver crashes were followed too closely, failed to yield right of way, speed too fast, and driver distraction

The leading contributing factors in fatal teenage driver crashes were speed too fast and failed to keep in proper lane

Compared to drivers of all ages, teenage drivers were more likely to have a contributing factor of failure to yield right of way, followed too closely, and driver distraction

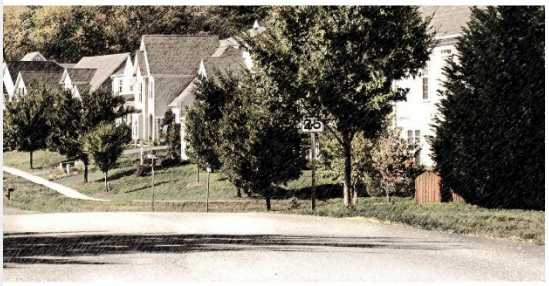
Overall, most teen drivers and their passengers were restrained (96.9%)

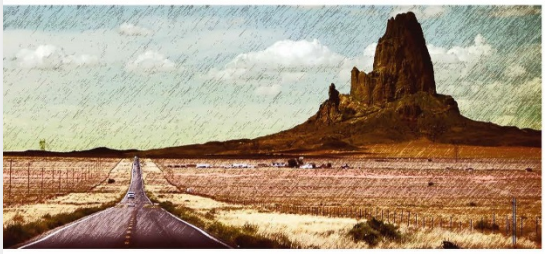
38.7% of occupants killed in teenage driven vehicles were unrestrained

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

To help address this traffic safety concern, the Utah Teen Driving Task Force developed a five-year strategic plan which outlines strategies designed to decrease teen driving-related crashes and resulting fatalities and injuries.

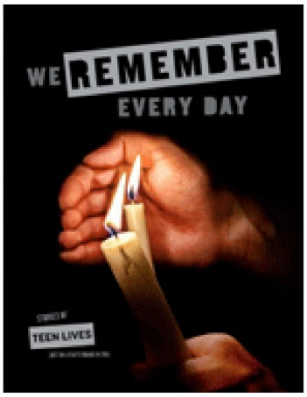
Utah Teen Driving Task Force Strategic Plan 2013-2018

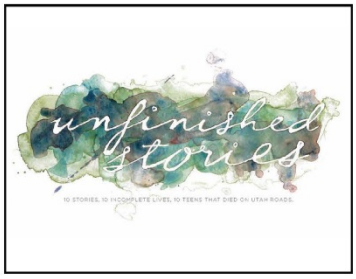




"A commitment to reduce crashes and save the lives of teens on Utah roads"

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





Overview of the Utah Teen Driving Task Force

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

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

The objectives of the Task Force are to:

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

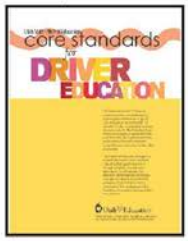
1

Accomplishments of the Utah Teen Driving Task Force

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

Highlighted accomplishments include:

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



2

Overview of the Strategic Planning Process

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

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

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

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

Research
- Done through our collective experience

Core Problem
- Teen drivers are overrepresented in traffic crashes in Utah.

Goal
- Reduce crashes, injuries, and fatalities among teen drivers in Utah through behavior modification of teens and adults.

Objectives
- Increase parental involvement in driver education training.
- Identify and jointly pursue policy changes as identified.
- Utilize peer-to-peer programs to create a culture of safety among teen drivers.
- Strengthen and support driver education in Utah.
- Coordinate, share, and use data in a more effective manner.

Audiences /Messages
- Teens
- Parents
- School administration
- Policy makers
- Law enforcement

Strategies
- WHAT are we going to do?

Tactics
- HOW are we going to accomplish it?

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

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

4

Teen Driving in Utah

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

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

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

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

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

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

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

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

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

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

Teen Driving in Utah

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

- **67% of Utah adults strongly support or somewhat support mandatory classes on Utah's GDL laws for parents before their child can receive their driver license.**

- **Parents overwhelmingly supported having a parent education class to help them teach their children how to be safe drivers and learn Utah's GDL laws. Of those parents who participated in one of six focus groups, 94% said they would attend such a class and 98% wanted their teen driver to attend with them.**

- **87% of driver education teachers support a parent education class.**

- **60% of driver education teachers believe their students' parents were somewhat involved in their teen's driving education experience.**

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

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

- **Decrease the crash rate of teens ages 16-19 5% from 101.2 per 1,000 licensed drivers in 2007-2010 to 96.1 per 1,000 licensed drivers in 2011-2014.**

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

[1] MV traffic includes five indicators: 1) MV traffic-occupant injured, 2) MV traffic-motorcyclist injured, 3) MV traffic-pedal cyclist injured, 4) MV traffic-pedestrian injured, and 5) MV traffic-other and unspecified.
[2] 2010 Utah Crash Summary Report
[3] 2010 Utah Crash Summary Report
[4] 2010 Utah Crash Summary Report
[5] 2010 Utah Crash Summary Report
[6] The Children's Hospital of Philadelphia Research Institute and State Farm Insurance Companies ®. 2011
[7] http://www.nhtsa.gov/people/injury/NewDriver/GDLReport/index.html
[8] http://clickitutah.org/index.php
[9] http://www.health.utah.gov/vipp/pdf/MotorVehicle/2010%20Teen%20Memoriam-WEB.pdf
[10] Utah Highway Safety Office

Data

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

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

Strategy 1: Coordinate data to present a unified front to outside stakeholders.	**Tactic**: Identify existing data systems that have pertinent data for teen driving issues. (UDOH, DPS, UDOT, DLD, USOE) **Tactic:** Identify gaps in available data and possible solutions. (UDOH, DPS, UDOT, DLD) **Tactic:** Determine definitions for key data terms and reach consensus with Task Force about using them (e.g., fatalities, roadway type, etc.). (UDOH, DPS, UHSO, UDOT)
Strategy 2: Leverage data to advocate/ inform/ educate/ support Task Force efforts.	**Tactic:** Reach consensus with Task Force members about what data to release to the public, media, and policymakers. (UDOH, UDOT, DPS, UHSO) **Tactic:** Develop marketing materials to promote data (e.g., fact sheets, memorial books, etc.). (UDOH, UDOT, DPS, Zero Fatalities, UHSO) **Tactic:** Match data to messages Task Force members are promoting. (UDOH, UDOT, DPS, Zero Fatalities, UHSO) **Tactic:** Identify existing or needed data to address "harder" behavior change areas. (UDOH, UDOT, DPS)
Strategy 3: Use data as an evaluation tool to inform future efforts.	**Tactic:** Track "collective" impact. (All) **Tactic:** Identify 3-4 priority initiatives and ensure needed data is collected for evaluation purposes. (All) **Tactic:** Coordinate data collection for teen seat belt use among Utah's 12 local health departments, UDOH, Zero Fatalities, and Highway Patrol. (LHDs, UDOH, Zero Fatalities, UHP) **Tactic:** Determine baseline and target measures for each of the goals and objectives of the Teen Driving Task Force Strategic Plan. (UDOH, UHSO, UDOT)

Parent Involvement

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

OBJECTIVES:

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

Strategy 1: Increase the number of schools and school districts that require mandatory parent nights as part of their driver education program.	**Tactic**: Develop marketing materials (e.g., fact sheet, website, 1:1 presentations, letter for parents) to promote the parent night program to school officials. (USOE, Zero Fatalities) **Tactic**: Educate school officials about the parent night program. (USOE, Zero Fatalities, LHDs) **Tactic**: Develop a plan to coordinate implementation of the parent night program with Utah's 12 local health departments. (Zero Fatalities, UDOH, LHDs) **Tactic**: Develop a mechanism to track the number of parent nights taught, number of participants, and pre/post survey results across the state and ensure the results are reported annually to Task Force members and other stakeholders. (Zero Fatalities, UDOH, LHDs) **Tactic**: Increase the number of presenters for the parent night program, with a focus on rural areas. (Zero Fatalities, LHDs, UHP, UDOH, UHSO)

Parent Involvement

Strategy 2: Create a media campaign about graduated driver licensing (GDL) for parents of teen drivers.	**Tactic:** The Utah Department of Health will enter into a contract with the Utah Department of Transportation and PPBH to develop the media campaign. (UDOH, Zero Fatalities, PCH) **Tactic:** Determine the messages of the campaign. (UDOH, Zero Fatalities, PCH) **Tactic:** Determine effective venues for educating parents about teen driving (e.g., worksites, faith-based groups, online, social media, etc.). (UDOH, Zero Fatalities, PCH, DPS) **Tactic:** Build evaluation measures into the campaign and revise messaging as data suggest. (UDOH, Zero Fatalities, PCH) **Tactic:** Cross-promote campaign elements and materials among Task Force members. (All) **Tactic:** Develop an online parent education program that addresses Utah's GDL laws for parents living in rural areas or who are otherwise unable to attend a parent night program in person. Work with the Utah Education Network to create and disseminate the program. (USOE, UDOH, Zero Fatalities, UHSO, DLD)

Strategy 3: Ensure interventions, programs, and activities are evidence-based and focus on Utah's GDL.	**Tactic:** Conduct a literature review of evidence-based and best practices of parent education programs and share results with Task Force members. (UDOH, UHSO) **Tactic:** Ensure the parent night program addresses each of key concepts in the GHSA "Promoting Parent Involvement in Teen Driving: An in-depth look at the importance and the intiatitves." If lacking, revise the parent night program as needed. (Zero Fatalities) **Tactic:** Require sub-awardees to utilize evidence-based and best practice strategies. (UDOH, UHSO)

Peer-to-Peer Programs

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

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

Strategy 1: Include teens' voices in statewide discussions about teen driving.	**Tactic**: Determine feasibility of forming a teen driving council comprised of teens to advise teen driving activities, programs, messaging, and interventions. If not feasible, determine other ways to gather feedback from teens such as the Governor's Youth Council. (PTA, Zero Fatalties, LHDs, UHSO) **Tactic**: Conduct audience research to ensure messaging is well received, engaging, understood, motivating, and culturally appropriate for teens. (PTA, Zero Fatalties, LHDs, UHSO, UDOH) **Tactic**: Tanslate materials and programs into Spanish (and other appropriate languages or reading levels) to ensure teens and families have access to them. (USOE, UHSO) **Tactic**: Provide guidance, resources, and platforms for teens to share positive messages about behavior change regarding driving. (PTA, Zero Fatalities, UHSO, LHDs) **Tactic**: Recruit new PTA representative. (UHSO) **Tactic**: Advocate for teen driving to be a priority issue for the PTA Safety Commissioner's Office. (All)

Peer-to-Peer Programs

Strategy 2: Ensure that peer to peer programs include valid measures to demonstrate success.	**Tactic:** Increase the number of schools participating in the Don't Drive Stupid program. (Zero Fatalities, LHDs, UHP) **Tactic:** Identify key stakeholders who can perform evaluation of peer-to-peer programs. (UHSO, Zero Fatalties) **Tactic:** Coordinate implementation and administration of peer-to-peer programs among key stakeholders that can perform evaluations. (UHP, UHSO, Zero Fatalities, LHDs) **Tactic:** Promote the Alive at 25 program as an effective, evidence-based program. (USC, LHDs, UHP) **Tactic:** Encourage law enforcement to participate in the Adopt a High School Program. (UHP, UHSO) **Tactic:** Coordiante peer-to-peer education efforts with Task Force members and with parent education programs. (All) **Tactic:** Continue publication of the Teen Memoriam and disseminate to driver education instructors, families, and key decision makers. (UDOH, Zero Fatalities, DPS) **Tactic:** Evaluate the impact of the Teen Memoriam on students' intended driving behaviors and attitudes. (UDOH)

Driver Education

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

OBJECTIVES:

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

Strategy 1: Provide evidence-based resources to driver education instructors.	**Tactic**: Identify the resources driver education instructors need and want. (USOE, Zero Fatalities) **Tactic**: Identify effective ways to reach driver education teachers through professional training, communication channels, etc. (USOE, Zero Fatalities) **Tactic**: Develop new materials or adapt existing materials based on teacher feedback. (USOE, Zero Fatalities) **Tactic**: Evaluate reach and use of resources provided and improve as necessary. (USOE, Zero Fatalities) **Tactic**: Integrate teen driving programs and data supported by the Task Force into driver education instructor endorsement trainings. (All) **Tactic**: Provide assistance to the USOE in planning the annual UDTSEA conference each spring. (USOE) **Tactic**: Determine if the Prevention Dimensions program may be amended to include teen driving. (USOE) **Tactic**: Support USOE with professional curriculum development training opportunities. (USOE)

Driver Education

Strategy 2: Elevate the status of driver education as an integral subject.	**Tactic:** Continue to work with USOE to evaluate and update the Utah Core Standards for driver education to meet national recommendations and best practices. (USOE) **Tactic:** Identify champion driver education instructors to advocate for instructor training, engagement of parents in classes, etc. (Zero Fatalities, USOE, LHDs)

Strategy 3: Expand the philosophical scope of driver education.	**Tactic:** Educate parents, teachers, and administrators about parents' role in driver education. (All) **Tactic:** Integrate parent education into driver education throughout the state. (All)

Policy

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

OBJECTIVES:

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

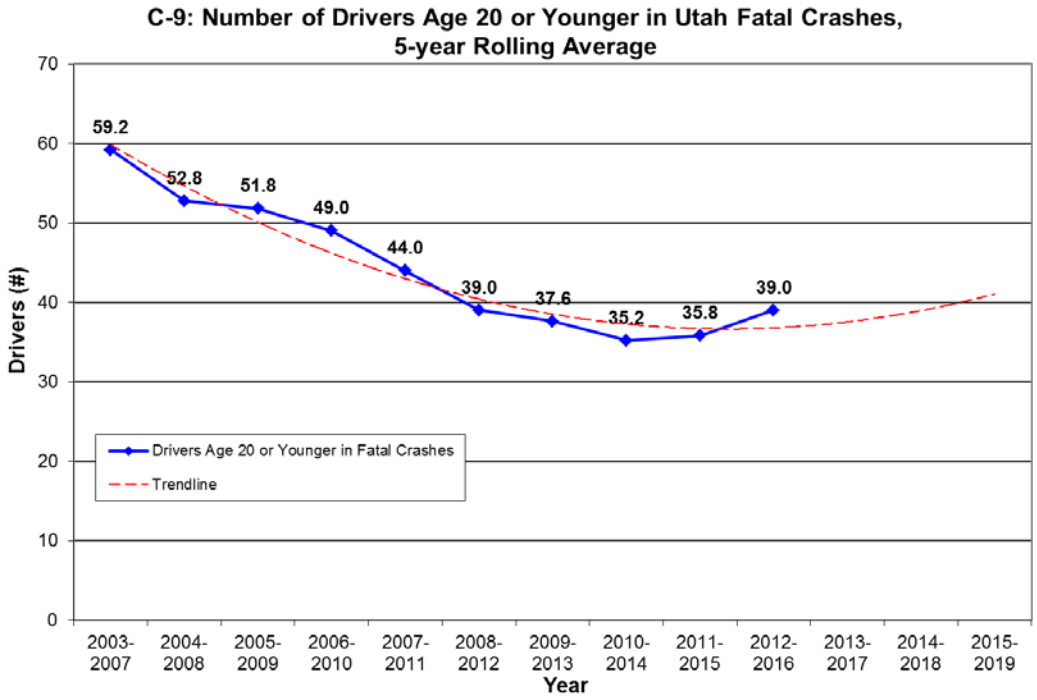
Strategy 1: Support the requirement of parental involvement in driver education.	**Tactic**: Conduct a policy scan to determine mandatory parent education laws for driver education programs in other states and review for requirements, implementation, content, etc. (UDOH, UHSO, DLD) **Tactic**: Compare the existing parent night program and USOE core standards to results of the policy scan. (USOE, Zero Fatalities) **Tactic**: Educate parents, teachers, administrators, law enforcement, and other key stakeholders about the benefits of parental involvement in teen driving (e.g., fact sheets, website, 1:1 meetings, letters, media coverage, etc.). (All) **Tactic**: Work with key decision makers at schools and school districts to encourage policies mandating the parent night program. (LHDs, Zero Fatalities, USOE) **Tactic**: Determine the feasibility of making a Board of Education rule, administrative rule, or legislation mandating parental involvement in driver education. (USOE) **Tactic**: Utilize exisiting programs to demonstrate best practices. Seek help from researchers to evaluate the parent night program to ensure it meets evidence-based program criteria. (All) **Tactic**: Gather data and information that can demonstrate the effectiveness of parental involvement and share with key decision makers. (All)

Policy

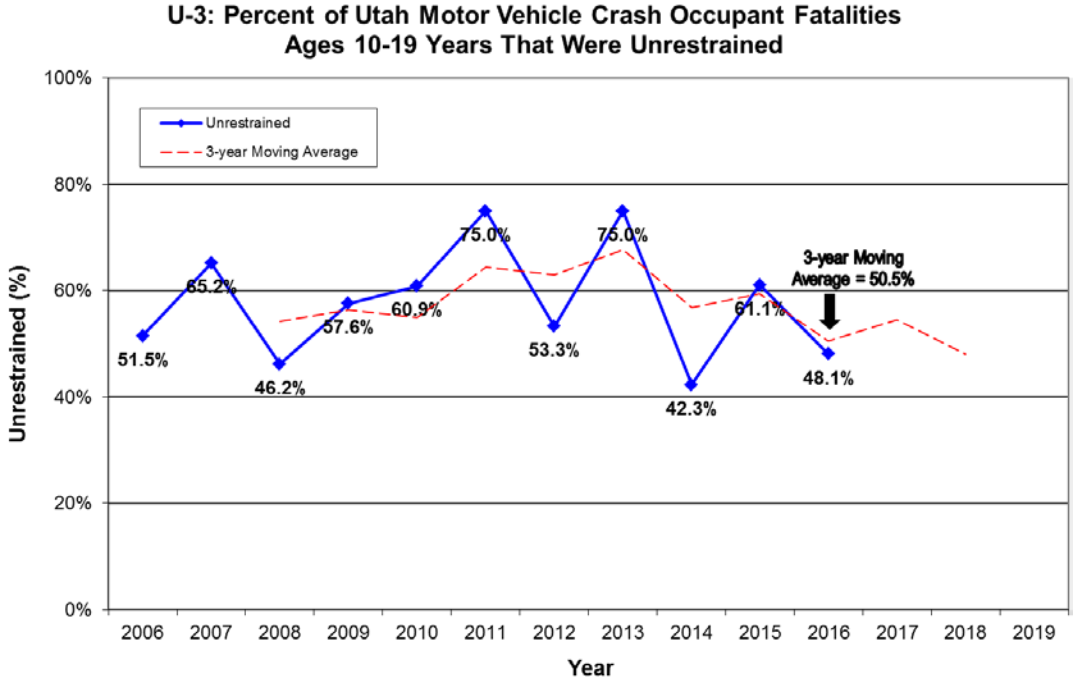
Strategy 2: Encourage policy making at all levels.	**Tactic:** Educate parents, teachers, school administrators, local health departments, and other stakeholders about opportunities to implement micro-policies (e.g., mandating parent nights, seat belt policies, family policies, etc.). (LHDs, Zero Fatalities) **Tactic:** Work with insurance companies to incentivise good driving behaviors for teen drivers, similiar to "good grades" incentives. (UHSO, USC) **Tactic:** Work with the Driver License Division to include a Parent-Teen Driving Contract as part of the licensing process. (DLD, UDOH, DPS, Zero Fatalities) **Tactic:** Conduct a policy scan of existing teen driving-related legislation in Utah (e.g., seat belts, GDL, cellphone/texting, alcohol/drugs, etc.) to understand critical components of each law. Disseminate results to Task Force members, parents, driver education teachers, law enforcement, and policymakers. (UDOH, DLD) **Tactic:** Work with media agencies to provide public education about existing traffic safety laws in Utah. (All) **Tactic:** Maintain communication loop with the Coalition for Utah Traffic Safety (CUTS). (UHSO, UDOH, USC) **Tactic:** Determine policies regarding signage about traffic safety laws on roadways and the impact these policies could have on public education and awareness. (UDOT)

Strategy 3: Educate stakeholders about how Utah's GDL and other applicable traffic safety laws compare to national standards.	**Tactic:** Train law enforcement on Utah's GDL components to increase enforcement. (DPS, UHSO, UHP, USC) **Tactic:** Utilizing results of the policy scans, compare Utah's GDL components to national standards to determine gaps. (UHSO, UDOH, UDOT, DLD) **Tactic:** Educate key stakeholders about the life-saving potential of national GDL standards Utah could implement, as well as the current impact of Utah's existing GDL program. (UDOH, UHSO, DLD, UDOT, Zero Fatalities, UHP) **Tactic:** Advocate for national standards regarding traffic safety laws to be implemented in Utah. (All)

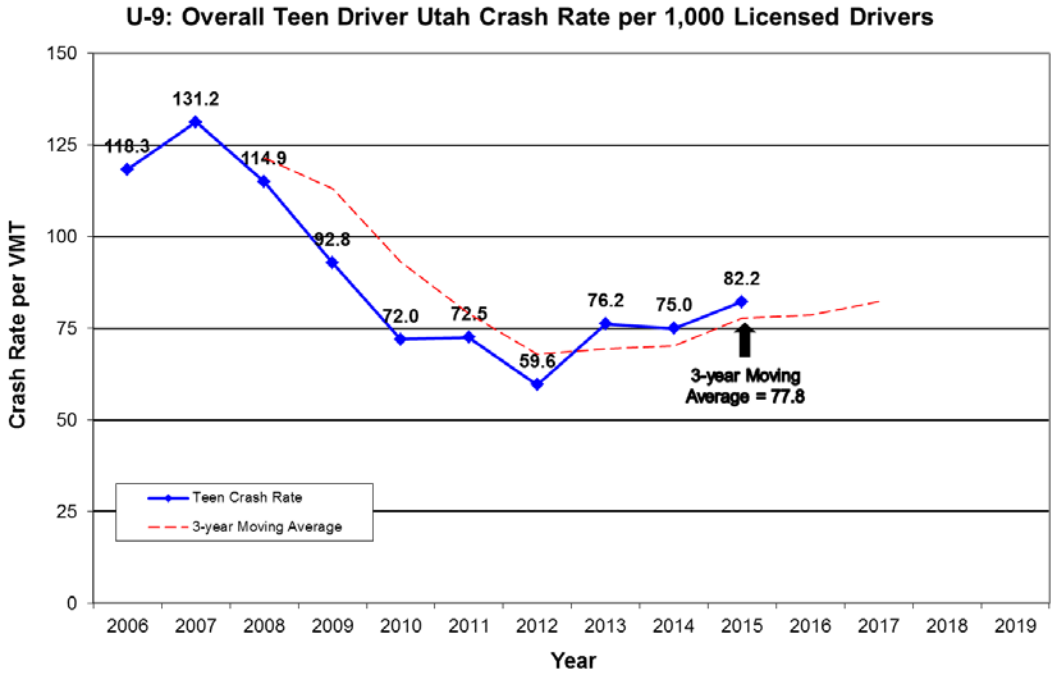
Utah's Performance Target:



Utah's performance target for C-9 (Number of Drivers in Fatal Crashes Age 20 or Younger) is 51.



Utah's performance target for U-3 (Percentage of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years that were Restrained) is 38.9%.



Utah's performance target for U-9 (Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers) is 74.2.

Planned Countermeasures:

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

Project Descriptions:

CP180210	**TEEN DRIVING OUTREACH**
Project Year	**Ongoing**
Manager	**Amy Winkler**

Teen drivers (ages 15-19 years) are a special concern in Utah, as they are over-represented in crashes. Over the last three years (2011-2015) they accounted for only 8.5% of licensed drivers but were involved in 20% of all motor vehicle crashes and 12.4% of fatal crashes. Teenage drivers are a special concern because of their high crash rates and lack of driving experience. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. In a recent article from the Governor's Highway Safety Association (GHSA), most crashes occur because the novice behind the wheel doesn't have the skills or experience needed to recognize a hazard and take corrective action.

The 10-year trend shows that 21.5% of all crashes and 14.2% of fatal crashes in Utah involved a teenage driver with a decreasing trend over the last 10 years. Fatal teenage driver crashes have also shown a decreasing trend although less dramatic than total crashes. Though the trend is decreasing, the number of teenage crashes compared to other ages is significantly disproportionate, thus it is a priority of the Utah Highway Safety Office (UHSO). In the past 10 years (2006-2015) over half (59%) of all teen occupants killed in motor vehicle crashes were not restrained.

This project will work to decrease teen crashes and fatalities through increased parental involvement in and awareness of teen driving. Special focus will be given to education about the dangers of distracted driving and promoting seat belt use. The project will provide support for various activities and campaigns that work to increase teen driver skills, especially hazard recognition, vehicle handling, space management, and awareness of distracted and impaired driving, such as Utah Highway Patrol's Teen Driving Challenge.

Funds will be used to purchase educational materials, signage, instructional tools, and supplies used to support the Teen Driving Challenge Program.

Partner Programs:

Informational **DRIVER EDUCATION PROGRAM FOR HIGH SCHOOL STUDENTS**
Funding Source **State**
Program Year **Ongoing**
Manager **Troy Nordick**

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

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

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

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

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

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

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

Nearly 25 percent of all vehicles on Utah's roads are large trucks and that number is increasing. The Motor Carrier Division of UDOT recognizes that driver education that includes information about how to drive safely around trucks is vital to the success and safety of student drivers. One of the best methods to help teenage drivers understand how to drive "Truck Smart" is to bring a truck to school or wherever they are taking their Driver's Education course. The Truck Smart program educates new drivers on the importance of driving around semi-truck emphasizing the No-Zone areas. Each year, the program has reached more than 3,000 through more than 110 presentations at various high schools throughout Utah.

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

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

Informational **PRE-TEENS LEARNING TO DRIVE SAFE PROGRAM – ROAD SAFETY FORCE**
Funding Source **State**
Program Year **Third**
Manager **Robert Miles (UDOT)**

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

Drowsy Driving Program

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

After several years of declining traffic fatalities in Utah, overall fatalities have increased over the past few years. In 2014 there were 256 deaths; 2015 had 276, and 2016 had 281. The number of drowsy driving related fatalities decreased from 11 in 2013 to 6 in 2014, then increased in 2015 to 14, and now 2016 is showing additional increase to 21 deaths. Looking at crash data 2011-2015 fatal drowsy driver-related crashes account for 4.6% of all Utah fatal crashes. While these numbers are significant, they may not show the true size of the problem, since the identification of drowsiness or fatigue and its role in the crash by law enforcement can be very difficult.

Utah crash data for a five-year period (2011-2015) for Drowsy driver-related crashes and fatal crashes showed that:

Fatal crashes were highest among drivers aged 15-24 years (31% of drowsy drivers)

Fatal crashes were more common among males (86% of drowsy drivers)

Wednesday had the highest number of fatal crashes, while Saturday and Friday had the highest number of total crashes

May through August were highest for total crashes, while June-September and December had the most deaths involving a drowys driver

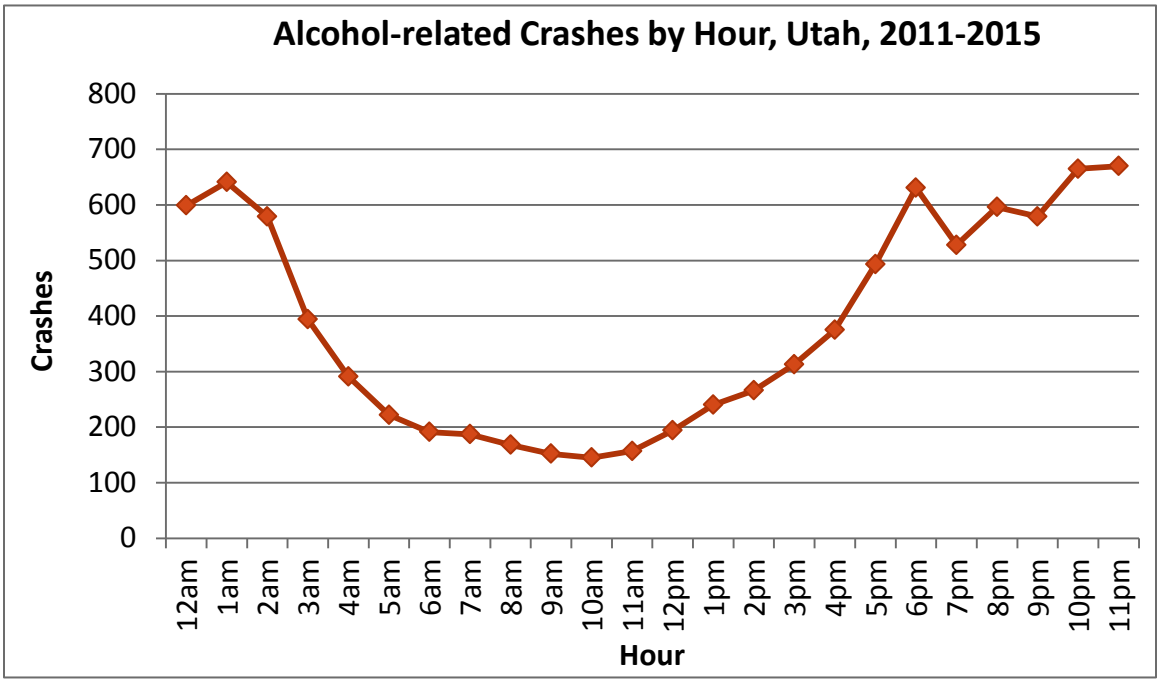
Fatal crashes were highest during the hour of 2:00 p.m., while 5:00-8:59 a.m. and 2:00-5:59 p.m. had the highest number of total crashes

Fatal crashes were highest in Utah, Salt Lake, and Tooele Counties; fatal crash rates per mile traveled were highest in rural counties with Kane, Emery, Millard, and San Juan Counties having the highest rates; total crashes were highest in Salt Lake and Utah Counties.

Drunk/Drugged Driving Problem Identification:

Motor vehicle crashes involving an impaired driver continue to occur in Utah, often resulting in fatalities and injuries to the impaired driver, their passengers, and other motor vehicle occupants. On average, 33 people die each year in Utah from drunk driving crashes; 47 people die each year in crashes where the driver tested positive for drugs.

In reviewing five years of Utah crash data (201-2015), crashes involving an alcohol-related driver are 3.9 times more likely to result in a fatality than crashes not involving an alcohol-related driver. While only 3.4% of Utah's traffic crashes in 2011-2015 involved an alcohol-related driver, they accounted for 13% or 143 of the fatal crashes during that same period.

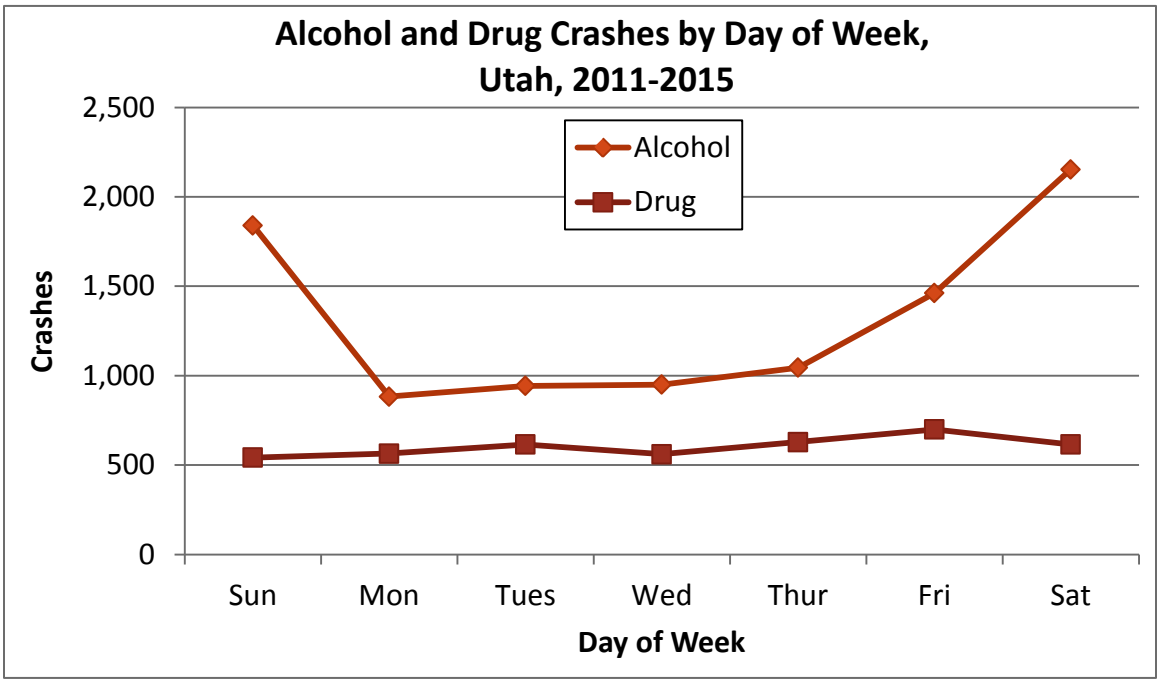


Interestingly, the drunk driver is most often the one killed in fatal traffic crashes involving an alcohol-impaired driver. From 2011 to 2015, the drunk driver accounted for 62% of the 164 deaths involving a drunk driver. During that same period; passengers in the drunk driver's vehicle accounted for 17%; occupants (drivers and passengers) of another vehicle represented 15%; and non-occupants numbered 6%.

Drugged Driving

Impairment from alcohol is not the only concerning trend in Utah. The number of crashes involving drug-positive drivers, whether impaired from prescription or illicit drugs, continue to increase. On average, 47 people die each year in Utah in crashes where the driver tested positive for drugs. A drug-positive driver was involved in 21% of the traffic deaths in 2011-2015. Whereas, In 2006 there were 31 motor vehicle deaths involving a drug positive driver, ten years later in 2015 there were 85 deaths. The test results from Utah fatal crashes 2011-2015 show that THC/marijuana is by far the most common drug that drivers are testing positive for in fatal crashes accounting for 95 positive tests; methamphetamine is a clear second place with 58 positive test results.

The challenge with drug-positive drivers is determining whether the person was impaired, as there isn't a national standard for impairment, such as the 0.08 level for alcohol impairment. Drug test data provides information about drug presence, rather than whether the driver was impaired by a drug at the time of the crash. Data identifying a driver as "drug-positive" indicates only that a drug was in his/her system at the time of the crash. It does not indicate that a person was impaired by the drug. Over the last three years (2013-2015), 36.4% of the drivers testing positive for drugs in fatal crashes were suspected of having drug/alcohol involvement in the crash. Many of the drivers who were not suspected of having drug/alcohol involvement in the crash were marked as unknown involvement. This may be due to the fact that many of the drug-positive drivers in fatal crashes die in the crash so field sobriety testing and evaluations by a drug recognition expert officer, the two most substantive roadside impairment testing methods, could not be employed.



Demographics of an Impaired Driver

Nationally, the demographics of the alcohol-related driver are well known. They are generally acknowledged to be males in the 21-39 age range, which is similar to Utah. When looking at drunk drivers in fatal crashes from 2011-2015:

Drivers aged 21-39 are in the highest group at 58%

Drivers under the age of 21 account for 8%

When examining crash data for drug-related drivers, it is astonishing how similar the demographics are. Drug-related drivers are almost overwhelmingly male (about 2 to 1), and most commonly in the age group of 20-39 years. While looking at drivers with the highest rates

of positive drug tests in fatal crashes per licensed driver, those aged 20-24 and 35-39 had the highest rates.

In an effort to validate the crash data and who is involved, a look at DUI arrest data from the Driver License Division for 2016 reflects that drivers aged 25-36 represented the highest number of DUI arrests at 38%. This is similar to the crash data and seems to validate this conclusion.
As detailed below, the demographics of alcohol and drug-related drivers over the past five years are very similar, yet comparing the month, day and time of alcohol-related and drug-related driver crashes during that same time period reveals some interesting and relevant differences.

A review of Utah's 2011-2015 motor vehicle crash data finds that:

Alcohol-related driver crashes were highest in the months July-August with the lowest rate per day February and April

The highest rate per day of fatal drunk driver crashes occurred in October, April and May

Crashes involving a drug-related driver have fewer variations during the course of the year than alcohol-related, with only a slight increase May-August and fairly consistent the rest of the year with a drop in January and December

When looking at drug-related fatal crashes, the highest rates per day occurred in June-July and October-November with the lowest Jan-Feb

When examining five years of Utah's crash data (2011-2015), regarding the day of week when the alcohol and drug-related driver crashes occurred, the difference between the two types is much more pronounced:

Alcohol-related driver crashes are highest on Saturdays and Sundays and lowest on Mondays-Wednesdays

Drug-related driver crashes peak on Fridays and Tuesdays with the remaining days being quite similar

The difference between alcohol and drugs seem to indicate a significant number of people consume alcohol on a recreational basis (weekends), while drugs are used on an ongoing basis.

The time of day when alcohol versus drug-related driver crashes occurred is quite different. When looking at crash data between fiscal years 2011-2015:

Alcohol-related driver crashes are highest between 6:00 p.m. – 2:59 a.m.

Fatal crashes involving a drunk driver occur most often between 8:00 p.m. – 1:59 a.m.

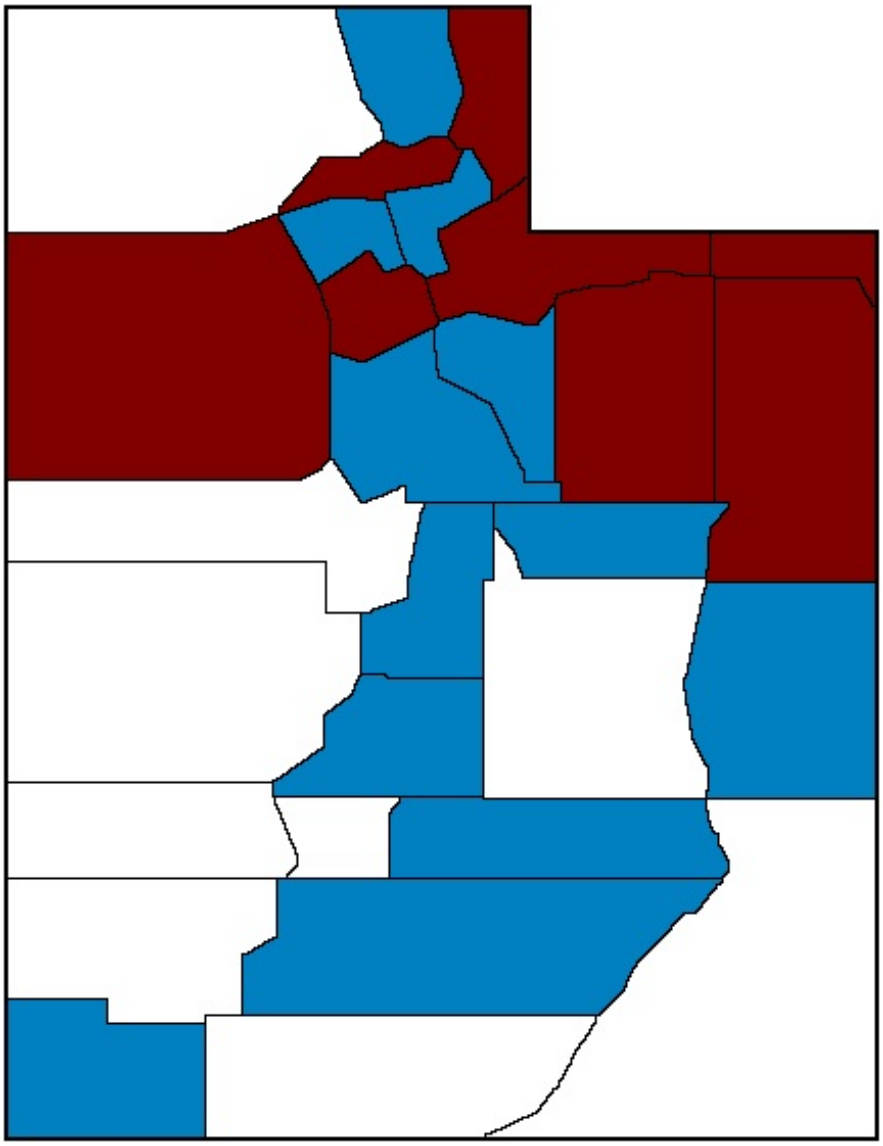
Drug-related crashes happen most frequently between the hours of 3:00 p.m. – 6:59 p.m.

Fatal crashes involving a drug-positive driver occur most often between 2:00 p.m. – 6:00 p.m. with a peak around 11:00 p.m. and are high again between the hours of 5:00 a.m – 6:00 a.m.

When examining where impaired driving crashes most often occur, it was determined that drunk/drugged driving is a statewide problem, most commonly occurring, and somewhat proportionally, in relation to the population density within the area. It is no surprise that

impaired-driving crashes most often occur in the more urban areas, such as Northern Utah which includes the urbanized Wasatch Front that houses 75% of the state's population.

Alcohol-related Driver Crash Rates by County, Utah, 2011-2015



	>6 Alcohol-related crash rate per 100 million VMT
	4-5.9 Alcohol-related crash rate per 100 million VMT
	<4 Alcohol-related crash rate per 100 million VMT

The results of crash data between 2011-2015 shows:

Drunk drivers and drug-positive fatal crashes occur most frequently in Salt Lake and Utah Counties

When looking at fatal crash rates per mile traveled, the highest numbers were in rural counties for both drunk drivers and drug-impaired. Piute, Duchesne, Wayne, and Rich were highest for

drunk drivers; Daggett, Uintah, Wayne, Duchesne, and Tooele Counties were highest for drug-impaired

Alcohol-related crashes and drug-related crashes were both highest in urban areas

Challenges and Solutions

One of the challenges the state impaired driving program has faced is the decrease of DUI arrests. 2016 saw the first increase in six years. In examining five years (2011-2015) of DUI arrest records, including per se (alcohol and/or drug), refusal, not-a-drop, CDL 0.04 and metabolite arrests, the number has shown a marked downward trend with a 29% reduction in just 5 years. This reduction in arrests is greater than the downward trend in alcohol or drug-related fatal and injury crashes. Impromptu inquiries to law enforcement agencies have returned information which suggests that officers are less interested in working DUI overtime enforcement shifts because of the increasingly aggressive and intimidating tactics of defense attorneys, often resulting in a dismissal by the court.

Another challenge is that people continue to drink and use drugs for various reasons, and many decide to drive. Numerous studies reveal that very few people set out to drive while impaired by alcohol or drugs, and most are aware of the consequences of being stopped by law enforcement. They also acknowledge the hugely increased risk of causing a fatal or serious injury crash if they drive while impaired. Unfortunately, impaired driving is most often the result of a long chain of decisions made by the person, both before and after consuming alcohol or taking drugs. The decision about drinking or drug use, and the parallel decision whether to drive or make alternate arrangements, is the sequence which brings the two acts together in place and time. When you consider that almost three-fourths or 74.0% of the drunk drivers in fatal crashes who tested over the legal limit for alcohol had BAC levels at or above twice the legal limit of 0.08., if the decision to not drive wasn't made long before the impairment, and appropriate arrangements made, then impaired driving is almost a certainty.

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

Another reason for drinking and driving is that the person feels like the chances of being caught are very small. According to MADD, the average drunk driver has driven drunk 80 times before first arrest, always believing they will not be caught or cause a crash. Some other common reasons people drive while impaired is they are overly confident in their sobriety and their driving ability, their destinations are short, and they really can't determine their BAC level.

Conclusion

Even though Utah has one of the lowest rates of DUI fatal crashes in the nation, impaired driving remains a persistent problem. People ages 21-39, with a majority being male, continue to make the decision to drive after drinking or taking impairing drugs, with the frequency of fatal and injury crashes being mostly proportional to the density of population living in the area or region. In addition, drivers younger than age 21 are identified as high risk. An average of 8% of drunk drivers in fatal crashes is under age 21. To combat this traffic safety concern, the Impaired Driving Program will:

Continue to focus on reaching drivers, ages 21-39, with the message if you drink, don't drive.

Continue to educate drivers under the age of 21 about the zero tolerance laws and dangers of driving impaired.

Continue high-visibility enforcement, using a combination of checkpoints and blitzes, as a companion to the media efforts.

Continue to advocate social norming to engage the community, family, friends and co-workers in confronting or challenging a person who has been drinking or taking impairing drugs and intends to drive.

Continue to promote designated drivers or alternate transportation methods.

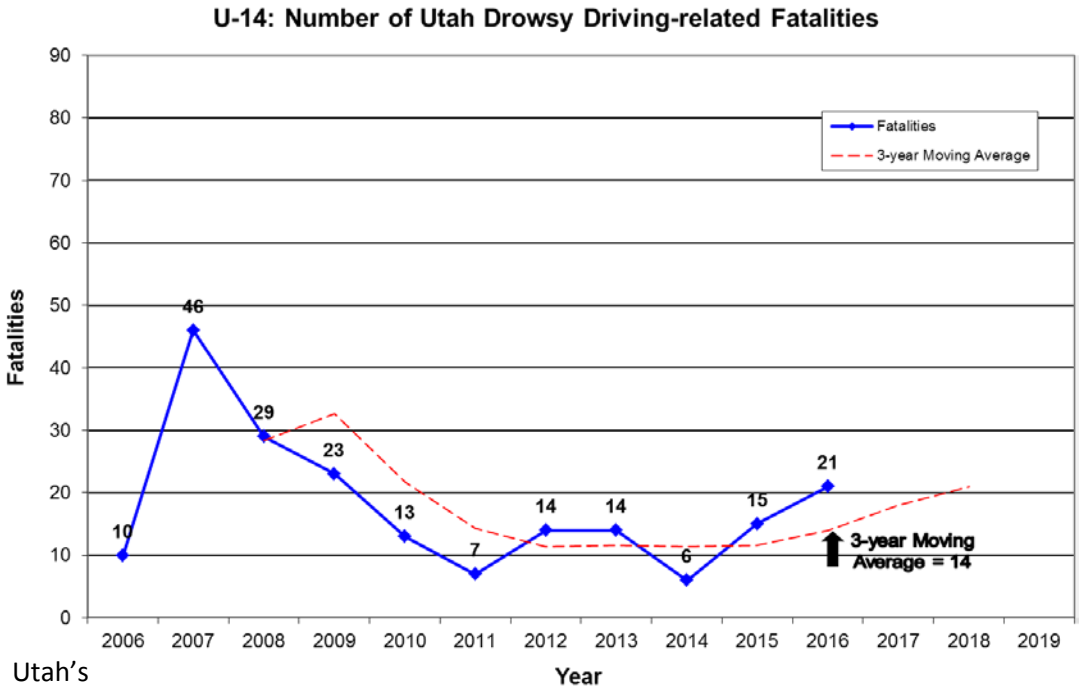
Focus the majority of enforcement resources in areas with high numbers of fatal and injury crashes.

Continue to provide on-going training to law enforcement officers throughout the state on SFTS, ARIDE, and DRE.

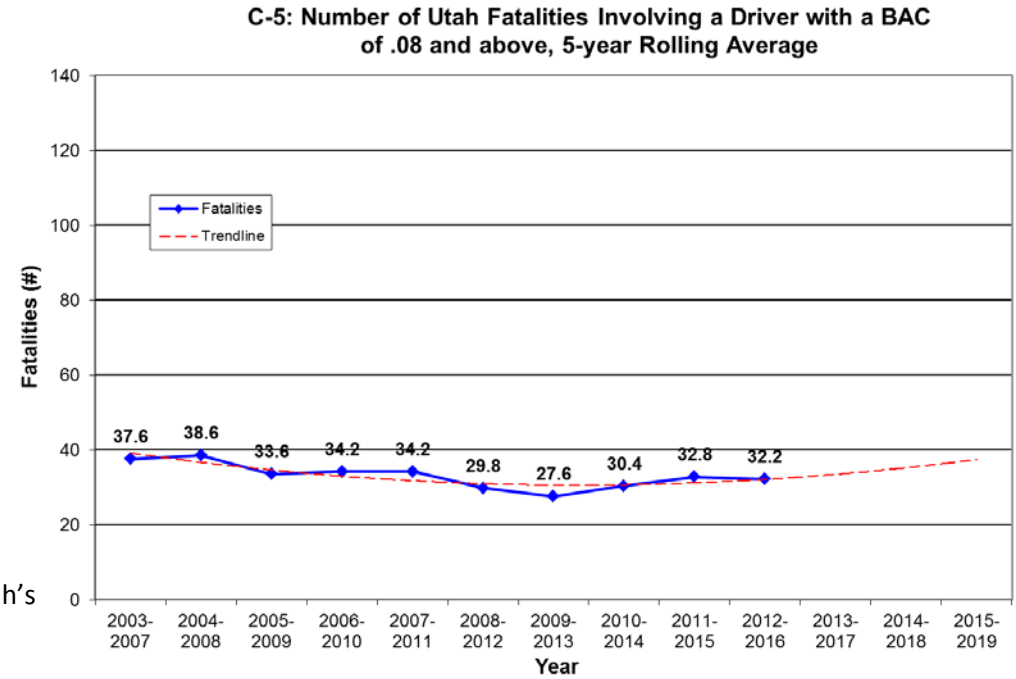
Continue to promote officer, prosecutor and judge training on the importance and methods to remove the impaired driver from Utah's roadways.

Support the growth, planning and development of new 24/7 Sobriety Program in Utah

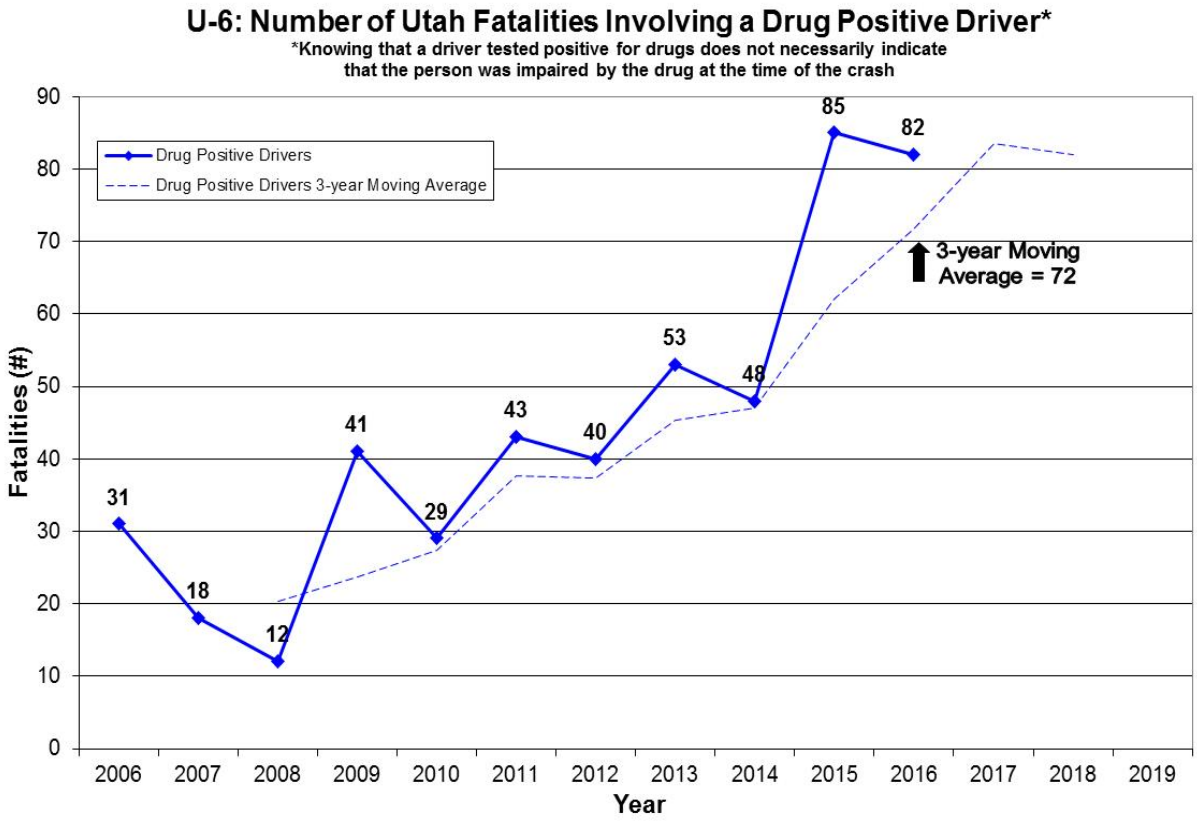
Utah's Performance Target:



Utah's performance target for U-14 (Number of Utah Drowsy Driving-related Fatalities) is 20 in 2017.



Utah's performance target for C-5 (Number of Fatalities Involving a Driver with a BAC of .08 and above) is 35 in 2017.



Utah's performance target for U-6 (Number of Utah Fatalities Involving a Drug Positive Driver) is 81 in 2017.

Planned Countermeasures:

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

Zero-Tolerance Law Enforcement (Countermeasures That Work, NHTSA, 2013)
Alcohol Vendor Compliance Checks (Countermeasures That Work, NHTSA, 2013)
Other Minimum Drinking Age 21 Law Enforcement (Countermeasures That Work, NHTSA, 2013)
Youth Programs (Countermeasures That Work, NHTSA, 2013)
Enforcement of Drugged Driving (Countermeasures That Work, NHTSA, 2013)
Education Regarding Medications (Countermeasures That Work, NHTSA, 2013)
Expedited Blood Draws and Simplified Evidence Trail (The Role of the Law Enforcement Phlebotomist, The Police Chief, September 2005)
Graduated Driver Licensing Requirements for Beginning Drivers (Countermeasure That Work, NHTSA, 2013)
General Driver Drowsiness and Distraction Laws (Countermeasure That Work, NHTSA, 2013)
Communications and Outreach on Drowsy Driving (Countermeasure That Work, NHTSA, 2013)
Employer Programs (Countermeasure That Work, NHTSA, 2013)
Education Regarding Medical Conditions and Medications (Countermeasure That Work, NHTSA, 2013)

Project Descriptions:

6OT180301	**DUI ENFORCEMENT, CHECKPOINTS AND SUPPORT**
Project Year	**Ongoing**
Manager	**Robyn LaLumia**

Motor vehicle crashes involving impaired drivers continue to occur in Utah, often resulting in fatalities and injuries to the impaired driver, their passengers, and other motor vehicle occupants. On average around 33 people die each year in Utah from crashes involving a drunk driver. In reviewing five years of crash data (2011-2015), crashes involving an alcohol-impaired driver are 3.9 times more likely to result in a fatality than crashes not involving an alcohol-related driver. While only 3.4% of Utah's traffic crashes involved an alcohol-related driver, they accounted for 13% of Utah's traffic fatalities. Fatal crashes involving drivers who test positive for drugs (prescription and illegal) are a growing problem in Utah. On average, 47 people die each year and these drivers account for nearly 21% of the traffic deaths during the same time-period.

Impaired driving crashes are a statewide problem, but they most frequently occur along the Wasatch Front, from Ogden to Provo, where the majority of the state's population reside. Crash data from 2011-2015 shows that Salt Lake and Utah Counties are highest for both drunk driver and drug-positive fatal crashes and are highest for drug-related and alcohol-related crashes. When looking at fatal crash rates per mile traveled, rural counties are highest in both categories. For drunk driver fatal crashes Piute, Duchesne, Wayne and Rich Counties were highest; for drug-positive Daggett, Uintah, Wayne, and Duchesne were highest.

The demographics of drunk and drug-positive drivers are overwhelmingly male and primarily between the ages of 21-39 years. Alcohol-related crashes occur most frequently between July-August, most often on Saturday's and Sunday's, and are highest between the hours of 6p.m. – 2:59am; drug-impaired crashes are highest May-August, occur mostly frequently 3:00 p.m. – 6:59 p.m., and on Friday and Tuesday and a very similar the other days of the week. For fatal crashes in both categories, the data varies somewhat but not significantly. In looking at 2016

DUI arrest data from the Driver License Division, the demographics are very similar - drivers aged 25-36 represented the highest number of DUI arrests at 38% and the majority are male. Over the past five years, 16% of the drunk drivers in fatal crashes had a previous DUI conviction.

This project will promote zero-tolerance of impaired driving in Utah through high-visibility enforcement and publicized DUI saturation patrols and sobriety checkpoint programs focusing on both alcohol and drug impairment. The majority of efforts will be along the Wasatch Front where crash and citation data indicate higher impaired driving activities. An integrated enforcement approach will be promoted among participating agencies to support all laws regarding traffic safety behaviors. It will support materials and supplies for education, prevention, intervention, communications, and outreach and through alternate transportation, designated driver, and responsible beverage service. This project will also provide training, support and supplies for officers to enhance their skillsets in identifying and removing impaired drivers from Utah's roadways. There will be specific emphasis on the increasing problem of drug-impaired driving with a symposium for law enforcement in the fall.

6OT180303 STATEWIDE DRE, ARIDE AND PHLEBOTOMY PROGRAM
Project Year Ongoing
Manager Robyn LaLumia

Utah continues to have one of the highest rates of prescription and illicit drug abuse in the nation. These drug abuse problems inevitably carry over to our roadways and cause traffic safety issues for everyone on the road. In looking at crash data 2011-2015, drug positive driver crashes account for 21.2% of fatal motor vehicle crashes and drug-related crashes account for 1.6% of all crashes. THC/marijuana continues to be the leading drug that drivers in fatal crashes tested positive for, with methamphetamine coming in second. Of the 259 fatal crashes in 2016, there were 402 drivers, of which 57% were tested for alcohol and/or drugs with results available. Of the 228 drivers in fatal crashes tested for alcohol and/or drugs, 56% were negative for alcohol/drugs, 30% were positive for drugs only, 10% were positive for alcohol only, and 4% were positive for both alcohol and drugs. It is clear that drug-positive drivers continue to be a growing problem in Utah. When comparing drunk driver crashes to drug-positive driver crashes over the past five years (2011-2015) alcohol saw 143 fatal crashes and 164 deaths; drug-positive saw 235 fatal crashes and 269 deaths; clearly, there is much more work to do for alcohol-impaired and drugged driving.

An important aspect of drugged driving is that testing positive for a substance does not imply impairment only drug presence; the relationship between drug impairment and driving ability, especially for marijuana, continues to be studied and no conclusions can be made yet. With this, it is vital to support and equip law enforcement with as many tools and as much training, as possible to help them more accurately detect drug impairment as it relates to driving. Officers face monumental challenges in detecting and apprehending drivers impaired by substances other than alcohol, and defense attorneys take advantage of this to weaken the officer's court testimony and reduce convictions. Law enforcement officers in Utah need appropriate equipment and specific training and certification in order to identify and arrest impaired drivers on Utah's roadways. By understanding the demographics of alcohol and drug-impaired driving crashes and fatalities, officers are better able to detect, apprehend, and provide court testimony to assure a violator is held accountable for his/her crime.

This project's goal is to provide a core group of officers in law enforcement agencies statewide with advanced training in the areas of impaired driver detection, arrest, and prosecution (SFST/ARIDE), phlebotomy, and certification as a Drug Recognition Expert (DRE). In addition, to enforce drugged driving laws, offer education regarding medications and driving, and to promote zero tolerance enforcement of impaired driving laws. The Utah Highway Patrol's Alcohol Training Section will offer to police agencies statewide the opportunity to benefit from updated training in standardized field sobriety testing (SFST), will train at least 100 officers in various Utah police agencies statewide using the ARIDE information, and train and certify at least 30 additional officers statewide as phlebotomists. By continuing this program, officers are able to maintain their certification as "expert witnesses" when it comes to court testimony and criminal proceedings. Each of these NHTSA-supported programs will help Utah maintain its standing as having one of the lowest alcohol fatality rates in the nation.

6OT180304 IMPAIRED DRIVING EDUCATION AND MEDIA CAMPAIGN
Project Year Ongoing
Manager Robyn LaLumia

In order to reach drivers in Utah who continue to get behind the wheel after drinking alcohol or using any type of drug that causes impairment, the Utah Highway Safety Office will contract with a local media contractor to conduct a statewide mass media campaign that supports planned saturation patrols, melding the effort into the successful, high visibility enforcement model.

The primary goal of this media campaign is to continue reducing the incidence of impaired driving in Utah by raising awareness to the dangers of driving under the influence and to promote the fact that law enforcement officers are out in full force. For the campaign to accomplish the safety objective, current perceptions of the social acceptability of driving under the influence, as well as immunity from the potential consequences, must change.

The media contractors will work with the Highway Safety Office (UHSO) to create high-visibility communications with an emphasis on the young, difficult-to-reach target audience of 21-39 age, favoring males. Messaging will be straightforward, point out the dangers, and focus on the moral consequences of drunk driving. This type of messaging is more likely to deter people from driving after drinking according the results of the UHSO 2016 focus groups.

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

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

6OT180305 TRAFFIC SAFETY RESOURCE PROSECUTOR
Project Year Ongoing

Manager **Robyn LaLumia**

Utah's Traffic Safety Resource Prosecutor specializes in the prosecution of traffic crimes, with an emphasis on impaired driving cases. He provides training, education, and technical support to other prosecutors, law enforcement agencies and other traffic safety stakeholders within the State.

The overall goal of this project is to increase impaired driving conviction rates around the state, resulting in less cases being dismissed or resulting in not guilty verdicts, and eventually reducing the amount of impaired drivers on Utah roadways. This will be done by focusing efforts to do two main things: (1) training prosecutors and law enforcement officers, and (2) providing technical support for prosecutors and law enforcement officers. In addition to prosecutors and law enforcement officers, there are other parties that play a pivotal role in reducing impaired driving, even when they are not directly involved with the investigation and prosecution of each offense. These include the toxicology lab, Driver License Division, community coalitions, and other agencies and entities involved in educating, collecting data, and working to reduce impaired driving in Utah. The Traffic Safety Resource Prosecutor (TSRP) will also provide support to these agencies as needed.

As laws and court decisions are constantly changing impaired driving landscape both in Utah and across the county. The TSRP will remain current on issues both locally and nationally as they affect impaired driving. He will be available to assist officers, prosecutors, and others when issues arise.

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

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

6OT180309 **24/7 SOBRIETY PROGRAM**
Project Year **First**
Manager **Robyn LaLumia**

Even though Utah is considered a Low-range State (a State that has an average impaired driving fatality rate of 0.30 or lower), when it comes to drunk driver fatal crashes, 74.2% drivers who tested had Blood Alcohol Concentration (BAC) levels at or above twice the legal limit of 0.08. According to the 2015 Crash Summary, 41.9% tested between .16 - .23; 22.6% tested between .24 - .31, and 9.7% tested .32 and above. The Utah Commission on Criminal and Juvenile Justice Fourteenth Annual DUI Report to the Utah Legislature shows the average blood alcohol content (BAC) for arrestees was nearly .15 and the highest was .40, five times the legal limit. The majority of arrests and crashes occur along the Wasatch Front with Weber, Davis, Salt Lake, and Utah Counties accounting for 71 percent of the total.

In fiscal year 2016, Utah Legislature appropriated one-time funds to the Attorney General's Office for pass through to the Weber County Sheriff's Office to start a 24/7 Sobriety pilot program. In order to get this pilot program going, changes needed to be made to DUI statutes.

In Utah's 2017 General Session, HB250 was enacted which authorizes a court to order a person convicted of certain driving under the influence violations to participate in a 24/7 sobriety program. The Department of Public Safety was given authority to establish and administer a pilot program. The department will make rules that will give Weber County Sheriff's Office authority to run the pilot program.

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

A successful part of any program is evaluation. This project will support the 24/7 Sobriety Pilot Program in Utah by providing funding for the coordinator, program-related training and partner with a research firm or university to ensure proper evaluation is done from the onset to help validate the effectiveness of the program.

6OT180306 SIP/TRACE AND YOUTH ALCOHOL SUPPRESSION
Project Year Ongoing
Manager Jill Sorensen

While only 3.1% of Utah's traffic crashes in 2010-2015 involved an alcohol-related driver, they accounted for almost 16% or 176 of the fatal crashes during that same period. On average, 22 people die each year in Utah in alcohol related crashes. Interestingly, the alcohol-related driver is most often the one killed in fatal alcohol-related driver crashes. When looking at drunk drivers in fatal crashes from 2010-2015; drivers aged 20-24 account for 27%, and drivers under the age of 21 account for 11%. Over one-fourth (27%) of fatal drunk driver crashes occurred in Salt Lake County.

To reduce the number of fatalities related to impaired driving and provide a safer and more secure environment, the Utah Department of Public Safety adopted the Target Responsibility for Alcohol Connected Emergencies (TRACE) Program. TRACE aims to hold the provider of the alcohol accountable if any state laws or state liquor license agreements were violated. The Department of Public Safety's Alcohol Enforcement Team (AET) will assist other agencies by conducting TRACE investigations. The TRACE program investigates whether state laws have been violated by alcohol servers, both retail and private. The AET offers to supplement local law enforcement's investigations statewide as AET agents can cross jurisdictional lines in the investigation and prosecution of alcohol over-service. AET agents have specialized training to identify who is criminally liable for alcohol over-service.

These investigations can affect the liquor license status of establishments through administrative action by the Utah Department of Alcoholic Beverage Control (DABC). By holding individuals and establishments accountable, we can reduce the number of these incidents.

The Department of Public Safety's Alcohol Enforcement Section is committed to enhancing the quality of life and safety of the people of Utah by eliminating the incentives and opportunity to commit liquor offenses through a comprehensive law enforcement effort of education,

deterrence, apprehension and prosecution. In turn, they work to implement the SIP/TRACE program in Utah's restaurants and bars that are the most visible locations that serve alcohol for on-site consumption. However, special events like concerts and raves held at all-age venues, offer alcohol as well and will also be targeted. When combined there are many opportunities for over-service to patrons and service to minors, which often leads to drinking and driving, and alcohol related crashes.

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

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

6OT180307 **IMPAIRED DRIVING INITIATIVES SUPPORT**
Program Year **Second**
Manager **Carrie Silcox**

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support impaired driving initiatives and countermeasures that are effective in decreasing the incidence of impaired driving-related crashes and resulting injuries and fatalities. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

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

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

Informational **DROWSY DRIVING PREVENTION**
Funding Source **State and FHWA**

Project Year **Ongoing**
Manager **Scott Jones**

After several years of declining traffic fatalities in Utah, overall fatalities have increased over the past few years. The number of drowsy driving related fatalities decreased from 11 in 2013 to 6 in 2014, then increased in 2015 to 14, and now 2016 is showing additional increase to 21 deaths. Looking at crash data 2011-2015 fatal drowsy driver-related crashes account for 4.6% of all Utah fatal crashes. While these numbers are significant, they may not show the true size of the problem, since the identification of drowsiness or fatigue and its role in the crash by law enforcement can be very difficult. Utah crash data for a five-year period (2011-2015) for drowsy driver-related crashes and fatal crashes showed that fatal crashes were highest among drivers aged 15-24 years (31% of drowsy drivers). These numbers are similar to national averages. Fatal crashes were highest on Wednesday, occurred most often June-September and December and were highest during the hour of 2:00 p.m., fatal crashes were highest in Utah, Salt Lake, and Tooele Counties, while fatal crash rate per mile traveled were highest in rural counties with Kane, Emery, Millard, and San Juan Counties having the highest rate.

According to the National Highway Traffic Safety Administration, the societal harm of drowsy-driving crashes is estimated at an annual cost of $109 billion and represents 13 percent of the total $836 billion in societal costs of traffic crashes. In a 24/7 society, with an emphasis on work, longer commutes, and exponential advancement of technology, many people do not get the sleep they need. Effectively dealing with the drowsy-driving problem requires fundamental changes to societal norms and especially attitudes about drowsy driving.

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

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

VULNERABLE ROADWAY USERS PROGRAMS

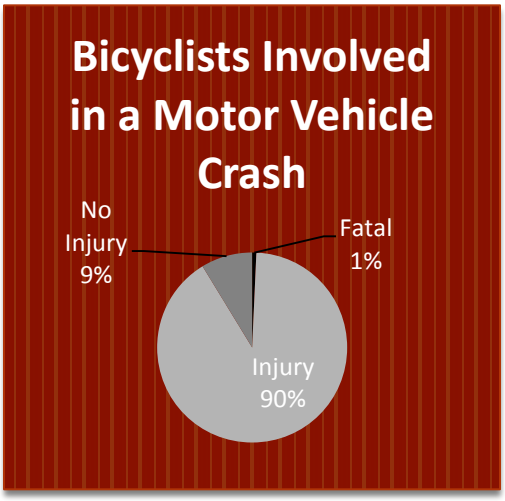
Problem Identification:

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

Bicycle Safety

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

Analysis of the bicycle-related crash data over a five-year period (2011-2015) has shown that:



There were 3,966 bicyclists in a reportable motor vehicle crash. Of these 3,592 were injured and 28 were killed

69% of the crashes involved bicyclists not wearing a helmet

58% of the crashes involved bicyclists under the age of 30 years

78% of the bicyclists involved in crashes were male

54% of the motor vehicle drivers were under the age of 40 years

53% of the motor vehicle drivers were male

Crashes occurred more frequently in June through September, likely due to weather conditions

Crashes are more frequent during the weekdays (Monday through Friday)

Crashes peak between 3:00 pm and 7:00 pm

70% of crashes occur in the two most populated urban counties (Salt Lake and Utah).

93% of crashes occur on roads with speed limits between 20-45 mph

30% of all bicycle-motor vehicle crashes occurred in a marked crosswalk

Further analysis showed that the most common contributing factors in bicycle-motor vehicle crashes are:

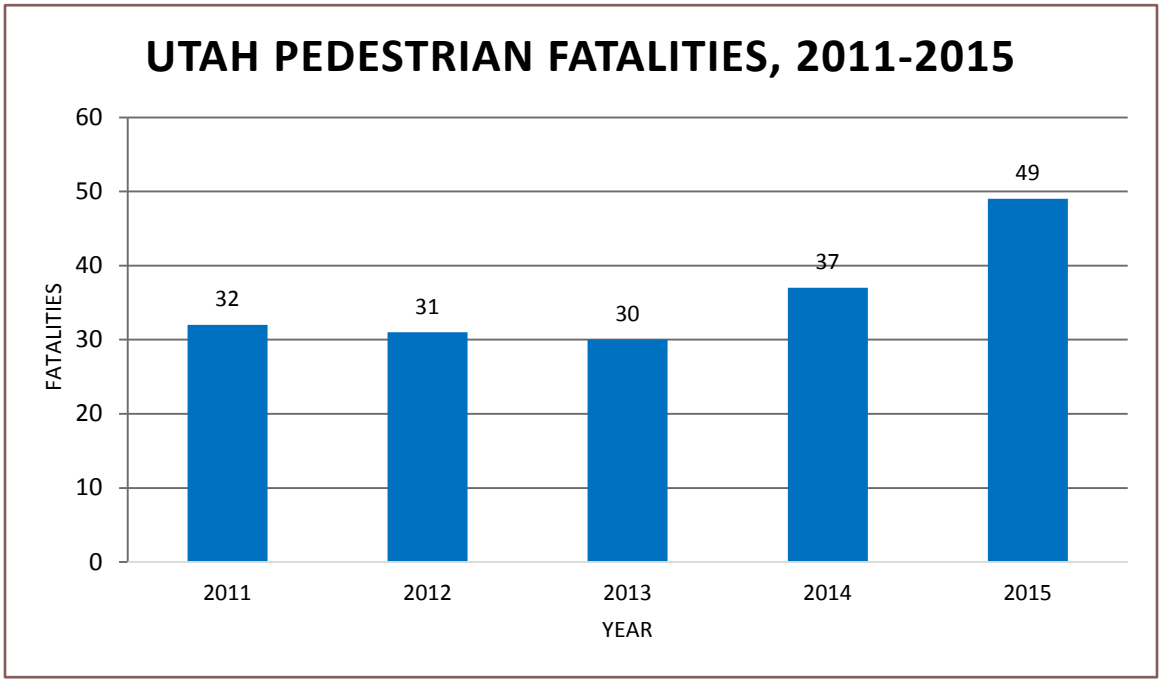
Failure to yield the right of way by the motor vehicle driver (44%)

Hit and Run (8%)

Driver Distraction (6%)

Pedestrian Safety

Despite the use of other modes of transportation, the majority of Utahns are a pedestrian for much of every day. While Utah's overall traffic fatalities have followed the national upward trend with a 25% increase from 2013 to 2015, during this same time period pedestrian fatalities have outpaced this trend with an increase of 60%. Analysis of five years of pedestrian-related crash data (2011-2015) has shown that:



4,754 pedestrians were hit by motor vehicles with 179 pedestrians killed and 4,139 injured.

38% of the pedestrians in crashes are between the ages of 10-24

The majority of pedestrians hit were male (58%), likewise the majority of drivers involved in pedestrian crashes were male (57%)

55% of the drivers involved in pedestrian-related crashes are between the ages of 15-39

Crashes occur more frequently in March, September, October, November and December

Crashes peak between 3:00 pm and 7:00 pm

The majority of the crashes occur in the most populated urban counties (Salt Lake, Utah, Davis and Weber)

The majority of pedestrian-related crashes occurred in a marked crosswalk at an intersection (37%)

22% of pedestrians killed had a BAC of 0.08 or over (2015)

Further analysis showed that the most common contributing factors in pedestrian-motor vehicle crashes are:

Improper Crossing (11%)

Driver Failing to Yield Right of Way (28%)

Darting (8%)

Motorcycle Safety

Motorcyclists are more vulnerable than other motorists and consequences of crashes are generally more severe for motorcyclists. The number of registered motorcycles in Utah increased from 69,774 in 2011 to 73,606 in 2015. Although motorcycles account for only 3% of Utah's registered vehicles, motorcyclists accounted for 15% of Utah's traffic-related fatalities in 2015. Motorcyclist fatalities reached an all-time high of 45 in 2014.

Utah does not have a universal helmet law and statewide-observed usage is only 65%. Wearing helmets that meet the Department of Transportation (DOT) standard is the single most effective means of reducing the number of people who get injured or die from motorcycle crashes, according to NHTSA. Analysis of five years of motorcycle-related crash data (2011-2015) has shown that:

59% of motorcyclists involved in a traffic crash were wearing a helmet.

49% of motorcyclists killed were wearing a helmet

65.9% of motorcyclists use helmets in 17 counties, as reflected in the Utah Observation Helmet Use Survey (UHSO, June 2013)

6,438 motorcyclists were in a crash and 172 motorcyclists were killed

The majority of motorcyclists involved in crashes were male

51% of motorcyclists in crashes were between the ages of 15-34 years

40% of motorcycle crashes involved the motorcycle only and, of these crashes, 78% of motorcycle drivers had a contributing factor in the crash

60% of motorcycle crashes involve another motor vehicle and, of these crashes, 48% of motorcycle drivers and 77% of drivers of the other vehicles had contributing factors

May through September had the highest number of crashes which is consistent with the riding season

Further analysis showed that the most common contributing factors for motorcycle drivers in a crash are:

Speed Too Fast (16%)
Fail to Keep in Proper Lane (10%)
Following Too Closely (10%)

The most common contributing factors for drivers other than motorcyclists are:

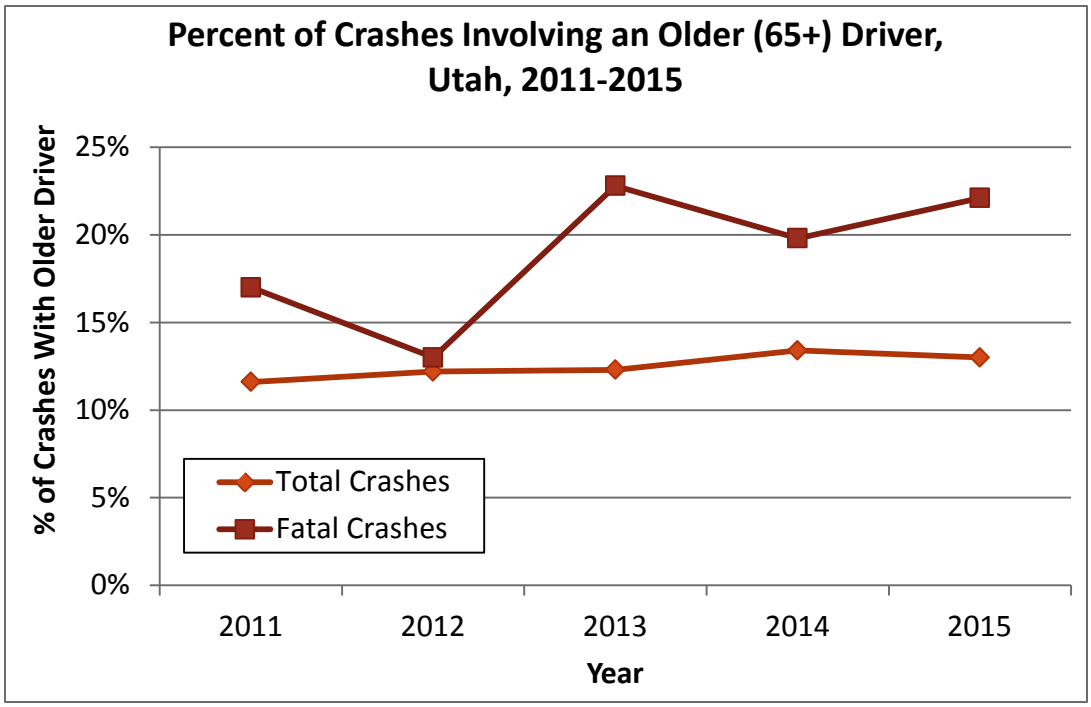
Failing to Yield Right of Way (33%)
Improper Turn (9%)
Vision Obscured (9%)

Older Drivers

Over the last 5 years the number of licensed drivers in Utah age 65 or older has increased 5.9%. Older drivers represent 13.5% of all licensed drivers. Older driver crashes account for 19.1% of fatal motor vehicle crashes and 12.5% of all crashes in Utah. All of these reasons for deaths and injuries can lead back to addressing and explaining the five deadly behaviors of driving with Utah's active aging community.

At our facility, University of Utah treated 42 drivers who were 65 and older for injuries sustained in a motor vehicle collision. Of those 42 drivers, those patients who were between 65-75 years of age had the most severe injuries (ISS of 16.2). Surprisingly noted, 4.2 % of that age group had injuries from impaired-driving in motor vehicle crashes. The average length of stay for all older adult drivers at our facility was seven days. Those patients who were between the ages of 85-94 years old had the highest mortality rate at 17%.

According to the 2010 Census data, 10.3% of Utahn's are 65 and Older. Older adult drivers are commuting at various times to Doctor Appointments, senior centers, and family visits. The majority of deaths and injuries in 2016 of Utah's older adult drivers occurred on clear weather



days, and at varying times of the day. Thirty percent of those injuries occurred between the hours of 3PM and 5PM (Peak commute times for all drivers). As mentioned previously, many of the injuries and fatalities are coming from simple driver error that can be fixed with a program such as ours. Older adult drivers are on Utah's roadways and this program aims to keep them there in a safe and comfortable manner.

Currently, we collaborate with numerous organizations, including the Utah Highway Safety Office, and Zero Fatalities, on keeping all drivers safe in Utah. Utah's active aging population does not currently have an older adult, which is defined as a driver who is 65+, driving safety

program. In 2017, University of Utah health created a program aimed specifically at keeping older adult drivers safe behind the wheel of their vehicle. Our program was mainly focused on Salt Lake County, and this progression of our efforts will look to take aim at the entire state of Utah.

The University of Utah Hospital works with our geriatric population to keep them safe in multiple facets of life. Our organization has a driver rehabilitation program, of which works with the community to keep aging drivers safe and on the roads (also a collaborator on previous projects of our trauma program). The faint and falls clinic at University of Utah Health was established as a one-stop resource for patients who want to pinpoint a cause for their faint or fall as soon as possible. The only clinic of its kind, it brings together a multidisciplinary team of health care professionals who specialize in faints and falls to quickly diagnose the cause of the problem.

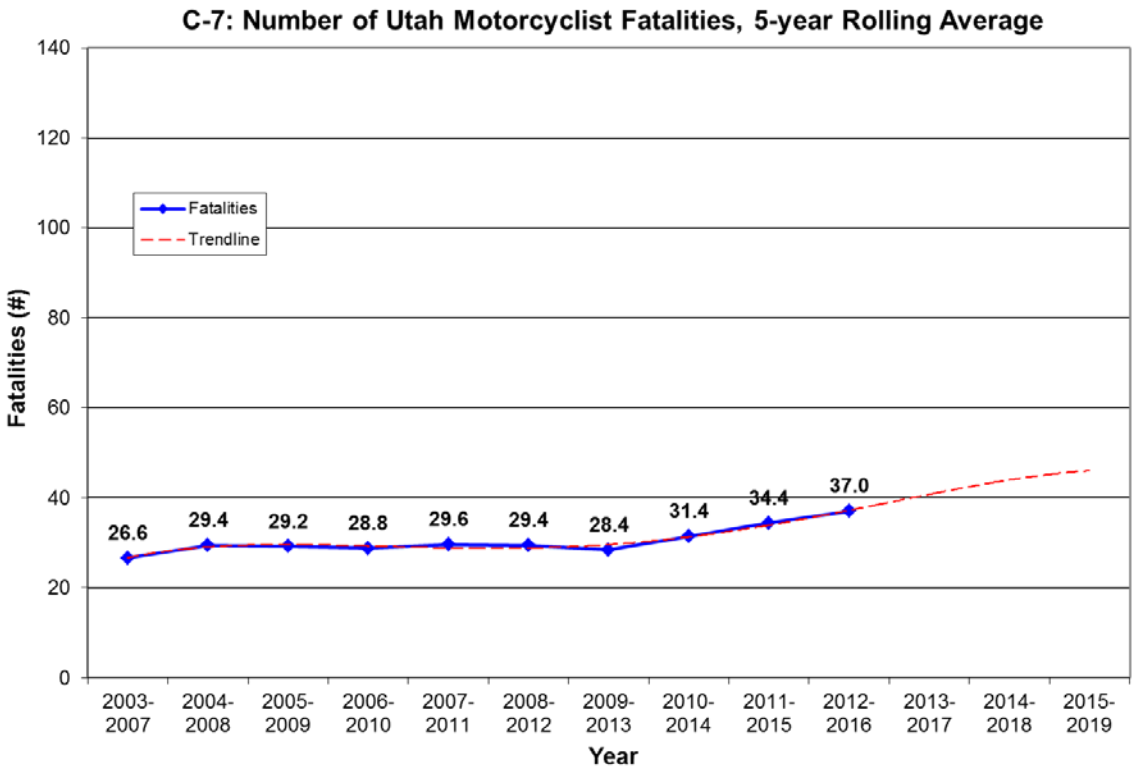
The driver rehabilitation program will be a large part of distribution for the resources created from this grant. Already, drivers are coming in to the clinics for older driver assessment, funds utilized from this grant would be used to enhance the resources that aging drivers take with them out of the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

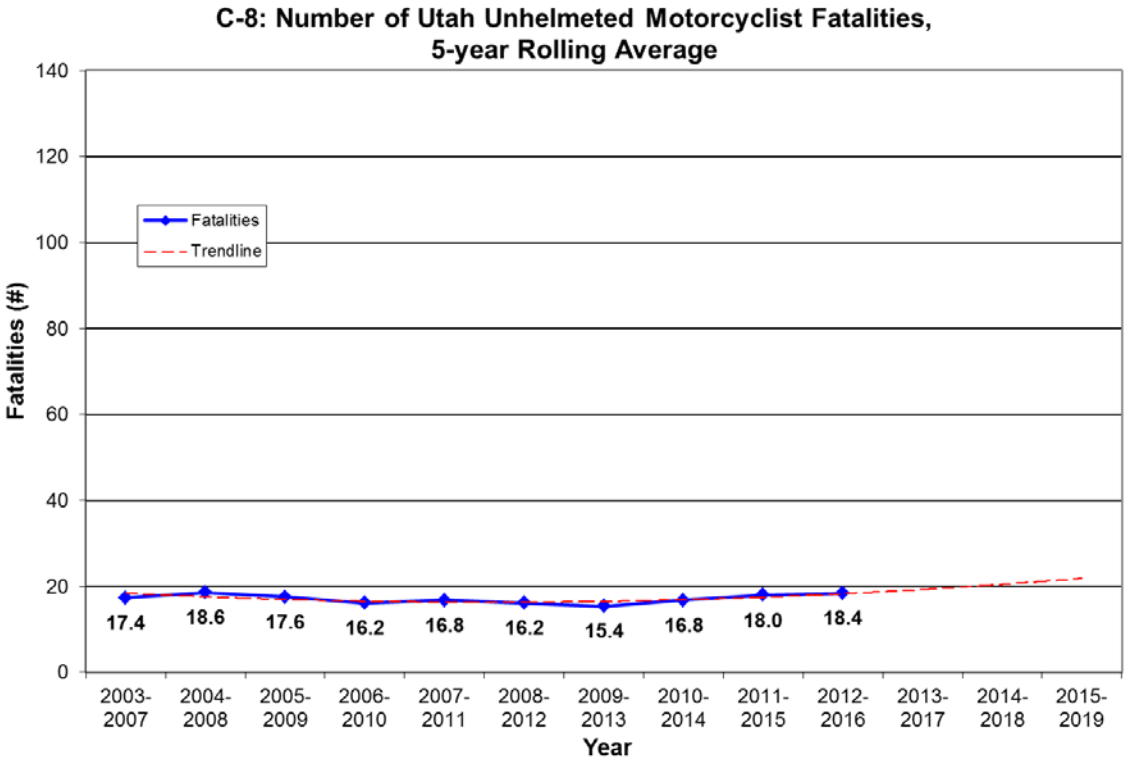
Currently, University of Utah Healthcare revitalized and is utilizing the yellow dot program. With resources donated by the Utah Highway Safety Office, basic yellow dot info was/has been distributed to the community. Capitalizing on the successes of the yellow dot program in Salt Lake County, the program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

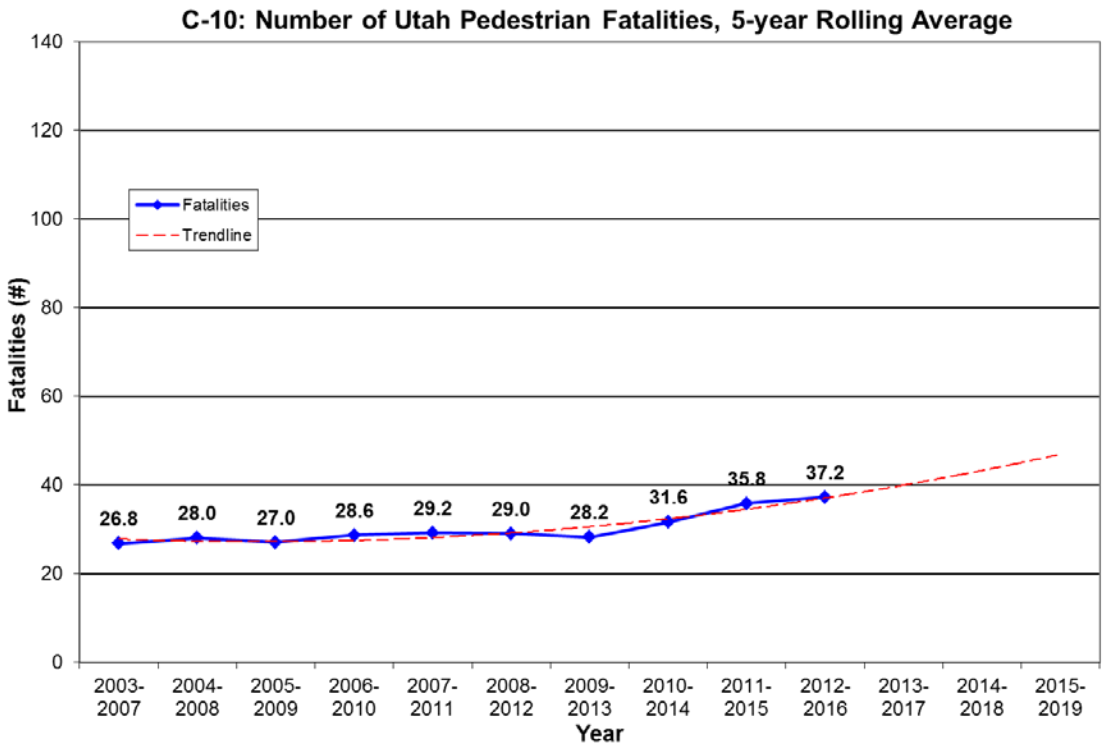
With the community ageing, starting a senior driving safety program will be beneficial for years to come. There were 280 lives were lost on Utah roads according to Zero Fatalities of Utah, and of those fatalities 12.1% were drivers who were 70 and older. According to the 2016 fatal crash data, Salt Lake County was Utah's most deadly county with 69 deaths. Utah followed with 31 death and then Davis, Tooele, Weber, and Washington Counties. This demonstrates that a statewide program is needed, not just in Salt Lake County.

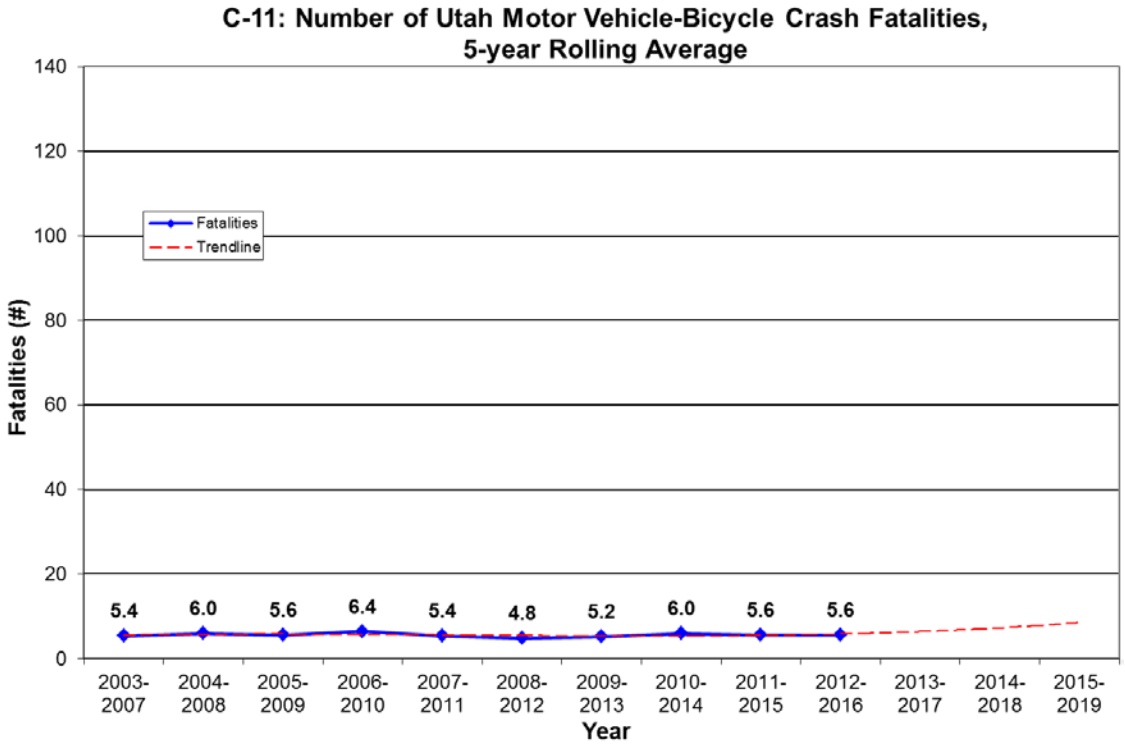
This program will be successful due to the outreach efforts of local and state health agencies, and collaboration between hospitals. Keeping our seniors safe is a priority for not only our trauma program, but our overall healthcare organization. This award will ensure our success, and solidify our collaborative efforts to keep people safe on Utah's roads.

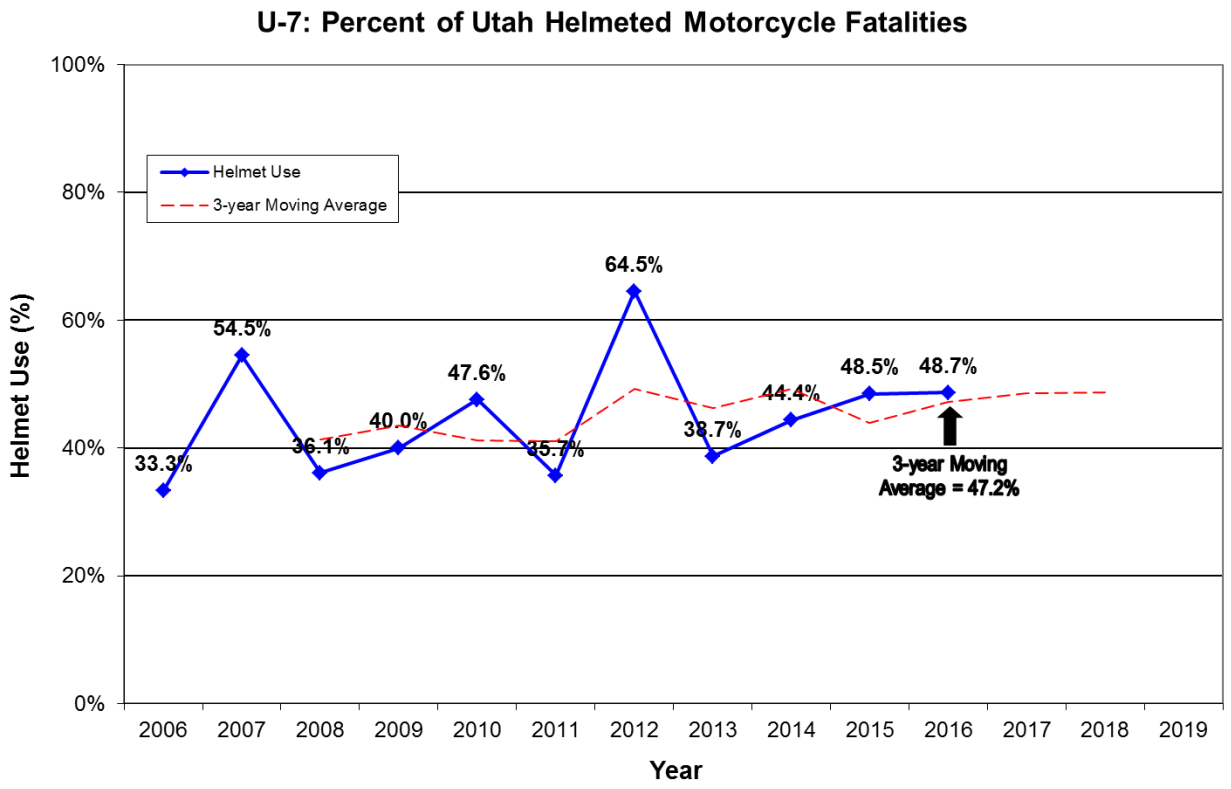
Utah's Performance Target:

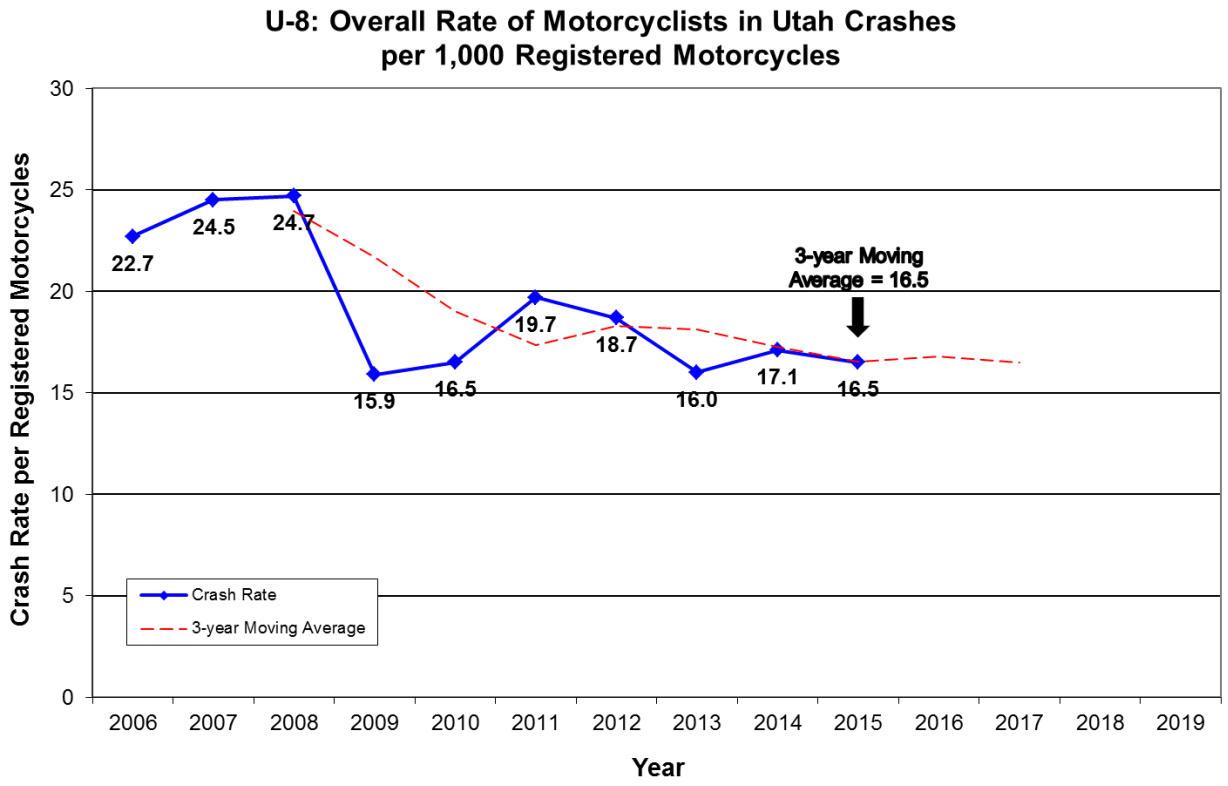


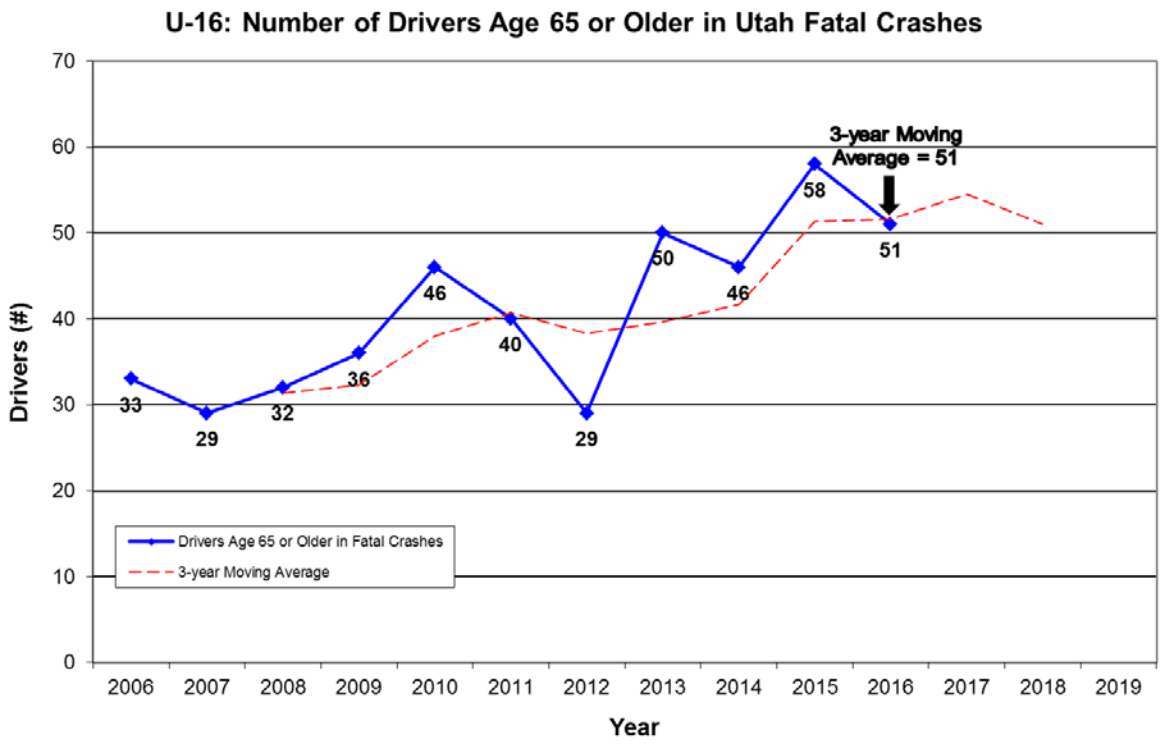



C-10: Number of Utah Pedestrian Fatalities, 5-year Rolling Average
Fatalities (#)
140
120
100
80
60
40
20
0
Fatalities
Trendline
26.8
28.0
27.0
28.6
29.2
29.0
28.2
31.6
35.8
37.2
2003-2007
2004-2008
2005-2009
2006-2010
2007-2011
2008-2012
2009-2013
2010-2014
2011-2015
2012-2016
2013-2017
2014-2018
2015-2019
Year


C-11: Number of Utah Motor Vehicle-Bicycle Crash Fatalities, 5-year Rolling Average
Fatalities (#)
140
120
100
80
60
40
20
0
Fatalities
Trendline
5.4
6.0
5.6
6.4
5.4
4.8
5.2
6.0
5.6
5.6
2003-2007
2004-2008
2005-2009
2006-2010
2007-2011
2008-2012
2009-2013
2010-2014
2011-2015
2012-2016
2013-2017
2014-2018
2015-2019
Year


U-7: Percent of Utah Helmeted Motorcycle Fatalities
Helmet Use (%)
100%
80%
60%
40%
20%
0%
Helmet Use
3-year Moving Average
33.3%
54.5%
36.1%
40.0%
47.6%
35.7%
64.5%
38.7%
44.4%
48.5%
48.7%
3-year Moving Average = 47.2%
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
Year


U-8: Overall Rate of Motorcyclists in Utah Crashes
per 1,000 Registered Motorcycles
Crash Rate per Registered Motorcycles
30
25
20
15
10
5
0
22.7
24.5
24.7
15.9
16.5
19.7
18.7
16.0
17.1
16.5
3-year Moving Average = 16.5
Crash Rate
3-year Moving Average
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
Year



Utah's performance target for C-7 (Number of Motorcyclist Fatalities) is 35.
Utah's performance target for C-8 (Number of Unhelmeted Motorcyclist Fatalities) is 15.
Utah's performance target for C-10 (Number Pedestrian Fatalities) is 42.
Utah's performance target for C-11 (Number of Bicycle Fatalities) is 3.
Utah's Performance target for U-7 (Percent of Utah Helmeted Motorcycle Fatalities) is 43.2%.
Utah's Performance target for U-8 (Overall Rate of Motorcyclists in Crashes per 1,000 Registered Motorcycles) is 17.1.
Utah's performance target for U-16 (Number of Drivers in Fatal Crashes Age 65 or Older) is 44.

Planned Countermeasures:

The listing of countermeasures can all be found in the document published by NHTSA, Countermeasures That Work, 2013.

Bicycle Education for Children)
Cycling Skills Clinics, Bike Fairs, and Bike Rodeos
Bicycle Safety Education for Bike Commuters
Lighting and Rider Conspicuity
Promote Bicycle Helmet Use with Education
Enforcement Strategies
Bicyclist Passing Laws

Elementary-Age Child Pedestrian Training
Safe Routes to School
"Sweeper" Patrols of Impaired Pedestrians
Pedestrian Safety Zones
Reduce and Enforce Speed Limits
Conspicuity Enhancement
Targeted Enforcement
Driver Training
Pedestrian Gap Acceptance Training
Motorcycle Helmet Use Promotion Programs
Alcohol-Impaired Motorcyclists: Detection, Enforcement and Sanctions
Alcohol-Impaired Motorcyclists: Communications and Outreach
Motorcycle Rider Licensing
Motorcycle Rider Training
Communications and Outreach: Conspicuity and Protective Clothing
Communications and Outreach: Other Driver Awareness of Motorcyclists
Communications and Outreach
Formal Courses for Older Drivers
General Communications and Education
License Screening and Testing
Referring Older Drivers to Licensing Agencies
License Restrictions
Medical Advisory Boards
License Renewal Policies: In-Person Renewal, Vision Test
Traffic Law Enforcement

Project Descriptions:

PS180701	**PEDESTRIAN SAFETY PI&E**
Project Year	**Ongoing**
Manager	**Marques Varela**

The majority of us are a pedestrian at one point or another during the course of a day. While Utah's overall traffic fatalities have followed the national upward trend with a 25% increase from 2013 to 2015, during this same time period pedestrian fatalities have outpaced this trend with an increase of 60%. Everyone is part of this traffic safety problem, with young males contributing the most to auto/pedestrian crashes. Pedestrians ages 10-24 account for 38% of pedestrians involved in a crash. Interestingly, driver ages 15-39 account for 55% of crashes involving a pedestrian.

This project will focus on reducing pedestrian-related serious injury and fatality rates by implementing one or more of the identified evidence-based countermeasures. Priority will be placed on the highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis and Weber

where a major portion of the pedestrian fatalities occur. The project director will continue to advance the Pedestrian Task Force Committee and collaborate with the Utah Department of Transportation in combining pedestrian safety efforts including implementation of the Utah Pedestrian Safety Action Plan. These efforts will support increasing both driver and pedestrian awareness on safety issues, particularly that of pedestrians being visible to drivers. Educational materials, supplies and fixed-price deliverable mini-grants will be offered to local health departments, law enforcement agencies and other partners involved with community-based pedestrian programs. A portion of project funds will be used for crosswalk enforcement and media outreach in communities with high-risk intersections where the majority of pedestrian/motor vehicle crashes occur.

PROJECT # HX180704 PEDESTRIAN SAFETY INITIATIVES SUPPORT
Program Year Ongoing
Manager Carrie Silcox

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support pedestrian safety initiatives and countermeasures that are effective in decreasing the incidence of crashes involving pedestrians. This project will support countermeasures that have been approved for implementation during the year.

PS180702 BICYCLE SAFETY PI&E
Project Year Ongoing
Manager Marques Varela

Bicyclists under age 30 are involved in about 58% of all bicycle-motor vehicle crashes in Utah, and 78% are male. Over 54% of the drivers involved in the crashes were under age 40, and equally mixed male-female. Bicycle-motor vehicle crashes occur more frequently June through September, likely due to the riding season. The highest frequency of the crashes is Monday through Friday, peaking between 3 and 7 pm. The two most populated counties, Salt Lake and Utah, are also where the majority (70%) of bicycle-motor vehicle crashes occur, with about 93% taking place on roads with speed limits between 20-45 mph. Interestingly, the largest number (30%) of all bicycle-motor vehicle crashes occurred in a marked crosswalk. The most common contributing factor is failure to yield the right of way by the motor vehicle driver (44%), and 8% of the crashes were hit and runs.

This project will focus on at least two or more of the evidence-based countermeasures (see above). Priority will be given to the two most populated counties, Salt Lake and Utah, where the majority (70%) of bicycle-motor vehicle crashes occur and where all the 2015 fatalities occurred. Focus will be given to bicycle education for children, recreational riders, and commuters with emphasis on cycling skills clinics and bike rodeos where rules of the road are reinforced. Educational materials, supplies and fixed-price deliverable mini-grants will be offered to local health departments, law enforcement agencies and other partners involved with bicycle safety, and must include a minimum of two countermeasures referenced above.

PS180704 SALT LAKE CITY BICYCLE AND PEDESTRIAN SAFETY PROGRAM
Project Year Second

Manager **Marques Varela**

Salt Lake City, the capital and most populous city in the state of Utah, faces a unique bicyclist/pedestrian safety challenge as its 192,672 population (2015 U.S. Census) nearly doubles during daytime hours. This daily population increase not only includes motorists, cyclists and pedestrians commuting to Salt Lake City to work, but it also includes thousands of people who cycle and walk the city streets to attend festivals, Utah Jazz games, concerts or other events.

In 2016, Salt Lake City Police Department reported 154 pedestrian-involved accidents and 143 cyclist-involved accidents. This equates to 5+ accidents per week. The department's project will seek to encourage safe behavior, increase awareness and provide education to pedestrians and cyclists in Salt Lake City to change behaviors that may lead to these accidents.

In addition to conducting efforts aimed at increasing pedestrian and bicyclist safety, the police department regularly engages in efforts to teach children basic bicycle safety skills and the importance of using safety equipment. The department has partnered with the Utah Highway Safety Office to give away hundreds of helmets over the past few years, but there are still many children in our community who either don't have a helmet or don't think it's important to wear one. The department's proposed project will help the department continue its proactive efforts to engage with children and increase the number who wear a helmet.

While the department makes every effort to sustain its proactive pedestrian and bicycle safety efforts, funding the required supplies and overtime is a continual challenge. The Pedestrian and Bicycle Safety program has provided tremendous support for these important efforts and the police department hopes to continue its efforts in partnership with the Utah Highway Safety Office.

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

MC180901 **MOTORCYCLE SAFETY MEDIA AND PI&E**
Project Year **Ongoing**
Manager **Marques Varela**

Motorcycles are over represented in traffic fatalities, as they comprised only 3% of registered vehicles in 2015 but accounted for 13% of traffic fatalities. Males represent 95% of motorcycle fatalities and the average age of those killed is 43. Motorcycles are more vulnerable in traffic crashes than occupants of motor vehicles. DOT approved helmets have been shown to reduce the likelihood of death in a motorcycle crash by 37%, only 65% of riders in Utah wear helmets since the state lacks a universal motorcycle helmet law. The attitudes of motorcyclists toward safety vary greatly. This is reflected in the gear they choose to wear and whether or not they complete a motorcycle rider education course.

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

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

CP180205	**SENIOR DRIVING SAFETY**
Project Year	**Ongoing**
Manager	**Jill Sorensen**

According to the 2010 Census data, 10.3% of Utahn's are 65 and Older. Older adult drivers are commuting at various times to Doctor Appointments, senior centers, and family visits. The majority of deaths and injuries in 2016 of Utah's older adult drivers occurred on clear weather days, and at varying times of the day. Thirty percent of those injuries occurred between the hours of 3PM and 5PM (Peak commute times for all drivers). Many of the injuries and fatalities are coming from simple driver error that can be fixed with a program such as the one at the University of Utah. Older adult drivers are on Utah's roadways and this program aims to keep them there in a safe and comfortable manner.

Currently, the University of Utah Hospital collaborates with numerous organizations, including the Utah Highway Safety Office, and Zero Fatalities, to keep all drivers safe in Utah. Utah's active aging population does not currently have an older adult, defined as a driver who is 65+, driving safety program. In 2017, University of Utah health created a program aimed specifically at keeping older adult drivers safe behind the wheel of their vehicle. This program mainly focuses on Salt Lake County, with a progression of efforts taking aim at the entire state of Utah.

The Hospital works with our geriatric population to keep them safe in multiple facets of life. Our organization has a driver rehabilitation program, of which works with the community to keep aging drivers safe and on the roads (also a collaborator on previous projects of our trauma program). The faint and falls clinic at University of Utah Health was established as a one-stop resource for patients who want to pinpoint a cause for their faint or fall as soon as possible. The only clinic of its kind, it brings together a multidisciplinary team of health care professionals who specialize in faints and falls to quickly diagnose the cause of the problem.

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

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

With the community ageing, starting a senior driving safety program will be beneficial for years to come. There were 280 lives were lost on Utah roads according to Zero Fatalities of Utah, and of those fatalities 12.1% were drivers who were 70 and older. According to the 2016 fatal crash data, Salt Lake County was Utah's most deadly county with 69 deaths. Utah followed with 31 death and then Davis, Tooele, Weber, and Washington Counties. This demonstrates that a statewide program is needed, not just in Salt Lake County.

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

9MA180902 **MOTORCYCLE SAFETY INITIATIVES SUPPORT**
Program Year **First**
Manager **Carrie Silcox**

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support motorcycle safety initiatives and countermeasures that are effective in decreasing the incidence of crashes involving motorcyclists. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

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

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

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

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

encourage implementation of the "Complete Streets" programs to ensure that road construction accommodates all roadway users including motorists, bicyclists, and pedestrians.

Informational **HEADS UP PEDESTRIAN SAFETY CAMPAIGN**
Funding Source **State**
Project Year **Ongoing**
Manager **Kristen Hoschouer (UDOT)**

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

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

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

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

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

Informational **SAFE SIDEWALKS PROGRAM**
Funding Source **State**
Project Year **N/A**

Manager **Cherise Wood (UDOT)**

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

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

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

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

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

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

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

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

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

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

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

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

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

concerned citizens observe declining driving skills, the Unsafe Driver Review program allows the person to send a request to the Division to review a person's driving skills and medical condition.

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

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

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

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

Informational **UTAH DEPARTMENT OF TRANSPORTATION RESEARCH DIVISION**
Project Year **Ongoing**
Manager **Robert Miles (UDOT)**

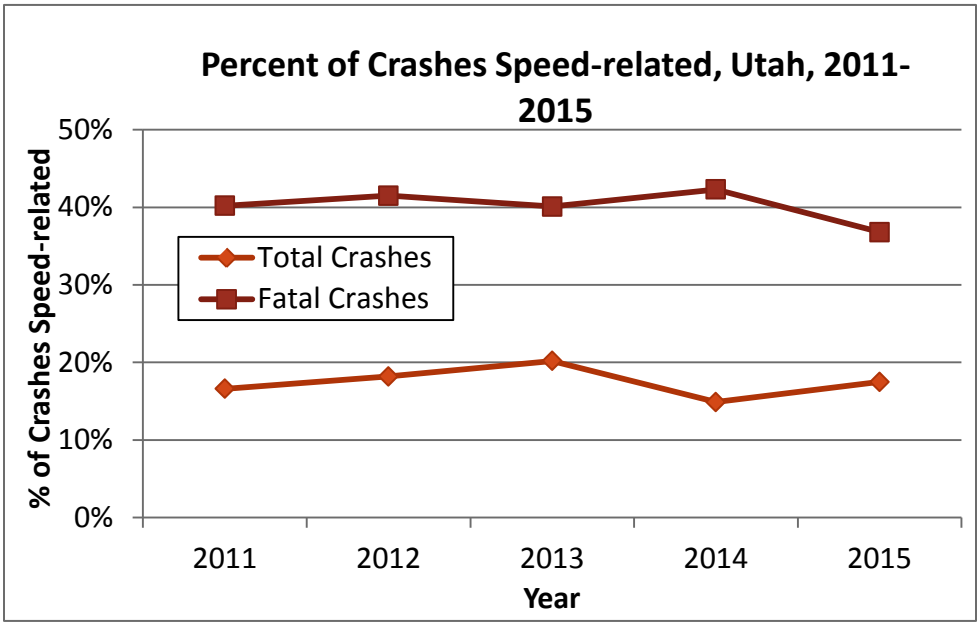
The Research Division within UDOT works to focus on issues relevant to the transportation industry. The division is currently supporting various research projects related to vulnerable roadway users, which includes:

Risk Assessment of Non-Motorized Access to Rail Transit Stations
Measuring Pedestrian and Cyclist Exposure and Risk in High-Risk Areas
Examining the Characteristics of Fatal Pedestrian Crashes
Index of Model Ordinances Promoting Pedestrian Safety
Pedestrian Safety Toolbox for Elected Officials

The results of this research will support efforts to decrease the incidence or crashes and resulting deaths and injuries to our most vulnerable roadway users.

Problem Identification:

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



Speeding

A review of the 2013-2015 speed-related crash data indicates the following:

Speed is the number one factor in traffic deaths and number three in crashes

There were 270 speed-related fatal crashes with 301 fatalities

Drivers in fatal and non-fatal crashes where speeding is a factor are overwhelmingly male

Younger drivers, ages 15 to 34, have the highest total number of speed crashes

Deaths involving speed-related drivers were highest during the months of June-October

For overall speed-related crashes (fatal and non-fatal) December and January had the highest rates of crashes

Saturday holds the highest number of speed-related fatal crashes at 21.3.0%

Urban areas had a higher rate of speeding-related fatal crashes as compared to rural areas

Rural areas had a higher rate per vehicle miles traveled for speed-related fatal crashes as compared to urban areas

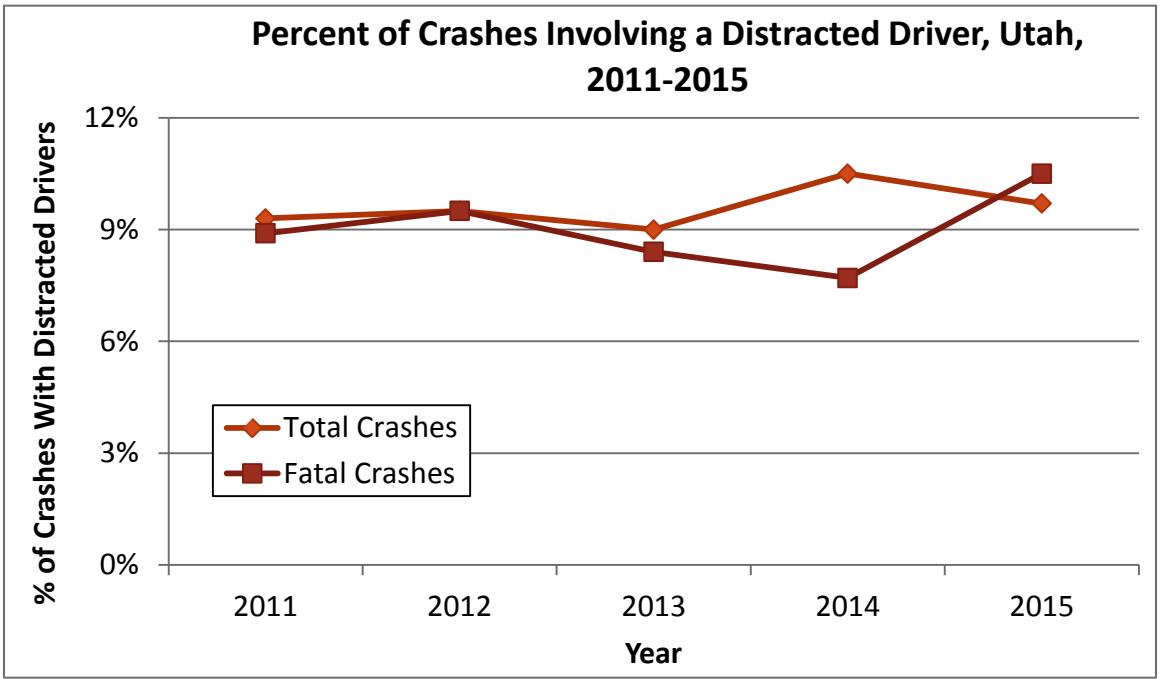
The counties with the highest number of total speed-related crashes over the last three years were urban and include Salt Lake, Utah, Davis, and Weber Counties

The counties with the highest number of speed-related fatal crash rates per mile traveled were Wayne, Morgan, Rich, and San Juan Counties

Distracted Driving

A review of the 2012-2014 distracted driver crash data indicates the following:

There were 61 distracted driver fatal crashes with 67 fatalities
Drivers ages 15 to 24 had the highest distracted driving overall crash rates
Males were drivers in 55.9% of the distracted-related crashes
Distracted driver crashes occur more often on Friday, and the highest percentage of fatal distracted driver crashes occurred on Friday and Saturday
Distracted driver total crashes were highest from 3:00 p.m. to 6:59 p.m.
Salt Lake County had the most distracted driver crashes accounting for 61% of the distracted driver crashes in the state
Distracted driver crashes composed 9.6% of the total for injury crashes and 9% of fatal crashes
The counties with the highest number of total distracted driver crashes over the last three years were: Salt Lake, Utah, Davis, Weber, and Washington, and Cache Counties
The counties with the highest fatal crash rates per mile traveled that involved a distracted driver over the last three years were: Carbon, San Juan, Garfield, and Wasatch Counties



Due to the challenge law enforcement agencies experience with identifying distraction and its role in a crash, crash statistics may not fully capture the significance and extent of the problem. When the crash data and potential for under-reporting is examined with behavioral surveys on driving behavior in mind, the need to address distracted driving becomes even more critical.

According to a 2011 study led by the Centers for Disease Control and Prevention, 69% of driver's ages 18 to 64 years old reported that they had talked on their cell phone while driving within the

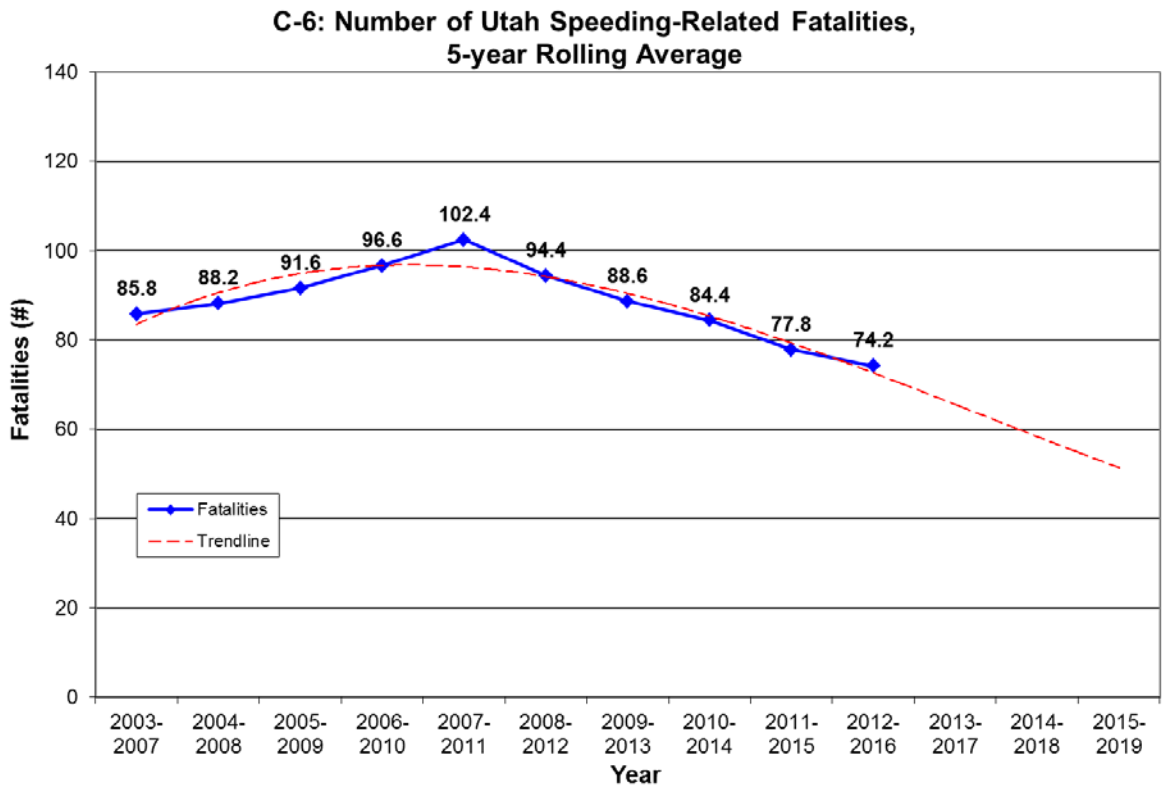
30 days before they were surveyed. Additionally, a quarter of teens respond to a text message once or more every time they drive. Alarmingly, 20 percent of teens and 10 percent of parents admit that they have extended multi-message text conversations while driving.

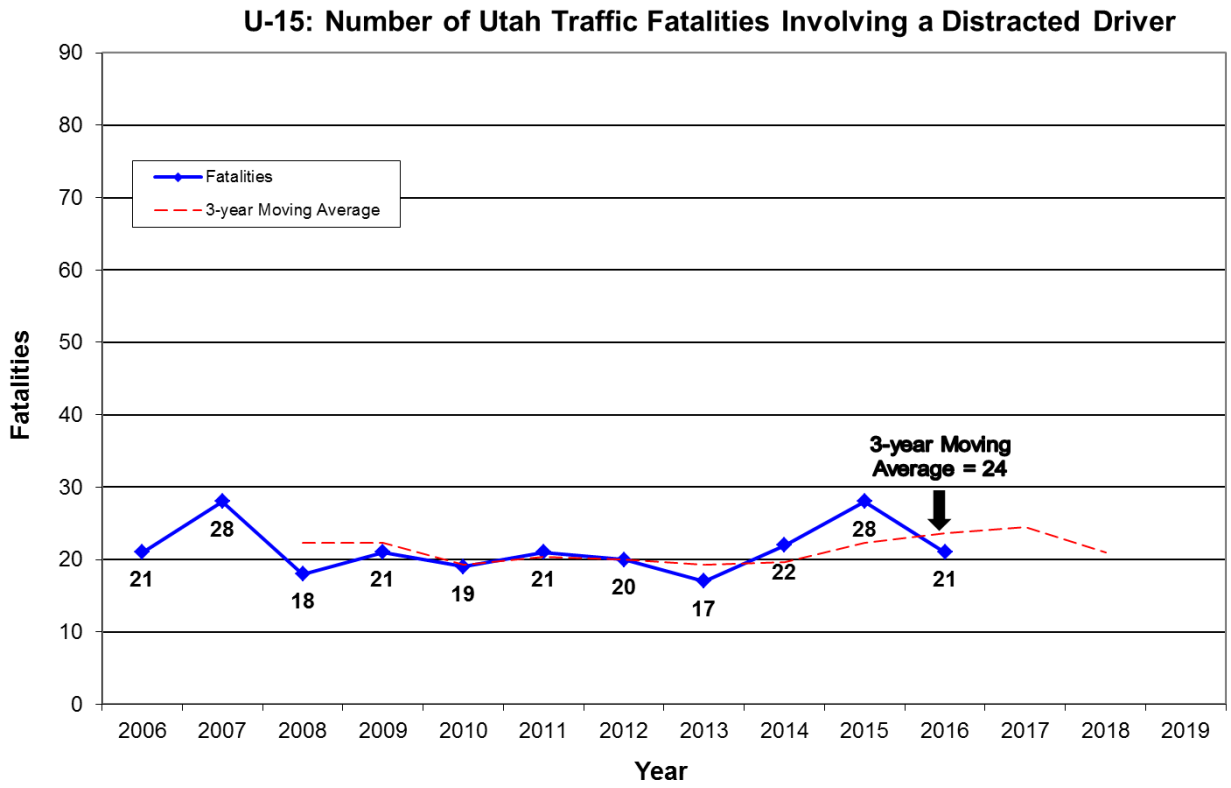
Aggressive Driving

A review of the 2011-2015 aggressive driver crash data indicates the following:

There were 61 drivers in fatal crashes that were aggressive or reckless
There were 3,276 drivers in total crashes that were aggressive or reckless
There average aggressive driving fatalities was 12/year
The average aggressive driving crashes was 655/year
Aggressive/reckless driving was the 23rd highest contributing factor in crashes

Utah's Performance Target:





Utah's performance target for C-6 (Number of Speeding-Related Fatalities) is 54.
Utah's performance target for U-15 (Number of Fatalities Involving a Distracted Driver) is 21.

Planned Countermeasures:

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

Project Descriptions:

PT180101 **POLICE TRAFFICE SERVICES TRAINING AND EQUIPMENT**
Project Year **Ongoing**
Manager **Heather Fuhr**

Enforcement of traffic laws is one of the most effective safety and prevention strategies. Enforcement is also a key component to comprehensive safety and prevention campaigns and is needed for all identified traffic problems. Supporting traffic enforcement and the law enforcement agencies that conduct this work continues to be a focus for the UHSO. Assistance and support from the UHSO takes on many forms, including equipment and trainings needed to enhance their safety enforcement and related programs. This program will focus on equipment and training related to speed and impaired driving, as well as data-driven identified needs throughout the fiscal year.

Speed has been the leading factor in traffic deaths for the past ten years. Speed is a factor in 17.5% of all crashes and 40.1% of fatal crashes. From 2013 to 2015, there were 270 speed-related fatal crashes with 301 fatalities. Urban areas had a higher rate of speeding-related fatal crashes as compared to rural areas and rural areas had a higher rate per vehicle miles traveled for speed-related fatal crashes as compared to urban areas. Speed enforcement is essential for fatality reduction. While the UHSO does not directly fund overtime enforcement activities, the UHSO will support speed abatement through trainings and enforcement equipment to assist law enforcement agencies in their patrol of speed issues. Continued trainings and use of existing skills on crash reconstruction will be offered.

Drug-related accounts for 1.5% of crashes yet 15% of fatal crashes have a drug positive driver. In 2015, there were 75 fatal crashes involving a drug positive driver. More drivers are testing positive for drugs in fatal crashes than we have seen in previous years. Marijuana is increasingly becoming a bigger issue with 38 drivers in fatal crashes testing positive compared to 21 in 2014 and 10 in 2013. Like other states in the country, drugged driving is on the rise. Recognizing and testing for drugs during lawful traffic stops and crashes is vital for improved enforcement and deterrent. To accompany the UHSO's partnerships with law enforcement agencies on impaired driving prevention and enforcement, training and equipment on this emerging traffic safety issue may be offered to enhance efforts and programs.

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

In an effort to promote sustained enforcement activities among Utah's law enforcement agencies, ways to recognize law enforcement for their effective work toward reducing traffic crashes and fatalities will be explored. Agencies will be encouraged to conduct data-driven traffic safety enforcement to include occupant protection, impaired driving, vulnerable user

protection, and speed/aggressive driving. Elements of recognition may include acknowledgement of high performing and participating agencies and officers that work to improve traffic safety in their community.

PT180102 SUPPORT FOR MULT-AGENCY TASK FORCES AND LAW ENFORCEMENT ORGANIZATIONS

Project Year **Ongoing**
Manager **Heather Fuhr**

Utah saw an increase in motor vehicle traffic crash deaths in 2015 to the highest number in seven years with 281 people killed, an increase of 3 deaths from 2015. Leading causes of fatalities and injuries include speed and unrestrained occupants; impaired driving and vulnerable users fatalities are also areas of concern due to fatality trends increasing. Enforcement of traffic safety laws help curtails risky behaviors and promote safety actions, creating safer roads for all users. Enforcement is also a vital aspect to comprehensive prevention campaigns for specific traffic safety issues. To promote the UHSO's resources, coordinate enforcement efforts, and network with statewide law enforcement agencies, the UHSO will organize and support the Multi-Agency Task Force meetings and work with other law enforcement organizations on networking opportunities.

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

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

PT180103 LAW ENFORCEMENT LIAISON PROGRAM EXPANSION

Project Year **Second**
Manager **Heather Fuhr**

One of the UHSO's main collaborative venues to work with local law enforcement agencies on traffic safety programs and enforcement is through the Law Enforcement Liaison (LEL) Program. Currently, the UHSO LELs are certified peace officers with the Utah Highway Patrol, with one trooper serving as an LEL full time and one trooper supporting UHSO LEL projects on an overtime basis. During the FY 2018, the LEL Program will be expanded to contract with local and county law enforcement agencies for LEL activities, in addition to the UHP trooper LELs.

Expanding the LEL Program to partner with local and county law enforcement agencies addresses several needs in current partnerships. The winter 2016 OP assessment noted several challenges related to partnerships and work with local and county law enforcement. The recommendations suggested expanding and more directly including local and county law enforcement agencies in UHSO mobilizations, messaging, and resource distributions, with focus on rural and non-overtime funded agencies. To address these challenges and recommendations, the UHSO will expand the current LEL Program to contract with local and county agencies to perform LEL related activities.

Contracted LEL partner agencies can help recruit LEAs for mobilizations and other LE projects from their specific areas. Having local and county LEA champions recruit and 'sell' programs to similar agencies may make the messages and information more relatable and show that traffic safety and enforcement needs to be a priority for local agencies. Contracting with local agencies also shows the UHSO's investment in the local community and desire to have community members living in those areas work to solve their traffic safety problems. Resources will be more easily distributed to agencies outside of the Wasatch Front area, where collaborations and participation in UHSO program is already well established. Because Utah is a large state with expansive and sometimes challenging terrain, ensuring materials and resources get to rural areas is difficult. The newly formed LEL Program network will be a beneficial venue to pass on important information. This expansion will also facilitate partnership opportunities with rural agencies that may be reluctant, skeptical, or lack the capacity to work on UHSO projects. Fellow, small rural agencies that regularly partner with UHSO can work closely with these agencies to gain their buy-in and support, more easily than state program managers or law enforcement from urban areas.

The five regions have been established for the LEL Program. They are:
Box Elder, Weber, Cache, Rich, and Morgan
Tooele, Davis, Salt Lake, Millard, Summit, Wasatch, Utah, and Juab
Grand, San Juan, Emery, Carbon, and east Wayne
Piute, Sevier, Sanpete, Garfield, and west Wayne
Duchesne, Uintah, and Daggatt
Washington, Kane, Iron, and Beaver

The UHSO will identify law enforcement agencies and/or officers that are highly focused on traffic safety enforcement with the capacity and skills to champion efforts to fellow law enforcement agencies. Each identified region will have an assigned LEL position. The full-time Utah Highway Patrol trooper at the UHSO will be assigned to focus on and work with Region 2 law enforcement agencies, in addition to this trooper's other statewide LEL responsibilities. LELs in the other regions (1, 3, 4, 5, and 6) will perform their LEL responsibilities and duties as overtime, with a memorandum of understanding between the contracting agency(ies) and the UHSO.

DD180805 DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR OREM DEPARTMENT OF PUBLIC SAFETY

Project Year **Second**
Manager **Heather Fuhr**

Looking three year data trends, Utah County is among the top 5 counties in Utah for both highest number of total distracted driver crashes and highest percent of total crashes that involved a distracted driver. Orem city is a large city in Utah County and has 95,000 residents and 33,000 Utah Valley University students. Provo City, also in Utah County, is borders Orem City just the south, meaning the cities share many similarities and roadways. Provo has 112,000 residents and 30,000 Brigham Young University students. State Street is a large road that connects the two cities and is heavily traveled. University Parkway is used to connect the two university campuses. The Utah Department of Transportation (UDOT) identified State Street and University Parkway as the second busiest intersection in Utah with a total traffic use of 97,190.

During most of 2015, the intersection of State Street and University Parkway was averaging 24 accidents a month. Of these accidents, nearly 50% were rear-ending collisions with stopped vehicles. In the past, Orem DPS, along with partner law enforcement agencies in the area, experienced success in reducing crashes at this intersection, and the surrounding roadways, through highly visible enforcement strategies. This funding will focus on expanding the success of past programs. Highly visible enforcement strategies will be implemented with directed enforcement along State Street and University Parkway, and the 'feeder' streets and roads, and limited paid media and strong use of earned media to draw attention to the enforcement activities.

DD180803 DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR UNIFIED POLICE DEPARTMENT

Project Year **Third**
Manager **Heather Fuhr**

The Unified Police Department (UPD) of Greater Salt Lake is a police department that serves eleven communities in Salt Lake County and is overseen by Salt Lake County Sheriff Jim Winder. Unified PD allows communities to have comprehensive police services at a fraction of the cost of establishing and maintaining their own police force. The combined services equates to cost-sharing between communities, thereby saving money for local governments and reducing the tax burden on citizens.

Salt Lake County had the most distracted driver crashes in Utah, accounting for 45.9% of the distracted driver crashes in the state. Within UPD jurisdictions, 398 crashes were attributed to distracted driving in 2014. UPD will utilize both education and enforcement practices to decrease distracted driving in targeted neighborhoods where it has been identified as a major concern. These communities include Herriman, Holladay, Taylorsville, Riverton and Midvale. These five cities comprise nearly half of the distracted driving crashes among the 11 cities and townships in UPD. Prevention and education messages, with emphasis on texting and driving, will focus on the teen population by using existing partnerships and outreach events with high schools in the focus communities. Directed enforcement for distracted driving violations is also a

planned activity, which is needed to fully address the traffic problem. Patrol shifts will be spread across the five cities (Midvale, Holladay, Taylorsville, Riverton and Herriman) of which are targeted for this program. Earned media opportunities will be combined with the teen outreach to bring added attention to the prevention messages and focused enforcement. This will be the program second year of funding with successes identified in the first year, as high number of enforcement contacts and education campaigns at the local high schools. The program will be bolstered in the second year by applying the enforcement tactics that worked well for the distinct communities and continuing to focus on high-risk, high-crash intersections and roadways.

DD180806 DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR SALT LAKE CITY POLICE DEPARTMENT

Project Year **First**
Manager **Heather Fuhr**

Salt Lake City is the capital and most populous city in the state of Utah with an estimated population of 192,672 in 2015, as reported by the U.S. Census Bureau. The city is unique in the state of Utah as it has a daytime population that nearly doubles and is home to popular festivals, sporting events, outdoor markets, concerts and other public events that create traffic and other safety-related challenges for the city's law enforcement agency – the Salt Lake City Police Department. One of the high-priority traffic safety issues facing the department is distracted driving. According to the 2015 Utah Crash Summary, 10% of all crashes in Utah involve a distracted driver. In 2015 there were 5,850 distracted driving crashes in Utah that resulted in 3,202 persons injured and 28 deaths. Salt Lake County accounted for 2,688 or 45.9% of these distracted driver crashes.

The proposed project will fund police department efforts that will aim to increase the public's awareness of this critical safety issue and remind drivers of the dangerous behaviors that contribute to distracted driving crashes. Specific needs include overtime funds and education materials to distribute during program activities. The overtime funds will be utilized to conduct distracted driving enforcement operations and engage in community outreach events in Salt Lake City. To maximize the effectiveness of this project, the police department is proposing to utilize the national "One text or call could WRECK it all" campaign logo and slogan promoted by the national Distration.gov website and featured on the Utah Department of Public Safety's Distracted Driving website. If approved, the program education material will be branded with this campaign logo.

DD180807 DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR RICHFIELD POLICE DEPARTMENT

Project Year **First**
Manager **Heather Fuhr**

Richfield City is a smaller city in size and has a population of only around 7,600. However is the 29th highest City in all of Utah with Distracted Driving Crashes (2011-2015). Richfield is largest city in Sevier County. Sevier County is 13th highest County in Distracted Driving Crashes in 2011-2015. Last year alone Richfield had 155 crashes. This means that there is a crash every 2.3 days.

With 155 in crashes last year and with almost 50 percent of these crashes occur along Hwy 120 (Main Street), it is a great concern how many if these crashes could have been prevented had distractions not played a role. Several of these accidents occurred with drivers making last minute decisions. Such as stopping quickly, not seeing traffic slow and drifting into other lanes. This concern has been brought to the attention of the Richfield City Mayor. The Mayor, along with others is already involved with a "Zero Fatalities' Safety Fair" which involves multiple agencies and businesses in Sevier County and Richfield City. Distracted driving concerns will be a major topic in this Safety Fair, as it concerns the city residents and those who visit Richfield.

By using overtime enforcements shifts with the focus on distracted driving behaviors and community education, Richfield will bring awareness to the growing concern for driving distracted which will reduce the amount of traffic accidents along Hwy 120 (Main Street). Additionally, they plan to utilize the School Resource Officers in educating students and their parents of the concern of distracted driving as part of the educational objectives.

PROJECT # 8X180806 DISTRACTED DRIVING INITIATIVES SUPPORT
Program Year **Ongoing**
Manager **Carrie Silcox**

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support distracted driving initiatives and countermeasures that are effective in decreasing the incidence of crashes involving drivers who are distracted behind the wheel. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational **UTAH HIGHWAY PATROL MOTORS SQUAD**
Funding Source **State**
Project Year **Ongoing**
Manager **Mike Rapich**

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

Informational **STATEWIDE SUSTAINED DUI ENFORCEMENT**
Funding Source **State**
Project Year **Ongoing**
Manager **ADF**

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

Informational	**CRASH REDUCTION PARTNERSHIP IN IDENTIFIED SPEED CORRIDORS**
Funding Source	**State**
Project Year	**Third**
Manager	**Mark Panos**

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

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

The "Stop the Main Distraction" campaign has been a part of the reduction in crashes on Logan's roadways. Given the success of this program, the community has invested their own

resources into maintaining it. The program is now self-sustaining after receiving federal funding from the UHSO for several years.

Logan will continue their education programs in the local schools, university, and community groups, along with the partnership they have established with the courts, to educate drivers on the dangers of distracted driving and other traffic safety issues.

TRAFFIC RECORDS

Problem Identification:

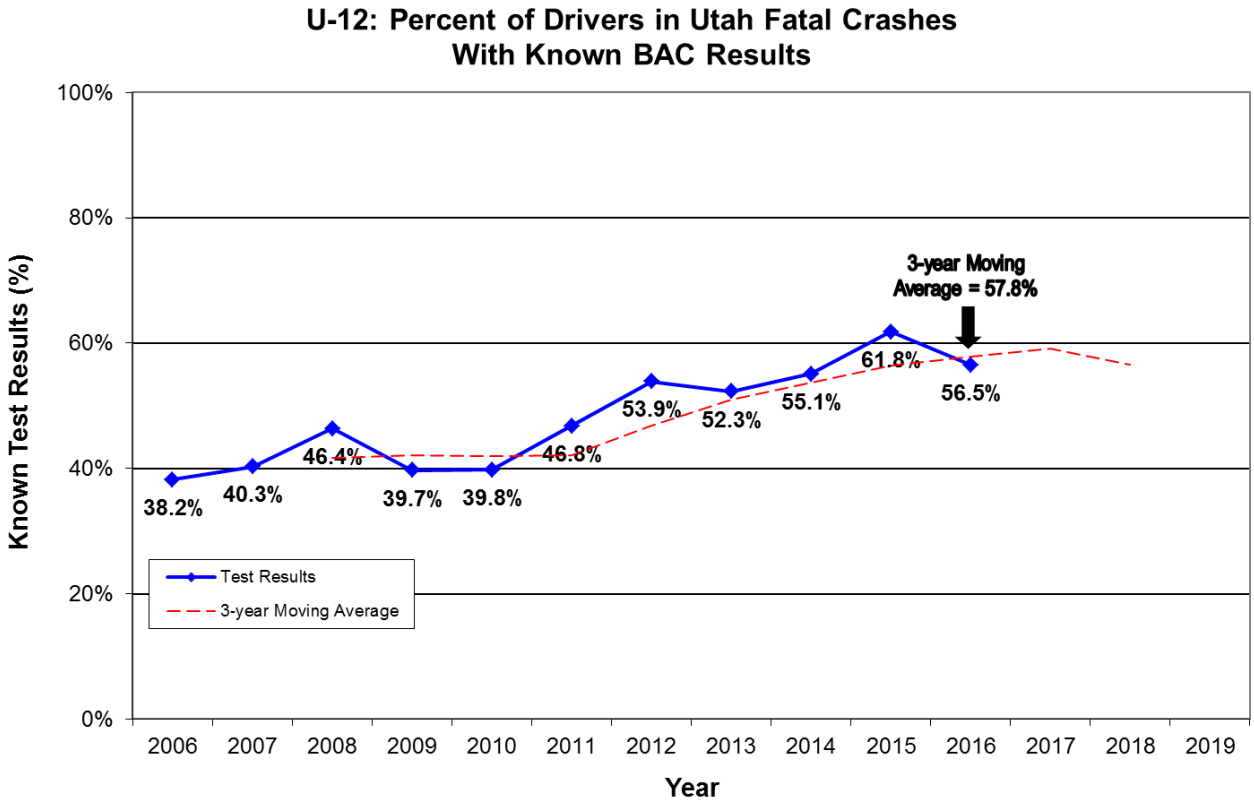
Traffic records are the backbone for problem identification in all of the various traffic safety areas. Data is what drives the ability to identify trends, recognize emerging problem areas, and to measure the success of previous efforts. While Utah has made great strides in the timeliness and completeness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

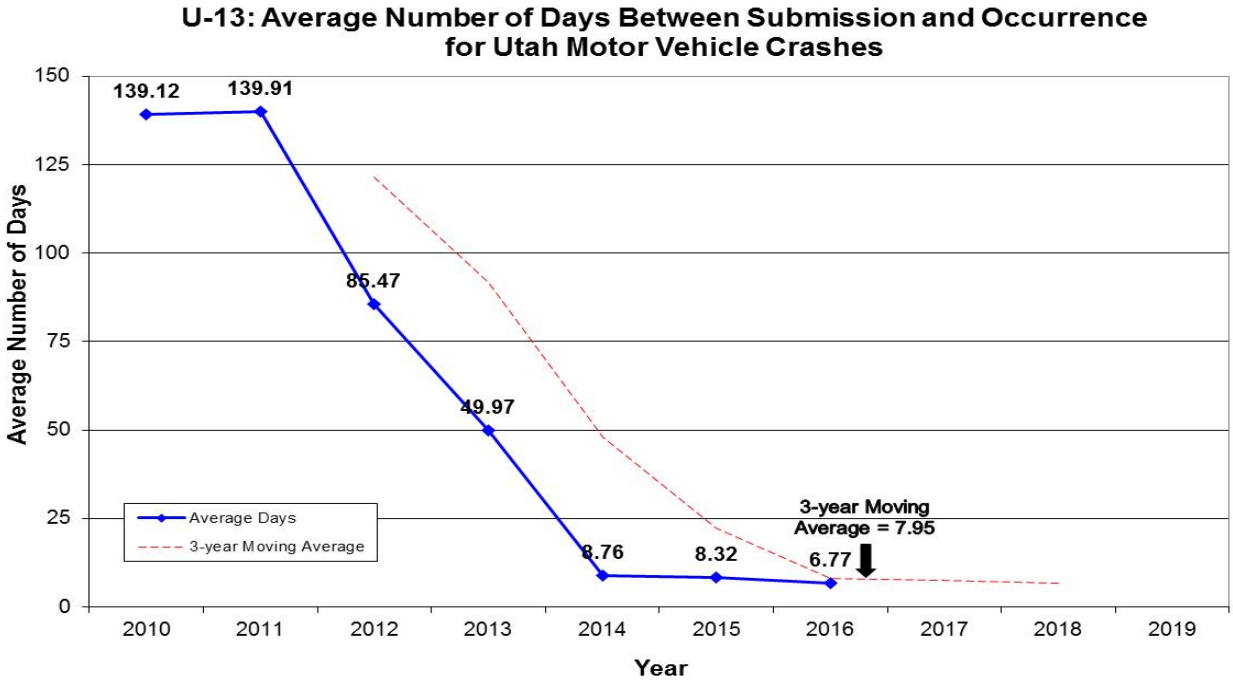
Utah completed a transition to all-electronic crash reporting in mid-2013, but subsequent crash data reviews have shown that the accuracy level of the reports is lower than desired. However, accuracy has been improving through validations and training. Improvements in accuracy will continue to be addressed.

Performance measures for accuracy, completeness and timeliness can be found in the Utah Traffic Records Information Systems Strategic Plan. The emphasis in the crash records and injury surveillance systems over the past several years has been to transition to an all-electronic reporting or access system. U-13 shows how effective the crash record transition has been as the average number of days between submission and occurrence for Utah motor vehicle crashes has reduced from 139.91 days in 2011 to 6.77 days in 2016.

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

Utah's Performance Target:





Utah's performance target for U-12 is 65.6% in 2017.
Utah's performance target for U-13 is 7.89 days in 2017.

Planned Countermeasures:

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

Project Descriptions:

3DA180501	**CRASH INFORMATION MANAGEMENT SYSTEM**
Project Year	**Ongoing**
Manager	**Gary Mower**

Analysis of Utah's current crash file database indicates the need for continued improvement in Utah's crash data, and this project will work to improve the accuracy, completeness and accessibility of the crash file database, using a multi-tiered approach. The traffic information system law enforcement liaison (LEL) will continue with technical outreach and education, including conducting seminars at local agencies on crash reporting and its importance to officers on the street. Another method the project will use to improve the quality of the crash data is to coordinate with the State IT staff and crash application vendors to improve the validation rules as part of the electronic submission process. By implementing more effective validation rules, the data entered at the roadside will improve greatly. To promote continued communication with law enforcement agencies and stakeholder organizations on crash records issues, the project will promote participation in working groups in conjunction with the TRCC, provide data quality reports, create crash reporting training, etc. To improve data accessibility and integration, the project will also support a partnering effort to create a more cohesive crash information system that integrates different traffic records components and provides for a more efficient quality control of the incoming crash data. The goal of the project is to improve the performance attributes of accuracy, integration, accessibility, timeliness, and completeness of traffic records. Funding will be used to fund a 0.1 FTE LEL, out of state travel to the Traffic Records Forum, and necessary supplies and operating costs of networks, phones, and computers. Contractual services will be provided to the University of Utah for the University of Utah Transportation and Public Safety – Crash Data Initiative (UTAPS-CDI), DTS for programming the crash repository, and for law enforcement and other local requests. The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support traffic records improvement initiatives. This project will support countermeasures that have been approved for implementation during the year.

3DA180502 **EMS PREHOSPITAL DATA REPORTING**
Project Year **Ongoing**
Manager **Gary Mower**

Two areas of special emphasis in the Highway Safety Plan are to improve the crash data system and to enhance emergency services capabilities. This project will improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of injury-related crash data. Integration efforts will continue, to achieve automated integration between prehospital (ambulance), emergency department, trauma registry, dispatch, and crash data. Efforts will continue to make integrated data available to stakeholders and the public for analysis and reporting. Finally, the State of Utah needs to implement prehospital data system upgrades in order to move to the next version of the National EMS Information System (NEMSIS) data standard. Funding will be used in contractual services for application development and support.

TR180104 **TRAFFIC RECORDS INITIATIVES SUPPORT**
Program Year **First**
Manager **Gary Mower**

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support traffic records improvement initiatives. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

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

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

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

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

so crash data and roadway data can be joined together for greater flexibility in analysis of high crash locations.

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

The Highway Safety Office (HSO) and the Department of Health, Office of Injury Prevention (UDOH) have partnered to obtained critical BAC information from autopsy records housed within the Medical Examiner's Office. It was discovered recently that the fatal victim BAC data determined at the ME's office was not included in the electronic BAC reporting mechanism set in place by the State Toxicology lab. In order to gather this critical data, an agreement between a team housed within UDOH and HSO was drafted that appointed the UDOH team in charge of extracting the BAC data elements from the autopsy reports. This team was already extracting other data elements for UDOH and it made sense for them to add the few additional data elements to their list. The UDOH team provides HSO with the reported BAC data on a monthly basis.

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

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

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

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

SECTION VI – COMPREHENSIVE EVIDENCE BASED ENFORCEMENT PLAN

A. Overview

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

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

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

Partnerships with Utah Law Enforcement Agencies

One of the UHSO's main collaborative venues to work with local law enforcement agencies on traffic enforcement strategies and safety goals is through the Law Enforcement Liaison (LEL) Program. Currently, the UHSO LELs are certified peace officers with the Utah Highway Patrol, with one trooper serving as an LEL full time and one trooper supporting UHSO LEL projects on an overtime basis. Through the LEL Program, the UHSO smoothly collaborates with law enforcement agencies and communicates enforcement priorities and evidence-based countermeasures. The UHSO LELs are in regular contact with law enforcement agencies through face-to-face meetings and informal phone conversations to maintain relationships and strong working rapport. The LELs actively participate in traffic enforcement work with partner law enforcement agencies to demonstrate their commitment to traffic safety, foster relationships with the agencies, and set an example for the expectations of enforcement work. For the FY 2018, the UHSO LEL Program will be expanded to contract with local and county law enforcement agencies for LEL activities, in addition to the UHP trooper LELs. Expanding the LEL Program to partner with local and county law enforcement agencies addresses several needs. The winter 2016 OP assessment noted several challenges related to partnerships with local and county law enforcement. The recommendations suggested expanding and more directly including local and county law enforcement agencies in UHSO mobilizations, messaging, and resource distributions, with focus on rural and non-overtime funded agencies. To address these challenges and recommendations, the UHSO will expand the LEL Program to contract with local and county agencies to perform LEL related activities. Resources will be more easily distributed to agencies outside of the Wasatch Front area, where collaborations and participation in UHSO program is already well established. Because Utah is a large

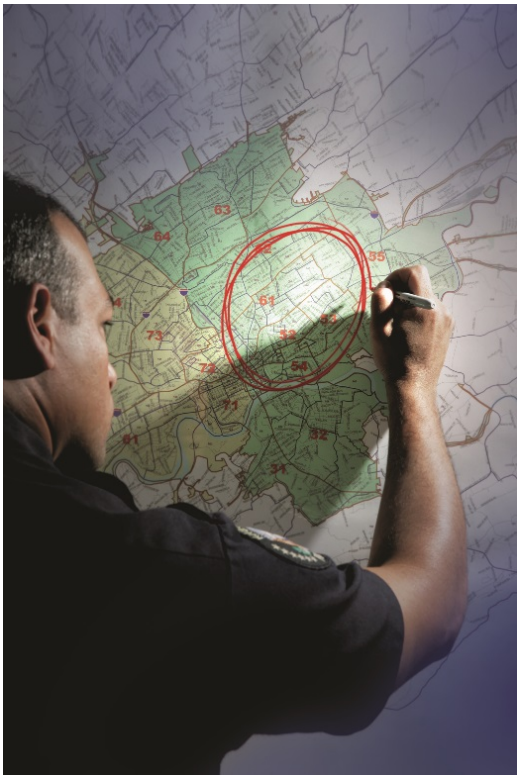
state with expansive and sometimes challenging terrain, ensuring resources get to rural areas is difficult. The newly formed LEL Program network will be a beneficial venue to pass on important information. Lastly, given the large geographic area of Utah, traveling to the rural and less populated areas of the state is not feasible for one full time LEL, when time constraints and resources are considered. The LEL expansion will be a more efficient and effective use of resources to connect to these rural areas. It will also allow the UHSO full time LEL to train and support the new LEL contracted agencies and build upon the robust law enforcement network the UHSO has.

The Multi-Agency Task Force (MATF) activities and meetings are coordinated by the UHSO LEL as well. These meetings bring law enforcement representatives together on a regular basis for traffic safety trainings and updates and to plan various traffic enforcement activities. Meetings with law enforcement agencies from Davis, Morgan, Salt Lake, Utah, and Weber counties occur on a regular basis throughout the year. These meetings and task force activities have been key for networking and coordinating; it is planned to develop similar task forces or coalitions with law enforcement agencies in other areas of the state as part of the LEL Program Expansion with rural communities. As referenced throughout this E-BE Plan, enforcement mobilizations and HVE strategies are coordinated at these meetings with key law enforcement partners present to offer their perspectives, resources, and commitment to traffic safety projects.

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

Problem Identification and Risk Analysis

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



As Utah's roadways become busier and busier due to a strong economy and a growing population, traffic safety will remain an essential piece to a healthy state. Though Utah traffic safety has improved in some areas over the years, the improvement trend did not hold for recent years (2015 and 2016) in most program areas. Utah saw an increase in traffic crash deaths in 2016 with 280 people killed, an increase of

29 deaths from the three year average (2013-2015). The main contributing factors for Utah fatalities remain speed and unrestrained occupants; other areas of concern are emerging, given the rise in fatalities, such as teen drivers and drowsy drivers.

Occupant protection:

- Unrestrained occupants accounted for 29% (80) of deaths in 2016. This were 7 more unrestrained occupant deaths than the three year average, although they decreased by 7 from 2015.
- Roughly two-thirds of the unrestrained occupant fatalities were male.
- 54% of unrestrained deaths occurred in rural areas.

- *Impaired Driving:*
  - Alcohol-related crashes account for 5% of the total and 12% of fatal crashes.
  - Drugged driving is on the rise with 38 drivers testing positive for marijuana in 2015 compared to 21 in 2014 and 17 drivers testing positive for methamphetamine in 2015 compared to 5 in 2014. This may be due, in part, to an increase in testing.
  - Of the 258 drivers in fatal crashes tested for alcohol and/or drugs, 60% were negative for alcohol/drugs, 29% were positive for drugs only, 9% were positive for alcohol only, and 3% were positive for both alcohol and drugs.

- *Vulnerable roadway users:*
  - Pedestrians in crashes have shown an increasing trend over the last 10 years with 49 deaths in 2015, 37 in 2014, and 30 in 2013.
  - People aged 45 to 54 years and 20 to 29 years have the highest number of deaths, while people aged 10-24 years have the highest number of pedestrians hit by vehicles.
  - Urban areas experience the most pedestrian crashes with 90% of pedestrians hit in these areas.
  - Males account for 55% of pedestrians involved in crashes.

- *Distracted drivers* were involved with 9.7% of all traffic crashes in 2015. These percentages are believed to be a low estimate of distracted driver related crashes due to the difficulty in identifying distraction and its role in the crash.

- *Speeding* continues to be the lead contributing factor in deaths and the third contributing factor for crashes. A downward trend was experienced through 2013 with an upward appearing for 2014 and 2015. The speed category includes crashes where the driver exceeded the speed limit or traveled too fast for conditions.

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

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

B. Deployment of Resources Based on Analysis

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

Utah is home to 156 law enforcement-based agencies consisting of 21 Utah Highway Patrol (UHP) sections, 29 county sheriff departments, 96 local law enforcement agencies, and 10 college campus or state parks agencies. Of those, approximately 130 agencies conduct traffic enforcement. With limited resources and the inability to offer overtime funds and financial resources to all agencies, the UHSO offers enforcement funds and grant awards to law enforcement agencies in communities that have been identified as high-risk and/or strongly traffic safety focused through problem identification.

Utah's geography and population distribution require special consideration of resource allotment and deployment. The traffic safety needs are different for the rural and urban areas of the state. Utah consists of 29 counties spread over a large geographical area with 85% of the population living in the state's six urban counties, including Cache, Davis, Salt Lake, Utah, Washington, and Weber. Of those urban areas, four counties (Davis, Salt Lake, Utah, and Weber) are located along a 100 mile stretch of the Wasatch Front and house 77% of the population. Utah's 23 rural counties account for only 15% of the state's population, yet these areas experience a high traffic fatal burden. Rural areas had a higher fatal crash rate, while urban areas had a higher rate of total crashes per vehicles miles traveled. Additionally, crashes occurring in rural areas were 3.4 times more likely to result in a death than crashes in urban areas.

The UHSO will use data and local conditions to determine the most effective use of resources. Each traffic problem area requires the use of unique data and information to analyze the distribution of enforcement funds and focus. For occupant protection, rural law enforcement agency outreach is essential for both funded enforcement and standard enforcement emphasis. Rural areas experience higher rates of unrestrained fatalities and have lower seat belt use rates as well. Enforcement in these areas will drive up seat belt usage and, in turn, decrease fatalities. Urban areas also need occupant protection enforcement, due to the number of crashes and fatalities experienced. There is a balance required for addressing the unique local conditions of the areas. For impaired driving, factors and data examined to determine resource distribution includes the number of alcohol-related crashes, fatalities, law enforcement agency capacity, and alcohol outlet location/density. Impaired driving in urban areas is high, partly due to the population size and availability of alcohol through liquor stores, restaurants, bars and events. In rural areas, people often drive longer distances from the location at which they drank alcohol to their home, making the time on the roadways longer and more risky. Additionally, the perception of risk related to encountering law enforcement in rural areas may be lower due to the isolated nature of the roadways and area. These conditions are examined when working with law

enforcement to distribute funds for statewide enforcement efforts. Lastly, the capacity of local law enforcement partners to staff overtime patrols and commitment to overall traffic safety goals are also considerations for the allocation of resources.

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

It is expected that participation in enforcement projects will likely increase in the rural areas with this addition of LELs in those areas. The Multi-Agency Task Forces in Weber and Morgan, Davis, Salt Lake, and Utah Counties will continue to be venues to accomplish traffic safety enforcement work and goals. The law enforcement task force model will be explored in rural areas as a possible venue for enforcement collaboration and coordination.

Utah Highway Patrol will be a key law enforcement agency with which the UHSO partners to conduct E-BE Plan activities. UHP provides enforcement coverage statewide and can guide enforcement directives through its fourteen enforcement sections. The UHP senior planning manager coordinates the enforcement projects, along with UHP Command Staff and Section leadership, for statewide efforts on enforcement priorities. Priorities are aligned with unique events and culture of the Section areas, national enforcement mobilizations and NHTSA's communications calendar. Main enforcement projects for the UHP include the 100 Deadliest Days, national *Click It or Ticket* mobilizations and focused nighttime seat belt enforcement, national *Drive Sober or Get Pulled Over* mobilizations and DUI blitzes, speed and aggressive driving abatement with use of unmarked vehicles, and distracted driving.

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

Enforcement is an essential component to comprehensive traffic safety initiatives to reduce traffic crashes, injuries and fatalities. E-BE Plan strategies use the National Highway Traffic Safety Administration's *Countermeasures That Work* to ensure strategies are evidence-based for the focus area.

Occupant Protection

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

With the passage of Utah's primary seat belt law, education and enforcement is vital to show the effectiveness and utility of the law. These will be major components of the UHSO for the next fiscal year.

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

- November 2017
  - The National Click It or Ticket Mobilization enforcement efforts will be focused on high need areas and highly traveled roadways to target holiday drivers.
- May to June 2018
  - The National Click It or Ticket Mobilization enforcement efforts will be implemented statewide with law enforcement partners.
- March 2018
  - Nighttime seat belt enforcement efforts will be focused on high risk areas with favorable conditions for nighttime enforcement with law enforcement agencies in the identified areas.
- September 2018
  - Seat belt saturation patrols will be implemented with law enforcement partners in identified areas with low seat belt use.

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

Impaired Driving

Alcohol and drug impaired driving is a statewide issue, with fatalities occurring in both the urban and rural areas of Utah. The UHSO and traffic and safety partners are concerned about the rising numbers of drug-only impaired drivers, as well as the high number of alcohol impaired drivers. Countermeasures include ongoing, statewide high visibility enforcement and checkpoint operations, with focus on high risk times.

In general, traffic enforcement deters motorists from engaging in the problem behaviors, such as speeding, driving under the influence, texting while driving, etc. When motorists have an increased perceived risk of being cited (or arrested) for a traffic offense, their driving behavior will change. Impaired drivers, particularly those under the influence of alcohol, are more responsive to enforcement tactics and messages than other prevention messages. High visibility enforcement along with heavy media promotion (earned and paid) is very effective in reducing impaired drivers on the roads, particularly hardcore alcohol and drug users. The fewer impaired drivers on the road, the safer everyone will be.

The Utah Highway Patrol performs statewide, sustained impaired driving enforcement, and uses the dedicated DUI squad to concentrate patrol activities throughout the state. Similar to coordination efforts for other traffic safety concerns, the Multi-Agency Task Force meetings with key local law enforcement partners will be used to coordinate HVE activities for high risk and highly populated areas.

Data and mapping will be used to inform agencies where checkpoints should be placed and when they should be scheduled.

Countermeasures Timeline and Details:

- October 2017
  - Using the *Drive Sober or Get Pulled Over* campaign, the UHSO and its law enforcement partners will target Halloween celebrations with enforcement coordinated through the LELs and the Multi-Agency Task Forces.
- November to December 2017
  - *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 LELe, with particular attention to rural agencies in need of mobilization support.
- February 2018
  - *Drive Sober or Get Pulled Over* initiative will target Super Bowl activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.
- March 2018
  - *Drive Sober or Get Pulled Over* initiative will target St. Patrick's Day activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.
- April 2018
  - *Drive Sober or Get Pulled Over* initiative will target areas in the state where recreational activities usually occur around the Easter holiday.
- May 2018
  - *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.
- July 2018
  - *Drive Sober or Get Pulled Over* initiative will target 4th of July celebrations with the Utah Highway Patrol performing statewide enforcement patrols.
- September 2018
  - *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.
- DUI Checkpoint operations will be conducted with law enforcement partners at identified high risk times and locations. The UHSO will provide the needed supplies and equipment for the checkpoint, such as a centralized trailer for visibility, signs and safety equipment. The law

enforcement partner agency conducting the checkpoint is charged with meeting the statutory requirement of public notification of the checkpoint date, time, and location. The UHSO will assist with funding enforcement activities as well as promotions as needed.

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

Vulnerable Users, Pedestrian and Bicycle safety

Everyone is a pedestrian at some point, making pedestrian safety a top priority. Pedestrians are often the road users most at risk in traffic. A pedestrian will always come out on the losing end when hit by tons of moving metal. Given the continuing deadly trends for pedestrians, specific attention and enforcement activities will be implemented to increase safety and prevention fatalities. Additionally, bicycle travel is increasing as a form of commuting for urban communities; thus, safety and enforcement is needed to respond to this trend. Specifically, Salt Lake City will have dedicated enforcement of bicycle safety to ensure both bicyclists and motorists are riding and driving safely and legally. High visibility enforcement activities will be conducted during high risk months, such as October and March, for pedestrians at identified high risk areas and intersections. Other examples of enforcement and outreach events are listed below.

- Pedestrian-focused enforcement patrols at identified high risk intersections and times with partner law enforcement agencies.
- General outreach and earned media opportunities with strong emphasis on crosswalk and roadway awareness and personal safety measures pedestrians may employ.

Distracted Driving

Distracted driving is a problem across the United States, and Utah is no exception to this epidemic. In 2015, distracted driver crashes represented 9.7% of all crashes and 10.5% of all fatal crashes. The younger the driver, the more likely they were to be distracted.

Utah law enforcement partners are committed to performing distracted driving enforcement as part of standard patrols as well as directed education events. Specific law enforcement partners, Orem Police Department, Provo Police Department, Utah County Sheriff's Office, and Unified Police Department communities of Herriman, Holladay, Taylorsville, Riverton and Midvale, Salt Lake City Police Department and Richfield Police Department will provide directed overtime patrols for distracted driving enforcement as well as media messaging and outreach events.

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

- Overtime focus patrols with Orem Police Department, Provo Police Department, Utah County Sheriff's Office, and Unified Police Department communities of Herriman, Holladay, Taylorsville, Riverton and Midvale, Salt Lake City Police Department and Richfield Police Department Outreach events with distracted driving components and education.
- Media promotions through local venues as well as partnerships with area businesses and organizations for earned media opportunities.

Speed Enforcement

Speed enforcement by local law enforcement is critical for the culture change component of comprehensive safety plans, by showing this is an issue on all roadways and will be enforced. The UHSO offers support to law enforcement agencies through equipment awards, based on problem identification and justification, and education opportunities as well as through data analysis of high-risk locations and factors to inform enforcement activities.

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

D. Follow-up and E-BE Plan Adjustment

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

SECTION VII – COMMUNICATION PLAN

A. Overview

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

B. Guiding Theme: Knowledge

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

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

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

C. Overall Communication Program

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

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

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

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

- *Action Item*: Form or maintain contracts with professional advertising firms to produce cutting-edge, engaging media elements to support the designated campaigns.

- *Action Item*: Provide guidance to media contractors through teams comprised of UHSO staff, which will always include the communication manager.
- *Action Item*: Share materials and creative concepts produced by media contractors with traffic safety partners throughout the State so they can utilize them in their areas.

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

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

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

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

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

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

Internet memes in order to post timely, relevant content.

- *Action Item*: Cross-promote all aspects of social media program across all platforms.

D. Occupant Protection

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

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

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

- *Action Item:* Support and participate in National Click It or Ticket high-visibility enforcement mobilization in October 2017 and May 2018.
- *Action Item: Support a nighttime enforcement mobilization by developing targeted messaging in March 2018.*
- *Action Item*: Utilize Click It or Ticket as a secondary message in other enforcement and media events throughout the year.

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

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

Goal: Increase booster seat use throughout the State and increase the percentage of children ages 5-8 involved in motor vehicle crashes who were secured in an appropriate child car seat to 40.9% from 40.3%.

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

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

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

Goal:

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

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

E. Alcohol Program

Goal: Increase the awareness of DUI enforcement in Utah.

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

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

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

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

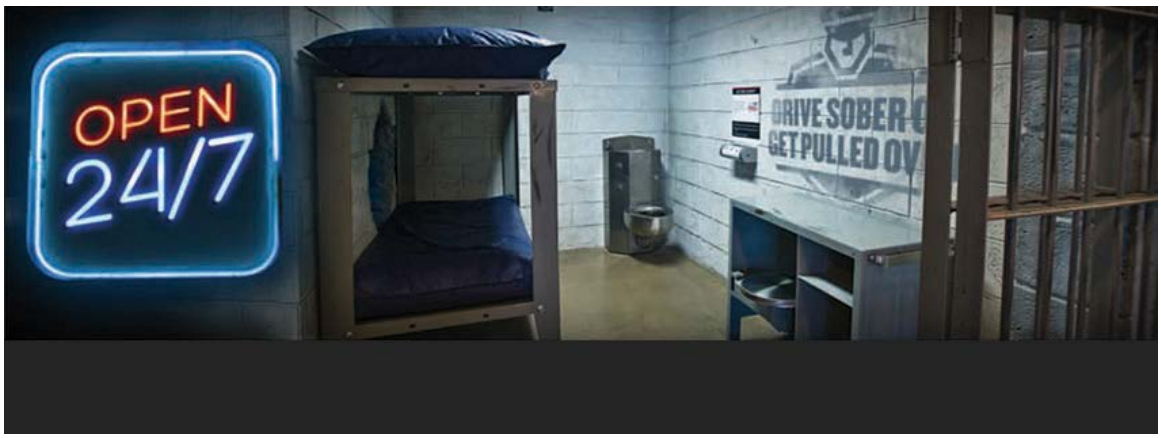
- *Action Item:* Continue existing and develop new partnerships with Department of Alcoholic Beverage Control and venues that serve alcohol.
- *Action Item*: Encourage media contractor to develop creative messaging that can be incorporated in venues that sell and serve alcohol.

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

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

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

- Action Item: Support the "Use Only As Directed" campaign.



- Action Item: Encourage drivers to check with their physician for alternate medications that will not impair them to drive.

- Action Item: Educate drivers that heavy equipment **includes** a vehicle, and is not limited to things such as road graders or jack hammers.

F. Motorcycle Safety

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

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

Goal: Increase driver awareness of motorcyclists.

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

Goal: Promote and support motorcycle rider education and training.

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

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

- *Action Item*: Increase motorcyclist awareness about how conspicuity affects their safety.
- *Action Item*: Encourage motorcyclists to employ conspicuity strategies.
- *Action Item*: Increase peer acceptance of conspicuous colors.

Goal: Promote motorcyclist use of personal protective equipment.

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

G. Pedestrian Safety

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

- *Action Item*: Utilize earned and social media to

share messages about pedestrian safety throughout the year.

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

Goal: Increase driver awareness of pedestrians.

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

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

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

H. Bicycle Safety

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

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

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

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

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

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

I. Speeding

Goal: Increase the awareness of speed enforcement in Utah.

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

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

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

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

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

J. Teen Driving

Goal: Increase awareness of teen drivers issues in Utah.

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

Goal: Increase parental knowledge of teen driver issues.

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

Goal: Increase seatbelt use among Utah's teens.

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

K. Distracted Driving

Goal: Increase awareness of distracted driving issues in Utah.

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

L. Older Drivers

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

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

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

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

Goal: Increase seatbelt use among senior drivers.

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

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

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

SECTION VIII – APPENDICES TO SECTION 402

Utah State Code Unsecure Load noted in Coordinated of Efforts Section - 41-61a-1712, 41-61a-1713, 72-7-409

Utah Code

41-6a-1712 Destructive or injurious materials on highways -- Throwing lighted material from moving vehicle -- Enforcement officers.

(1) A person may not throw, deposit, or discard, or permit to be dropped, thrown, deposited, or discarded on any public road or highway in the state, whether under state, county, municipal, or federal ownership, any plastic container, glass bottle, glass, nails, tacks, wire, cans, barbed wire, boards, trash or garbage, paper or paper products, or any other substance which would or could:
  (a) create a safety or health hazard on the public road or highway; or
  (b) mar or impair the scenic aspect or beauty of the public road or highway.
(2) A person who drops, throws, deposits, or discards, or permits to be dropped, thrown, deposited, or discarded, on any public road or highway any destructive, injurious, or unsightly material shall:
  (a) immediately remove the material or cause it to be removed; and
  (b) deposit the material in a receptacle designed to receive the material.
(3) A person distributing commercial handbills, leaflets, or other advertising shall take whatever measures are reasonably necessary to keep the material from littering public roadways or highways.
(4) A person removing a wrecked or damaged vehicle from a public road or highway shall remove any glass or other injurious substance dropped from the vehicle on the road or highway.
(5) A person may not throw any lighted material from a moving vehicle.
(6) Except as provided in Section 72-7-409, any person transporting loose cargo by truck, trailer, or other motor vehicle shall secure the cargo in a reasonable manner to prevent the cargo from littering or spilling on both public and private property or public roadways.
(7) A law enforcement officer as defined in Section 53-13-103, within the law enforcement officer's jurisdiction:
  (a) shall enforce the provisions of this section;
  (b) may issue citations to a person who violates any of the provisions of this section; and
  (c) may serve and execute all warrants, citations, and other process issued by any court in enforcing this section.
(8) A municipality within its corporate limits and a county outside of incorporated municipalities may enact local ordinances to carry out the provisions of this section.

Amended by Chapter 22, 2008 General Session

Utah Code

Effective 5/12/2015

41-6a-1713 Penalty for littering on a highway.

(1) A person who violates any of the provisions of Section 41-6a-1712 is guilty of an infraction and shall be fined:
  (a) not less than $200 for a violation; or
  (b) not less than $500 for a second or subsequent violation within three years of a previous violation of this section.
(2) The sentencing judge may require that the offender devote at least eight hours in cleaning up:
  (a) litter caused by the offender; and
  (b) existing litter from a safe area designated by the sentencing judge.

Amended by Chapter 412, 2015 General Session

Effective 5/10/2016

72-7-409 Loads on vehicles -- Limitations -- Confining, securing, and fastening load required -- Penalty.

(1) As used in this section:
  (a) "Agricultural product" means any raw product which is derived from agriculture, including silage, hay, straw, grain, manure, and other similar product.
  (b) "Vehicle" has the same meaning set forth in Section 41-1a-102.
(2) A vehicle may not be operated or moved on any highway unless the vehicle is constructed or loaded to prevent its contents from dropping, sifting, leaking, or otherwise escaping.
(3)
  (a) In addition to the requirements under Subsection (2), a vehicle carrying dirt, sand, gravel, rock fragments, pebbles, crushed base, aggregate, any other similar material, or scrap metal shall have a covering over the entire load unless:
    (i) the highest point of the load does not extend above the top of any exterior wall or sideboard of the cargo compartment of the vehicle; and
    (ii) the outer edges of the load are at least six inches below the top inside edges of the exterior walls or sideboards of the cargo compartment of the vehicle.
  (b) In addition to the requirements under Subsection (2), a vehicle carrying trash or garbage shall have a covering over the entire load.
  (c) The following material is exempt from the provisions of Subsection (3)(a):
    (i) hot mix asphalt;
    (ii) construction debris or scrap metal if the debris or scrap metal is a size and in a form not susceptible to being blown out of the vehicle;
    (iii) material being transported across a highway between two parcels of property that would be contiguous but for the highway that is being crossed; and
    (iv) material listed under Subsection (3)(a) that is enclosed on all sides by containers, bags, or packaging.
  (d) A chemical substance capable of coating or bonding a load so that the load is confined on a vehicle, may be considered a covering for purposes of Subsection (3)(a) so long as the chemical substance remains effective at confining the load.
(4) Subsections (2) and (3) do not apply to a vehicle or implement of husbandry carrying an agricultural product, if the agricultural product is:
  (a) being transported in a manner which is not a hazard or a potential hazard to the safe operation of the vehicle or to other highway users; and
  (b) loaded in a manner that only allows minimal spillage.
(5)
  (a) An authorized vehicle performing snow removal services on a highway is exempt from the requirements of this section.
  (b) This section does not prohibit the necessary spreading of any substance connected with highway maintenance, construction, securing traction, or snow removal.
(6) A person may not operate a vehicle with a load on any highway unless the load and any load covering is fastened, secured, and confined to prevent the covering or load from becoming loose, detached, or in any manner a hazard to the safe operation of the vehicle, or to other highway users.
(7) Before entering a highway, the operator of a vehicle carrying any material listed under Subsection (3), shall remove all loose material on any portion of the vehicle not designed to carry the material.
(8)

(a) Any person who violates this section is guilty of an infraction.
(b) A person who violates a provision of this section shall be fined not less than:
(i) $200 for a violation; or
(ii) $500 for a second or subsequent violation within three years of a previous violation of this section.
(c) A person who violates a provision of this section while operating a commercial vehicle as defined in Section 72-9-102 shall be fined:
(i) not less than $500 for a violation; or
(ii) $1,000 for a second or subsequent violation within three years of a previous violation of this section.

Amended by Chapter 303, 2016 General Session