



ANNUAL REPORT

UTAH HIGHWAY SAFETY OFFICE
FFY 2020

UTAH HIGHWAY SAFETY OFFICE | 2020 ANNUAL REPORT
DECEMBER 18TH, 2020

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

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

For further information regarding data contained in this report, or for information about federal or state-funded programs supported by the Utah Highway Safety Office, please contact us at 801-965-4400. Or, you can access additional program information online at www.highwaysafety.utah.gov.

You can also access nation-wide information from the National Highway Traffic Safety Administration by visiting NHTSA's website at www.nhtsa.gov.

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Executive Summary

The Highway Safety Office revised its mission and vision statements in February 2020. Our mission is to save lives by changing behavior, so everyone on Utah's roadways arrives safely. Our guiding vision is to create a culture where roadway users take responsibility for their safety and the safety of others. Under the authority and approval of Governor Gary R. Herbert and the Governor's Representative, Utah Department of Public Safety's Commissioner Jess L. Anderson, the Highway Safety Office produces an annual Highway Safety Plan (HSP). The HSP includes problem identification and projects aimed to support our mission and vision of saving lives, changing behaviors, and creating a culture where roadway users take responsibility. This report documents our successful implementation of the HSP and its 45 evidence-based highway safety grants.

To support the HSP, Utah applied for and received \$4,299,297.00 in federal funding. This includes grant awards for both 402 and 405b Occupant Protection, 405c Traffic Records, 405d Impaired Driving, and 405f Motorcycle Safety. During this year, a total of \$4,292,900.00 was expended.

The year 2020 brought more challenges than we could ever imagine. COVID-19 and its impacts created a new environment that ushered in a world of shutdown or stay-at-home orders, travel restrictions and conference cancellations nationwide, etc. Outreach efforts and high visibility enforcement activities were canceled as well. In a matter of a few months, the Division and subsequently, our sub-recipients, became innovative and searched for creative ways to meet grant performance measures and criteria.

As of March, state employees and many private companies turned to telework in an effort to keep people home. Traffic patterns significantly changed between March and June. It was thus affecting Utah's crash and citation data. UDOT reported the freeway traffic volume rates (relative to 2019 volume) dropped by 46% from mid-March to April 7, 2020, to a low of 63%. It took until June for these rates to return to 94%. Fatality rates did not follow that same trend. Fatalities were already showing an increase in February. This trend has remained throughout the year.

In the early months of the COVID19 presence in Utah, we began to experience a growing trend of excessive speed-related crashes and citations. It was alarming to safety officials as citations for speeds over 100+ mph increased significantly. Interesting to note, however, the top contributing factor for fatal crashes in 2020 was not speeding. The top contributing factors were failure to yield and following too close.

Utah is making notable progress in 2020 in the following areas:

- Overall Unrestrained Passenger Vehicle Occupant Fatalities
- Alcohol-Impaired Driving Fatalities
- Speed-related Fatalities
- Teen Driver Fatalities
- Pedestrian Fatalities
- Drowsy Driving-related Fatalities
- Older Driver Fatalities

The HSO has planned for continuing traffic safety improvements in the following areas:

- Overall Fatalities
- Motorcycle-related Fatalities

- Unhelmeted Motorcycle Fatalities
- Restraint Use for Small Children
- Distracted Driving Fatalities

The Utah Highway Safety Office planning efforts have focused on our mission of saving lives by changing behavior and educating roadway users to become more responsible and safe. As always, we used data-driven approaches in our problem identification and followed the prescribed NHTSA core performance measures along with Utah's additional performance measures. The following are some program highlights:

Occupant Protection

Utah's overall seat belt usage rate reached 90% in 2019. This year, due to the COVID-19 pandemic, the seat belt survey was canceled. NHTSA allowed states to use their 2019 usage rates in place of the 2020 survey. Survey results for 2019 reported that 92% of front-seat occupants were belted. However, trucks were identified as the lowest type of vehicle with belted occupants. Additionally, there was a marked difference in male and female belted occupants, 87.4%, and 93.7%, respectively. The rural seat belt project increased its rural counties by two. The two new counties involved in the positive norming seatbelt usage effort are Iron and Uintah.

Impaired Driving

Utah is in its third year of the 24/7 Sobriety Check program. It is still a pilot program in Weber County. As of August 2020, there are 28 currently enrolled and 41 successfully completed the program. COVID has affected the current enrollment numbers. To address the growing drug-impaired driving trend, the toxicology lab signed an agreement with the Highway Safety Office to focus on the DUI casework. In an effort to bridge the gap with the judicial branch, Utah now has a State Judicial Outreach Liaison (SJOL). The SJOL program was to educate judges on the front line through peer-to-peer interactions.

Traffic Records

The Utah Transportation and Public Safety Crash Data System (UTAPS) finalized quality control and assurance processes this year. Throughout next year, the focus will be on improving the testing and transfer protocols. Integration of EMS and roadway data with the crash data is also part of the scope of work for the year. The Division's Crash Summary Dashboard went live and is now posted on the Highway Safety website. This dashboard replaces the static Annual Crash Summary saved in PDFs with an online interactive data query system. Sections in the dashboard cover topics such as occupant protection, impaired driving, motorcycle safety, pedestrian, and older driver.

Enforcement Program

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

Performance Report

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

COVID-19 Waivers

The COVID-19 pandemic affected Highway Safety programs across the country. Traffic safety initiatives had to temporarily take a backseat to the nation's public health emergency, as states and local jurisdictions struggled with maintaining manpower, resources, public, and employee safety.

With many of the Highway Safety program criteria set in federal code, the inability to conduct required activities, use state resources as a match, and to leverage local benefits had the potential to affect the federal funds each State received. Utah had these same concerns and challenges in meeting the federal requirements. The Highway Safety Office is grateful that NHTSA met with congressional representatives to voice the challenges in meeting the federal requirements.

Because of NHTSA's conversations with congress, seven waivers for Highway Safety Offices were added to the FY20 Cares Act. Utah participated in five of those waivers.

1. High Visibility Enforcement – Distracted driving, impaired driving, and seat belt campaigns were limited. Utah plans to increase participation in FY21 campaigns.
2. Annual Seat Belt Survey – Cancelled survey for FY20. Utah will use the results from the FY19 survey to qualify for FY22 402b funds.
3. FY21 HSP Submission – The deadline for submitting the FY21 Highway Safety Plan was extended to August 1, 2020. Utah submitted its plan on July 9, 2020.
4. Maintenance of Effort – Utah expressed concerns about meeting the required maintenance of effort for FY20 due to delayed and/or canceled activities.
5. Share to Local – Utah expressed concerns about meeting the required level of local benefit due to delayed and/or canceled activities at the local level.

Planning and Administration

PA201001 Federal Planning and Administration

Planning and administration provided the core essence of direction and operational needs of the Utah Highway Safety Office (HSO). To accomplish this, a portion of the director's and other planners' compensation were paid, appropriate office space was rented and insurance provided, staff shuttle vehicles were leased from State Fleet and association memberships were kept current. Operational expenses were included in this project, such as a portion of the office and computer supplies, computer network and telephone, printing, maintenance, and upgrades to the office's electronic grant management system. This project provided the backbone to the HSO, which enabled administration and other planners to conduct their long-range planning and evaluation. These logistical items, along with participation in national highway safety planning groups, all played a vital role in the overall program successes as the HSO staff worked toward meeting their performance targets with the ultimate goal of achieving Zero Fatalities. With the COVID-19 pandemic this past year, programs were evaluated and modified as needed. The Highway Safety Office relocated in April, and most of the staff now telework at least half of the time.

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

CP200201 Personnel (402), 3DA200201 Personnel (405c), 6OT200201 Personnel (405d)

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

After a year and a half of major personnel changes and turnover, the UHSO is finally fully staffed. Training has been a huge focus this year. Although telecommuting is not entirely new to the staff, most of the team moved to a more-than-half-time telework schedule this year. The implementation has been successful, as has the use of new technology for holding virtual meetings and training classes. Several of the Utah Highway Safety performance targets were either met or exceeded this year.

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

CP200202 Administrative Support

This project provided for long-range planning, program assessments, evaluation, and a portion of the day-to-day operational needs of the HSO, such as office and computer supplies, computer network and telephone expenses, printing, and maintenance and upgrades to the office's electronic grant management system. Travel to training and professional interaction opportunities were also provided through this project, though many of those trips were canceled this year due to COVID-19. The project assisted the Highway Safety Program by supporting the staff in coordinating and managing the various projects and programs assigned, including support to the communications manager. It also supported a strategic planning session with staff and a new dashboard for reviewing, evaluating, and reporting data.

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

CP200206 Traffic Safety Initiative Support, 2PE200409 Occupant Protection Initiative Support, 6OT200308 Impaired Driving Initiative Support, 9MA200902 Motorcycle Safety Initiative Support, HX200704 Non-Motorized Safety Initiative Support, 3DA200504 Traffic Records Initiative Support

Through networking, task force meetings, and other committees, the Highway Safety program staff were vigilant in looking for new opportunities to provide outreach during FY2020. These initiatives held carryforward funds that would provide funding for additional projects had there been an opportunity. There was not a need to expend funds from these projects during FY2020.

Occupant Protection Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 263.5. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 254 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1415.1. The most current UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 1373 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .82. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 0.862 (using a five-year rolling average). This is the first year of increase for this measure. The top contributing factors in 2020 are failure to keep on the proper lane, failure to yield right of way, and running off the road. These factors are indicative of distracted and aggressive driving. Some of this may be indirectly related to the anxiety and stress of COVID. This would be difficult to determine. Utah plans to increase its efforts in outreach and education to the public in these areas. Additionally, there will be distracted driving enforcement conducted in the next year. Aggressive driving enforcement may also be addressed.

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 66.9. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 57.8 (using a five-year rolling average).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger involved in fatal crashes was 42.8. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 41.0 (using a five-year rolling average).

Utah's performance target for B-1 Observed Seat Belt use was 88.5%. Utah surpassed this goal with 90.2%, according to the 2019 Seat Belt Survey. Utah opted to take the COVID-related waiver regarding the annual seat belt survey, and we did not conduct a survey in 2020.

Utah's performance target for U-1 Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes was 68.8. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 68.4% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2a Child Safety Seat Use for Children Ages 0-1 Year in Traffic Crashes was 94.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 90.8% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2b Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes was 86.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 83.4% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2c Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes was 43.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 37.2%.

(using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained was 54.5%. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 38.5% (using a three-year rolling average).

Utah's performance target for U-4a Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.) was 58.6. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 55.7% (using a three-year rolling average).

Utah's performance target for U-4b Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.) was 31.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 30.6% (using a three-year rolling average).

Utah's performance target for U-5a Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural was 27.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 25.8 (using a three-year rolling average).

Utah's performance target for U-5b Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban was 22.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 16.9% (using a three-year rolling average).

Utah's performance target for U-9 Teen Driver Crash Rate per 1,000 Licensed Driver was 79.9. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 68.6 (using a three-year rolling average).

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

OP200402 Occupant Protection Media, Materials and Support

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

In 2000, only 67.4 percent of Utah motorists buckled up when the "Click It or Ticket" campaign first started. Now, in 2019, statistics show that 90% are wearing their seat belts. NHTSA estimates that the steady increase in seat belt usage in Utah since the start of "Click It or Ticket" has resulted in more than 1,700 fewer traffic deaths on our roadways. In 2019, 19 percent of fatalities in Utah were unrestrained: 47 people out of the 166 who died (248 fatalities - minus 82 vulnerable user fatalities) were unbelted at the time of the crash. Many of those fatalities could have survived with either minor or no injuries had they been belted. The challenge is getting the last 10 percent, primarily males aged 18-54, also called the "Hard Core Non-Seat Belt Users," to buckle up every ride, every time.

The COVID-19 pandemic had an adverse effect on enforcement mobilizations and community outreach plans for the year. Three of the five media-related planned campaigns were conducted and utilized Click It or Ticket (CIOT) and Buckle Up messages. The Nighttime enforcement mobilization in March and National CIOT Mobilization in May were both canceled because of the pandemic. State restrictions and CDC guidelines in addition to increased demand on law enforcement response to pandemic related activities made it difficult to conduct mobilization activities during this time. However, the UHSO created new opportunities by utilizing virtual training, webinars,

zoom meetings, social media, and the ClickitUtah.gov website to stay connected with partners and the public. Occupant Protection accomplishments for the year are outlined below.

The Thanksgiving CIOT mobilization took place November 27 - December 1, 2019. A press event took place on November 21st at the Sugarhouse Cinemark movie theater in Salt Lake City. This was the perfect venue to highlight the social media ads utilizing "Buckle Face Heroes" on the big screen with surround sound. News media personnel were invited to sit back, relax, and view the humorous Buckle Face Campaign ads encouraging viewers to "put their seat belt into action and Buckle Up!" Experts from the Utah Highway Patrol, Salt Lake City Police Department, and Utah Department of Transportation kicked off the Click it or Ticket mobilization by sharing personal stories about the life-saving benefits of wearing a seat belt. The enforcement period was strategically planned to begin right before the Holiday Season. During this time, law enforcement officers from over 40 agencies throughout Utah worked over 330 overtime shifts to stop and educate motorists who weren't wearing a seat belt.

NHTSA research *Unconscious Motivator and Situational Safety Belt Use* says, "Humor and unexpected messages may help encourage seat belt use and can subtly direct people to the fact that wearing a seat belt is important." Local research discovered Utahns who resist buckling up were more likely to consume safety messaging through a lens of humor. The Buckle Face Heroes and the lifesaving buckle up message get the message across in a humorous way. Paid media ran November 11- Dec 1, 2020. The leveraged media mix targeted men ages 18 to 49. Media platforms used included digital bulletin boards, Facebook, Snapchat, and Youtube. In addition to paid media, a media toolkit was developed for partners throughout the state to use in their local areas. The toolkit could be accessed two ways: BuckleUp.Utah.gov or a google folder. Items in the toolkit included: Buckle Face video links, CIOT Fact Sheet, social media posts, and digital bulletins (Spanish and English). Overall, the paid media value came to \$74,025 for the campaign.



Seat Belt Influencer Buckle Up Campaign

A Valentine's Day seat belt campaign took place during the month of February to remind motorists to "Buckle Up for their Peeps." This Valentine seat belt message was shared in both English and Spanish. Seat belt signs and valentine cards with Hershey kisses were displayed at the 13 local health departments, medical clinics that serve a high population of Hispanic residents, law enforcement agencies, Department of Public Safety headquarters, Driver License Division offices, Primary Children's Hospital, Larry H. Miller car dealerships, among other partners including the nine rural seat belt counties. A total of 65 Valentine seat belt displays shared a seat belt message, with over 10,000 valentine cards being distributed.

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

Click It or Ticket Day & Night

The March 2020 campaign was canceled due to the COVID-19 pandemic.

National Click It or Ticket Mobilization

May 2020 Click It or Ticket mobilization was canceled due to the COVID-19 pandemic.

September Click It or Ticket Rural County Seat Belt Mobilization

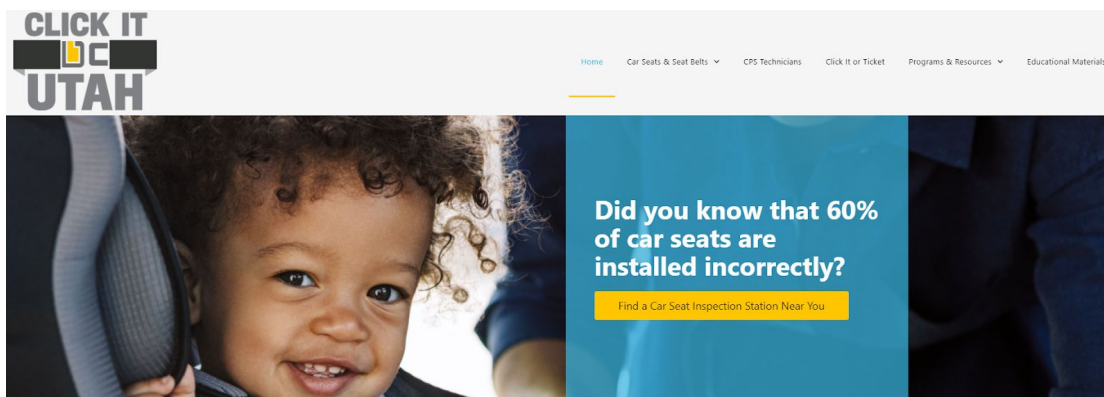
Click It or Ticket Seat belt enforcement took place over Labor Day weekend, September 4-7, 2020. Increased seat belt enforcement took place in the nine rural counties as part of the Together for Life rural seat belt project. Law enforcement agencies were encouraged to utilize Click It or Ticket Buckle Face creative on their social media platforms to raise awareness in rural communities.

Child Passenger Safety Month - COVID Style

The program also supported Utah's involvement in National Child Passenger Safety (CPS) Week and National Seat Check Saturday. CPS Week 2020 took place on September 20-26, 2020, but activities were conducted during the entire month with a COVID-style friendly approach. In addition to utilizing campaign materials from 2019, the campaign continued to expand for CPS Week in 2020, despite the COVID-19 pandemic. UHSO was determined to dedicate more resources to reach parents and caregivers, making sure they knew how to properly secure their child/children in the correct car seat for their age, height, and weight.

The 2020 CPS Week assets included: the launch of the ClickIt.Utah.gov website redesign, a 30-second radio spot in Spanish, and images with simple tips posted on social media in both English and Spanish. Using digital and social media, we were able to hyper-target our key audience and urge them to protect their child's future at every stage of life by driving them to ClickIt.Utah.gov for more information. These and last year's assets were included in a CPS toolkit that was shared with our fitting stations, health departments, and other traffic safety partners. Again this year, the most engaged and viewed video was the "Dangerous Dad" tip video, which received nearly 120,000 views. Local radio was another very effective way to get the message out. By utilizing station talent to promote the Child Passenger Safety Week key messages, we increased the credibility and importance of the messages. Loyal listeners trust what their favorite talent knows and informs. Station partners provided bonus spots throughout the schedule.

The newly updated Clickit.utah.gov website was another valuable tool. Over 4,000 people went to the ClickIt.Utah.gov website during the two-week media buy for CPS Week - averaging over 300 people a day. Analytics also show that more women (67%) visited the website compared to men, and nearly 94% used a mobile device. The assets created this year added to the incredible toolkit that was utilized by CPS advocates around the state.



A press release was sent out to media stations to remind the public that even though CPS Week looked a little different this year due to COVID-19, child passenger safety is always a priority. The media was informed that free, socially distanced, or virtual car seat checks would be and are still available, and essential information and assistance is available at the redesigned ClickIt.Utah.gov. CPS experts were available for media interviews.

Utilizing partnerships and distributing materials statewide allowed the Child Passenger Safety Week effort in Utah to be very successful in spreading the same message. The updated ClickIt.Utah.gov website proved to be a great resource for many, especially with the mobile-responsive design. The assets created this year added to the incredible toolkit that was utilized by CPS advocates around the state. CPS Week 2020's overall budget was \$72,257.32. Overall paid media was \$56,039. Paid radio media value came to \$30,570 of which \$25,805 was paid, and \$4,765 was added value. Note: Social media doesn't give added value/bonus. For more information on CPS week activities, refer to the Utah Child Passenger Safety Program section of this report.

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

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

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

2HVE200401 Click It or Ticket STEP Support

The Click It or Ticket seat belt enforcement and education campaign has been operating for the past 20 years in Utah. Partnerships with law enforcement agencies have been fostered and continue to grow as multi-agencies collaborate and join forces to enforce Utah's primary seat belt law.

The Thanksgiving Click It or Ticket Enforcement Mobilization took place November 27 - December 1, 2019. Travelers were reminded that officers would be ticketing unrestrained motorists with "Seat Belt Law Enforced"

displayed on variable message signs along the interstate, Buckle Face messages on digital bulletin boards, Pandora, Youtube, and social media. A total of 47 county, municipal, and state law enforcement agencies supported the campaign by declaring zero tolerance for unbuckled motorists and working overtime shifts. During the five-day enforcement effort, officers worked 1,560 overtime hours focusing on occupant restraints. During these shifts, officers issued 603 seat belt citations and 1,100 warnings, 15 child restraint citations, and 45 warnings. Officers also stopped 34 individuals with a total of \$66,302.00 in warrants, made 4 DUI arrests, and issued 641 other citations.

Thanksgiving Click It Or Ticket

- 5 Days
- 47 Law enforcement agencies
- 1,560 Overtime hours
- 603 Seat belt citations
- 1,100 Warnings
- 15 Child restraint citations
- 45 Child restraint warnings

March 2020 Nighttime Seat Belt Enforcement Mobilization was canceled due to the COVID-19 pandemic.

May 2020 Click It or Ticket Enforcement Mobilization was canceled due to the COVID-19 pandemic.

Click It or Ticket Rural County Seat Belt Enforcement Mobilization took place September 4-7, 2020, over Labor Day weekend in select rural counties. A total of 11 agencies participated and issued 170 seat belt citations, 148 seat belt warnings, and one child restraint citation. Officers stopped 11 individuals with a total of \$16,925.00 in warrants and issued 86 other citations. This special enforcement effort was focused on the nine rural counties participating in the Together for Life rural seat belt project.

Enforcement of Utah's seat belt law is known to increase the usage of this life-saving device among motorists. By combining education programs, awareness campaigns, and enforcement mobilizations, Utah's seat belt usage steadily increases each year, contributing to more lives being saved.

2CPS200403 Utah Child Passenger Safety Program

This project supports Utah's comprehensive child passenger safety program. Activities include training, education, and outreach programs conducted throughout the State. In order to support child passenger safety efforts, certification training events are planned every year. Due to the COVID-19 pandemic, one of those classes was canceled. However, two classes were conducted with a limit of 10 students each. Social distancing and protections were put in place. Nineteen students obtained their CPS technician national certification this year with the restricted class protocols. There is a long waiting list of people in the State that are looking forward to certification training in 2021. The 19 students are from organizations such as the Utah Safety Council, health departments, International Rescue Clinic, and police officers. They will join our team of CPS technicians and support various car seat inspection stations that serve the public. In addition to the new technicians during 2020, we have 261 CPS technicians to educate communities on the correct installation and use of their child's car seat.

This year, a CPS Pre-Conference for the Zero Fatalities Safety Summit was planned to allow CPS Technicians to easily gain CEU's for recertification. Unfortunately, the conference was canceled due to COVID-19. In an effort to make education for recertification widely available, the CPS Instructor Team taped three different sessions and made them available to technicians to view virtually. A session on airbags, one of the special needs car seats, and the other covering relevant subjects such as the Digital Checkpoint form, fake car seats, and resources to deal with the COVID-19 pandemic and support car seat education. These videos, complete with a 10-question quiz, provided educational opportunities and CEU credits to support technicians in checking seats properly and preparing them for recertification. In addition to these educational videos, three seat-check events were held in different parts of

the state so technicians could meet with instructors and pass off car seats for recertification. The Zero Fatalities Safety Summit was rescheduled for April 2021, and the CPS Pre-Conference will be held at that time.

Much of the support given to the inspection stations is through printed resources available through the UHSO. The Inspection Station Resource Guide continues to be a tool for our inspection stations to encourage more accountability and engagement in the field of child passenger safety. All memorandums of agreement state that each Inspection Station must follow the Inspection Station Resource Guide.

The project funding continues to provide child safety seats to targeted populations that serve low-income, homeless, or refugee families. The Utah Highway Safety Office provides car seats for organizations that employ certified CPS technicians and serve low-income clients. Some of these funds are given to head start centers or medical clinics serving these targeted populations. The project supported car seat inspection stations, mostly at the state's 13 health departments. During the pandemic, many of the health departments conducted virtual car seat checks. Primary Children's Hospital developed a safe, HIPAA compliant, virtual car seat check process using the Intermountain Healthcare's Telehealth system and allows families from anywhere in the state to get help with a car seat install or question. This system has allowed community members across the Intermountain Healthcare organization to access this important education. In spite of the infection control concerns, Shriners Hospital used personal protective equipment to continue to hold their car seat clinics to support families with children with special car seat needs.

The project supported 15 grants with local health departments, two hospitals, and other partners that represented 98% of the state's geographic area. The state has 72 additional inspection stations located at hospitals, police departments, insurance companies, and other various locations, some of which were unable to conduct car seat checks due to COVID-19 during 2020. Educating the CPS Technicians in order for them to maintain their certification has been the state's focus this year. Safe Kids Worldwide lessened the requirements for seat checks, but The Highway Safety Office made it a priority to safely connect our instructors and technicians so seat checks could take place. Because health and safety fairs could not be held, this project supported the redesign of the clickit.utah.gov website. The public can now easily navigate the website, be educated about car seat safety, and see videos about car seat installation. See the CPS Week section for data associated with the updated website. During 2020, many grant recipients took the opportunity to evaluate their programs more intensely. Pre and post-tests were updated, surveys were made available to community members, and changes to programs were made accordingly. Evaluation methods included child passenger safety checklist data, observational survey data, online and in-class knowledge, and opinion surveys. Buckle Up for Love, managed through the Utah Safety Council, continued to send educational materials to families who were spotted with children not using car seats. Increased efforts to educate through social media were made this year during CPS Week and throughout the year. The number of social media posts increased in 2020. Primary Children's Hospital continues to be a leader in answering car seat questions as their car seat hotline fielded an increase of calls during 2020.

The popular Click-it Club program received an update, and electronic assets were made available on the new website. The program was designed so that more schools could easily assess the materials, and health departments can be involved in making those resources available. Supplies are available for new programs when implementing a program, and the toolkit has many ideas for implementation. In addition, Primary Children's Hospital provided 729 booster seats to providers to give away.

The grant enthusiastically supported Utah's involvement in National Child Passenger Safety Week, and National Seat Check Saturday. During the campaign, certified technicians, local health departments, Safe Kids coalitions, and car seat inspection stations were engaged in promoting the campaign. There was a significant increase in media buys this year since this method was the best way to reach families.

Partnerships with other community agencies remained strong. UHSO grantees inspection stations collaborated with each other and members of their local communities by participating on many boards and coalitions, including the Safe Kids Utah Executive Board, Safe Kids Utah Coalition, Local Safe Kids County Coalitions, and Injury Prevention Coalitions. Grantees also participated in the Utah Occupant Protection Advisory Board, Zero Fatalities Planning Committee, Help Me Grow Utah, and the Utah Coalition for Protecting Childhood. Many of the local health departments serve on multi-agency task force coalitions to partner with other community organizations.

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

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

2PEOP200404 Rural Seat Belt Use Program

The Rural Seat Belt Program completed its seventh year of a multi-year pilot project to increase seat belt use in seven counties, including Box Elder, San Juan, Sanpete, Cache, Carbon, Sevier, and Tooele, using the Positive Culture Framework model. Two new rural counties, Iron and Uintah, were added to the program this year, making a total of nine participating counties. This comprehensive approach incorporates three critical areas, including leadership, communication campaigns, and strategic allocation of resources to cultivate transformation of traffic safety culture- specifically seat belts. It is positivity-oriented and engages a variety of stakeholders, including public health, traffic safety, local government, education, private business, and law enforcement.

According to the Centers for Disease Control and Prevention, motor vehicle crashes are a leading cause of death in the United States, and many people who were killed in crashes might have survived if they had been wearing a seat belt. In many states, seat belt use is lower in rural areas than in urban areas. Up until the last five years, rural counties in Utah had significantly lower seat belt use rates. During the course of this program, seat belt observations show that rural county seat belt usage has dramatically increased, with several rural counties reporting higher usage rates than urban counties.

In 2013, the Utah Highway Safety Office recognized that there were significant disparities in seat belt use between Utah urban and rural communities (urban use was about 85% while rural areas were as low as 55%). The Highway Safety Office engaged the Center for Health and Safety Culture to apply the Center's Positive Culture Framework in a pilot study with three rural counties to increase seat belt use. In 2016, four additional counties were added to the project, and two additional counties joined in 2020.

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

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

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

During FY2020, a law enforcement survey was conducted in Iron and Uintah Counties to gather baseline information for toolkit development. Community surveys were delayed and will take place in FY2021, along with key leader and school surveys. Once all baseline surveys are completed, tool kits will be developed for the two new counties. There was no paid media promotion during FY2020. Plans include implementing new creative starting in FY2021. Due to the COVID-19 pandemic, in-person training and meetings took place virtually. County coordinators participated in multiple webinars and monthly conference calls with the UHSO program manager and MSU project guide. County coordinators also conducted local task force meetings via google meets and zoom calls. Community outreach activities took place in the form of community drive-in movies with Together for Life (TGFL) PSA’s played at the beginning of the movie and TGFL banners displayed at the county fairground locations. Other innovative activities included partnering with local businesses and distributing “Wear It For Me” seat belt cards to the public.

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

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

OP200409 Hispanic Occupant Protection Program

This project worked to address traffic safety issues in three counties with a high Latino population - Salt Lake, Utah, and Weber - with a focus on seat belt use and proper child passenger safety. While each county is unique in its outreach efforts, all three consider the following: education for adults, car seat education and distribution, building partnerships, communication/media, and program evaluation. Health department staff meet quarterly with HSO and UHP staff who speak Spanish. Additionally, HSO contracted with a marketing firm to create a campaign specific to the Hispanic community that will be used in 2021 to promote family seat belt use. These resources will be used in all three county programs.

The Salt Lake County Health Department (SLCHD) established the Mujeres en Accion Ponte Coalition and established a strategic plan early in the year, prior to the pandemic. During the year, the coalition communicated through emails and virtual meetings and published education materials to be distributed. The health department used the video previously created by the Utah Highway Safety Office. The video showed highly recognized Hispanic Salt Lake County public figures such as local Hispanic Legislators speaking to the Spanish community about the program. The Ponte el Cinturón program supported the Valentines’ Day campaign and utilized St. Patricks Day cards. They participated in the CPS Week campaign through social media and delivered information to schools and clinics.

The Utah County Health Department maintains a very active coalition and normally is very involved in health fairs and car seat events in the communities around the county. But, due to COVID-19, events were canceled during two

of the quarters. However, the coalition continued to meet virtually ten times throughout the year and participated in some health fairs during the 1st and 2nd quarters. There were some virtual activities that helped to increase seat belt usage through key partnerships with law enforcement, Migrant Head Start, Centro Hispano, and local businesses. Social media posts continued to come out for Halloween, Day of the Dead, Veterans Day, Click it or Ticket, Thanksgiving, Christmas eve, Cinco De Mayo, Mothers Day, CPS Week, and general Ponte el Cinturón information.

The Weber-Morgan Health Department (WMHD) promoted the Ponte el Cinturón project in various ways. They have a coalition that meets regularly and supports their campaigns. Weber-Morgan used social media in 2020 to share its message with the Hispanic population. They always use the Ponte campaign logo and have added it to the Safe Kids Weber-Morgan Facebook Cover pages for summer and fall. They had a very successful Virtual Safe Kids Day Month Contest on Facebook in English and Spanish and promoted it through all their community partners and schools. A portion of the Ponte Campaign video was posted and reached 35,582 people overall. The Parent Night was taught three times in Spanish at local high schools in Ogden, and they reached 165 Hispanic students/parents. The Click-it Club program is active in the schools supporting the Hispanic community in Ogden.



Resources such as the CPS video and holiday posts were valuable for all three counties. Efforts to educate the Hispanic community are ongoing and include all HSO media campaigns and materials. Most of the campaigns are printed in Spanish as well as English. Media releases and social media posts are regularly utilized, both from HSO and from the health departments.

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

2PE200408 Seat Belt Observational Survey/Occupant Protection Program Evaluation

The annual Utah Safety Belt Observational Survey was scheduled to take place in June but was canceled due to the COVID-19 pandemic. NHTSA granted states permission to cancel the 2020 survey and use the 2019 seat belt use rate. Utah seat belt use for 2019 is 90.2%. Last year's survey was conducted in 17 counties including Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Washington, and Weber. The survey design was approved by NHTSA as conforming to the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340. A contractor and four surveyors assisted the HSO in completing this project. A total of 37,882 vehicle occupants, including 29,091 drivers and 8,791 outboard passengers were observed. The seat belt use rate among motor vehicle occupants was determined to be 90 percent, which demonstrates an increase of 1 percentage point from the 2018 rate of 89 percent. Since the

implementation of the primary seat belt law in May 2015, Utah's seat belt use rate has increased by 7.7 percent. When examining usage by vehicle type, the study found that 92 percent of front seat car occupants were belted, 93 percent for SUVs, 92 percent for vans, and 83 percent of truck occupants were using seat belts. Truck occupants, once again, had the lowest rate for any of the vehicle categories. Differences in seat belt use rates were found when comparing urban and rural counties, as well as gender. Motorists in urban areas buckled up 91 percent of the time, whereas only 89 percent of rural motorists used seat belts. The rural county of Carbon had the highest seat belt use rate at 94.8%, followed by urban Davis county at 94.2%. The rural county of Uintah had the lowest usage rate at 78.2%. In addition, the seat belt use rate among females was found to be 93.7 percent, whereas the rate among males was 87.4 percent. The rates of female seat belt users exceeded that of males in all counties except Tooele.

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

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

CP200211 Zero Fatalities Safety Summit

The 2020 Zero Fatalities Safety Summit was scheduled to take place on April 1-2, 2020 and postponed to August 2020, and then ultimately rescheduled for April 12-14, 2021. The decision to reschedule for 2021 was due to the COVID-19 pandemic. The Summit is designed to foster discussion and interaction between presenters and participants on a variety of topics, including the state's strategic highway safety plan, crash data usage, safety education programs, impaired driving, teen driving, engineering, safety restraint systems, and enforcement opportunities, among others. The executive and workgroup planning committees continue to meet to plan for the 2021 Safety Summit. The theme for the semiannual traffic safety conference is "The Road To Zero Starts With One Step."

Impaired Driving Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 263.5. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 254 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1415.1. The most current UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 1373 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .82. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 0.862 (using a five-year rolling average). This is the first year of increase for this measure. The top contributing factors in 2020 are failure to keep on the proper lane, failure to yield right of way, and running off the road. These factors are indicative of distracted and aggressive driving. Some of this may be indirectly related to the anxiety and stress of COVID. This would be difficult to determine. Utah plans to increase its efforts in outreach and education to the public in these areas. Additionally, there will be distracted driving enforcement conducted in the next year. Aggressive driving enforcement may also be addressed.

Utah's performance target for C-5 Number of Fatalities in Crashes Involving a Driver or a Motorcycle Operator with a BAC of .08 and above was 40.4. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 30.8 (using a five-year rolling average).

Utah's performance target for U- 6a Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers was 107.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 84.3 (using a three-year rolling average).

Utah's performance target for U-6b Utah Fatalities Involving an Impaired Driver - Evidence-Based Drug-Impaired Driving was 64.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 50.6 (using a three-year rolling average).

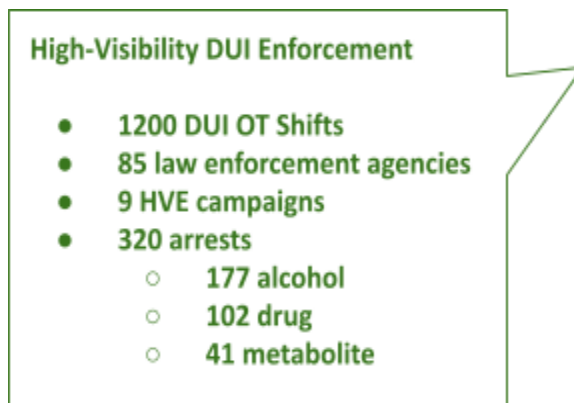
Utah's performance target for U-12 Drivers in Utah Fatal Crashes with Known BAC Results was 50.4%. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet this goal with 48.9% (using a three-year rolling average).

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

60T200301 DUI Enforcement, Checkpoints, and Support

In FY2020, almost 1200 DUI overtime enforcement shifts were worked by 85 different law enforcement agencies across the State. These numbers are up from last year even though we are still utilizing our State DUI funds (DUF) to support most of Highway Patrol's DUI overtime enforcement efforts, and we are in the middle of the COVID-19 pandemic. There were three DUI checkpoints and three special event DUI patrols or Blitz' which is fewer than planned. Unfortunately, due to COVID-19, three additional DUI checkpoints were canceled for safety concerns. The biggest impact COVID-19 had on DUI overtime enforcement was seen in March. Several law enforcement agencies canceled shifts out of safety concerns. Fortunately, overtime activities resumed once law enforcement agencies had safety precautions in place for their officers.

The shifts were worked during nine holiday-high-visibility enforcement campaigns, three DUI checkpoints, and three saturation patrols or special events. Statistics for the year show that more overtime shifts were worked this year and DUI arrests were up with 320 arrests compared to 289 last year. Of those 320 arrests – 177 were alcohol, 102 drug, and 41 metabolite. There were 134 designated drivers; 10,775 vehicles stopped; 180 warrants served,



totaling \$300,626.00; and 567 SFST's performed. Officers averaged 1.77 stops per hour, 9.06 stops per shift, and found 0.269 DUI's per shift. The majority of the overtime shifts were worked along the Wasatch front. Data shows this is the most populated area in Utah and where most alcohol and drug-related crashes and fatalities occur. More shifts were worked this year in rural areas of the state as the new regional law enforcement liaisons helped coordinate outreach efforts. Multi-agency task forces were used throughout the year to continue to build and strengthen partnerships with law enforcement and to encourage continual and ongoing support of our programs.

Utah's .05 BAC law went into effect on December 30, 2018. A task force was formed, and the group met on a regular basis. Utah is the first state in the nation to pass a .05 BAC law and recognizes that other states will be watching and wanting to know the lessons learned and safety outcomes. It has now been two years since the .05 law went into effect. Law enforcement continues to do their job as they always have – arresting based on impairment. Preliminary data after two years show that statewide DUI arrests have remained fairly consistent, and although alcohol-related fatalities have gone down the past two years, it's still too early to tell if this is due to the law change or other factors. Stakeholders were also brought together to meet with NHTSA contractor, Dunlap, who will be evaluating Utah's new BAC law.

This project supports the program manager to attend conferences and other training opportunities. This year the program manager was scheduled to attend the Lifesavers Conference in March, but it was canceled due to COVID-19. Travel opportunities were put on hold, as most conference and training opportunities were canceled. The program manager took advantage of any virtual training opportunities that became available, focusing on impaired driving topics.

Drug-impaired driving is on the rise in Utah. Moving forward, we will do more education and media campaigns focusing on drug-impaired driving. This year an MOA between the Utah Department of Public Safety, Highway Safety Office, and the Utah Public Health Laboratory was signed. The Highway Safety Office supported the toxicology lab in hiring and training a new toxicologist who will specifically focus on DUI law enforcement casework. With the additional toxicologist on staff, the Laboratory will be able to improve processes and increase efficiencies in regards to alcohol and drug testing, working to meet national standards and recommendations. The new position was filled late in the year. Quarterly reports will be submitted, giving updates on the number of tests performed, results, and improvements made.

This year the Utah Highway Safety Office applied for and was awarded the opportunity to fill a position for a new State Judicial Outreach Liaison(SJOL). This two-year paid position is being funded by the American Bar Association in partnership with NHTSA. The Highway Safety Office worked with the ABA and NHTSA to interview and hire for this position. Virtual meetings were held to introduce the judge to key stakeholders. He will continue to reach out to those partners and work closely with the Highway Safety Office to provide support and education on impaired driving cases. The SJOL program was established to educate judges on the front line through peer to peer interactions. Responsibilities include educator, writer, consultant, and liaison with the judicial branch in Utah to

share the latest research on impaired driving. We are excited Utah was given this opportunity as it will help bring more awareness and support to evidence-based programs and practices that have been proven to be effective in reducing recidivism in impaired driving cases.

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

6OT200304 Impaired Driving Media Campaign

The FY2020 impaired driving campaign utilized a combination of messages and media platforms throughout the year to bring awareness and deterrence to Utah's most risky drivers about the dangers and consequences of driving impaired. The UHSO campaign aimed to educate citizens about the lasting harms and risks of drunk and buzzed driving and provided drivers with tools and information needed to prevent it while supporting high-visibility enforcement efforts. "Drive Sober or Get Pulled Over" is a nationwide, state-syndicated campaign that was successfully implemented over the last twelve months in Utah. "Know Your Limits" was another campaign that was successfully launched to bring awareness about the dangers of overconfidence when it comes to consuming alcohol and one's beliefs in their ability to drive responsibly even after one drink. This message encouraged drinkers to make a good decision before they drink and to plan for a safe ride home. Some TSI marketing messages were modified and implemented during the year. Creative assets used in previous years were reworked and used. New material was created and planned for the year-round campaign, but due to the COVID-19 pandemic and social unrest throughout the country, it was decided that it was best not to launch this campaign.

In order to reach the intended audiences with the allocated advertising budget, the media campaign targeted Utah residents through outdoor, digital, social, and radio advertising as a foundation for its messaging. For additional reach, radio ads and billboards receive a minimum of a one-for-one bonus match. Most of the campaign's efforts this year were focused on digital marketing utilizing social, online display, online radio, and terrestrial radio where we could more readily reach our intended audience. Due to COVID-19, we were only able to host one in-person media event in FY20. The press event was held in December 2019 to kick-off the national winter holiday DUI enforcement period. The event was well attended by law enforcement, impaired driving partners and had representation from every major local news outlet. Hillary Staska shared her story of how her life was forever changed when a family friend and UHP Sergeant arrested her for driving under the influence of alcohol. The resulting media coverage helped to educate Utahns and hopefully saved lives throughout the holiday season.



Utah woman thankful family friend arrested her for DUI

By Pat Reavy, KSL | Updated - Dec. 11, 2019 at 4:13 p.m. | Posted - Dec. 11, 2019 at 3:33 p.m.

An organic social media platform called Drive Sober Utah was introduced in June as an effort to bring awareness about the dangers of impaired driving and education to Utahns about impaired driving laws. Rather than sending messages out, the goal was to attract followers to these pages, where they will see the information we have provided. Results showed that Facebook followers remain low; however, Instagram and Twitter followers increased. This new avenue of reaching the public will be implemented again next year with an increase in paid boosts to see how effective its reach is. At the end of the year, the effectiveness will be evaluated.

Telephone surveys and focus groups were conducted for a second year to analyze and evaluate any changes from the previous year's survey regarding the .05 BAC law change in December 2018. The survey and focus group participants were asked questions to determine their level of awareness and understanding of the law one-year after it went into effect. These studies were compared to the initial research conducted in 2018. Utah residents in four separate focus groups were asked questions regarding their awareness and perceptions of Utah's new law for blood alcohol content while driving. Two groups consisted of a mix of individuals who do and do not consume alcoholic beverages, while two groups consisted strictly of those who consume alcoholic beverages. Some key findings from the focus groups included the following: In 2019, when asked about the effect of the BAC change, 22% of drinkers indicated they had changed their behavior, favoring overall safety, and planned for a sober ride home. This is up from 2018, when only 15% of drinkers indicated plans to change drinking behavior. Participants were highly aware of messaging related to impaired driving and stated they believe the law change will increase cognizance of drinking consequences. When comparing 2018 and 2019 survey data, there was no change in the percentage of people (20%) who insisted on driving home after drinking and those who did not believe the law would impact change or believed that .05 is dangerous. Due to the current pandemic, there are no plans to do another survey this year. We will continue to review traffic and arrest data and evaluate change as we move forward. It will take several years before we have enough data to determine any real trends or changes.

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

6OT200309 24/7 Sobriety Program

A 24/7 pilot sobriety program was established in Weber County and went into effect on July 1, 2018. The Department of Public Safety was given legislative authority to oversee the program. This is its third year running. The 24/7 sobriety program is a deterrence-based strategy that utilizes frequent and regular alcohol/drug testing in a community supervision framework for second-time DUI offenders. Under the rules of the pilot program, Weber County Sheriff's Office is the agency running the program.

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

The program has continued to grow. As of August 2020, there have been 83 total participants, with 28 of those being currently enrolled. Of the 55 participants leaving the program, 41 successfully completed the program, eight were unsuccessful, and six were removed per court order. Unfortunately, due to COVID- 19, enrollment was down, but we are hopeful it will pick up next year. The Highway Safety Office and other partners would like to see this program expanded statewide in the future.

A successful part of any program is evaluation. In order to support the Weber County Sheriff's Office with their 24/7 sobriety program, the HSO has partnered with the University of Utah (U of U) to evaluate the effectiveness of the program from the onset. The Utah Criminal Justice Center College of Social work staff attended planning meetings, examined the feasibility of evaluation methodology, developed and finalized data collection, and an evaluation plan. They continued to work on obtaining data sharing agreements and provide ongoing monitoring and assistance addressing randomization, study enrollment, and data collection issues. In July of 2020, the Utah Criminal Justice Center (UCJC) identified and interviewed 24/7 program stakeholders/personnel. A total of 19 interviews were completed across five agencies. With this information, the UCJC completed their Phase I report in September 2020, which includes a literature review of the 24/7 program, a descriptive analysis of the Administrative Office of the Courts (AOC) and SCRAM data, and a qualitative analysis of the interviews with the 24/7 program personnel. The Phase I report was completed in September.

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

6OT200306 SIP/TRACE/Youth Alcohol Suppression

The State Bureau of Investigation Alcohol Enforcement Team (AET) worked to reduce the incidence of underage drinking and over service to patrons and to conduct source investigations for alcohol-related crashes. During the grant period, the AET conducted four (4) TRACE investigations throughout the state, which was the same as the previous year. Officers only conducted two (2) youth alcohol suppression operations at special events, such as outdoor concerts, raves, and sand dunes. This was due to COVID-19 and the cancellation of most concerts and large events. The two events that were covered were held at the beginning of the fiscal year and prior to COVID-19. The AET also conducted over 857 covert underage buyer operations where 60 licensees sold and approximately 208 covert inspections throughout the year. Numbers were down compared to last year because CUB operations were terminated as COVID-19 numbers increased throughout the year, and safety and health concerns increased.

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

6OT200305 Traffic Safety Resource Prosecutor

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

The FY2020 TSRP grant period was a very challenging year in meeting some of the goals and objectives of the grant, but successful in many other ways. The TSRP usually attends multiple local, state, and national conferences to stay up to speed on all relevant trends in impaired driving. Due to the COVID-19 pandemic, the only national training events the TSRP was able to attend were the National Association of Prosecutor Coordinators Winter meeting and National TSRP virtual conference. COVID-19 severely curtailed travel in general and canceled many conferences the TSRP typically attends for educational purposes.

He participated in multiple webinars throughout the year, working as a presenter on many of them. This was the year of webinars and virtual training, and he watched many and helped with others. He participated actively on the national TSRP forum and consistently met with other traffic safety partners to discuss trends and better ways to assist our partners in reducing impaired driving.

The TSRP usually travels around the state offering police in-service training sessions and other relevant training to prosecutors and judges on various impaired driving issues. This area was hit hard by the pandemic. Last year 2,200 participants attended his training sessions - the highest number of people trained by a TSRP in one grant year. This year that number dropped to 1,042 people trained, mostly due to the pandemic. The TSRP planned to attend the Lifesavers Conference in March and sponsor a prosecutor to attend as well, but it was canceled due to COVID-19. He presented at the legislative update at the UPC Spring Conference, where he received very positive feedback.

Due to COVID-19, the TSRP wanted to make his training and webinars available virtually. The biggest challenge with this is developing useful training that can be delivered in a virtual format. He purchased equipment that can be used to help facilitate this process.

The number of requests for assistance and technical assistance increased. The TSRP responded to 806 requests for assistance and technical assistance this year. Last year the number was 782. These requests are sometimes as simple as an email with a short response or sometimes takes days or weeks of discussion, research, and follow up. The TSRP blog was maintained and updated throughout the year with current information and a brief synopsis of relevant cases that impact traffic safety. This continues to be a great resource and service to Utah prosecutors.

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

6OT200303 DRE/ARIDE/SFST/Phlebotomy

This project provided training to Utah peace officers to enhance their abilities to detect, arrest, and assist with the prosecution of drunk and drug-impaired drivers and to serve as experts within their agencies. Drug-impaired driving continues to rise in Utah, as well as around the country. It is critical that law enforcement officers have the training and skills they need to identify and arrest these drivers.

"Advanced Roadside Impaired Driving Enforcement" (ARIDE) training was very successful this year. This course is extremely popular and even with COVID-19 restrictions, ten classes were held, and 249 officers were trained. The officers represented 64 different departments from across the State. The classes were held in various locations around the state, making them more accessible to officers. There was one DRE School held with 23 officers representing 15 different agencies, completing the school. Due to COVID-19 restrictions and scheduling conflicts,

only three out of the goal of four certification nights were held. DRE students and instructors were also limited to obtaining evaluation examinations in cases involving DUI arrests. There were four phlebotomy classes held with 33 students trained from agencies around the State. DRE callout overtime continues to be available, but due to COVID-19 restrictions, many officers were limited in their ability to perform DRE evaluations.

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

Community Traffic Safety Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 263.5. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 254 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1415.1. The most current UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 1373 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .82. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 0.862 (using a five-year rolling average). This is the first year of increase for this measure. The top contributing factors in 2020 are failure to keep on the proper lane, failure to yield right of way, and running off the road. These factors are indicative of distracted and aggressive driving. Some of this may be indirectly related to the anxiety and stress of COVID. This would be difficult to determine. Utah plans to increase its efforts in outreach and education to the public in these areas. Additionally, there will be distracted driving enforcement conducted in the next year. Aggressive driving enforcement may also be addressed.

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 66.9. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 57.8 (using a five-year rolling average).

Utah's performance target for C-6 Number of Speeding-Related Fatalities was 67.4. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 60.8 (using a five-year rolling average).

Utah's performance target for C-7 Number of Motorcycle Fatalities was 38.1. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 39.6 (using a five-year rolling average). This is the third year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education and outreach to both the motorcycle rider and the vehicle drivers. These efforts will be data-driven to focus the appropriate message to each specific group. Awareness of motorcycle rider education will also be increased through the use of social media, educators, and other appropriate methods.

Utah's performance target for C-8 Number of Unhelmeted Motorcycle Fatalities was 18.9. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 19.0 (using a five-year rolling average). This is the third year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on the benefits of wearing a helmet. This will be done in conjunction with the overall outreach messages to the motorcycling community. Utah will also use the motorcycle rider education program to share the message of the importance of wearing a helmet.

Utah's performance target for C-9 Number of Drivers Age 20 or Younger involved in fatal crashes was 42.8. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 41.0 (using a five-year rolling average).

Utah's performance target for U-1 Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes was 68.8. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 68.4%.

(using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2a Child Safety Seat Use for Children Ages 0-1 Year in Traffic Crashes was 94.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 90.8% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2b Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes was 86.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 83.4% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2c Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes was 43.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 37.2% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained was 54.5%. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 38.5% (using a three-year rolling average).

Utah's performance target for U-4a Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.) was 58.6. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 55.7% (using a three-year rolling average).

Utah's performance target for U-4b Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.) was 31.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 30.6% (using a three-year rolling average).

Utah's performance target for U-5a Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural was 27.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 25.8 (using a three-year rolling average).

Utah's performance target for U-5b Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban was 22.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 16.9% (using a three-year rolling average).

Utah's performance target for U- 6a Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers was 107.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 84.3 (using a three-year rolling average).

Utah's performance target for U-6b Utah Fatalities Involving an Impaired Driver - Evidence-Based Drug-Impaired Driving was 64.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 50.6 (using a three-year rolling average).

Utah's performance target for U-9 Teen Driver Crash Rate per 1,000 Licensed Driver was 79.9. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 68.6 (using a three-year rolling average).

Utah's performance target for U-14 Utah Drowsy driving-related Fatalities was 8.17. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 8 (using a three-year rolling average).

Utah's performance target for U-15 Utah Traffic Fatalities Involving a Distracted Driver was 15.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 15.3 (using a three-year rolling average). Utah will continue focusing on its distracted driving outreach and enforcement programs. Some of this may be indirectly related to the anxiety and stress of COVID. This would be difficult to determine. Utah will continue monitoring these efforts.

Utah's performance target for U-16 Drivers Age 65 or Older in Utah Fatal Crashes was 43. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 41.3 (using a three-year rolling average).

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

CP200207 Utah Safety Council Traffic Safety Program

The Utah Network of Employers for Traffic Safety (NETS) continued to help reduce employee traffic-related injuries and deaths while saving companies time and money. During FFY2020, Utah NETS assisted more than 700 businesses in implementing traffic safety-related policies, programs, and activities in the workplace. A primary focus was increasing seat belt use among employees, and this was achieved in part due to a quarterly newsletter called "Safety Notes," which addressed subjects such as COVID-19 traffic trends, seasonal driving tips, and gave tips to celebrate drunk and drugged driving prevention month. The newsletter also featured an article on teen driving. The Annual Awards meeting was highlighted, and they did an article on Motorcycle Lane Filtering.

The Annual Awards meeting was hosted virtually and awarded six companies for their efforts in forwarding the traffic safety message. The Most Improved Seat Belt Usage Award is becoming more and more recognized in the workplace. Companies that currently have fleets are training on the importance of seat belts at work and at home. In support of these activities, numerous resources were provided, including fact sheets, safety talks, presentations, seminars, newsletters, and more. These diverse resources allowed each employer to design their own traffic safety program suited to fit the needs of their employees. Companies today are using the training program they have developed in daily, weekly, and monthly safety meetings and daily stand up meetings.

This year's safety conference that was held in February, prior to the pandemic, was a success and there were more traffic safety sessions than there have been in previous years. The traffic safety sessions included the Utah Safety Council Driving Simulator Demonstration, Protecting Your Fleet and Defensive Driving, Ossifer, I am Not as Drunk as you Stink I am, On-site Driving Hazards in Rural Areas, and Overcoming Distracted Driving- Training and Coaching Techniques.

Through the "Alive at 25" program, which is also administered by the Utah Safety Council, traffic safety partners throughout the State worked to reduce the incidence of teen driver crashes and fatalities. The "Alive at 25" course was specifically developed to help reduce teen driver collisions, injuries, and fatalities caused by motor vehicle crashes.

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

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

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

CP200210 Teen Driving Education and Outreach

The state's Teen Driving Task Force remains active and met this year virtually with various agencies dedicated to providing traffic education to Utah teens. Outreach trauma educators from three hospitals join with health educators, public information and education officers, Utah's Driver License Division manager, Safe Kids, and the State's driver education specialist to discuss collaborative efforts to support teens.

Being sensitive to the needs of teachers during the pandemic, members of the task force supported the creation of a pre-driver educational video to be used in middle schools in their health classes throughout the state. This video targets middle school/junior high students and will prepare them better for drivers education in high school. The budget was used to create a program that would fall under the Utah Core State Standards for Health Education that can be utilized by health teachers for students. An online seat belt video with an assignment was created to help pre-drivers understand the importance of seat belts, explain three collisions in a crash, proper seat belt usage, the dangers of not wearing a seat belt correctly, and sharing a seat belt. The Highway Safety Office has joined forces with the Utah Department of Transportation and Zero Fatalities, and the name of the new program is called the "Zero Fatalities Pre-Driver Program" instead of "Road Safety Force."

The project typically facilitates sessions of the Utah Highway Patrol's Teen Driving Challenge. Due to COVID-19, the UHP did not allow any sessions in the spring or the fall. The Utah Highway Safety Office is looking forward to those classes resuming in 2021 to help students from around the state gain valuable driving knowledge, skills, and abilities.

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

CP190205 Senior Driving Safety

The University of Utah (U of U) Trauma program created an outreach presentation focusing on keeping older adults safe in their vehicles. During the fiscal year 2020, the program was able to grow to a statewide resource for injury prevention professionals. The program is ongoing and new information/safe driving courses were provided to Weber, Tooele, Davis, Salt Lake, Iron, Utah, and Wasatch Counties. Yellow Dot packets were requested and placed in their local libraries. This program also sent training videos to EMS workers statewide. This program helped contribute to the decrease in senior driving deaths.

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

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

CP190203 Operation Lifesaver Utah

Throughout FFY2020, the project provided public education programs to prevent collisions, injuries, and fatalities at highway-rail grade crossings. Operation Lifesaver (OL) Utah volunteers gave 329 presentations to 7,746 people. They also volunteered for 416 hours. Due to COVID-19 restrictions, high schools closed and went to online learning

starting in March, and no presentations were given after the closure. Further, all guest speakers were canceled and Utah OL was not able to give presentations. Operation Lifesaver Utah authorized volunteers participated in 7 community events reaching 7,700 people. Utah Operation Lifesaver ran five different radio public service announcements done by local professional broadcaster Craig Bolerjack. The radio PSAs ran 440 times on four radio stations starting September 14, 2020, through September 30, 2020. They include KNRS, 1280 The Zone, as well as it's FM station 97.5 and 103.5 The Eagle. There were a total of 220 PSAs and the radio stations matched 220 for a grand total of 440 professional rail safety PSAs. Utah Operation Lifesaver purchased two Dasher Boards for the Utah Grizzlies Hockey Club for the 2019-2020 season. The Dasher Boards were up until March 2020 when the season was canceled due to COVID-19.

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

Vulnerable Roadway Users

Vulnerable Roadway Users continue to be an area of emphasis for the Utah Highway Safety Office. This area includes motorcycles, pedestrians, bicycles, and e-scooters.

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

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

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

Motorcycle Safety Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 263.5. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 254 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1415.1. The most current UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 1373 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .82. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 0.862 (using a five-year rolling average). This is the first year of increase for this measure. The top contributing factors in 2020 are failure to keep on the proper lane, failure to yield right of way, and running off the road. These factors are indicative of distracted and aggressive driving. Some of this may be indirectly related to the anxiety and stress of COVID. This would be difficult to determine. Utah plans to increase its efforts in outreach and education to the public in these areas. Additionally, there will be distracted driving enforcement conducted in the next year. Aggressive driving enforcement may also be addressed.

Utah's performance target for C-7 Number of Motorcycle Fatalities was 38.1. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 39.6 (using a five-year rolling average). This is the third year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education and outreach to both the motorcycle rider and the vehicle drivers. These efforts will be data-driven to focus the appropriate message to each specific group. Awareness of motorcycle rider education will also be increased through the use of social media, educators, and other appropriate methods.

Utah's performance target for C-8 Number of Unhelmeted Motorcycle Fatalities was 18.9. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 19.0 (using a five-year rolling average). This is the third year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on the benefits of wearing a helmet. This will be done in conjunction with the overall outreach messages to the motorcycling community. Utah will also use the motorcycle rider education program to share the message of the importance of wearing a helmet.

Utah's performance target for U-7 Utah Helmeted Motorcycle Fatalities was 38.8%. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 53.9% (using a three-year rolling average). Utah will continue focusing on its motorcycle outreach programs.

Utah's performance target for U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles was 14. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 15.2% (using a three-year rolling average). Utah will continue focusing on its motorcycle outreach programs.

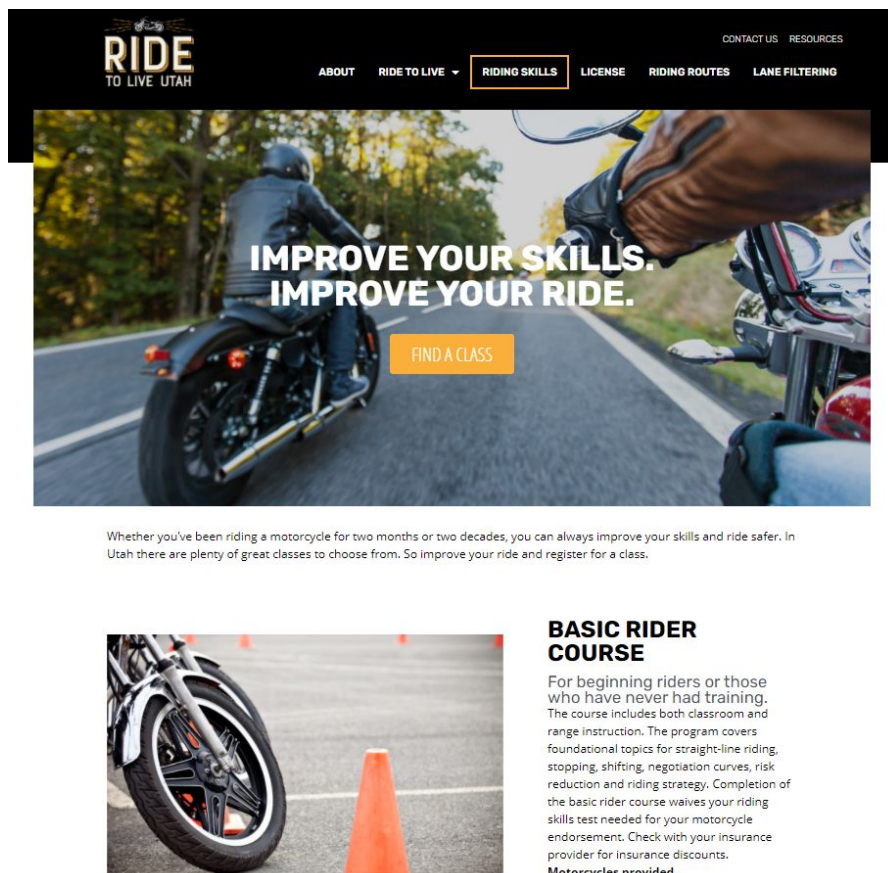
Motorcycle Safety Project Descriptions and Contributions to Utah's Highway Safety Targets

MC190901/9MA190901 Motorcycle Safety Media Campaign and PI&E

The project provided funding for several forms of media as part of its efforts to reduce motorcycle crashes and fatalities. Penna Powers put together content to migrate and update the new "Ride to Live" motorcycle safety

website, which focuses on what motorcyclists can do to keep themselves safe - focusing on strategy, skills, and gear. Due to the new Lane Filtering law, much of this project's effort was to help increase awareness of this new law. Another focus was on placing messaging to promote motorcycle training at the beginning of the riding season. Specific lane filtering videos were created and placed on the "Ride to Live" website. Media contractors hosted the Lane filtering social campaign. The campaign was delivered on social media, YouTube, and native placements. The video ads ran on Facebook, Instagram and were also placed as pre-roll videos on KSL.com in the motorcycle classified section. The campaign delivered impressive results with 4,910,447 impressions across all platforms. There were 1,924,613 completed views with 18,570 click-throughs to the Ride To Live website.

The project pushed rider education from late April through August. This push includes paid placements to promote rider education and its benefits. Working with the top four rider education providers, the campaign featured discounted rates for rider education. The discounted rider education was an excellent way to promote a safer riding season.



RIDE TO LIVE UTAH

ABOUT RIDE TO LIVE **RIDING SKILLS** LICENSE RIDING ROUTES LANE FILTERING

IMPROVE YOUR SKILLS. IMPROVE YOUR RIDE.

[FIND A CLASS](#)

Whether you've been riding a motorcycle for two months or two decades, you can always improve your skills and ride safer. In Utah there are plenty of great classes to choose from. So improve your ride and register for a class.

BASIC RIDER COURSE

For beginning riders or those who have never had training. The course includes both classroom and range instruction. The program covers foundational topics for straight-line riding, stopping, shifting, negotiation curves, risk reduction and riding strategy. Completion of the basic rider course waives your riding skills test needed for your motorcycle endorsement. Check with your insurance provider for insurance discounts. **Motorcycles provided.**

The project funded local efforts to promote motorcycle safety and rider skills knowledge. It supported the advocacy group The Riderz Foundation, which put on three events to promote motorcycle safety, lane filtering, and motorcycle awareness on Utah's road. Other events were planned but needed to be canceled due to COVID-19. The Riderz Foundation hosted multiple group rides, which are instruction events for motorcyclists who want to sharpen their riding skills. Along with this, they also updated their social media with motorcycle safety awareness links. They promoted the Ride to Live website and basic rider education courses.

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

Pedestrian & Bicycle Safety Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 263.5. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 254 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1415.1. The most current UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 1373 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .82. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 0.862 (using a five-year rolling average). This is the first year of increase for this measure. The top contributing factors in 2020 are failure to keep on the proper lane, failure to yield right of way, and running off the road. These factors are indicative of distracted and aggressive driving. Some of this may be indirectly related to the anxiety and stress of COVID. This would be difficult to determine. Utah plans to increase its efforts in outreach and education to the public in these areas. Additionally, there will be distracted driving enforcement conducted in the next year. Aggressive driving enforcement may also be addressed.

Utah's performance target for C-10 Number of Pedestrian Fatalities was 39.2. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 37.6 (using a five-year rolling average).

Utah's performance target for C-11 Number of Bicycle Fatalities was 4.4. The most current FARS data through September 30, 2020, shows that Utah did not meet this goal with 5.2 (using a five-year rolling average). This is the first year of increase for this measure. Utah's bicycle safety program plans to increase its outreach efforts regarding the Heads Up and Road Respect programs.

Utah's performance target for U-10 Pedestrians in Utah Crashes per 10,000 Population was 2.74. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 2.8 (using a three-year rolling average). Utah will continue focusing on its pedestrian outreach programs such as Heads Up.

Utah's performance target for U-11 Bicyclists in Utah Crashes per 10,000 Population was 1.59. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 1.63 (using a three-year rolling average). Utah's bicycle safety program plans to increase its outreach efforts regarding the Heads Up and Road Respect programs.

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

PS190701/FHX190201 Pedestrian Safety PI&E

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

The program manager served on the pedestrian task force, which included Zero Fatalities, UDOT, the Health Department, public transit, and more. This task force helped plan the pedestrian safety summit which is a pre-conference for the Zero Fatalities Summit. This summit was postponed and then canceled for the year due to

COVID-19.

The Driver Myths campaign was created to partner with the previous Pedestrian Myths campaign. This campaign targets drivers' behaviors when they are near pedestrians or pedestrian zones. There are six myths that individuals may think is an ok behavior but the campaign explains the correct behavior and the reasons behind it. Each myth has a mythical creature along with it to appeal to the younger target audience. The campaign directed people to the landing page. This site was linked with the pedestrian myths page which tells people about common misconceptions about pedestrian safety: pedestrians always have the right-of-way, if a driver sees me the car can stop in time, if I step into a crosswalk, I don't need to pay attention to traffic, light-colored clothing helps you be seen, pushing the pedestrian crossing button isn't necessary. Throughout the year there was a continuation of Web-hosting for our pedestrian myths page. The driver myths page talks about the common misconceptions drivers have. It also educates drivers on facts to keep pedestrians safer such as: if you see someone you can't always stop in time, you shouldn't pass a car that is stopped at a green light, crosswalks are located at intersections even if it isn't marked, that blindspots don't only exist on the interstate, pedestrians are just as likely to be out when it's dark as they are in the day, and that just because the light is green, doesn't mean you should turn. This campaign ran ads all through September, and it will continue through October as well as some in December. Zero Fatalities is partnering with UHSO on this campaign.



Project funds supported targeted crosswalk enforcement efforts at intersections in 11 jurisdictions where a high incidence of motor vehicle vs. pedestrian crashes occur. A statewide crosswalk enforcement campaign was undertaken with 17 participating agencies to help enforce the school crosswalk law. Crosswalk enforcement shifts proved to be effective in educating motor vehicle drivers as well as pedestrians on traffic laws.

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

PS190702 Bicycle Safety PI&E

This project supported outreach activities focused on reducing bicycle injury and fatality rate. Bicycle safety was promoted through partnerships with community organizations, advocacy groups, schools, and police departments. Bicycle safety skills were promoted; how to ride safely on the road, bike handling, proper hand signals, education about roadway signs, and rules of the road. The Highway Safety Bicycle Rodeo Program was not used this year due to COVID-19. The bicycle rodeo trailer was repaired in preparation for the upcoming year.

The project utilized the Road Respect program to educate cyclists and raise awareness among motorists about the best safety practices for sharing the road. Road Respect placed "Ambassadors" in four popular cycling events in key counties across the State to educate riders and lead by example. Cycling law cards were distributed to participants in the bags they were provided. Many of the bike races were canceled this year due to COVID-19.

The project funded local efforts for law enforcement and health departments to promote bike safety within their

communities. Mini-grants were provided to health departments to hold a bike rodeo and helmet fittings. These helmet fittings included giving helmets to those children who were without. Even with COVID-19 restrictions, the project has provided helmets for over 100 children. The project supported the advocacy group, Bike Utah's Youth Bicycle Education and Safety Training Program, which taught advanced bike safety concepts using a 4-day curriculum to 4th-7th graders. A combination of regular programming prior to the pandemic as well as temporary programming in fall 2020 resulted in a total of 1712 students at 23 unique site locations. One alternative to in-person instruction, and a way to boost digital student engagement, the Youth BEST team created a TikTok filled with advice and challenges for riding. During the 2019/2020 reporting year, the channel received 6074 video views.

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

PS190704 Salt Lake City Police Department Pedestrian/Bicycle Safety Project

Salt Lake City Police Department (SLCPD) conducted a Pedestrian and Bicycle Safety Project that used enforcement, education, and outreach to reduce pedestrian/cyclist crashes within the city. The Police Department was unable to conduct bicycle rodeos as planned because all events were canceled due to COVID-19. As an alternative activity to engage with the public, the Department developed a campaign through social media. The Department worked with the Utah Highway Safety Office for approval to purchase new youth bicycles for its rodeo trailer. The Department intends to continue rodeos in future years and will utilize the bicycles for skills courses and teaching kids the importance of safety equipment. The SLCPD worked with the Utah Highway Safety Office to develop and distribute a press release in the final reporting period. Officers conducted 30 cyclist/motorist enforcement shifts in high cycling areas to educate the public on cycling laws. These shifts included violations that included jaywalking, not stopping at stop signs or lights, cyclist/scooter/motorist education, and crosswalk enforcement.

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

Police Traffic Services

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 263.5. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 254 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1415.1. The most current UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 1373 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .82. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 0.862 (using a five-year rolling average). This is the first year of increase for this measure. The top contributing factors in 2020 are failure to keep on the proper lane, failure to yield right of way, and running off the road. These factors are indicative of distracted and aggressive driving. Some of this may be indirectly related to the anxiety and stress of COVID. This would be difficult to determine. Utah plans to increase its efforts in outreach and education to the public in these areas. Additionally, there will be distracted driving enforcement conducted in the next year. Aggressive driving enforcement may also be addressed.

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 66.9. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 57.8 (using a five-year rolling average).

Utah's performance target for C-5 Number of Fatalities in Crashes Involving a Driver or a Motorcycle Operator with a BAC of .08 and above was 40.4. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 30.8 (using a five-year rolling average).

Utah's performance target for C-6 Number of Speeding-Related Fatalities was 67.4. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 60.8 (using a five-year rolling average).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger involved in fatal crashes was 42.8. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 41.0 (using a five-year rolling average).

Utah's performance target for U-1 Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes was 68.8. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 68.4% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2a Child Safety Seat Use for Children Ages 0-1 Year in Traffic Crashes was 94.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 90.8% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2b Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes was 86.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 83.4% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2c Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes was 43.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 37.2% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained was 54.5%. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 38.5% (using a three-year rolling average).

Utah's performance target for U-4a Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.) was 58.6. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 55.7% (using a three-year rolling average).

Utah's performance target for U-4b Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.) was 31.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 30.6% (using a three-year rolling average).

Utah's performance target for U-5a Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural was 27.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 25.8 (using a three-year rolling average).

Utah's performance target for U-5b Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban was 22.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 16.9% (using a three-year rolling average).

Utah's performance target for U- 6a Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers was 107.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 84.3 (using a three-year rolling average).

Utah's performance target for U-6b Utah Fatalities Involving an Impaired Driver - Evidence-Based Drug-Impaired Driving was 64.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 50.6 (using a three-year rolling average).

Utah's performance target for U-9 Teen Driver Crash Rate per 1,000 Licensed Driver was 79.9. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 68.6 (using a three-year rolling average).

Utah's performance target for U-14 Utah Drowsy driving-related Fatalities was 8.17. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 8 (using a three-year rolling average).

Utah's performance target for U-15 Utah Traffic Fatalities Involving a Distracted Driver was 15.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 15.3 (using a three-year rolling average). Utah will continue focusing on its distracted driving outreach and enforcement programs. Some of this may be indirectly related to the anxiety and stress of COVID. This would be difficult to determine. Utah will continue monitoring these efforts.

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

PT200101 Police Traffic Services and Equipment

This project continued to provide essential equipment and training to law enforcement agencies in Utah to increase traffic safety enforcement efforts. Equipment applications helped guide agencies in providing data-driven

problem identification in their jurisdictions. This grant provided equipment, training, or speed enforcement shifts to thirty-eight agencies. Most of the equipment funded were radars and lidar units for speed enforcement efforts, including speed signs, a speed trailer, and a speed recorder to pinpoint when and where violations were taking place. In August, a crash reconstruction training was held to help train officers determine the cause of a fatal crash when investigating. Eighteen officers from four agencies throughout the state of Utah participated. Due to the

Speed Enforcement During COVID-19

- 180 speed shifts
- 846 citations
- 830 warnings

COVID-19 pandemic, speed became an increasing concern, and speed enforcement shifts were issued to various agencies in August. One hundred and eighty overtime shifts were worked, 846 citations and 830 warnings were issued to speeding drivers. All the resources provided will help the agencies track multiple traffic violations and help address the need for further work, overall reducing crashes on Utah roadways.

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

PT200102 Weber/Salt Lake/Davis/Utah County Multi-Agency Task Force Groups

The Multi-Agency Task Force (MATF) meetings continued to be a significant asset promoting communication and partnerships in traffic safety campaigns, training, and efforts among law enforcement agencies and partners throughout the Wasatch Front. Taskforce members met seven times during the 2020 fiscal year, receiving training and education to take back to their agencies to further traffic safety efforts. Due to COVID-19, some meetings were held virtually and recorded for those unable to attend. Overtime enforcement shifts were distributed throughout the year at the MATF meetings for seat belts, distracted driving, and pedestrian safety enforcement activities. DUI saturation patrols and checkpoints, either during holidays or national campaigns, were also given out during the MATF meetings. These meetings are a great resource in continuing communication and efforts to make Utah's roadways safer for all.

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

PT200103 Law Enforcement Liaison Expansion

This project has been instrumental to the success of the Highway Safety Office. Law Enforcement Liaison (LEL) members disseminated program information regarding traffic safety campaigns, training, and efforts throughout the state's rural regions. Law Enforcement Liaisons are conducive to building new partnerships in Utah's rural areas and in maintaining strong connections. In-person and virtual meetings were held quarterly due to COVID-19. Equipment and overtime enforcement shifts were granted to many rural agencies. This program has been essential in connecting rural agencies to program resources to make Utah's roads safe.

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

DD200805 Orem Police Department Distracted Driving Campaign

The Orem Police Department performed enforcement operations and community education to decrease preventable crashes and distracted driving deaths. Police protests and COVID-19 hampered campaign efforts during the year, causing enforcement contacts and public education opportunities with the public to drop. Orem PD worked forty overtime shifts, stopping 206 vehicles, giving 84 citations and 124 warnings.

Orem provided educational information to high schools regarding distracted driving to promote safe driving. This year, due to schools being closed during the pandemic, efforts were cut short. Nonetheless, officers were able to

provide distracted driving education to Orem High School, increasing awareness of the dangers of distracted driving and related offenses.

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

DD200807 Richfield Police Department Distracted Driving Campaign

The Richfield Police Department incorporated education and enforcement to decrease traffic crashes and fatalities caused by distracted driving. During the 2020 fiscal year, efforts were reduced due to the COVID-19 pandemic. Richfield PD worked 30 overtime enforcement shifts, stopping 254 vehicles, and issuing 286 citations and warnings.

During the first quarter, Richfield PD used a "Trunk or Treat" to speak to and educate 2500 participants about distracted driving concerns and consequences. Due to the pandemic, educational efforts were suspended at events such as the Sevier County Safety Fair and schools. In turn, Richfield PD made it an objective to educate all drivers on the dangers of driving distracted when conducting traffic stops.

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

DD200806 Salt Lake City Police Department Distracted Driving Campaign

The Salt Lake City Police Department (SLCPD) combined targeted enforcement and community education to decrease distracted driving accidents and deaths. Even though COVID-19 and police protests did hamper efforts in the third quarter, Salt Lake City PD continued to work enforcement shifts throughout the 2020 fiscal year. SLCPD worked 72 overtime enforcement shifts, making 963 contacts with the community.

The Salt Lake City Police Department could not participate in community events because of the COVID-19 pandemic and all large events being canceled. Instead, the Department engaged with the community by posting its ONE TEXT OR CALL COULD WRECK IT ALL educational materials on social media and distributing a press release to all local news outlets.

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

CP200208 Public Information and Education Project

This project was established to fund the printing, purchasing, and distribution of educational and promotional materials for requesters and stakeholders. There was no activity for this project during FY2020.

CP200204 UHP PI&E/ Adopt A High School

The "UHP PI&E/Adopt A High School" program is responsible for educating and promoting traffic safety to students at many Utah high schools and was off to a strong start before being impacted by school shutdowns due to COVID-19. Over 240 presentations were given to nearly 15,000 teens. Many high schools in Utah continued to participate in the Adopt A High School program, focusing on educating the students on high-risk driving behaviors. There were many schools that were not able to perform a second seat belt use survey to compare seatbelt usage due to the shutdowns.

A concerted effort was made to reach driver education classes all across the state. A significant portion of Utah driver education classes received at-least one safe driving presentation from a UHP Trooper. The Adopt-a-High School program also reached teen drivers via safety messages through assemblies, holiday events, and treat giveaways. The main areas of focus for teen drivers were reducing speed, buckling up, distracted driving, and impaired driving. When the COVID-19 shutdowns began in the early months of 2020, many schools switched from in-person learning to online classes. In an effort to continue to reach students, Trooper Chad Valdez developed

and recorded a driver education webinar. This webinar was then distributed to troopers and driver education teachers throughout the state, who could then issue it to their students. It was a very effective and creative approach during difficult times.

Officers were able to provide education to the public on high-risk driving behaviors, including speed, failure to wear a seat belt, distracted driving, impaired driving, and drowsy driving. The seat belt convincer proved to be a great resource in educating the community about how seat belts save lives. During the winter months, officers were able to utilize the convincers in southern Utah to take advantage of the warmer weather. The seat belt convincers were utilized for approximately 17 community events, reaching nearly 6,000 people. There were many seat belt convincer events scheduled, but they were canceled due to COVID-19. With this downtime, it was a good opportunity to get both convincers repaired and ensure they are in good working order. During this time, also one of the convincers received a new look with a vehicle wrap. This is a process that looks like paint but is a thin plastic cover. A graphic from the current “Buckle Face” campaign was used for the wrap. The new design will be exciting to showcase as it is utilized at events and also when it is towed down the road.

The Utah Highway Patrol continues to be innovative in educating motorists about traffic safety through its statewide Public Information and Education (PI&E) team. In 2020, the PI&E team supported outreach efforts in all 14 UHP enforcement sections, reaching many of Utah’s 29 counties. The PI&E/community outreach program contributed to traffic safety education with a primary focus on high-risk driving behaviors such as speed, failure to wear seat belts, distracted driving, impaired driving, and drowsy driving. Target audiences for the outreach and educational opportunities included teens, local businesses, and the general driving public. As of November of 2020, UHP Troopers reached approximately 60,340 people through roughly 867 presentations or outreach events. It is expected this number will increase through the end of the year. Utah Highway Patrol gathers this data on a calendar year.

Additionally, UHP PI&E troopers participated in a litany of other community and business outreach programs, safety presentations, and fairs. Some examples of large-scale PI&E community involvement include the following: Springville Cuffs and Hoses, Snow Plow Safety, Utah International Auto Expo, and Utah Safety Council Expo. The positive effects of these outreach programs are tied to the exceptional community appreciation that UHP enjoys around the state.

The COVID-19 pandemic has affected this program in an unprecedented way. Innovation was vital to find ways to connect with citizens while adhering to social distancing and other health protocols. Through our virtual presentations, materials have been updated and formatted to be used on department acceptable video communication services. In areas of low COVID-19 transmission risk, some in-person interactions resumed while maintaining social distance, wearing masks, and using appropriate sanitizing measures. With the down-time in presentations, it has been a good opportunity to participate in many planning and preparation committees to improve our community impact going forward. Early in 2020, there were changes in the administrators of the UHP PI&E program. The new sergeant and trooper have made an immediate impact in the program, and Trooper Bishop has been instrumental in helping to update many of the presentation materials and composing a virtual training presentation for the whole department detailing how individual troopers can participate in PI&E efforts statewide.

Looking toward the 2020-2021 school year, it is hoped that the COVID-19 pandemic will be remedied. However, steps will be taken to be effective and proactive. Since schools across the state vary in levels of in-school participation and virtual learning, UHP will continue to work and adjust to connect with students. Additionally, the department will also look at virtual conferences and presentations to connect with businesses and citizens, utilizing social media better. The number of contacts per presentation was around 161 in 2019. In 2020 we were around 70

contacts per presentation, our efficiency declined due to the reduced crowd sizes and other social distancing requirements.

Moving forward, the new PI&E project administrators Trooper Chris Bishop and Sgt. McCoy plans to further innovate methods for outreach to the community. For example, materials will be created for the Hispanic community. It is hoped to better connect with all members of our community. With the success of the seat-belt convincer wrap, the UHP team is also looking to potentially wrap the trailers with current campaigns.

While this has been a difficult year for everyone, the future of the UHP PI&E program looks promising.

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

DD200808 Distracted Driving Enforcement

The Utah Highway Safety Office distracted driving grant focused on traffic enforcement efforts during NHTSA's National Distracted Awareness Month. Due to the COVID-19 pandemic, enforcement shifts were postponed until October 2020. In the interim, social media was used to educate the public on the dangers of distracted driving. The Utah Highway Safety Office created Distracted Driving info-graphic cards to distribute to police agencies to continue to educate the public on the laws, causes, and results of distracted driving.

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

Traffic Records Program

Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 263.5. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 254 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1415.1. The most current UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 1373 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .82. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 0.862 (using a five-year rolling average). This is the first year of increase for this measure. The top contributing factors in 2020 are failure to keep on the proper lane, failure to yield right of way, and running off the road. These factors are indicative of distracted and aggressive driving. Some of this may be indirectly related to the anxiety and stress of COVID. This would be difficult to determine. Utah plans to increase its efforts in outreach and education to the public in these areas. Additionally, there will be distracted driving enforcement conducted in the next year. Aggressive driving enforcement may also be addressed.

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 66.9. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 57.8 (using a five-year rolling average).

Utah's performance target for U-12 Drivers in Utah Fatal Crashes with Known BAC Results was 50.4%. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet this goal with 48.9% (using a three-year rolling average).

Utah's performance target for U-13 Average number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes was 5.9. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal of 6.5 (using a three-year rolling average). This performance measure is going to be reviewed in FY21. Utah's crash timeliness reporting is getting small enough that a small fluctuation in the system will affect the data.

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

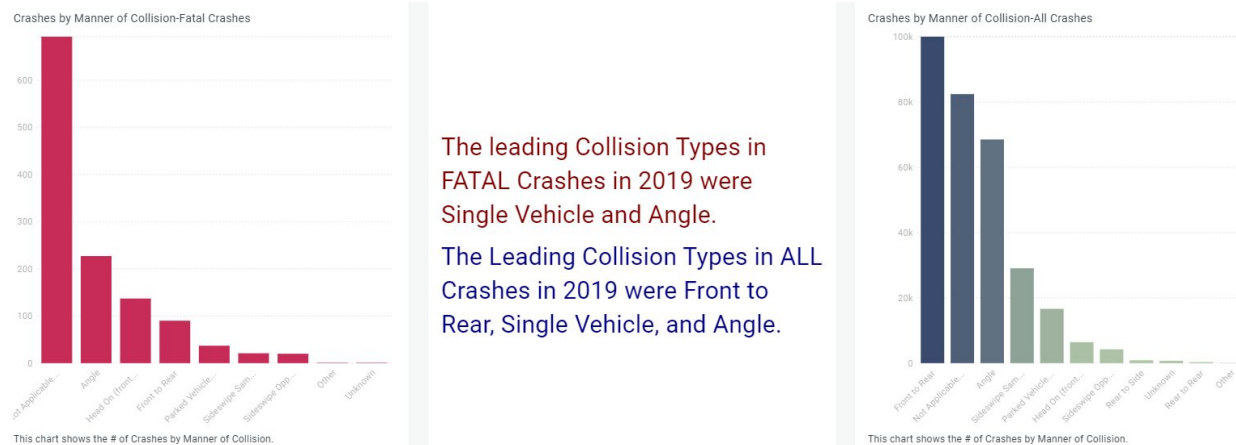
TR200104 Crash Information Management System

This project has continued to work on improving the accuracy, completeness, and accessibility of the crash file database, using a multi-tiered approach. The Traffic Records Program Manager continued with technical outreach and education to law enforcement throughout the state. The HSO continued its partnership with the Utah Department of Transportation and the University of Utah to continue the growth of the (UTAPS) program.

Integration of crash data from each partner for analysis to a single source, removed redundancy in accuracy and completeness cross-checking, and ensured all Departments are reporting the same numbers. The staff members at the University of Utah have implemented a daily check for errors in data transferring from DTS to UTAPS. UTAPS has worked to establish procedures to maintain a continuous workflow and system availability during the COVID-19 pandemic. A number of services are currently provided to the HSO partners, including a database table with a running set of crash records since 2010. In production, there is a 24-hour timeline for new crashes received

from DTS. The University of Utah team has 7 hourly undergraduate and two graduate students performing quality and control and assurance protocols on all crash reports.

The Highway Safety Office partnered with Numetric to create an online interactive crash summary dashboard. The data used in this system is current and pulled from UTAPS. There are 17 workbooks as part of the crash summary system available on the Highway Safety website. The workbooks cover the Utah crash summary, fatalities, drug & alcohol, teen drivers, pedestrians, etc.



The training modules and the Crash Data Dictionary have also been updated. A fatalities tab was added to show all the current data on fatal crashes statewide. NHTSA and the Highway Safety Office have been working together to update the State's MUCC Mapping.

The Highway Safety Office provided crash report training through Google meets and face to face to all Law enforcement agencies at their request. The crash training PowerPoint was provided to several agencies at the start of the year.

The Utah Traffic Records Coordinating Committee (UTRCC) Coordinator maintained, monitored, and coordinated the Traffic Safety Information Systems Strategic Plan, as well as the operation of the UTRCC. The Highway Safety office has partnered with LexisNexis to help create a new Strategic Plan and data inventory. LexisNexis will begin breakout sessions with all current UTRCC members to go over their performance measures and assist in creating new measures.

The crash report revision project has been completed. All agencies have finished the final stages of upgrading their systems to the new crash report. Some agencies are still experiencing errors when trying to submit their reports. The Highway Safety Office has been working closely with DTS and UTAPS to locate those agencies. DTS upgraded their systems to allow the old version and the new version of the crash report to be submitted with all the fields being uploaded correctly from the agency's original crash report. Timeliness is still important, and the Highway Safety Office continues its efforts to work with the agencies to submit all crash reports within the two-week window; our current permanence measure for crash report timeliness is 6.25 improving by 0.9% from 2019.

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

3DA200502 EMS Pre-Hospital Data Reporting

The prehospital data reporting project has been active since 2006. Since that time, the Bureau of Emergency Medical Services and Preparedness (BEMSP) (Utah Department of Health) has made great strides in improving

their data systems. In 2006, the reports were handwritten and entered into a DOS-based program. Now, the data system is electronic submissions with the capability of data analysis and managing trends. The purpose of the project in FY20 was to improve timely data entry into the State Trauma database, increase the accuracy of the prehospital data, the integration of internal and external data systems, and increase accuracy and compliance with NEMSIS through utilizing Image Trend Data Systems.

The data submission rule changed from 6 months to 3 months in the State Trauma database. They are still experiencing issues with data quality. The issues involved incorrect data entry via EMS agencies, staff turnover with Trauma Registrants, and lack of understanding of the ePCR system, despite training. Issues are addressed on a case-by-case basis. In efforts to improve the timeliness, requests have been made to EMS agencies and trauma registrars to submit data in a more timely manner. Quality improvement and assurance checks are conducted on EMS records to ensure data is entered correctly. Hospital trauma registrants are encouraged to collaborate directly with the 5 individual EMS agencies in cases where data is inaccessible. Trauma registrants have been trained on using the new data system so that they are able to find records, and efficiently collaborate with the individual EMS agencies as needed. The Utah Department of Health BMSP provides assistance with system access. A user FAQ/Help Guide has been created and posted on the BEMSP website. Quarterly training has been offered to new registrants and as a refresher for current staff, but as of yet, no requests have been made for training.

Training to increase the accuracy of reported prehospital data from providers is given by BEMSP staff. Training has been provided statewide, as needed, to EMS agencies for issues related to timeliness, importing data, accurate data entry, and completeness of reporting. Some of this training has been conducted in person for those agencies that need additional hands-on help. Data is monitored daily for accuracy, sending weekly reports to the agencies covering data entry errors, record counts, and missing information. Once a reporting problem has been identified, the affected agencies are contacted within three days to determine the root cause and to train providers correctly. New agencies are contacted immediately so that reporting is done correctly and timely, to the ePCR system. Regular communication takes place between the vendors and state agencies to address the issues. Unfortunately, remedies to the reporting issues won't be changed until the next version of the product.

Utah continues to increase the number of systems integrated with prehospital data (i.e., trauma registry, emergency department data, outpatient, cardiac, stroke, STEMI, pediatric, and crash repository). CARES (Cardiac care) data is moving smoothly from the prehospital site to their system. Work continues within UDOH to create a master patient linked database (DOHMPI) with Trauma, ED, Inpatient, Vital Records, and EMS records. Linking EMS records to DOHMPI occurs in small batches but is slowly moving forward. There are ongoing efforts to attempt to link the Utah Health Information Network medical records data to EMS data to link the patient's existing medical records. However, server issues have put a roadblock to this work. In mid-2020, the UDOH main SQL server was decommissioned and moved to another shared server. The new shared server cannot handle the workload for the data queries, so all work must be done after hours on weekends.

Bureau staff have trained and transitioned 100% of Utah agencies to ImageTrend Elite (v3). New agencies are trained as they are licensed. There have been some challenges during this grant period. A particular vendor that hosts 16 Utah agencies has been experiencing some challenges with the data system and NEMSIS standards. UDOH IT staff have been working with this vendor to ensure their data is correct. Feedback from all agencies and vendors regarding the state's system has been provided to Utah BEMSP program staff to ensure the records are accurately captured and provide quality data. Work has been completed within UDOH to move legacy v2 data over to an in-house database. However, security concerns and server issues have pushed the data migration back. Once the data is moved, it can be used for trend analysis, combining the current data with the old data. As new EMS agencies get established or agencies switch vendors, the Bureau works with them to ensure they have a v3 standard system and are properly set up and to enter the data.

The UTAPS-CRASH data integration project began in November 2016. Progress has been slow on this project due to various reasons, such as staffing, schedules, and miscommunication. Fourth-quarter 2020, progress picked up as

communication increased between ImageTrend and UTAPS. UTAPS is now able to receive the data; however, testing has not yet occurred. Following a directive from the UDOH privacy officer, an IRB was created and submitted to give permission for the University of Utah to access the data for UTAPS. Once it was completed and reviewed by the IRB committee, it was deemed not necessary. A data-sharing agreement has been drafted and submitted for signatures to get the exchange of data moving forward.

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

Fatality Analysis Reporting System (FARS)

Fatal crash information was researched, collected, interpreted, and analyzed. Information was entered into the FARS database for state and national statistical analysis, and information was provided to fulfill requests from the news media, governmental agencies, and other requestors regarding Utah traffic fatalities and statistics. The FARS analyst worked with stakeholders to ensure all fatal crashes met the standard criteria. The FARS analyst performed analysis on all fatal crashes, coding and documenting information into the FARS database. In April of 2020, a new FARS analyst was hired. Due to COVID-19, all required training was attended virtually by the FARS analyst and the FARS supervisor.

Despite the COVID-19 pandemic, the traffic records program staff was still able to satisfy this performance measure. Staff attended virtual Multi-Agency Task Force Meetings (MATF) to train law enforcement on crash reporting and the crash report revision. They also worked with Regional Law Enforcement Liaisons (RLEL) to open the lines of communication between urban and rural agencies.

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

Evidence-Based Enforcement Plan (E-BE)

Enforcement is an essential component of comprehensive traffic safety initiatives to reduce traffic crashes, injuries, and fatalities. Each UHSO Program works together closely to align projects, reduce redundancy, allocate resources wisely, and strengthen programs overall. E-BE Plan strategies use the “National Highway Traffic Safety Administration’s Countermeasures That Work” recommendations to ensure strategies are evidence-based for the focus area.

Occupant Protection

In the last five years, 27.6% of vehicle occupants killed in Utah crashes were unrestrained, showing that occupant protection with seat belt enforcement is key to reducing the tragic loss of life. The goal is to use enforcement, along with other evidence-based strategies, such as advocacy, innovative messaging, and outreach, to target hard-core non-users in an effort to reduce unrestrained fatalities.

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

In order to reach the goal of zero fatalities and increase overall traffic safety, diligent efforts for seat belt enforcement and other countermeasures are needed. State and federal funds are carefully distributed to the occupant protection program specifically to address unrestrained occupants and increase seat belt usage rates.

Two of the four planned HVE enforcement efforts took place during FY2020. Due to the COVID-19 pandemic, March nighttime enforcement and May Click It or Ticket mobilizations were canceled. The outcomes from November 2019 and September 2020 enforcement efforts are listed below.

November 2019

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

Outcomes:

Reporting Period	November 27 - December 1, 2019
Agencies	47
Hours	1,560
Seat Belt Violations	1,703
Citations	603
Warnings	1,100
Child Restraint Violations	60
Citations	15
Warnings	45
DUI Arrests	1
All Other Violations	611

September 4-7, 2020

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

Outcomes:

Reporting Period	September 4-7, 2020
Agencies	11
Hours	224
Seat Belt Violations	318
Citations	170
Warnings	148
Child Restraint Violations	1
Citations	1
Warnings	0
DUI Arrests	1
All Other Violations	86

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

Impaired Driving

Impaired Driving continues to be a challenge in Utah. Although Utah is below the national average in regards to alcohol and drug-related fatalities, it continues to be a problem. Crash data from 2014-2018 shows that alcohol-related driver crashes are 7.1 times more likely to be fatal than other crashes. While only 3.1% of Utah's traffic crashes in 2014-2018 involved an alcohol-related driver, they accounted for 18.4% of fatal motor vehicle crashes during that same period.

Research shows that very few people set out to drive while impaired, and most are aware of the consequences of being stopped by law enforcement. 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 driver must make that critical decision not to drive long before they start drinking and plan for a sober ride.

The Impaired Driving program provides resources and DUI over-time funding to law enforcement agencies throughout the state to conduct high-visibility enforcement saturation patrols, blitzes, and DUI checkpoints. Funds are also used to purchase equipment and supplies needed to increase impaired-driving enforcement activities, to reduce impaired driving crashes and fatalities, and to promote zero-tolerance of impaired driving in Utah.

Impaired Countermeasures Timeline and Details:

October 2019

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

Outcomes:	
Reporting Period	10/25/2019 – 11/03/2019
Agencies	32
Hours	857.8
DUI Arrests	64
Alcohol	39
Drug	14
Metabolite	11
Designated Driver	43
All Other Citations	496

November to December 2019

Holiday Crackdown/Drive Sober or Get Pulled Over National Mobilization enforcement efforts were implemented statewide through the Utah Highway Patrol. To address overconfidence in driving, the “Know Your Limits” campaign was launched in December. Wasatch Front-targeted enforcement was coordinated with law enforcement partners in Salt Lake, Utah, Davis, and Weber Counties. Additional outreach to law enforcement agencies for focused-patrols was completed by the LEL’s, with particular attention to rural agencies in need of mobilization support.

Outcomes:	
Reporting Period	11/27/2019 – 12/01/2019
Agencies	22
Hours	423
DUI Arrests	20
Alcohol	12
Drug	4
Metabolite	4
Designated Driver	11
All Other Citations	196

Reporting Period	12/14/2019 – 01/01/2020
Agencies	29
Hours	1090
DUI Arrests	54
Alcohol	29
Drug	15
Metabolite	10
Designated Driver	27
All Other Citations	477

February 2020

The Drive Sober or Get Pulled Over initiative targeted Super Bowl activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordinated efforts of the Multi-Agency Task Forces. Messages of “Don’t Drop the Ball” and “Designate a Driver Before You Drink” were used to spread awareness.

Outcomes:

Reporting Period	02/02/2020
Agencies	16
Hours	165
DUI Arrests	10
Alcohol	8
Drug	1
Metabolite	1
Designated Driver	5
All Other Citations	82

March 2020

The Drive Sober or Get Pulled Over initiative used the message "Don't Get Pinched" and "Getting a Designated Driver is not Luck, it's Smart" to target St. Patrick's Day activities. Enforcement efforts were implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordinated efforts of the Multi-Agency Task Forces.

Outcomes:

Reporting Period	03/13/2020 – 03/17/2020
Agencies	19
Hours	364
DUI Arrests	15
Alcohol	6
Drug	7
Metabolite	2
Designated Driver	11
All Other Citations	208

May 2020

Drive Sober or Get Pulled Over and the "Know Your Limits" initiatives supplemented the 100 Deadliest Days messaging and enforcement through the Utah Highway Patrol and Wasatch Front-targeted enforcement in cooperation with law enforcement partners in Salt Lake, Utah, Davis and Weber Counties.

Outcomes:

Reporting Period	05/22/2020 – 05/25/2020
Agencies	33
Hours	809.8
DUI Arrests	40
Alcohol	17
Drug	18
Metabolite	5
Designated Driver	6
All Other Citations	561

July 2020

Drive Sober or Get Pulled Over and the “Know Your Limits” initiatives targeted the 4th of July and 24th of July celebrations with the Utah Highway Patrol performing statewide enforcement patrols.

Outcomes:

Reporting Period	07/02/2020 – 07/05/2020
Agencies	60
Hours	944.8
DUI Arrests	34
Alcohol	20
Drug	12
Metabolite	2
Designated Driver	10
All Other Citations	498

Reporting Period	07/23/2020 – 07/26/2020
Agencies	49
Hours	821.8
DUI Arrests	34
Alcohol	17
Drug	14
Metabolite	3
Designated Driver	12
All Other Citations	418

September 2020

Drive Sober or Get Pulled Over and the “Know Your Limits” initiatives focused on Labor Day celebrations with the Utah Highway Patrol performing statewide enforcement patrols, and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.

Outcomes:

Reporting Period	08/21/2020 – 09/07/2020
Agencies	24
Hours	511.8
DUI Arrests	39
Alcohol	25
Drug	13
Metabolite	1
Designated Driver	6
All Other Citations	325

DUI Checkpoints/Saturation Patrols

DUI Checkpoint operations were conducted with law enforcement partners at identified high-risk times and locations. The UHSO provided the needed supplies and equipment for the checkpoints, 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 assisted with funding enforcement activities as well as promotions as needed.

Outcomes:

Reporting Period	2020 grant year
Checkpoints Held	3
Agencies	7
Hours	119.30
DUI Arrests	9
Alcohol	3
Drug	4
Metabolite	2
Designated Driver	1
All Other Citations	41

DUI Blitzes were coordinated with law enforcement partners.

Outcomes:

Reporting Period	2020 grant year
Blitzes	3
Agencies	3
Hours	67
DUI Arrests	4
Alcohol	3
Drug	1
Metabolite	0
Designated Driver	0
All Other Citations	79

Vulnerable Roadway Users

Vulnerable Roadway Users continue to be an area of emphasis for the Utah Highway Safety Office. Pedestrians and bicyclists are the most exposed in terms of protection when involved in crashes on Utah roads. Attesting to this is the fact that pedestrians continue to be over-represented in fatal crashes in comparison to total crashes. The increasing use of bicycles for both transportation and recreation require ongoing proactive efforts to continue to reduce crashes involving bicyclists.

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

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

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

Vulnerable Roadway Users Countermeasures Timeline and Details:

October 2019 – September 2020

Agencies 17

Shifts 406

Vehicles Stopped 2965

Citations 646

Warnings 809

Salt Lake City Police Department (April – September)

Shifts 30

Vehicles Stopped 23

Citations 12

Warnings 701

DISTRACTED DRIVING

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

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

Distracted Driving Countermeasures and Outcomes

Orem PD 2020

Orem PD performed distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked at a lower number than expected due to the COVID19 pandemic and were worked from October 2019 through September 2020.

Shifts: 40

DD Citations/Warnings: 81

Total Vehicles Stopped: 206

Richfield PD 2020

Richfield PD performed distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked from October 2019 through September 2020.

Shifts: 30

DD Citations/Warnings: 220

Total Vehicles Stopped: 254

Salt Lake City PD 2020

Salt Lake PD performed distracted driving enforcement as part of overtime focus patrols as well as directed education events. The overtime shifts were worked from January 2020 through September 2020.

Shifts: 72
DD Citations/Warnings: 843
Total Vehicles Stopped: 942

April Distracted Driving Awareness:

Due to the COVID19 pandemic, the Distracted Driving Awareness National Enforcement campaign scheduled for April was canceled.

Shifts: 0
Agencies: 0
Citations/Warnings: 0

Speed Enforcement

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

Police Traffic Services Highlights

- 15 agencies received equipment to help with speed enforcement.
- 27 agencies participated in overtime speed enforcement shifts.
- 240 presentations were given to over 15,000 teens who were educated about safe vehicle driving through the Adopt A High School program.

Core Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 263.5. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 254 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1415.1. The most current UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 1373 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .82. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 0.862 (using a five-year rolling average). This is the first year of increase for this measure. The top contributing factors in 2020 are failure to keep on the proper lane, failure to yield right of way, and running off the road. These factors are indicative of distracted and aggressive driving. Some of this may be indirectly related to the anxiety and stress of COVID. This would be difficult to determine. Utah plans to increase its efforts in outreach and education to the public in these areas. Additionally, there will be distracted driving enforcement conducted in the next year. Aggressive driving enforcement may also be addressed.

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 66.9. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 57.8 (using a five-year rolling average).

Utah's performance target for C-5 Number of Fatalities in Crashes Involving a Driver or a Motorcycle Operator with a BAC of .08 and above was 40.4. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 30.8 (using a five-year rolling average).

Utah's performance target for C-6 Number of Speeding-Related Fatalities was 67.4. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 60.8 (using a five-year rolling average).

Utah's performance target for C-7 Number of Motorcycle Fatalities was 38.1. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 39.6 (using a five-year rolling average). This is the third year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education and outreach to both the motorcycle rider and the vehicle drivers. These efforts will be data-driven to focus the appropriate message to each specific group. Awareness of motorcycle rider education will also be increased through the use of social media, educators, and other appropriate methods.

Utah's performance target for C-8 Number of Unhelmeted Motorcycle Fatalities was 18.9. The most current FARS data through September 30, 2020, shows that Utah is not going to meet this measure with 19.0 (using a five-year rolling average). This is the third year of increase for this measure. Utah's motorcycle safety program plans to increase social media and education to focus on the benefits of wearing a helmet. This will be done in conjunction with the overall outreach messages to the motorcycling community. Utah will also use the motorcycle rider education program to share the message of the importance of wearing a helmet.

Utah's performance target for C-9 Number of Drivers Age 20 or Younger involved in fatal crashes was 42.8. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 41.0 (using a five-year rolling average).

Utah's performance target for C-10 Number of Pedestrian Fatalities was 39.2. The most current FARS data through September 30, 2020, shows that Utah is on track to meet the goal with 37.6 (using a five-year rolling average).

Utah's performance target for C-11 Number of Bicycle Fatalities was 4.4. The most current FARS data through September 30, 2020, shows that Utah did not meet this goal with 5.2 (using a five-year rolling average). This is the first year of increase for this measure. Utah's bicycle safety program plans to increase its outreach efforts regarding the Heads Up and Road Respect programs.

Utah's performance target for B-1 Observed Seat Belt use was 88.5%. Utah surpassed this goal with 90.2%, according to the 2019 Seat Belt Survey.

Utah Performance Measures

Utah's performance target for U-1 Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes was 68.8. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 68.4% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2a Child Safety Seat Use for Children Ages 0-1 Year in Traffic Crashes was 94.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 90.8% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2b Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes was 86.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 83.4% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2c Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes was 43.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 37.2% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained was 54.5%. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 38.5% (using a three-year rolling average).

Utah's performance target for U-4a Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.) was 58.6. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 55.7% (using a three-year rolling average).

Utah's performance target for U-4b Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.) was 31.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 30.6% (using a three-year rolling average).

Utah's performance target for U-5a Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural was 27.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 25.8 (using a three-year rolling average).

Utah's performance target for U-5b Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban was 22.5. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 16.9% (using a three-year rolling average).

Utah's performance target for U- 6a Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers was 107.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 84.3 (using a three-year rolling average).

Utah's performance target for U-6b Utah Fatalities Involving an Impaired Driver - Evidence-Based Drug-Impaired Driving was 64.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 50.6 (using a three-year rolling average).

Utah's performance target for U-7 Utah Helmeted Motorcycle Fatalities was 38.8%. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 53.9% (using a three-year rolling average). Utah will continue focusing on its motorcycle outreach programs.

Utah's performance target for U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles was 14. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 15.2% (using a three-year rolling average). Utah will continue focusing on its motorcycle outreach programs.

Utah's performance target for U-9 Teen Driver Crash Rate per 1,000 Licensed Driver was 79.9. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 68.6 (using a three-year rolling average).

Utah's performance target for U-10 Pedestrians in Utah Crashes per 10,000 Population was 2.74. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 2.8 (using a three-year rolling average). Utah will continue focusing on its pedestrian outreach programs such as Heads Up.

Utah's performance target for U-11 Bicyclists in Utah Crashes per 10,000 Population was 1.59. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 1.63 (using a three-year rolling average). Utah's bicycle safety program plans to increase its outreach efforts regarding the Heads Up and Road Respect programs.

Utah's performance target for U-12 Drivers in Utah Fatal Crashes with Known BAC Results was 50.4%. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet this goal with 48.9% (using a three-year rolling average).

Utah's performance target for U-13 Average number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes was 5.9. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal of 6.5 (using a three-year rolling average). This performance measure is going to be reviewed in FY21. Utah's crash timeliness reporting is getting small enough that a small fluctuation in the system will affect the data.

Utah's performance target for U-14 Utah Drowsy driving-related Fatalities was 8.17. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet its goal with 8 (using a three-year rolling average).

Utah's performance target for U-15 Utah Traffic Fatalities Involving a Distracted Driver was 15.1. The most current FARS/UTAPS data through September 30, 2020, shows that Utah did not meet its goal with 15.3 (using a three-year rolling average). Utah will continue focusing on its distracted driving outreach and enforcement programs. Some of this may be indirectly related to the anxiety and stress of COVID. This would be difficult to determine. Utah will continue monitoring these efforts.

Utah's performance target for U-16 Drivers Age 65 or Older in Utah Fatal Crashes was 43. The most current FARS/UTAPS data through September 30, 2020, shows that Utah is on track to meet the goal with 41.3 (using a three-year rolling average).

Table of Performance Measures

GHSA/NHTSA Recommended/Optional Core Performance Measure Target Chart – FY2020

UTAH

Assessment of Results in Achieving Performance Targets for FY20 and FY19									
	FY 2020					FY 2019			
Performance Measure	Target Period	Target Year(s)	Target Value FY20 HSP	Data Source*/ FY20 Progress Results	On Track to Meet FY20 Target Y/N **(in-progress) * based on 2020 data as of 9/30/2020	Target Value FY19 HSP	Target Year(s)	Data Source/FY19 Final Result	Met FY19 Target Y/N
C-1) Total Traffic Fatalities	5 year	2016–2020	263.5	2015–2019 FARS 268	Y	272	2015–2019	2015–2019 FARS 268	Y
C-2) Serious Injuries in Traffic Crashes	5 year	2016–2020	1415.1	2015–2019 STATE 1443.2	Y	1445.0	2015–2019	2015–2019 STATE 1443.2	Y
C-3) Fatalities/VMT	5 year	2016–2020	.820	2015–2019 FARS .858	N	.890	2015–2019	2015–2019 FARS .858	Y
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY20 HSP.									
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2016–2020	66.9	2015–2019 FARS 67.0	Y	73.9	2015–2019	2015–2019 FARS 67.0	Y
C-5) Alcohol-Impaired Driving Fatalities	5 year	2016–2020	40.4	2015–2019 FARS 35.8	Y	34.9	2015–2019	2015–2019 FARS 35.8	N
C-6) Speeding-Related Fatalities	5 year	2016–2020	67.4	2015–2019 FARS 68.8	Y	73.1	2015–2019	2015–2019 FARS 68.8	Y
C-7) Motorcyclist Fatalities (FARS)	5 year	2016–2020	38.1	2015–2019 FARS 39.4	N	37.0	2015–2019	2015–2019 FARS 39.4	N
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2016–2020	18.9	2015–2019 FARS 19.4	N	20.2	2015–2019	2015–2019 FARS 19.4	Y
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2016–2020	42.8	2015–2019 FARS 43.4	Y	40.4	2015–2019	2015–2019 FARS 43.4	N

C-10) Pedestrian Fatalities	5 year	2016–2020	39.2	2015–2019 FARS 42	Y	38.8	2015–2019	2015–2019 FARS 42	N
C-11) Bicyclist Fatalities	5 year	2016–2020	4.4	2015–2019 FARS 5.0	N	6.1	2015–2019	2015–2019 FARS 5.0	Y
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2020	88.5	State survey/90. 2	Y	87.2	2019	State survey/90.2	Y
(U-1) Percent of children ages 0-8 in crashes who were restrained in a child safety seat	3 year	2018–2020	68.8	2017–2019 FARS 68.0	N	68.4	2017–2019	2017–2019 FARS 68.0	N
(U-2a) Child Safety Seat Use for Children Ages 0-1 Year in Traffic Crashes	3 year	2018–2020	94.5	2017–2019 FARS 92.1	N	91.10	2017–2019	2017–2019 FARS 92.1	N
(U-2b) Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes	3 year	2018–2020	86.5	2017–2019 FARS 84.8	N	85.7	2017–2019	2017–2019 FARS 84.8	N
(U-2c) Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes	3 year	2018–2020	43.5	2017–2019 FARS 42.6	N	41.7	2017–2019	2017–2019 FARS 42.6	N
(U-3) Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained	3 year	2018–2020	54.5	2017–2019 FARS 49.0	Y	55	2017–2019	2017–2019 FARS 49.0	Y
(U-4a) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 pm to 5:59 a.m.)	3 year	2018–2020	58.6	2017–2019 FARS 58.8	Y	68.8	2017–2019	2017–2019 FARS 58.8	N
(U-4b) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 pm)	3 year	2018–2020	31.1	2017–2019 FARS 33.8	Y	43.6	2017–2019	2017–2019 FARS 33.8	Y

(U-5a) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural	3 year	2018–2020	27.5	2017–2019 FARS 29.5	Y	35	2017–2019	2017–2019 FARS 29.5	Y
(U-5b) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban	3 year	2018–2020	22.5	2017–2019 FARS 20.2	Y	24.7	2017–2019	2017–2019 FARS 20.2	Y
(U-6a) Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers	3 year	2018–2020	107.1	2017–2019 FARS 108.7	Y	110	2017–2019	2017–2019 FARS 108.7	Y
(U-6b) Utah Fatalities Involving an Impaired Driver - Evidence Based Drug Impaired Driver	3 year	2018–2020	64.1	2017–2019 FARS 65.2	Y	66.8	2017–2019	2017–2019 FARS 65.2	Y
(U-7) Utah Helmeted Motorcycle Fatalities	3 year	2018–2020	38.8	2017–2019 FARS 47.7	N	44.2	2017–2019	2017–2019 FARS 47.7	N
(U-8) Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists	3 year	2018–2020	14	2017–2019 FARS 15.2	N	15.1	2017–2019	2017–2019 FARS 15.2	N
(U-9) Teen Driver Crash Rate per 1,000 Licensed Driver	3 year	2018–2020	79.9	2017–2019 FARS 77.2	Y	81	2017–2019	2017–2019 FARS 77.2	Y
(U-10) Pedestrian in Utah Crashes per 10,000 Licensed Driver	3 year	2018–2020	2.74	2017–2019 FARS 2.99	N	3.1	2017–2019	2017–2019 FARS 2.9	Y
(U-11) Bicyclists in Utah Crashes per 10,000 population	3 year	2018–2020	1.59	2017–2019 FARS 1.71	N	2.2	2017–2019	2017–2019 FARS 1.71	Y
(U-12) Drivers in Utah Fatal Crashes with Known BAC results	3 year	2018–2020	50.4	2017–2019 FARS 53.7	Y	57.2	2017–2019	2017–2019 FARS 53.7	N
(U-13) Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes	3 year	2018–2020	5.9	2017–2019 FARS 6.4	N	5.9	2017–2019	2017–2019 FARS 6.4	N
(U-14) Utah Drowsy driving-related Fatalities	3 year	2018–2020	8.17	2017–2019 FARS 10.0	Y	8	2017–2019	2017–2019 FARS 10.0	N

(U-15) Utah Traffic Fatalities Involving a Distracted Driver	3 year	2018–2020	15.1	2017–2019 FARS 17.3	N	18	2017–2019	2017–2019 FARS 17.3	Y
(U-16) Driver Age 65 or Older in Utah Fatal Crashes	3 year	2018–2020	43	2017–2019 FARS 55.0	Y	54	2017–2019	2017–2019 FARS 55.0	N

*Although we used FARS 2015 - 2019 or 2017-2019 data for FY19 and FY20 results, we answered the questions for FY20 based on available FY2020 data.

Funds Expended in FFY2020

Occupant Protection

OP200402	Occupant Protection Media, Materials & Support	\$125,700.00
OP200404	Rural Seat Belt Program	\$58,300.00
OP200408	405d Occupant Protection Media Support	\$72,300.00
OP200409	Hispanic Traffic Safety Program	\$4,400.00
OP200410	405d Rural Seatbelt Program	\$30,000.00
OP200411	402 Utah CPS Program	\$4,850.00
2HVE200401	CIOT Step Support	\$75,100.00
2CPS200403	Utah CPS Program	\$191,500.00
Total		\$562,150.00

Impaired Driving

6OT200201	Personnel	\$73,900.00
6OT200301	DUI Enforcement & Checkpoint Support	\$301,200.00
6OT200303	DRE/ARIDE/SFST/Phlebotomy	\$52,000.00
6OT200304	Impaired Driving Media Campaign	\$499,800.00
6OT200305	Traffic Safety Resource Prosecutor	\$143,250.00
6OT200306	SIP/TRACE, Youth Alcohol Suppression	\$2,800.00
Total		\$1,072,950.00

Community Traffic Safety - 402

CP200202	Administrative Support	\$329,700.00
CP200203	Operation Lifesaver	\$15,000.00
CP200204	UHP PI&E / Adopt-a-High School	\$10,800.00
CP200205	Senior Driver Safety	\$7,300.00
CP200207	Utah Safety Council Traffic Safety Program	\$33,100.00
CP200210	Teen Driving Education & Outreach	\$27,200.00
Total		\$423,100.00

Motorcycle Safety Program

9MA200901	Motorcycle Safety Media Campaign	\$42,700.00
MC200901	Motorcycle Safety Media PI&E	\$199,400.00
Total		\$242,100.00

Pedestrian and Bicycle Safety

PS200701	Pedestrian & Bicycle PI&E	\$52,200.00
PS200702	Bicycle Safety PI&E	\$29,300.00
PS200704	SLC Bicycle & Pedestrian Safety Project	\$10,100.00
PS200705	Youth Bicycle Education Safety Training	\$30,000.00
PS200706	405d - Bike Safety Media & Enforcement	\$30,000.00
Total		\$151,600.00

Police Traffic Services

PT200101	PT Services & Equipment	\$147,700.00
PT200102	Weber/Salt Lake / Davis/Utah Co - MATF Groups	\$5,500.00

PT200103	Law Enforcement Liaison Expansion	\$12,600.00
	Total	\$165,800.00

Teen Driver/Distracted Driving Programs

DD200805	Orem Police Distracted Driving Program	\$8,550.00
DD200806	SLC Police Distracted Driving Program	\$15,900.00
DD200807	Richfield Police Distracted Driving Program	\$5,650.00
DD200808	Distracted Driving Media & Enforcement	\$500.00
	Total	\$30,600.00

Data Program

3DA200201	Personnel	\$62,100.00
3DA200501	Crash Information Systems Management	\$180,400.00
3DA200502	EMS Pre-Hospital Data Reporting	\$172,700.00
TR200201	405d Traffic Records Program	\$40,300.00
	Total	\$455,500.00

Non-Motorized Safety Programs

FHX200201	405h - Pedestrian Safety PI&E	\$32,500.00
FHX200202	405h - Pedestrian Safety PI&E	\$122,200.00
	Total	\$154,700.00

Planning and Administration

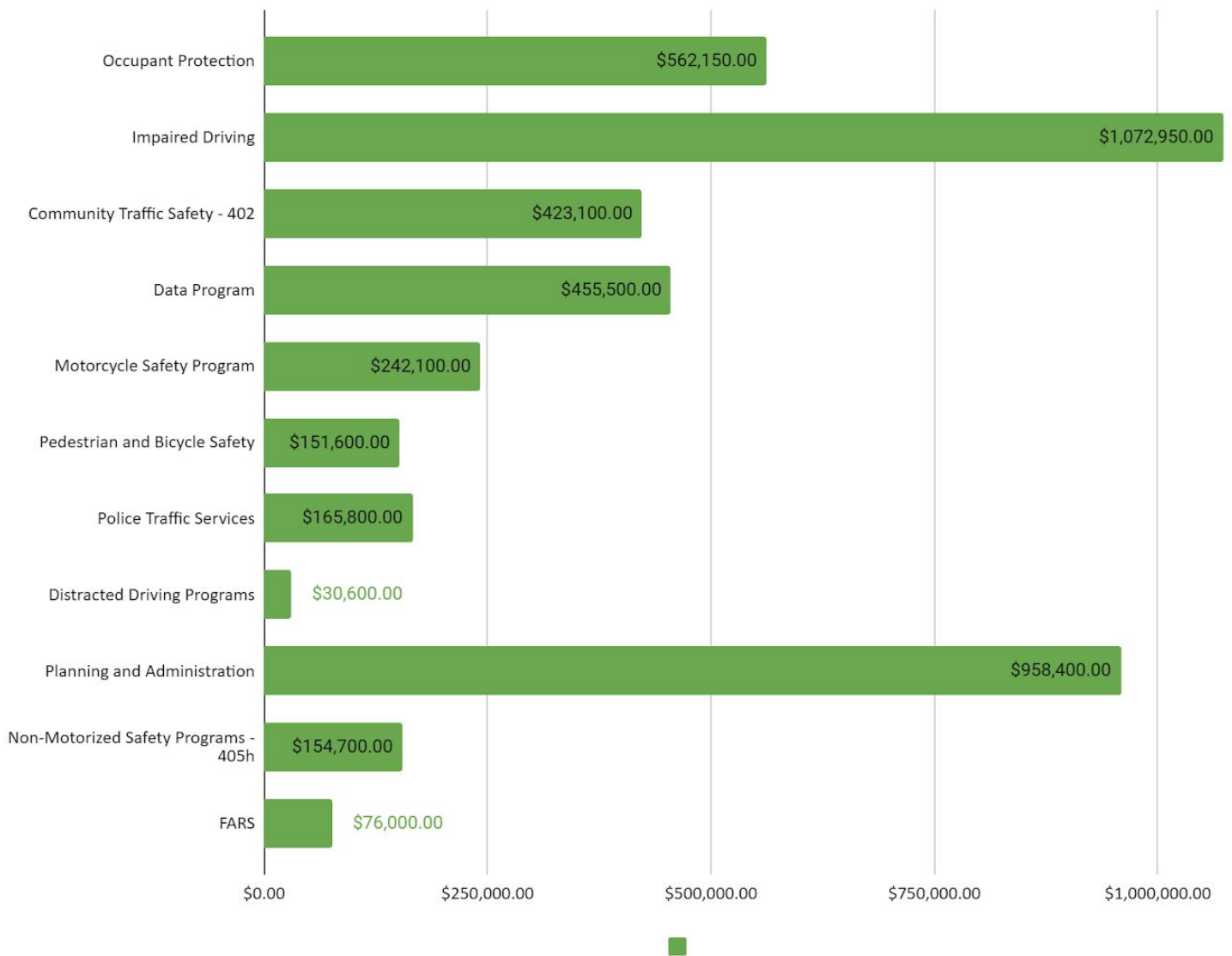
CP200201	Personnel	\$766,550.00
PA201001	402 - Administration (Federal)	\$191,850.00
	Total	\$958,400.00

FARS04

202021	FARS, Year 3 Award	\$76,000.00
	Total	\$76,000.00

Grand Total		\$4,292,900.00
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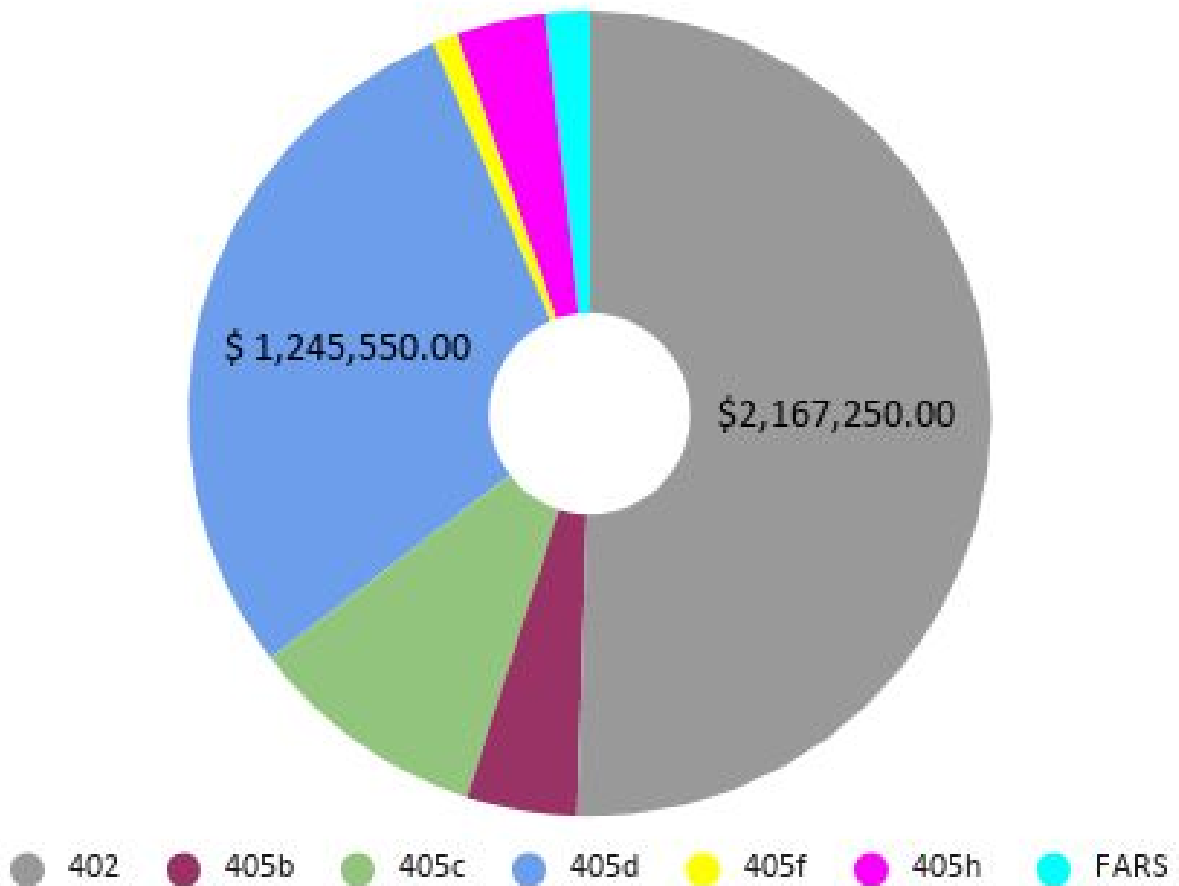
****Total expenditures are rounded to the nearest hundred dollars**



Program Area Total Expenditures

Occupant Protection	\$562,150.00
Impaired Driving	\$1,072,950.00
Community Traffic Safety - 402	\$423,100.00
Data Program	\$455,500.00
Motorcycle Safety Program	\$242,100.00
Pedestrian and Bicycle Safety	\$151,600.00
Police Traffic Services	\$165,800.00
Teen Driver/Distracted Driving Programs	\$30,600.00
Planning and Administration	\$958,400.00
Non-Motorized Safety Programs - 405h	\$154,700.00
FARS	\$76,000.00

Total Spent By Fund



Total Spent By Fund:

402	\$ 2,167,250.00
405b	\$ 191,500.00
405c	\$ 415,200.00
405d	\$ 1,245,550.00
405f	\$ 42,700.00
405h	\$ 154,700.00
FARS	\$ 76,000.00

(End of Report)