



# FY 2020 Highway Safety Plan

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## Highway Safety Plan

**NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:**

S. 405(b) Occupant Protection: **Yes**

S. 405(e) Distracted Driving: **Yes**

S. 405(c) State Traffic Safety Information System Improvements: **Yes**

S. 405(f) Motorcyclist Safety Grants: **Yes**

S. 405(d) Impaired Driving Countermeasures: **Yes**

S. 405(g) State Graduated Driver Licensing Incentive: **No**

S. 405(d) Alcohol-Ignition Interlock Law: **No**

S. 405(h) Nonmotorized Safety: **No**

S. 405(d) 24-7 Sobriety Programs: **No**

S. 1906 Racial Profiling Data Collection: **No**

## Highway safety planning process

### Data Sources and Processes

#### **Utah's Planning Process**

Utah's Highway Safety planning process has five distinct steps:

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

#### **Data Sources**

The Utah Highway Safety Office (UHSO) collected data from a variety of sources as a prelude to the planning for the FFY2020 Highway Safety Plan, including:

6. Fatality Analysis Reporting System (FARS)
7. Statewide Crash Repository Database
8. Utah Department of Health data systems
9. Utah GEARS (electronic grant management tracking system)
10. Seat belt and other observational studies
11. Public Attitudinal and Awareness Surveys
12. NHTSA
13. Other information and data from governmental and private sector safety organizations
14. Utah Department of Transportation Safety Management System

#### **Use of Crash Data for the HSP**

When performing problem identification using crash data, the UHSO examines five-year trend data, as well as crash data from the most recent year. For the FFY2020 Highway Safety Plan, crash data from 2012-2016 was the primary source of data used to support problem identification. Several reasons drove the decision to use the 2012-2016 dataset for another year. During this past fiscal year, the UHSO Traffic Records Program Manager position was vacated and as of this draft, the replacement has not been placed. Data projects continued in the absence of a Traffic Records Program Manager, including the implementation of the Utah Transportation and Public Safety - Crash Data Initiative (UTAPS) located at the University of Utah. With this initiative, the

University of Utah will host, compile and conduct traffic safety related evaluations using the crash data. The deployment of UTAPS was scheduled for April 2019, but did not occur until June 2019. This used up valuable analytical resources and current data trends have not been available as of this draft. Additionally, UHSO contracted with Dr. Larry Cook with the University of Utah to provide a more in depth look at Utah's crash and hospital data. With the delay in crash data availability, Dr. Cook's team was only able to use the 2012-2016 crash dataset as part of their research. Program managers were instructed to use both the existing crash data (2012-2016) and the data provided by Dr. Cook when developing their problem identification for the FFY 2020 HSP. When more current data is available, Utah has used the more current data in our problem identification and planned activities sections.

### **Performance Measures**

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 countermeasure strategy and planned activity identified in the Highway Safety Plan support and align with at least one performance measure.

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

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

#### **Core Performance Measures**

19. C-1) Number of traffic fatalities (FARS)
20. C-2) Number of serious injuries in traffic crashes (State crash data files)
21. C-3) Fatalities/VMT (FARS, FHWA)
22. C-4) Number of unrestrained passenger vehicle occupant fatalities, all seating positions (FARS)
23. C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)
24. C-6) Number of speeding-related fatalities (FARS)
25. C-7) Number of motorcyclist fatalities (FARS)
26. C-8) Number of unhelmeted motorcyclist fatalities (FARS)

- 27. C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)
- 28. C-10) Number of pedestrian fatalities (FARS)
- 29. C-11) Number of bicyclist fatalities (FARS)

#### State-Specific Performance Measures

- 30. U-1) Utah child safety seat use for children ages 0-8 years in traffic crashes
- 31. U-2) Percent of children in Utah crashes in child safety seats
- 32. U-3) Percent of Utah motor vehicle (MV) crash occupant fatalities ages 10-19 that were unrestrained
- 33. U-4) Percent of Utah MV crash occupant fatalities occurring at night (10 p.m. to 5:59 a.m.) that were unrestrained
- 34. U-5) Percent of restraint use among seriously injured and killed occupants in crashes, rural vs urban
- 35. U-6) Number of fatalities Involving a drug-positive driver
- 36. U-7) Percent of Utah helmeted motorcycle fatalities
- 37. U-8) Overall rate of motorcyclists in Utah crashes per 1,000 registered motorcycles
- 38. U-9) Overall teen driver Utah crash rate per 1,000 licensed driver
- 39. U-10) Rate of pedestrians in Utah crashes per 10,000 population
- 40. U-11) Rate of bicyclists in Utah crashes per 10,000 population
- 41. U-12) Percent of drivers in Utah fatal crashes with known BAC results
- 42. U-13) Average number of days between submission and occurrence for Utah MV crashes
- 43. U-14) Number of Utah drowsy driving-related fatalities
- 44. U-15) Number of Utah traffic fatalities involving a distracted driver
- 45. U-16) Number of drivers age 65 or older in Utah fatal crashes

#### **Establish Performance Measures**

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

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

### **Funding Strategy**

The state's highway safety program is supported with both federal and state funds with the majority (67 percent) of the funding consisting of awards from the National Highway Traffic Safety Administration (NHTSA). Of the federal NHTSA dollars received, both 402 and 405 grant funds are used to support the state's Highway Safety Plan. Whereas 405 funding is dedicated to specific programs (i.e. occupant protection, impaired driving, traffic records, distracted driving, non-motorized roadway users), 402 funds must be distributed to the various program areas. Utah's strategy for allocating these 402 funds to the programs is based on using a process to identify statewide fatal crash characteristics, especially as they relate to driver behavior performance areas. The seven programs that were identified and include common fatal crash characteristics were speed, unrestrained occupants, older drivers, impaired drivers, pedestrians/bicyclists, motorcycles and distracted drivers. Other programs considered when establishing funding levels include, traffic records, teen driving, and community programs.

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

### **Other Funding Sources**

A review of only the federal funding portion of Utah's Highway Safety Program would not give a full picture of the monetary resources available to address traffic safety issues in the state. Through coordination and collaboration, various state, local and private entities work together to identify program needs and obligate funds accordingly. Other funding sources include:

46. Statewide DUI Enforcement and Equipment (State)
47. Eliminate Alcohol Sales to Youth (State)
48. Motorcycle Rider Education Program (State)
49. Utah Highway Patrol (State)



50. Utah Department of Transportation (Federal and State)
51. Utah Department of Health (Federal)

In some instances, especially when hard match is awarded to the UHSO from outside agencies, the funding will be included in the planned activity budgets.

## Processes Participants

Utah's Highway Safety Planning processes involve a collaborative effort with various partners, with key stakeholders being the Utah Department of Transportation (UDOT) and the Utah Highway Patrol. Both NHTSA and FHWA require that the Utah Highway Safety Office and UDOT agree on the first three core performance measures (Number of Fatalities, Number of Injuries, Rate of Fatalities based on VMT and Non-motorized Fatalities/Injuries) in both planning documents. In turn, representatives from both agencies meet during the planning process to ensure cohesive reporting. In addition to collaborating on trend data and performance measures, the UHSO has worked diligently to create an open and productive relationship with UDOT and the Utah Highway Patrol to enable frank conversations in regards to planning budgets. Through this collaborative effort, duplication of efforts has been eliminated and underfunded programs have been identified.

On a larger scale, the annual Highway Safety Plan also supports the State's Strategic Highway Safety Plan (SHSP) which sets broad direction for participating agencies and organizations, and also serves as the measure of collaboration in the State. The Utah Highway Safety Office is one of the main contributors in the process to develop and implement the strategic plan and ensures both plans compliment and support each other. Other participants of the planning process assist by gathering and analyzing data, strengthening problem identification, and helping with prioritizing projects and selection planned activities:

52. Utah Department of Public Safety
53. Utah Department of Transportation (UDOT)
54. Utah Department of Health (UDOH)
55. National Highway Traffic Safety Administration (NHTSA)
56. Federal Highway Administration (FHWA)
57. Federal Motor Carrier Safety Administration (FMCSA)
58. Utah Transit Authority
59. Salt Lake City Transportation Department
60. Mountainland Association of Governments
61. Wasatch Front Regional Council
62. Utah Local Technical Assistance Program Center (LTAP)



63. Dixie Metropolitan Planning Organization
64. Cache Metropolitan Planning Organization
65. Operation Lifesaver
66. Primary Children's Hospital
67. Safe Kids Utah
68. Utah Trucking Association

The draft plan is shared with key stakeholders during the Zero Fatalities Committee meeting. Attendees include representatives from law enforcement, state and local government, and private groups. Feedback on the plan is obtained and changes are made to the direction of the Highway Safety Program, as needed.

## Description of Highway Safety Problems

Crash trends have shown that fatalities decreased. In FY2018, there were 261 fatalities, which is 12 less than in 2017. Fiscal year 2019 is not complete yet, so there is not a final count of fatalities. However, as of May 31, 2019, there were 88 fatalities, showing a decreasing trend from FY2018. In FY2018, motorcycle and teen fatalities showed a significant increase. In that year, motorcycle fatalities were the highest they have ever been. Pedestrian fatalities have begun to show a decreasing trend. Several projects in the upcoming year will be focused on motorcycle, teen and pedestrian safety.

Environment factors that have affected the Highway Safety Office in the past year include the implementation of the .05 BAC law in December, 2018 and the Motorcycle Lane Filtering Law in effect in May 2019. Evaluation efforts are underway to show the impacts of the .05 BAC law. Results have not been finalized. Strategies for media outreach for both laws have carefully planned to incorporate both information about the law and public perception.

Another environmental factor for the Highway Safety Office has been the significant staffing changes within the Division since November, 2018. As a small office of 16 employees, there has been a new Director appointed, a new Deputy Director, Impaired Program Manager, Law Enforcement Liaison, Vulnerable Roadway Users Program Manager, Support Services Coordinator, Programs Coordinator and Communication Manager (twice). We still need to fill the Traffic Records Program Manager. Needless to point out, in the last seven months, many have been pulling double duty, learning new responsibilities and training replacements. Programs have continued to operate, however, not as optimal as in other years.

## Methods for Project Selection

### **Countermeasure and Project Selection**

Project selection begins with a request to various agencies and organizations to submit proposals for projects which addressed the UHSO's established problem identification, performance

measures and targets, or a subset of them. Once project proposals are submitted and the submission window closed, the grant applications are reviewed by the program management group and assigned a score. The score is based on the following criterion:

- 69. Responds to the UHSO's identified problem areas
- 70. Use of evidence-based countermeasures (such as those in Countermeasures That Work)
- 71. Supports UHSO Performance Measures
- 72. Realistic goals, objectives and activities
- 73. Achievable timelines
- 74. Effective evaluation methods
- 75. Adequate budget detail
- 76. Seat Belt Policy Included in application

Applications must achieve a minimum allowable score to be considered. Proposals above the minimum score are further reviewed by the program manager assigned to the application.

Additional consideration for approval is based on the following factors:

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

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

#### List of Information and Data Sources

The Utah Highway Safety Office (UHSO) collected data from a variety of sources as a prelude to the planning for the FFY2020 Highway Safety Plan, including:

- 82. Fatality Analysis Reporting System (FARS)
- 83. Statewide Crash Repository Database
- 84. Utah Department of Health
- 85. Utah GEARS (electronic grant management tracking system)
- 86. Seat belt and other observational studies

87. Public Attitudinal and Awareness Surveys
88. NHTSA
89. Other information and data from governmental and private sector safety organizations
90. Utah Department of Transportation Safety Management System

#### Description of Outcomes

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

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

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

91. Utah Driver and Traffic Safety Association (UDTSEA)
92. Utah Teen Driving Task Force
93. State USAAV DUI Committee
94. ADF Committee
95. Safe Kids Utah Executive and Advisory Committees
96. Coalition for Utah Traffic Safety
97. Utah Operation Lifesaver Board
98. Utah Traffic Records Advisory Committee (UTRAC)
99. Traffic Safety Resource Prosecutor Advisory Board
100. Utah Emergency Medical Services for Children Advisory Committee

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

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

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

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

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

## Performance report

Progress towards meeting State performance targets from the previous fiscal year's HSP

Sort Order	Performance measure name	Progress
1	C-1) Number of traffic fatalities (FARS)	In Progress
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
3	C-3) Fatalities/VMT (FARS, FHWA)	In Progress
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
6	C-6) Number of speeding-related fatalities (FARS)	In Progress
7	C-7) Number of motorcyclist fatalities (FARS)	In Progress
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
10	C-10) Number of pedestrian fatalities (FARS)	In Progress
11	C-11) Number of bicyclists fatalities (FARS)	In Progress
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	In Progress
13	U-12 Drivers in Utah Fatal Crashes with Known BAC results	In Progress
13	U-13 Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes	Not Met
13	U-14 Utah Drowsy Driving-related Fatalities	In Progress

13	U-15 Utah Traffic Fatalities Involving a Distracted Driver	In Progress
13	U-16 Driver Age 65 or Older in Utah Fatal Crashes	In Progress
13	U-1 Child Safety Seat Use for Children Ages 0-8 years in Traffic Crashes	In Progress
13	U-2(a) Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes	In Progress
13	U-2(b) Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes	In Progress
13	U-2(c) Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes	In Progress
13	U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained	In Progress
13	U-4(a) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 pm to 5:59 a.m.)	In Progress
13	U-4(b) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 pm)	In Progress
13	U-5(a) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural	In Progress
13	U-5(b) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban	In Progress
13	U-6 Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers	In Progress
13	U-6(b) Utah Fatalities Involving an Impaired Driver - Evidenced Based Drug Impaired Driver	In Progress
13	U-7 Utah Helmeted Motorcycle Fatalities	In Progress
13	U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists	In Progress
13	U-9 Teen Driver Crash Rate per 1,000 Licensed Driver	Not Met
13	U-10 Pedestrian in Utah Crashes per 10,000 Licensed Driver	In Progress
13	U-11 Bicyclists in Utah Crashes per 10,000 population	In Progress

Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: **In Progress**

Program-Area-Level Report

Utah set a target of 1445 serious injuries for the 5-year rolling average (2015-2019). Utah is still working to meet this goal. Taking into account that FY2019 is not complete, as of 05/31/2019, the 5-year rolling average for serious injuries is 1,116.

Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: **In Progress**

Program-Area-Level Report

Utah's VMT with a 5-year rolling average has a target goal of .89 for FY2015 - FY2020. Without the FY2019 year being complete, the VMT rate has not been computed.

Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: **In Progress**

Program-Area-Level Report

Utah set a target, using the 5-year rolling average, for 2015-2019 of 74 unrestrained occupant deaths. Utah is currently working on this target.

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: **In Progress**

Program-Area-Level Report

Utah's target goal (2015-2019) fatalities involving a driver with a BAC of .08 or greater is 35. The 2013-2017 number of fatalities for this section was 41 Utah will need to continue its efforts to meet the 2019 goal.

Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: **In Progress**

Program-Area-Level Report

Speeding continues to be the leading contributing factor in deaths. The speed category includes crashes where the driver exceeded the speed limit or traveled too fast for conditions. Utah set a target of 73.1 deaths for 2015-2019. As of 2014- 2018 there were 73.8 which is a decrease from the previous year of 75.4. Utah will need to continue its efforts to meet this goal.



#### Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: **In Progress**

##### Program-Area-Level Report

Utah set a target of 37 deaths for 2015-2019. As of 2014-2018, there were 41.6 deaths. Utah is continuing its efforts to meet this goal.

#### Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: **In Progress**

##### Program-Area-Level Report

Utah set a target of 20.20 deaths for 2015- 2019. As of 2014-2018, there were 21 a slight decrease from the previous year of 20.6. Utah will need to continue its efforts to meet this goal.

#### Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: **In Progress**

##### Program-Area-Level Report

Utah has not met the target of 40.4 deaths in 2015-2019 at this point. The 5-year rolling average as of 5/31/2019 is indicating 43.5 deaths. This is an increase of three deaths. Utah will be increasing its focus on teen driver safety in the upcoming year.

#### Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Progress: **In Progress**

##### Program-Area-Level Report

Utah has not met the target of 38.8 pedestrian deaths for 2015-2019 at this point. The 5-year rolling average as of 5/31/2019 is indicating 39.8 deaths. This is an increase of 1 death. Utah will be increasing its focus on pedestrian safety in the upcoming year.

#### Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: **In Progress**

##### Program-Area-Level Report

Utah is continuing its efforts to meet the goal of 6.1 in 2015-2019. Utah is still working towards this goal. In 2014-2018, there were 5.6 a decrease from the previous year of .6

#### Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: **In Progress**

#### Program-Area-Level Report

Utah is continuing its efforts to meet the goal of 87.2% usage rate in 2015-2019. The 2108 usage rate was 89%, showing an increasing trend from the previous year of 88.8%

#### Performance Measure: U-12 Drivers in Utah Fatal Crashes with Known BAC results

Progress: **In Progress**

#### % Program-Area-Level Report

Utah has set a goal in 2017-2019 of to reduce the rate to 57.20% . The rate in 2016-2018 was 56.4% Utah will continue its efforts to maintain this trend.

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

Progress: **Not Met**

#### Program-Area-Level Report

Utah has not met this goal at this time. Utah has set a goal 5.9% in 2017-2019. The current rate as of May 31, 2019 is indicating 6.0% This will be a difficult trend to continue decreasing. Utah will need to review this performance measure as we move forward.

#### Performance Measure: U-14 Utah Drowsy Driving-related Fatalities

Progress: **In Progress**

#### Program-Area-Level Report

Utah set a goal of 8 fatalities in 2017-2019. As of May 31, 2019, Utah is just slightly over that goal at 8.3. Utah hopes to continue to hold steady

#### Performance Measure: U-15 Utah Traffic Fatalities Involving a Distracted Driver

Progress: **In Progress**

#### Program-Area-Level Report

#### Performance Measure: U-16 Driver Age 65 or Older in Utah Fatal Crashes

Progress: **In Progress**

#### Program-Area-Level Report

Utah set a goal of 54 fatalities in 2017-2019. Utah is continuing its efforts to meet this goal.

#### Performance Measure: U-1 Child Safety Seat Use for Children Ages 0-8 years in Traffic Crashes

Progress: **In Progress**

#### Program-Area-Level Report

#### Performance Measure: U-2(a) Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes

Progress: **In Progress**

#### Program-Area-Level Report

Utah set a goal to increase child safety seat use for ages 0-1 to 91.10% in 2017-2019. Utah is continuing its efforts to maintain this goal.

Performance Measure: U-2(b) Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes

Progress: **In Progress**

Program-Area-Level Report

Utah set a goal to increase child safety seat use for ages 2-4 to 85.70% in 2017-2019. Utah is continuing its efforts to maintain this goal.

Performance Measure: U-2(c) Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes

Progress: **In Progress**

Program-Area-Level Report

Utah set a goal to increase child safety seat use for ages 5-8 to 41.70% in 2017-2019. Utah is continuing its efforts to maintain this goal.

Performance Measure: U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained

Progress: **In Progress**

Program-Area-Level Report

Utah set a goal of 55 fatalities for 2017-2019. ) As of May 31, 2019, Utah has not met this goal with 55.3 fatalities. Utah will continue to work to hold steady and meet this goal.

Performance Measure: U-4(a) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 pm to 5:59 a.m.)

Progress: **In Progress**

Program-Area-Level Report

Utah set a goal of 68.8 fatalities for 2017-2019. Utah will continue its efforts to meet this goal.

Performance Measure: U-4(b) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 pm)

Progress: **In Progress**

Program-Area-Level Report

Utah set a goal of 43.60 fatalities for 2017-2019. Utah will continue its efforts to meet this goal.

Performance Measure: U-5(a) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural

Progress: **In Progress**

Program-Area-Level Report

Utah has a goal of 35 serious injuries and fatalities in 2017-2019. Utah will continue its efforts to meet this goal.

Performance Measure: U-5(b) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban

Progress: **In Progress**

Program-Area-Level Report

Utah has a goal of 24.7 serious injuries and fatalities in 2017-2019. Utah will continue its efforts to meet this goal.

Performance Measure: U-6 Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers

Progress: **In Progress**

Program-Area-Level Report

Utah has a goal of 110 fatalities in 2017-2019. Utah will continue its efforts to meet this goal.

Performance Measure: U-6(b) Utah Fatalities Involving an Impaired Driver - Evidenced Based Drug Impaired Driver

Progress: **In Progress**

Program-Area-Level Report

Utah has a goal of 66.8 fatalities in 2017-2019. Utah will continue its efforts to meet this goal.

Performance Measure: U-7 Utah Helmeted Motorcycle Fatalities

Progress: **In Progress**

Program-Area-Level Report

Utah has a goal of 44.2 fatalities in 2017-2019. Utah will continue its efforts to meet this goal.

Performance Measure: U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists

Progress: **In Progress**

Program-Area-Level Report

Utah has a goal of 15.1 fatalities in 2017-2019. Utah will continue its efforts to meet this goal.

Performance Measure: U-9 Teen Driver Crash Rate per 1,000 Licensed Driver

Progress: **Not Met**

Program-Area-Level Report

Click or tap here to enter text.

Performance Measure: U-10 Pedestrian in Utah Crashes per 10,000 Licensed Driver

Progress: **In Progress**

Program-Area-Level Report

Utah has a goal of 3.1 fatalities in 2017-2019. Utah will continue its efforts to meet this goal.

Performance Measure: U-11 Bicyclists in Utah Crashes per 10,000 population

Progress: **In Progress**

### Program-Area-Level Report

Utah has a goal of 2.2 fatalities in 2017-2019. Utah will continue its efforts to meet this goal.

## Performance Plan

Sort Order	Performance measure name	Target Period	Target Start Year	Target End Year	Target Value
1	C-1) Number of traffic fatalities (FARS)	5 Year	2016	2020	263.5
2	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2016	2020	1415.1
3	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2016	2020	.82
4	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2016	2020	66.88
5	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2016	2020	40.38
6	C-6) Number of speeding-related fatalities (FARS)	5 Year	2016	2020	67.37
7	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2016	2020	38.1
8	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2016	2020	18.9
9	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2016	2020	42.84
10	C-10) Number of pedestrian fatalities (FARS)	5 Year	2016	2020	39.2
11	C-11) Number of bicyclists fatalities (FARS)	5 Year	2016	2020	4.43
12	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2016	2020	88.5
13	U-12 Drivers in Utah Fatal Crashes with Known BAC results	3 Year	2018	2020	50.1
14	U-13 Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes	3 Year	2018	2020	5.90

15	U-14 Utah Drowsy Driving-related Fatalities	3 Year	2018	2020	8.17
16	U-15 Utah Traffic Fatalities Involving a Distracted Driver	3 Year	2018	2020	15.07
17	U-16 Driver Age 65 or Older in Utah Fatal Crashes	3 Year	2018	2020	43.
18	U-1 Child Safety Seat Use for Children Ages 0-8 years in Traffic Crashes	3 Year	2018	2020	68.8
19	U-2(a) Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes	3 Year	2018	2020	94.5
20	U-2(b) Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes	3 Year	2018	2020	86.47
21	U-2(c) Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes	3 Year	2018	2020	43.5
22	U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained	3 Year	2018	2020	54.5
23	U-4(a) 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
24	U-4(b) 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
25	U-5(a) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural	3 Year	2018	2020	27.5
26	U-5(b) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban	3 Year	2018	2020	22.5
27	U-6 Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers	3 Year	2018	2020	107.1
28	U-6(b) Utah Fatalities Involving an Impaired Driver - Evidenced Based Drug Impaired Driver	3 Year	2018	2020	64.1
29	U-7 Utah Helmeted Motorcycle Fatalities	3 Year	2018	2020	38.8



30	U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists	3 Year	2018	2020	14.
31	U-9 Teen Driver Crash Rate per 1,000 Licensed Driver	3 Year	2018	2020	79.9
32	U-10 Pedestrian in Utah Crashes per 10,000 Licensed Driver	3 Year	2018	2020	2.74
33	U-11 Bicyclists in Utah Crashes per 10,000 population	3 Year	2018	2020	1.59

### Performance Measure: C-1) Number of traffic fatalities (FARS)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)-2020	Numeric	263.5	5 Year	2016

#### Performance Target Justification

Target goals for reduction of fatalities are coordinated with the Utah Department of Transportation. Fatalities and Serious Injuries are reduced by 2.5% per year to reflect goals set in Utah's Highway Strategic Plan document approved in 2015. The data is reflected based on 5 year rolling average (2016-2020) trend lines

### Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-2) Number of serious injuries in traffic crashes (State crash data files)-2020	Numeric	1415.1	5 Year	2016

#### Performance Target Justification

Target goals for reduction of serious injuries are coordinated with the Utah Department of Transportation. Fatalities and Serious Injuries are reduced by 2.5% per year to reflect goals set in Utah's Highway Strategic Plan document approved in 2015. These goals were implemented using trend lines calculated for 2016-2020.

### Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-3) Fatalities/VMT (FARS, FHWA)-2020	Percentage	.82	5 Year	2016

#### Performance Target Justification

### Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2020	Percentage	66.88	5 Year	2016

#### Performance Target Justification

Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 67.9% (2015 - 2019). Target goals for the reduction of this performance measure were set according to the trend line using the data point for 2016-2020.

### Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

#### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2020	Numeric	40.38	5 Year	2016

#### Performance Target Justification

Using the data trend line for 2016-2020, Utah's performance goal would be an increase in fatalities. Therefore, in these cases Utah has chosen to set a goal of reducing fatalities by 1.5% of the five year moving average total of 41 (2015 - 2019).

#### Performance Measure: C-6) Number of speeding-related fatalities (FARS)

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)-2020	Numeric	67.37	5 Year	2016

#### Performance Target Justification

Target goals for the reduction of this performance measure have been set with a 1.5% reduction of the five year moving average total of 67.9 (2015 - 2019). Target goals for the reduction of this performance measure were set according to the trend line using the data point for 2016-2020.

#### Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)-2020	Numeric	38.1	5 Year	2016

#### Performance Target Justification

Target goals for the reduction of this performance measure were set according to the trend line using the data point for 2016-2020.

#### Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2020	Numeric	18.9	5 Year	2016

#### Performance Target Justification

Using the data trend line for 2016-2020, Utah's performance goal would be an increase in fatalities. Therefore, in these cases Utah has chosen to set a goal of reducing fatalities by 1.5% of the five year moving average total of 18.9 (2015-2019)

#### Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2020	Numeric	42.84	5 Year	2016

#### Performance Target Justification

Using the data trend line for 2016-2020, Utah's performance goal would be an increase in fatalities. Therefore, in these cases Utah has chosen to set a goal of reducing fatalities by 1.5% of the five year moving average total of 43.5 (2015 - 2019).

#### Performance Measure: C-10) Number of pedestrian fatalities (FARS)

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)-2020	Numeric	39.2	5 Year	2016

#### Performance Target Justification

Using the data trend line for 2016-2020, Utah's performance goal would be an increase in fatalities. Therefore, in these cases Utah has chosen to set a goal of reducing fatalities by 1.5% of the five year moving average total of 39.8 (2015 - 2019).

#### Performance Measure: C-11) Number of bicyclists fatalities (FARS)

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year

C-11) Number of bicyclists fatalities (FARS)-2020	Numeric	4.43	5 Year	2016
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#### Performance Target Justification

Using the data trend line for 2016-2020, Utah's performance goal would be an increase in fatalities. Therefore, in these cases Utah has chosen to set a goal of reducing fatalities by 1.5% of the five year moving average total of 4.5 (2015 - 2019).

#### Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2020	Percentage	88.5	5 Year	2016

#### Performance Target Justification

Using the data trend line for 2016-2020, Utah's performance goal would be an decrease in seat belt usage. Therefore, in these cases Utah has chosen to set a goal of increasing usage by 1.5% of the five year moving average total of 87.2% (2015 - 2019).

#### Performance Measure: U-12 Drivers in Utah Fatal Crashes with Known BAC results

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-12 Drivers in Utah Fatal Crashes with Known BAC results-2020	Percentage	50.1	3 Year	2018

Primary performance attribute:

Core traffic records data system to be impacted:

#### Performance Target Justification

Target goals for the decrease of this performance measure were set according to the trend line using the data point for 2018-2020.

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

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-13 Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes-2020	Numeric	5.90	3 Year	2018

Primary performance attribute:

Core traffic records data system to be impacted:

**Performance Target Justification**

Using the data trend line for 2018-2020, Utah's performance goal would be almost equal to that of last year's goal. Since Utah did not meet the goal from last year, Utah is going to retain the goal set in FY2019.

Performance Measure: U-14 Utah Drowsy Driving-related Fatalities

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-14 Utah Drowsy Driving-related Fatalities-2020	Numeric	8.17	3 Year	2018

**Performance Target Justification**

Target goals for the decrease of this performance measure were set according to the trend line using the data point for 2018-2020.

Performance Measure: U-15 Utah Traffic Fatalities Involving a Distracted Driver

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-15 Utah Traffic Fatalities Involving a Distracted Driver-2020	Numeric	15.07	3 Year	2018

#### Performance Target Justification

Target goals for the decrease of this performance measure were set according to the trend line using the data point for 2018-2020.

#### Performance Measure: U-16 Driver Age 65 or Older in Utah Fatal Crashes

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-16 Driver Age 65 or Older in Utah Fatal Crashes-2020	Numeric	43.	3 Year	2018

#### Performance Target Justification

#### Performance Measure: U-1 Child Safety Seat Use for Children Ages 0-8 years in Traffic Crashes

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-1 Child Safety Seat Use for Children Ages 0-8 years in Traffic Crashes-2020	Numeric	68.8	3 Year	2018

#### Performance Target Justification

Target goals for the increase of this performance measure were set according to the trend line using the data point for 2018-2020.

#### Performance Measure: U-2(a) Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-2(a) Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes-2020	Percentage	94.5	3 Year	2018



#### Performance Target Justification

Target goals for the increase of this performance measure were set according to the trend line using the data point for 2018-2020.

#### Performance Measure: U-2(b) Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-2(b) Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes-2020	Percentage	86.47	3 Year	2018

#### Performance Target Justification

Target goals for the increase of this performance measure were set according to the trend line using the data point for 2018-2020.

#### Performance Measure: U-2(c) Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-2(c) Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes-2020	Numeric	43.5	3 Year	2018

#### Performance Target Justification

Target goals for the increase of this performance measure were set according to the trend line using the data point for 2018-2020.

#### Performance Measure: U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
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U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained-2020	Percentage	54.5	3 Year	2018
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#### Performance Target Justification

Using the data trend line for 2018-2020, Utah's performance goal would be an increase in fatalities. Therefore, in these cases Utah has chosen to set a goal of reducing fatalities by 1.5% of the five year moving average total of 55.3 (2017 - 2019).

#### Performance Measure: U-4(a) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 pm to 5:59 a.m.)

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-4(a) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 pm to 5:59 a.m.)-2020	Numeric	58.6	3 Year	2018

#### Performance Target Justification

Using the data trend line for 2018-2020, Utah's performance goal would be an increase in fatalities. Therefore, in these cases Utah has chosen to set a goal of reducing fatalities by 1.5% of the three year moving average total of 59.5 (2017 - 2019).

#### Performance Measure: U-4(b) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 pm)

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-4(b) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 pm)-2020	Percentage	31.1	3 Year	2018

#### Performance Target Justification

Target goals for the increase of this performance measure were set according to the trend line using the data point for 2018-2020.

Performance Measure: U-5(a) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-5(a) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural-2020	Percentage	27.5	3 Year	2018

Performance Target Justification

Target goals for the decrease of this performance measure were set according to the trend line using the data point for 2018-2020.

Performance Measure: U-5(b) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-5(b) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban-2020	Percentage	22.5	3 Year	2018

Performance Target Justification

Performance Measure: U-6 Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers

**Performance Target details**

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-6 Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers-2020	Numeric	107.1	3 Year	2018

Performance Target Justification

Target goals for the decrease of this performance measure were set according to the trend line using the data point for 2017-2019.

## Performance Measure: U-6(b) Utah Fatalities Involving an Impaired Driver - Evidenced Based Drug Impaired Driver

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-6(b) Utah Fatalities Involving an Impaired Driver - Evidenced Based Drug Impaired Driver-2020	Numeric	64.1	3 Year	2018

### Performance Target Justification

Target goals for the decrease of this performance measure were set according to the trend line using the data point for 2017-2019.

## Performance Measure: U-7 Utah Helmeted Motorcycle Fatalities

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-7 Utah Helmeted Motorcycle Fatalities-2020	Percentage	38.8	3 Year	2018

### Performance Target Justification

Target goals for the increase of this performance measure were set according to the trend line using the data point for 2018-2020.

## Performance Measure: U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists

### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists-2020	Numeric	14.	3 Year	2018

#### Performance Target Justification

Target goals for the increase of this performance measure were set according to the trend line using the data point for 2018-2020.

#### Performance Measure: U-9 Teen Driver Crash Rate per 1,000 Licensed Driver

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-9 Teen Driver Crash Rate per 1,000 Licensed Driver-2020	Numeric	79.9	3 Year	2018

#### Performance Target Justification

Using the data trend line for 2018-2020, Utah's performance goal would be an increase in fatalities. Therefore, in these cases Utah has chosen to set a goal of reducing fatalities by 1.5% of the three year moving average total of 81.1 (2017 - 2019). [Click or tap here to enter text.](#)

#### Performance Measure: U-10 Pedestrian in Utah Crashes per 10,000 Licensed Driver

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-10 Pedestrian in Utah Crashes per 10,000 Licensed Driver-2020	Numeric	2.74	3 Year	2018

#### Performance Target Justification

Target goals for the decrease of this performance measure were set according to the trend line using the data point for 2018-2020.

#### Performance Measure: U-11 Bicyclists in Utah Crashes per 10,000 population

##### Performance Target details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
U-11 Bicyclists in Utah Crashes per 10,000 population-2020	Percentage	1.59	3 Year	2018

### Performance Target Justification

**Certification: State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.**

I certify:       **Yes**

**A-1) Number of seat belt citations issued during grant-funded enforcement activities\***

Seat belt citations:       **2679**

Fiscal Year A-1:       **2018**

**A-2) Number of impaired driving arrests made during grant-funded enforcement activities\***

Impaired driving arrests:       **1747**

Fiscal Year A-2:       **2018**

**A-3) Number of speeding citations issued during grant-funded enforcement activities\***

Speeding citations:       **8849**

Fiscal Year A-3:       **2018**

## Program areas

### Program Area: Community Traffic Safety Program

#### Description of Highway Safety Problems

Community traffic Safety programs serve as the cornerstone of local interaction and education, allowing for additional outreach opportunities to areas or populations in Utah that the Highway Safety Office find difficult to reach. According to HealthyPeople2020, educational and community-based programs play a key role in preventing motor vehicle crashes and related injuries and fatalities. Safe behaviors are partially determined by influences at multiple levels including personal, organizational, institutional, environmental and policy. Because significant and dynamic interrelationships exist among these different levels of health determinants, educational and community-based programs are most likely to succeed in improving health and wellness when they address influences at all levels and in a variety of environments/settings

With such a small staff, it is important for the Highway Safety Office to utilize partners, law enforcement agencies, businesses, hospitals and stakeholders to provide public information and education through community outreach efforts. State and National data is analyzed to identify problem areas and trends. In partnership with the community programs, projects are implemented to address the identified challenges.

Utah consists of 29 counties with 6 being urban and 23 rural or frontier. There are 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State. During the last 10 years, 553,390 motor vehicle crashes occurred in Utah. On average, there are 55,300 crashes a year of which 16,700 involve injuries and 230 involve deaths. Over the past 10 years:

104. On average, approximately 1,400 people are seriously injured and 257 people are killed in motor vehicle crashes a year;
105. July (289) and June (276) had the highest total number of motor vehicle crash deaths while February (124) and January (134) had the fewest;
106. Saturday (485) had the highest total number of motor vehicle crash deaths while Tuesday (317) had the fewest;
107. 5 p.m. (167) and 6 p.m. (165) had the highest total number of motor vehicle crash deaths while 4 a.m. (55) and 2 a.m. (62) had the fewest;
108. Everyday 3 p.m. to 6:59 p.m. and Saturday from 8 p.m. to 11:59 p.m. had high numbers of motor vehicle crash deaths;
109. 14,383 people had a serious injury in a crash; 50.2% were drivers, 22.6% were passengers, 14.5% were motorcyclists, 8.6% were pedestrians, and 4.0% were bicyclists;
110. 2,567 people died in a crash; 48.1% were drivers, 23.9% were passengers, 13.0% were motorcyclists, 12.9% were pedestrians, and 2.1% were bicyclists;
111. Speed was the leading contributing factor accounting for 42.9% of deaths;



- 112. Nearly one-third of the deaths were to unrestrained occupants;
- 113. Urban Counties accounted for 56.6% of the deaths;
- 114. There have been 120 crashes in which 27 people have died and 36 people have been injured in highway-rail grade crossings.

When examining 2016 crash data, Utah had 62,471 vehicle crashes which resulted in 26,738 injuries and 281 deaths. The death rate in the state per 100 million vehicle miles traveled was 0.91 which was lower than the U.S. rate of 1.18. However, fatalities that year reached the highest total since 2007. In turn, traffic safety continues to remain a top priority. Some areas of concern in Utah include:

- 115. Traffic crashes in Utah in 2016 were the highest ever;
- 116. The number of injured persons in crashes increased for the sixth straight year;
- 117. There were 2,459 more traffic crashes in 2016 compared to 2015;
- 118. Speed remains the leading contributing factor in deaths;
- 119. The percent of crashes involving a teen driver increased for the third straight year after years of decreasing;
- 120. Pedestrian crash rates per population have shown an increasing trend;
- 121. Drowsy driving crashes were the highest since 2007, the second straight year this has happened;
- 122. Deaths involving a distracted-driver has shown an increasing trend the last few years;
- 123. The percent of crashes involving an older driver has shown an increasing trend;
- 124. The number of crashes involving a drug-related driver in 2016 was the highest on record, the third straight year this has happened.

#### **Associated Performance Measures**

<b>Fiscal Year</b>	<b>Performance measure name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>
2020	C-1) Number of traffic fatalities (FARS)	2020	5 Year	263.5
2020	C-2) Number of serious injuries in traffic crashes (State crash data files)	2020	5 Year	1415.1
2020	C-3) Fatalities/VMT (FARS, FHWA)	2020	5 Year	.82

#### **Countermeasure Strategies in Program Area**

Countermeasure Strategy
Community Programs - CTSP
Employer Programs - CTSP
Public Information and Education - CTSP
Target Population Outreach - CTSP

## Countermeasure Strategy: Community Programs - CTSP

Program Area: **Community Traffic Safety Program**

### Project Safety Impacts

Community traffic Safety programs serve as the cornerstone of local interaction and education, allowing for additional outreach opportunities to areas or populations in Utah that the Highway Safety Office find difficult to reach. With such a small staff, it is important for the Highway Safety Office to utilize partners, law enforcement agencies, businesses, hospitals and stakeholders to provide public information and education through community outreach efforts. State and National data is analyzed to identify problem areas and trends. In partnership with the community programs, projects are implemented to address the identified challenges.

Utah consists of 29 counties with 6 being urban and 23 rural or frontier. There are 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State. During the last 10 years, 553,390 motor vehicle crashes occurred in Utah. On average, there are 55,300 crashes a year of which 16,700 involve injuries and 230 involve deaths. In addition, unique traffic safety concerns and problem exist in the different counties and communities across the state. Along with these differences come unique challenges with demographics, local resources, and the identification of leaders to take on community-based programs.

This strategy is part of a comprehensive, evidenced-based effort to improve highway safety across Utah, ultimately reducing the number of fatalities and injuries on our roadways. By supporting this strategy, the Highway Safety Office is able to reach motorists and citizens across all 29 counties with traffic safety information, education and training that supports the local identified problems and is designed to effectively change behavior.

### Linkage Between Program Area

Community programs that are supported by this strategy are evidence-based and data-driven. With Utah consisting of a mixture of 6 urban and 23 rural or frontier, it is critical to the success of the Highway Safety Program that community-based programs be supported. In addition, there are 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State. Community programs serve as the cornerstone of local interaction and

education, allowing for additional outreach opportunities to areas or populations in Utah that the Highway Safety Office find difficult to reach.

As part of this strategy, the Highway Safety Office supports opportunities for stakeholders to:

125. obtain training on new or existing programs;
126. gather information on specific traffic safety issues;
127. network with other traffic safety professionals; and
128. gain knowledge and tools necessary to continue highway safety work in their communities.

Through this support, the Highway Safety Office ensures motorists and citizens receive a consistent and effective message or program aimed at reducing death and injury on our roadways. This strategy also supports the others identified in the program area with funding distribution based on problem identification.

#### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. Community programs and outreach play a key role in preventing deaths and injuries on the roadways. These activities are designed to reach people in their vehicles, schools, worksites, and communities. This provides opportunities to reach people using existing social structures which maximizes impact and reduces the time and resources necessary for program development. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-05	CP-Zero Fatalities Safety Summit

#### Planned Activity: CP-Zero Fatalities Safety Summit

Planned activity number: **CP-05**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

The Zero Fatalities Safety Summit is held every other year with the next conference planned to take place in April 2020. The conference is co-sponsored by the Utah Department of Transportation and Utah Department of Public Safety and provides a forum for traffic safety

professionals to share knowledge, resources, and best practices, and to gain insight into the future of traffic safety in the State.

Participants include representatives from law enforcement, local governments, education, health departments, employers, traffic engineering, health and medical, emergency response, judicial systems, and traffic safety advocates. Attendance has grown from 225 in 2007 to over 500 in 2018.

Participants gain knowledge and tools necessary to continue their work on decreasing death and injury on the State's roadways. Workshops will focus on a variety of traffic safety topics including teen driving, transportation improvement efforts, aging drivers, driver education, impaired driving, occupant protection, pedestrian and bicycle safety, motorcycle safety, commercial vehicle enforcement and education, outreaching minority groups, creating safer roadways, State and federal resources, and using media to promote programs. Funds will be used to secure the conference facility and related expenses, travel expenses for speakers, and develop and print conference material.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Community Programs - CTSP

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$25,000.00	\$0.00	\$25,000.00

#### Countermeasure Strategy: Employer Programs - CTSP

Program Area: **Community Traffic Safety Program**

#### Project Safety Impacts

This employer program is designed to mobilize employers and equip them to provide education, policies, and information to employees in effort to promote safe driving and change behavior. It is an evidence-based countermeasure that is effective in reaching adults, which can be a difficult audience to reach. Through this program, all traffic safety issues will be addressed with an

emphasis on seat belt use, distracted driving, impaired driving, drowsy driving, speed, and aggressive driving behaviors.

The U.S. Census Bureau reported 85% of U.S. employees commute to work in a car and the NHTSA reported that 55% of U.S. traffic fatalities in 2014 involved someone's employee. In Utah a motor vehicle crash occurred every 8 minutes, a person was injured in a crash every 19 minutes, and a person was killed in a crash every 31 hour. Motor vehicle crashes are the leading cause of injuries and fatalities on the job, with an estimated 2-billion-dollar statewide economic loss. Employers bear the cost for injuries that occur both on and off the job. The increasing traffic congestion on our roads wastes significant time and money, reduces productivity and promotes risky driving behavior. Employees may feel pressured to engage in potentially distracting in-vehicle activities to meet their job responsibilities.

This strategy is part of a comprehensive, evidence-based effort to decrease the number of motor vehicles crashes and resulting deaths and injuries.

#### [Linkage Between Program Area](#)

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

With motor vehicle crashes on the rise providing training employers in time management, drowsy driving, occupant protection, distracted and aggressive drivers is becoming more and more of a priority. To combat this problem, employer programs is an effective strategy to reach adults with traffic safety education, information and training.

Funding is distributed based on problem identification.

#### [Rationale](#)

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. Public information and education programs, particularly employer programs, play a key role in preventing deaths and injuries on the roadways. These activities are designed to reach people in their vehicles, worksites, and communities. This provides opportunities to reach people using existing social structures which maximizes impact and reduces the time and resources necessary for program development. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

#### **Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
CP-04	CP-Network of Employers for Traffic Safety

### Planned Activity: CP-Network of Employers for Traffic Safety

Planned activity number: **CP-04**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

The purpose of the Utah Network of Employers for Traffic Safety Program is to engage employers in improving the safety and health of employees and their families by preventing traffic crashes that occur both on and off the job through education and training. The goal of the NETS program is to engage employers to improve the safety and health of employees and their families by preventing traffic crashes that occur both on and off the job. The program works to implement safety policies and provide workplace training and programs to 1,100 business members. Planned activities include:

129. Keep Utah Network of Employers for Traffic Safety (UNETS) participants up to date on seasonal traffic information, current traffic safety and Highway Safety campaigns and observance periods, fleet management, corporate safety and health, etc. Communication will include monthly emails, website updates, and electronic newsletter.
130. Create and send out the UNETS Newsletter quarterly during Winter (December), Spring (March), Summer (June) and Fall (September). The newsletter articles include relevant information on current seasonal traffic safety topics such as, current traffic safety and Highway Safety campaigns and observance periods such as Click-It-or-Ticket, and other topics such as seasonal driving, drowsy and impaired driving, distracted driving, occupant protection and many other topics relevant to traffic safety for employers and employees. .
131. Encourage and solicit participation in the Occupational Seat Belt Award among all UNETS participants, resulting in at least 20 companies with a 100% seat belt usage and award them at the Utah Safety Council's Annual Awards Luncheon. A kit will be made available to all UNETS participants to assist them in implementing an educational program to promote seat belt usage. UNETS will also present a Most Improved Seat Belt Usage award given out to up to three companies that had the greatest increase in seat belt usage, resulting in at least 50 companies submitting their survey results to be considered for this award.
132. The Utah Safety Council will be hosting its second annual Safety Conference in February 2020 that includes a Traffic Safety Track.

133. UNETS will host two Traffic Safety Management Seminars for UNETS participants during the grant year that will focus on assisting employers on implementing and maintaining workplace traffic safety programs.
134. UNETS will partner with the Utah Hispanic Chamber of Commerce to host a traffic safety seminar for employers in Spanish.
135. Presentations will be advertised to Utah companies that UNETS has employee targeted presentations available to come present at their organization. Pre-and post-questionnaires will be given to determine knowledge before and after. This will also be measured by the number of presentations given and number of individuals that attend.
136. A driving simulator will be purchased to educate and train drivers to improve their driving behaviors. The simulator will be available to UNETS members, Utah Safety Council members, local high schools, Teen Driving Task Force members, and other approved partners. The simulator will be checked out using a loan agreement and will include a pre and post survey to track and determine the impact the equipment has had on driving behavior.
137. UNETS will participate at employee health and safety fairs. The booth will provide traffic safety education and information for employees. This will be measured by the number of events attended and number of participants at the booth. An intern may be hired to help.
138. Drive Safely Work Week (DSWW) is UNETS annual workplace safety campaign, providing a way to remind employees about safe driving practices. UNETS will encourage all members to participate in Drive Safely Work Week, October is one of the months with the highest number of fatal crashes involving a drunk driver as well as the lowest restraint use. The project director will create a DSWW toolkit for UNETS participants that has everything needed to launch a successful campaign including: fact/tip sheets, activities for each day, etc. Information will be included on the UNETS webpage, quarterly UNETS Newsletter and monthly emails. UNETS may host a DSWW 2020 Kickoff for all UNETS participants.
139. Purchase at least five educational traffic safety videos in English and Spanish, and make them available for UNETS participants to use for employee education and trainings.
140. Create at least two videos to use for social media campaigns and videos to be used on the UNETS webpage, social media and included in workplace presentations and booths. These videos will be targeted at employers, and employees. This will be measured by the number of times the videos are viewed and downloaded.
141. Create surveys to send out to employers regarding their traffic safety programs and policies on topics such as distracted driving, occupant protection and impaired driving. Have them submit copies of their policies if they have them. Have a drawing they are entered into if they complete the survey. These surveys will be used to help give the UNETS Program feedback to meet the needs of its participants.

142. Partner with the Highway Safety Office and other partners' traffic safety messaging to assist them in getting their messages out during such observance periods as Click-It-or-Ticket, Distracted Driving Awareness Month, National Safety Month, 3D month and other holiday observance periods to employers and employees through our newsletters, website, social media, press releases, etc. to our contacts. Project Director will participate in Employer Traffic Safety Outreach meetings to stay up to date and involved.

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

#### Intended Subrecipients

Utah Safety Council

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Employer Programs - CTSP

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$35,000.00	\$0.00	\$35,000.00

#### Countermeasure Strategy: Public Information and Education - CTSP

Program Area: **Community Traffic Safety Program**

#### Project Safety Impacts

The public information and education activities are designed to create greater awareness of traffic safety issues among Utah's motorists and roadway users. It is an evidence-based strategy, which is designed to change behavior and decrease the incidence of motor vehicle crashes and related deaths and injuries. The UHSO is a primary source for information and education on traffic safety issues and problems. Partnering law enforcement agencies and community groups frequently contact the UHSO for assistance with promoting safety messages and providing education to the community at safety fairs, presentations, and other various venues. The goal of the project is to increase awareness and knowledge of traffic safety issues and to provide targeted and relevant education, resources and tools to various partners who also work to decrease death and injury on Utah's roads.



This strategy is part of a comprehensive, evidenced-based effort to increase the number of motorists who drive safely, ultimately reducing the number of motor vehicle-related fatalities and injuries on our roadways

#### Linkage Between Program Area

Utah consists of 29 counties with 6 being urban and 23 rural or frontier. There are 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State. During the last 10 years, 553,390 motor vehicle crashes occurred in Utah. On average, there are 55,300 crashes a year of which 16,700 involve injuries and 230 involve deaths. Community programs and outreach are a cornerstone of the Highway Safety Program's efforts to improve highway safety. In addition, public information and education is a critical tool that supports community programs and outreach. With such a small staff, it is important for the Highway Safety Office to utilize partners, law enforcement agencies, businesses, hospitals and stakeholders to provide public information and education through these efforts.

Funding for this and all other strategies are distributed based on problem identification with State and National data being used to analyze problem areas and trends.

#### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. Public information and education programs play a key role in preventing deaths and injuries on the roadways. These activities are designed to reach people in their vehicles, schools, worksites, and communities. This provides opportunities to reach people using existing social structures which maximizes impact and reduces the time and resources necessary for program development. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-06	CP-UHP PI&E
CP-07	CP-Public Information & Education

#### Planned Activity: CP-UHP PI&E

Planned activity number: **CP-06**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

There are 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State. The Utah Highway Patrol (UHP) is the lead law enforcement agency

that patrols these stretches of roadway, as it offers statewide coverage and unified enforcement on identified traffic safety problems. UHP handles nearly one-third of the traffic crashes in the state, making traffic safety promotion a high priority for this agency. Coordinating messages, enforcement, and outreach across a large state, like Utah, is necessary component for effective strategies to reduce traffic crashes, fatalities, and injuries. UHP Public Information and Education (PI&E) and the Adopt-A-High School Programs will be the mechanism to implement and coordinate messages, enforcement priorities, and public information and education activities throughout the state.

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

143. work towards a reduction traffic fatalities by providing education through presentations, workshops, incentives programs, sporting events, safety fairs and other community events;
144. adopt 10 high schools during the 2019-2020 school year;
145. conduct monthly activities including participating schools through assemblies, classroom activities, and presentations;
146. recognize high schools that achieve high seat belt usage rates and for the best overall program;
147. actively support the Utah Highway Safety Office and their initiatives, programs, and campaigns;
148. utilize two seat belt convincer trailers to educate and promote seat belt safety at a minimum of 100 schools, business and community events;

149. provide the public information and education troopers with the necessary equipment and resources to educate the public including seat belt convincers, a/v systems, educational materials, PowerPoint presentations, and fatal vision goggles;
150. support training to troopers when needed regarding the use of the resources as well as information on current trends and statistics;
151. perform formal and informal strategic planning throughout the year to ensure all PI&E troopers review program goals and objectives, network, receive training, discuss what does and does not work as well as be recognized for their accomplishments;
152. support attending state and national conferences (such as Safety Summit and Lifesavers);
153. recognize PI&E Troopers for their public education efforts;
154. explore ways to find new partners for current outreach activities.

Funds will be used to provide educational materials, maintain and service equipment, such as the Seat Belt Convincer, support overtime hours for troopers conducting PI&E work, offer incentive grants to UHP sections that achieve identified outreach goals during the year, and offer highway safety training to troopers.

#### Intended Subrecipients

Utah Highway Patrol - Public Information and Education

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Public Information and Education - CTSP

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$25,000.00		\$25,000.00

#### Planned Activity: CP-Public Information & Education

Planned activity number: **CP-07**

Primary Countermeasure Strategy ID:

### Planned Activity Description

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

### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Public Information and Education - CTSP

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$5,000.00		\$5,000.00

### Countermeasure Strategy: Target Population Outreach - CTSP

Program Area: **Community Traffic Safety Program**

### Project Safety Impacts

One strategy identified by the CDC in implementing prevention programs is outreach and education to target populations. This countermeasure strategy is designed to provide learning experiences that are tailored to a target population with the goal of improving safety on the roadways. It is an evidence-based activity which is designed to change unsafe behaviors and decrease the incidence of motor vehicle crashes and resulting fatalities and injuries. While some countermeasure strategies apply to a wider audience, there are some that are specific messages

and information that is directed toward a specific audience. Two such audiences in Utah are older drivers and motorists crossing one of Utah's rail-grade crossings.

According to the IIHS, per mile traveled, fatal crash rates increase noticeably starting at age 70-74 and are highest among drivers 85 and older. The increased fatal crash risk among older drivers is largely due to their increased susceptibility to injury, particularly chest injuries, and medical complications, rather than an increased tendency to get into crashes. Of the fatalities in 2016, 10 Utahns died due to not staying in their lane, eight died due to failure to yield the right-of-way, nine died due to driving too fast for conditions, and four older adult drivers died due to following too closely. All of these reasons for deaths and injuries can lead back to addressing and explaining the five deadly behaviors of driving with Utah's active aging community. According to the 2010 Census data, 10.3% of Utahns are 65 and Older. Older adult drivers are commuting at all times to Doctor appointments, senior centers, and family visits. The majority of deaths and injuries in 2016 of Utah's older adult drivers occurred on clear weather days, and at varying times of the day. 30% of those injuries occurred between the hours of 3PM and 5PM (Peak commute times for all drivers).

Rail traffic in Utah has increased dramatically with the creation of Utah Transit Authority's (UTA) TRAX light rail trains in 1999 (with four additional lines completed), UTA's FrontRunner commuter rail trains in 2009 and 2012, UTA's Sugar House street car line in 2014. There are approximately 580 more trains per day operating in Utah than 16 years ago.

This strategy is part of a comprehensive, evidenced-based effort to decrease the number of motor vehicle related crashes and resulting deaths and injuries.

#### [Linkage Between Program Area](#)

While improvements in highway safety are being made, several target populations are experiencing increases in trends related to motor vehicle crashes, fatalities and injuries. In fact:

155. the 10-year trend shows that 11.7% of all crashes in Utah involved an older driver with an increasing trend over the last 10 years;
156. Fatal older driver crashes have also shown an increasing trend over the last 10 years;
157. The U.S. Department of Transportation projects substantial increases in rail transport over the next three decades;
158. Rail expansion has been seen in Utah's urban areas, as more lines are added to connect our major cities and communities;
159. There are approximately 580 more trains per day operating in Utah than 16 years ago in Utah.

Communicating awareness of the importance of safe driving behaviors with these target populations will result in greater awareness of the hazards when crossing railroads or driving when elderly. Awareness will be communicated through educational opportunities, training, and community messaging. Funding for this and all other strategies are distributed based on problem identification.

## Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. Programs designed to reach target populations provide well-defined and somewhat controlled audiences for traffic safety programs. Education and other communications strategies can be tailored to a specific audience. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

## Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-02	CP-Rail Safety Education
CP-03	CP-Older Driver Education

## Planned Activity: CP-Rail Safety Education

Planned activity number: **CP-02**

Primary Countermeasure Strategy ID:

## Planned Activity Description

Operation Lifesaver Utah is a public, 501(c) (3) non-profit, rail safety education program dedicated to eliminating collisions, fatalities, and injuries at highway-rail grade crossings. Operation Lifesaver strives to reduce and/or eliminate collisions, injuries and fatalities at highway-rail grade crossings. The planned activity performs public outreach and education by providing presentations and educational material to the following three primary target audiences - driver education students (new drivers), school bus drivers, and professional truck drivers. The activity also includes outreach to general audiences and vulnerable roadway users such as school-aged students, bicyclists and pedestrians, commercial and transit bus drivers, law enforcement, emergency medical technicians and paramedics/firefighters, general adults, and anyone that needs to learn about safety at highway-rail grade crossings. The planned activity will:

160. Provide highway-rail grade crossing presentations to approximately 600 driver education classes, about 100 school bus driver classes and 100 to other misc. groups;
161. Distribute educational materials to provide repetitive visualization to reinforce the safety message;
162. Offer presentations and displays at model train shows, safety fairs, etc., with information on highway-rail grade crossings; and

163. Perform community outreach by purchasing public service announcements on print, radio, TV, or movie theaters.

The planned activity will be supported through two funding sources including NHTSA 402 funds and state funds awarded to the UHSO from the Utah Department of Transportation. Funding will be used to support attendance to the National Operation Lifesavers Leadership Conference, print/purchase of educational materials, a portion of rent, placement of public service announcements, and program enhancement items which are allowable if a railway safety message is provided.

These two funding sources will provide a proportional share for the educational/outreach booths and classes.

#### Intended Subrecipients

Operation Lifesaver Utah

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Target Population Outreach - CTSP

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Roadway Safety (FAST)	\$15,000.00		\$15,000.00

#### Planned Activity: CP-Older Driver Education

Planned activity number: **CP-03**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity will be aimed at implementing a statewide senior driving safety program which focuses on empowering seniors to continue to drive, but do so safely. The activity promotes collaboration with state and local health departments, hospitals, trauma centers and other agencies around the state. The planned activity will include education on the five (5) deadly behaviors of driving (Distracted, Impaired, Aggressive, Drowsy, and Seat Belt use), which will be discussed, with a older adult emphasis. The activity will incorporate the Yellow Dot program, which is a tool to notify emergency responders of medical needs of older drivers. The planned activities include:

164. development and distribution of program materials (i.e. educational handouts, flyers, Yellow Dot program information, etc.)
165. an emphasis on rural communities, where data shows that older drivers are more likely to die in crashes;
166. identification of additional/new partners that will be engaged in the program and work on injury prevention projects in their communities;
167. approaching hospitals, active aging communities, community centers, and community councils to help spread the message of keeping older adults safe in their vehicles;

Funds will be used to support in-state travel to provide training to partner organizations across the state, printing of forms and educational materials, and postage costs.

#### Intended Subrecipients

University of Utah Health Care - Trauma Center

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Target Population Outreach - CTSP

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$16,000.00		\$16,000.00



## Program Area: Distracted Driving

### Description of Highway Safety Problems

Distracted driving is any activity that diverts attention from driving, including talking or texting on your phone, eating and drinking, talking to people in your vehicle, fiddling with the stereo, entertainment or navigation system—anything that takes your attention away from the task of safe driving. Texting is the most alarming distraction. Sending or reading a text takes your eyes off the road for 5 seconds. At 55 mph, that's like driving the length of an entire football field with your eyes closed. You cannot drive safely unless the task of driving has your full attention. Any non-driving activity you engage in is a potential distraction and increases your risk of crashing.

Many distractions exist while driving, with cell phones being one of the main distractions. In addition, new technology in vehicles is causing us to become more distracted behind the wheel than ever before. While distracted driving is certainly a concern among most motorists, individuals often believe "they" can do it safely. A National Highway Traffic Safety Administration survey, *Young Drivers Report the Highest Level of Phone Involvement in Crash or Near-Crash Incidences*, found 20% of drivers age 18-20 said texting does not affect their driving, and nearly 30% of drivers ages 21-34 said texting has no impact.

Nationally, 3,450 people were killed. 391,000 were injured in motor vehicle crashes involving distracted drivers in 2015. During daylight hours, approximately 481,000 drivers are using cell phones while driving. That creates enormous potential for deaths and injuries on U.S. roads. Teens were the largest age group reported as distracted at the time of fatal crashes.

In Utah, the concerns surrounding distracted driving is growing and the data supports this issue. A review of the 2012-2016 distracted driver crash data indicates the following:

- 168. There were 105 distracted driver fatal crashes with 114 fatalities
- 169. Drivers ages 15 to 24 had the highest distracted driving overall crash rates
- 170. Males were drivers in 55.6% of the distracted-related crashes
- 171. Distracted driver crashes occur more often on Monday, and the highest percentage of fatal distracted driver crashes occurred on Sunday and Monday
- 172. Distracted driver total crashes were highest from 3:00 p.m. to 6:59 p.m.
- 173. Salt Lake County had the most distracted driver crashes accounting for 44.1% of the distracted driver crashes in the state
- 174. The percentage of deaths and fatal crashes involving distracted drivers has fluctuated around 9% of all deaths and fatal crashes
- 175. Overall, Cache, Utah, and Weber counties had the highest percentages of crashes involving a distracted driver.

The 10-year trend shows that 9.4% of all crashes in Utah involved a distracted driver. Fatal distracted driver crashes have fluctuated around the 10-year average of 8.8% of fatal crashes. While these numbers are significant, they may not state the true size of the problem, since the

identification of distraction and its role in the crash by law enforcement can be very difficult. The National Safety Council examined police reports from 50 states and Washington, D.C., to determine what data states are tracking with regard to motor vehicle crashes. NSC found that no state fully captures the data required by government and traffic safety organizations to understand the real causes of crashes and effectively address the problems. According to the NSC report, *Undercounted is Underinvested: How Incomplete Crash Reports Impact Efforts to Save Lives*, many states lack:

- 176. fields to capture texting
- 177. fields to record hands-free cell phone use
- 178. fields to capture the use of advanced driver assistance technologies, teen driver restrictions, and the use of infotainment systems.

As Utah works to update the crash report form in 2018-2019, distracted driving will be better captured to assist with adequately identifying this problem area.

#### **Associated Performance Measures**

<b>Fiscal Year</b>	<b>Performance measure name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>
2020	U-15 Utah Traffic Fatalities Involving a Distracted Driver	2020	3 Year	15.07

#### **Countermeasure Strategies in Program Area**

<b>Countermeasure Strategy</b>
Communication Campaign - Distracted Driving
High Visibility Cellphone/Text Messaging Enforcement-Distracted Driving
School Programs

#### **Countermeasure Strategy: Communication Campaign - Distracted Driving**

Program Area: **Distracted Driving**

#### **Project Safety Impacts**

This awareness & education campaign is designed to create greater awareness amongst motorists in urban and rural counties about the dangers of distracted driving. Distracted driving has been identified as a priority among highways safety planners and law enforcement leaders. In addition, it is one of the behaviors supported by the Zero Fatalities Program and the Utah

Strategic Highway Safety Plan. In Utah, the 10-year trend shows that 9.4% of all crashes involved a distracted driver. Fatal distracted driver crashes have fluctuated around the 10-year average of 8.8% of fatal crashes. This strategy is part of a comprehensive, evidenced-based effort to decrease the number of motorists who drive distracted, with special emphasis on cell phone use.

#### Linkage Between Program Area

Distracted driving represents a significant portion of the State's total traffic fatalities. In fact, it is the fifth highest contributing factor in traffic fatalities, following speed, unrestrained occupants, drunk driving, and failing to yield. The Utah Department of Public Safety's mission is to provide a safe and secure environment for all people in Utah. As a specific part of DPS' mission, the Highway Safety Office's mission is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on Utah's roadways. Communication remains an integral part of this mission and comprises large parts of each of the UHSO's program focus areas. To support this effort, an annual communication plan is developed to serve to guide the office's overall communication activities with the ultimate goal of making traffic safety information and knowledge a daily part of the lives of the people of Utah. This plan includes campaigns that focus on reducing distracted driving. Funding for this and all other strategies are distributed based on problem identification.

#### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. In addition, mass media campaigns are an essential part of many deterrence and prevention countermeasures that depend on public knowledge to be effective. In fact, in order for high-visibility enforcement programs to be effective a communications and outreach component is critical to include in program development and planning.

A mass media campaign consists of intensive communications and outreach activities regarding the traffic safety behavior. The campaign generally includes both paid and earned media and utilizes one or more mediums, such as radio, television, print, online, and outdoor. To maximize effectiveness, the campaign will identify a specific target audience and communications goal. All messaging and delivery methods will be appropriate to, and effective for, the audience and goal. Mass media campaigns are a standard part of every State's efforts to improve highway safety.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
DD-02	DD-Communications

## Planned Activity: DD-Communications

Planned activity number: **DD-02**

Primary Countermeasure Strategy ID:

### Planned Activity Description

The goal of this planned activity is to increase awareness of distracted driving issues in Utah. The planned activity will support:

179. paid, earned and social media to share messages about distracted driving throughout the year;
180. development of campaign resources;
181. encouraging traffic safety partners throughout the State to promote distracted driving awareness throughout the year;
182. educating drivers about the dangers of distracted driving;
183. educating drivers about the Utah's distracted driving law and the legal consequences of engaging in this behavior; and
184. educating pedestrians about the emerging issue of distracted pedestrians.

The planned activity will be supported through two funding sources including 402 and 405(e). Only eligible expenses will be supported.

### Intended Subrecipients

Utah Department of Public Safety- Highway Safety Office

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign - Distracted Driving

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405e Special Distracted Driving	405e Public Education (FAST)	\$2,500.00		

2018	FAST Act NHTSA 402	Distracted Driving (FAST)	\$2,500.00		\$2,500.00
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## Countermeasure Strategy: High Visibility Cellphone/Text Messaging Enforcement-Distracted Driving

Program Area: **Distracted Driving**

### Project Safety Impacts

Enforcement is key to saving lives and preventing distracted driving from continuing its deadly hold on Utah roadways. One of the biggest distractions is cell phone use while driving. Utah has a law that prohibits distracted driving. Under Utah law, motorists are generally prohibited from using a cellphone or other handheld wireless device to write, send, or read a written communication, including: text messages, instant messages, and email. The law also bans drivers from: dialing a phone number, accessing the Internet, viewing or recording a video, and, entering data into a handheld wireless device. Utah's distracted driving law applies to wireless telephones, text messaging devices, laptops, and all substantially similar devices. However, the law doesn't prohibit using GPS devices or systems that are "physically or electronically integrated" into the vehicle. There are a few exceptions to the law, including:

- 185. motorists can use voice communications (including voice-operated technologies)
- 186. motorists can use communications related to emergencies or reporting criminal activity,
- 187. law enforcement and emergency personnel acting within the course and scope of employment.

Utah's distracted driving statute is considered a "primary" law—meaning an officer who spots a violation can stop the driver without having another reason for doing so. This strategy supports the enforcement of Utah's distracted driving law. Officers will participate in the national distracted driving enforcement campaign to educate the public on the dangers of distracted driving. Throughout the year there will also be a number of agencies that will participate in selective distracted driving enforcement. This strategy is part of a comprehensive, evidenced-based effort to decrease the number of distracted driving crashes, ultimately reducing the number of unbuckled fatalities and injuries on our roadways.

### Linkage Between Program Area

Distracted driving is a problem across the United States, and Utah is no exception to this epidemic. In 2016, distracted driver crashes represented 9.2% of all crashes and 9.7% of all fatal crashes. The younger the driver, the more likely they were to be distracted. There is needed enforcement and education to increase awareness about the dangers of distracted driving. Funding for this, and all other strategies, are distributed based on problem identification.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices. The most effective strategy for achieving and maintaining safe behaviors on the roadways

is highly publicized high-visibility enforcement (HVE) of strong traffic laws. The effectiveness of high visibility enforcement has been documented repeatedly in the United States and abroad. The strategy's three components – laws, enforcement, and publicity – cannot be separated: effectiveness decreases if any one is weak or lacking. The most common high-visibility enforcement method consists of short, intense, highly publicized periods of increased enforcement of traffic laws. Enforcement activities being implemented include saturation patrols, roving patrols, sustained enforcement efforts, and selective enforcement periods during HVE campaigns. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities. In addition, depending on the enforcement method identified, planning and execution will include appropriate elements such as mass media, earned media, outreach, public information and education, and coordination across jurisdictions.

#### **Planned activities in countermeasure strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
DD-01	DD-HVE Distracted Driving

#### **Planned Activity: DD-HVE Distracted Driving**

Planned activity number: **DD-01**

Primary Countermeasure Strategy ID:

#### **Planned Activity Description**

This planned activity will support selective enforcement efforts aimed at reducing distracted driving on Utah's roadways. Enforcement efforts will be data-driven with a focus on high-crash locations in various communities across the state. Enforcement efforts will also include a public information and education component to ensure motorists are aware of the laws and dangers of distracted driving. Media messaging and outreach activities will also accompany the enforcement activity. Special emphasis will take place during the NHTSA Distracted Driving Awareness Campaign, when the UHSO will recruit local law enforcement to participate in working overtime shifts and educating the public.

Specific law enforcement partners include, Orem Police Department, Provo Police Department, Utah County Sheriff's Office, Salt Lake City Police Department, Willard Police Department and Richfield Police Department

This planned activity will be supported through NHTSA 402 funds and 405(e) funds.

#### **Intended Subrecipients**

Orem Police Department

Salt Lake Police Department

Richfield Police Department

Willard Police Department

Peers Foundation

Utah Department of Public Safety- Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Cellphone/Text Messaging Enforcement-Distracted Driving

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405e Special Distracted Driving	405e DD Law Enforcement (FAST)	\$20,107.00		
2018	FAST Act NHTSA 402	Distracted Driving (FAST)	\$52,151.00		\$52,151.00

#### Countermeasure Strategy: School Programs

Program Area: **Distracted Driving**

##### Project Safety Impacts

School based strategies are designed to reach children and teens in a learning environment with messaging, education and experiences being delivered by peers, teachers, parents, officers, health educators, and community partners. This strategy is evidence-based and designed to change behavior, improve awareness, and educate our younger audiences with the goal of preventing motor vehicle related deaths and injuries.

##### Linkage Between Program Area

Distracted driving represents a significant portion of the State's total traffic fatalities. In fact, it is the fifth highest contributing factor in traffic fatalities. The Utah Department of Public Safety's mission is to provide a safe and secure environment for all people in Utah. School programs

remain an integral part of this mission and comprises large parts of each of the UHSO's program focus areas. This program includes education that focus's on reducing distracted driving. Funding for this are distributed based on problem identification.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices. Public information and education programs, including school-based education programs, play a key role in preventing death and injuries on the roadways and schools provide well-defined and somewhat controlled audiences for traffic safety programs. Education and other communications strategies can be tailored to a specific audience. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
DD-03	School Programs

### Planned Activity: School Programs

Planned activity number: **DD-03**

Primary Countermeasure Strategy ID:

### Planned Activity Description

PEERS' Augment Reality Distracted Driving Education Simulation (ARDDDES) will tour high schools in Utah to increase awareness about the dangers of distracted driving. ARDDDES uses a state-of-the-art driving simulator, video, and peer-to-peer learning to demonstrate the hazards of distracted driving, increase seat belt use, reduce distracted driving behavior, and improve participant's driving skills.

ARDDDES is a 360-degree immersive experience. While seated in a real car and wearing a Meta2 augmented-reality headset, participants are challenged to make quick driving decisions regarding realistic distractions from oncoming traffic, pedestrians, passengers and cell phone use while 'driving' to avoid potential (simulated) collisions

Reducing both the number of distracted teen drivers on our roads and highways and the incidence of injury and death due to distracted driving in the 15-19-year-old demographic are the overall objectives of the PEERS' ARDDDES experience.

### Intended Subrecipients

PEERS Foundation

### Countermeasure strategies

Countermeasure strategies in this planned activity



Countermeasure Strategy
School Programs

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Distracted Driving (FAST)	\$12,000.00		\$12,000.00

## Program Area: Impaired Driving (Drug and Alcohol)

### Description of Highway Safety Problems

Utah crash data from 2012-2016 shows that alcohol-suspected crashes are 5.7 times more likely to be fatal than other crashes. While only 3.2% of Utah's traffic crashes in 2012-2016 involved a driver suspected or who tested positive for alcohol, they accounted for 15.3% of fatal motor vehicle crashes during that same period. For all fatal crashes between the hours of 10:00 p.m. – 3:59 a.m., 32% involved an alcohol-suspected driver.

On average, 40 people die each year in Utah from alcohol related crashes according to 2012-2016 crash data; 1,095 are in injury crashes and 2,550 have property damage only crashes. Data from the same time-period shows that 53% of deaths involving an alcohol-suspected driver were to the alcohol-suspected driver; 23% were to the alcohol-suspected driver's passenger; 18% were to the occupants of another vehicle in the crash; and 7% were to non-motorists.

Drug-suspected drivers continue to be a growing problem in Utah. On average, 44 people die each year in crashes where a driver was suspected or tested positive for drugs according to 2012-2016 Utah crash data. A drug-suspected driver was involved in 17% of the traffic deaths and drug-related crashes account for 1.6% of all crashes in Utah during the same time-period. Test results from Utah fatal crashes from 2012-2016 show that THC/marijuana was the leading drug that drivers in fatal crashes tested positive for at 25%; Methamphetamine was second at 14%.

Crash data from 2012-2016 shows the demographics of the alcohol-suspected driver compared to the drug-suspected driver are very similar, yet there are some definite differences. The age range is similar to the national average 21-39 year old males. When looking at Utah fatal crashes, for alcohol-suspected drivers, the highest age group is 20-24; for drug-suspected drivers, ages range from 20-24 and 25-29; around 75% males for both categories. Alcohol-suspected driver crashes are highest in August, November and October and occur most often on Saturdays and Sundays, are highest between 6:00 p.m. – 11:59 p.m.; drug-related crashes are highest in months June-August, occur most frequently between 12:00 – 5:59 p.m.; Tuesdays and Thursday – Saturday. For fatal crashes in both categories, the data varies somewhat but not significantly.

Impaired driving crashes are a statewide problem, but they most frequently occur along the Wasatch Front, from Ogden to Provo, where the majority of the state's population live. In looking at crash data from 2012-2016 for both drug-suspected and alcohol-suspected fatal crashes, Salt Lake and Utah Counties had the highest numbers; Tooele, Uintah, Washington, and Weber Counties were also high for alcohol fatal crashes; Davis, Weber and Tooele Counties were high for drug-suspected fatal crashes. When looking at fatal crash rates per mile traveled, the highest numbers were in rural counties for both alcohol-suspected drivers and drug-suspected drivers. For alcohol suspected fatal crashes Piute, Uintah, San Juan, Wayne, and Rich counties

had the highest rates; for drug-suspected fatal crashes Kane, Carbon, Sanpete, Garfield, and Wasatch had the highest rates. Alcohol-related total crashes and drug-related crashes were both highest in urban areas.

In examining DUI arrest records for the past five years, the number of arrests made each year was declining until 2016 where the arrest numbers increased by almost 500. Once again, the numbers dropped in 2017 to 10,766 arrests and in 2018 to 10,035. Salt Lake, Utah, Weber, and Davis Counties account for the majority of the arrest made, followed by Washington and Tooele Counties.

Although the Drive Sober or Get Pulled Over message is an old one, people continue to drive after drinking. Some of the most common reasons people drive while impaired by alcohol are because they are overly confident in their sobriety and in their driving ability, their destinations are short and they really can't determine their BAC level. Another reason is they believe they will not be caught. MADD estimates that an average drunk driver has driven drunk more than 80 times before their first arrest.

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. Two-thirds or 66% of the drunk drivers in fatal crashes who tested over the legal limit for alcohol had BAC levels at or above twice the legal limit of .08. The driver must make prior arrangements and a decision not to drive, long before they start drinking.

Drug-impaired driving is a growing problem not just in Utah but also across the country. Part of the challenge is there are over 430 specific drug types or metabolites, there is no equivalent of the .08 BAC to determine impairment levels, lack of training in drug recognition, and legalization of marijuana in surrounding states.

#### **Associated Performance Measures**

<b>Fiscal Year</b>	<b>Performance measure name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>
2020	U-12 Drivers in Utah Fatal Crashes with Known BAC results	2020	3 Year	50.1

2020	U-6 Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers	2020	3 Year	107.1
2020	U-6(b) Utah Fatalities Involving an Impaired Driver - Evidenced Based Drug Impaired Driver	2020	3 Year	64.1
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	40.38

### Countermeasure Strategies in Program Area

Countermeasure Strategy
24/7 Sobriety Program - Impaired Driving
Communication Campaign - Impaired Driving
Court Support - Impaired Driving
High Visibility Enforcement- Impaired Driving
Law Enforcement Support, Training & Equipment - Impaired Driving

### Countermeasure Strategy: 24/7 Sobriety Program - Impaired Driving

Program Area: **Impaired Driving (Drug and Alcohol)**

#### Project Safety Impacts

This 24/7 supervision strategy is designed to keep drivers in Weber County who are convicted of DUI offenses from drinking or using drugs as a condition of their bond. It is an evidenced-based activity which is designed to change behavior and decrease the incidence of drinking or drugging while driving. Although the Drive Sober or Get Pulled Over message is an old one, people continue to drive after drinking. According to the National Highway Traffic Safety Administration, 29 people in the United States die each day in alcohol-impaired crashes. Although Utah's numbers are lower than the national ones, crash data from 2012-2016, shows that on average, 40 people die each year in Utah from alcohol related crashes. These crashes take the lives of the drunk driver, the drunk driver's passenger, occupants of another vehicle in the crash, and non-motorists. Drug-positive drivers continue to be a growing problem in Utah and across the country. On average, 44 people die each year in Utah in crashes where the driver was suspected or tested positive for drugs. This strategy is part of a comprehensive, evidenced-based effort to reduce the number of motorists who drive while impaired, ultimately reducing the number of drunk and drug-impaired driving fatalities and injuries on our roadways.

### Linkage Between Program Area

Alcohol-suspected crashes are 5.7 times more likely to be fatal than other crashes. They represent the third highest cause of motor vehicle traffic crash deaths in Utah from 2012-2016. Weber county, where the pilot activity will take place, had the second highest rates of alcohol-related driver total crashes per 100 VMT. In 2016, 9% of the drunk drivers in Utah fatal crashes were previously convicted of driving under the influence in the past five years. Reducing the rate of recidivism is an important part of any impaired driving program. This strategy has shown promise of reducing those rates. When a person loses their drivers license for DUI, many still continue to drive and drink. This strategy requires them to stay clean and sober and keeps Utah's roadways safer. Funding for this and all other strategies are distributed based on problem identification.

### Rationale

Although this is a newer strategy, it has been proven to be effective in changing behavior when properly administered and keeps the overwhelming majority of chronic DUI defendants sober. According to RAND research data analysis collected from participants between 2005 and 2010 showed that during the four-year period after their participation in the program, they were 30% to 50% less likely to be re-arrested for DUI than their non-participating counterparts. In a 2013 study published in the American Journal of Public Health, researchers from RAND Corporation analyzed South Dakota's 24/7 Sobriety Program data for 2005 through 2010 and concluded that in participating counties where at least 25% of the offending population was placed on 24/7 Sobriety and 85% of the participants were subject to twice daily breath testing, the 24/7 Sobriety Program led to a 12% reduction in repeat DUI arrests. The use of community supervision over lengthy incarceration and an offender-pay scheme makes the program cost-effective. Program evaluation findings have generally found positive outcomes associated with 24/7 participation. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
ID-08	ID-Evaluation & Support

### Planned Activity: ID-Evaluation & Support

Planned activity number: **ID-08**

Primary Countermeasure Strategy ID:

### Planned Activity Description

A successful part of any program is evaluation. This activity will support the 24/7 Sobriety Pilot Program in Utah by providing funding for the coordinator, program-related training and partner

with a research firm or university to ensure proper evaluation is done from the onset to help validate the effectiveness of the program. Provide resources to pilot project as necessary - print materials, supplies, equipment, training, support the coordinator, and other supplies as necessary.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
24/7 Sobriety Program - Impaired Driving

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low 24-7 Sobriety Program (FAST)	\$80,000.00		

#### Countermeasure Strategy: Communication Campaign - Impaired Driving

Program Area: **Impaired Driving (Drug and Alcohol)**

#### Project Safety Impacts

This awareness and education campaign is designed to create greater awareness amongst drivers in urban and rural counties where impaired driving is one of America's deadliest and most often committed crimes. It is an evidenced-based activity which is designed to change behavior and decrease the incidence of impaired driving. Although the Drive Sober or Get Pulled Over message is an old one, people continue to drive after drinking. According to the National Highway Traffic Safety Administration, 29 people in the United States die each day in alcohol-impaired crashes. Although Utah's numbers are lower than the national ones, crash data from 2012-2016, shows that on average, 40 people die each year in Utah from alcohol related crashes. These crashes take the lives of the drunk driver, the drunk driver's passenger, occupants of another vehicle in the crash, and non-motorists. Drug-positive drivers continue to be a growing problem in Utah and across the country. On average, 44 people die each year in Utah in crashes where the driver was suspected or tested positive for drugs. This strategy is part of a comprehensive, evidenced-based effort to reduce the number of motorists who drive while impaired, ultimately reducing the number of drunk and drug-impaired driving fatalities and injuries on our roadways.

### Linkage Between Program Area

Alcohol-suspected crashes are 5.7 times more likely to be fatal than other crashes. They represent the third highest cause of motor vehicle traffic crash deaths in Utah from 2012-2016. Communicating awareness about the dangers of impaired driving through the use of paid and earned media remains the single best and most cost effective way to reach a large, targeted audience at just the right time with a controlled message creating greater awareness of the dangers of driving impaired. Integrated campaigns that have combined strong targeted advertising with high visibility enforcement and publicity about that enforcement have proven to be most effective in creating real measurable change in public behavior. Funding for this and all other strategies are distributed based on problem identification.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. In addition, mass media campaigns are an essential part of many deterrence and prevention countermeasures that depend on public knowledge to be effective. In fact, in order for high-visibility enforcement programs to be effective a communications and outreach component is critical to include in program development and planning.

A mass media campaign consists of intensive communications and outreach activities regarding the traffic safety behavior. The campaign generally includes both paid and earned media and utilizes one or more mediums, such as radio, television, print, online, and outdoor. To maximize effectiveness, the campaign will identify a specific target audience and communications goal. All messaging and delivery methods will be appropriate to, and effective for, the audience and goal. Mass media campaigns are a standard part of every State's efforts to improve highway safety.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
ID-02	ID-Communications

### Planned Activity: ID-Communications

Planned activity number: **ID-02**

Primary Countermeasure Strategy ID:

### Planned Activity Description

The goal of this planned activity is to affect a behavioral change in demographics at high risk for driving impaired using the High Visibility Enforcement model to compliment law enforcement efforts with visibility elements and a publicity strategy to educate the public and promote voluntary compliance with the law. The activity provides impaired driving awareness through a contract with one or more local media contractors who create, develop and buy media. The

campaign educates citizens of the state of Utah that impaired driving is one of America's deadliest and most often committed crimes. The "Drive Sober or Get Pulled Over" campaign tag-line will be utilized which is made available through a comprehensive impaired driving prevention program organized by the National Highway Traffic Safety Administration (NHTSA) that focuses on combining high visibility enforcement and heightened public awareness through advertising and publicity. Internal media may also be developed and distributed.

188. Develop innovative messages targeting males 21-39 that will encourage them to make good choices about finding a safe ride home with a sober driver after consuming alcohol;
189. Through social marketing, change the social-norm of the idea that driving impaired, allowing someone to drive impaired, or riding with an impaired driver is an unacceptable behavior;
190. Carry out consistent messaging in the media campaign throughout the year;
191. Place radio, print, outdoor advertising, and/or online media;
192. Provide campaign collateral to partners to use to engage local communities;
193. Utilize the national theme and support national high-visibility enforcement, "Drive Sober or Get Pulled Over," media campaigns;
194. Utilize the "Buzzed Driving is Drunk Driving" Ad Council messaging and creative;
195. Identify promotional and earned media opportunities, i.e., social media, videos, newspaper advertisement or inserts in newspapers;
196. Maximize bonus media to extend reach for given budget amount; and
197. Conduct quantitative and/or qualitative research to evaluate effectiveness of the campaign and /or changed attitudes since the previous research was done.

The funds will be used to support a media contractor, paid media placement, research and/or evaluation methods, printed materials and collateral items that support the media campaigns.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign - Impaired Driving

#### Funding sources



Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$500,000.00		

## Countermeasure Strategy: Court Support - Impaired Driving

Program Area: **Impaired Driving (Drug and Alcohol)**

### Project Safety Impacts

This resource position is designed to provide training, education, and technical support to prosecutors and law enforcement personnel in the prosecution of impaired driving cases. It is an evidenced-based activity which is designed to assist with the prosecution of impaired driving cases which decreases the incidence of impaired drivers and crashes. In FY 2016, there were 8,434 DUI-related cases in Utah's Justice Courts. Among the cases resolved, 50 percent resulted in a guilty plea or verdict. First time DUI offenders made up nearly 71% of the DUI arrests in FY 2017. Approximately 10.5% of the arrests were for offenders on their third or subsequent offense. Crash data from 2012-2016, shows that on average, 40 people die each year in Utah from alcohol related driving crashes. Drug-positive drivers continue to be a growing problem in Utah and across the country. On average, 44 people die each year in Utah in crashes where the driver was suspected or tested positive for drugs. This strategy is part of a comprehensive, evidenced-based effort to reduce the number of motorists who drive while impaired, ultimately reducing the number of drunk and drug-impaired driving fatalities and injuries on our roadways.

In order to get a more accurate picture of the DUI problem in Utah, we need to know all the substances a person had in their system at the time of arrest, crash, or death. Did they have alcohol only, both alcohol and drugs, or drugs only? If they had drugs on-board, what type and how much? With the way things are currently being done, the lab tests for alcohol first and if the sample is at the per se (.08 BAC) level, then they do not test further for drugs. This is true even if an officer requests testing for alcohol and drugs. The only way they test for drugs is if there is no request for and drugs only is marked on the sample. With the law changing to a new per se limit of .05 BAC, the lab plans to continue to test for alcohol and if it reaches the .08 (old limit) they will stop testing; if it's below that level, then they will test for drugs too. Another challenge is the data field on the arrest form doesn't separate out drugs only, alcohol only, or both. A DUI is a DUI.

### Linkage Between Program Area

In FY 2016, there were 8,434 DUI-related cases in Utah's Justice Courts. Among the cases resolved, 50 percent resulted in a guilty plea or verdict. First time DUI offenders made up nearly 71% of the DUI arrests in FY 2017. Approximately 10.5% of the arrests were for offenders on their third or subsequent offense. Laws and court decisions are constantly changing the impaired driving landscape both in Utah and across the country. Defense attorneys are always working diligently to come up with new arguments and tactics to combat successful impaired driving

prosecutions. New drugs appear regularly that bring novel issues to the table. The turnover in personnel in both prosecution offices and police departments means that new prosecutors and police officers are regularly handling these important cases, necessitating a regular cycle of training all around the state. Funding for this and all other strategies are distributed based on problem identification.

With drug arrests, fatalities, and trends rising in Utah and across the nation, and with the legalization of medical marijuana and recreational marijuana, in states surrounding Utah, it is imperative that we learn what type of drugs are in the drivers system at the time of arrest or crash. This will help to determine how much of an impact those drugs are having.

#### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. DUI cases can be highly complex and difficult to prosecute, yet they are often assigned to the least experienced prosecutors. Traffic Safety Resource Prosecutors have proven valuable in providing training, education, and technical support to both prosecutors and law enforcement officers. They have extensive experience in the prosecution of impaired driving cases and other traffic offenses. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

With more funding, the Toxicology Lab could add additional capabilities to the lab so that DUI samples can be tested for both drugs and alcohol. They could purchase more equipment that could help them process samples quicker. The results would give everyone a better picture of what is happening in our crashes and DUI arrests. It would give the Highway Safety Office a clearer picture of the type of messaging and education we need to get out to our citizens, assist law enforcement in their jobs, and move all of closer to the realization for the need to distinguish the type of DUI arrests. Are they drug only? Alcohol only? Drug and Alcohol? As long we continue to lump them all together as one thing - DUI, we won't have good data to guide our strategies and countermeasures to prevent more losses on our roadways.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
ID-09	ID-Prosecutor, Law Enforcement, and Toxicology Lab Support

#### Planned Activity: ID-Prosecutor, Law Enforcement, and Toxicology Lab Support

Planned activity number: **ID-09**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will work to help increase impaired driving conviction rates around the state, resulting in fewer cases being dismissed or resulting in not guilty verdicts. This will eventually help reduce the amount of impaired drivers on Utah roadways, which will reduce serious injury and fatal impaired driving related traffic crashes. This activity will be accomplished by the Traffic Safety Resource Prosecutor (TSRP) who will focus efforts on two key activities:

198. Training prosecutors and law enforcement officers
199. Providing technical support for prosecutors and law enforcement officers

This planned activity will also help support the Utah Public Health Laboratory with more funding so they can do the following:

1. Hire additional employees so testing can be completed faster and they can test every sample for both drugs and alcohol
2. Purchase equipment that could help them process samples quicker

In addition to prosecutors, law enforcement and the Utah Public Health Laboratory, there are other parties that play a pivotal role in reducing impaired driving, even when they are not directly involved with the investigation and prosecution of each offense. These include the Utah Highway Safety Office, community coalitions, and other agencies and entities involved in educating, collecting data, and working to reduce impaired driving in Utah. The TSRP will also provide support to these agencies as available. By doing so, each partner will have more effective tools for doing their work to reduce impaired driving crashes across the state.

Funds will be used to support or purchase:

1. 90% of the TSRP position, which is located in the Utah Prosecution Council
2. In-state travel to attend conferences or meetings and provide training
3. Out-of-state travel to attend appropriate meetings or conferences (NAPC, IACP DRE Conference, Lifesavers, NHTSA trainings, TSRP meeting)
4. Scholarships for Utah prosecutors to attend out-of-state conferences
5. Supplies and operating expenses for the TSRP
6. Training supplies
7. Support partnerships with other outside agencies, including toxicology labs, through an MOA to help improve the time frame of toxicology results

### Intended Subrecipients

Utah Attorney General's Office

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Court Support - Impaired Driving

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Court Support	\$268,216.00		

## Countermeasure Strategy: High Visibility Enforcement- Impaired Driving

Program Area: **Impaired Driving (Drug and Alcohol)**

### Project Safety Impacts

This high visibility enforcement (HVE) strategy is designed to create deterrence and change behavior amongst high-risk drivers in urban and rural counties. If drivers believe they will be caught, arrested, convicted and punished, many will not drive while impaired. It is an evidenced-based universal traffic safety approach which is designed to change behavior and decrease the incidence of impaired driving. Although the Drive Sober or Get Pulled Over message is an old one, people continue to drive after drinking. According to the National Highway Traffic Safety Administration, 29 people in the United States die each day in alcohol-impaired crashes. Although Utah's numbers are lower than the national ones, crash data from 2012-2016, shows that on average, 40 people die each year in Utah from alcohol related crashes. These crashes take the lives of the drunk driver, the drunk driver's passenger, occupants of another vehicle in the crash, and non-motorists. Drug-positive drivers continue to be a growing problem in Utah and across the country. On average, 44 people die each year in Utah in crashes where the driver was suspected or tested positive for drugs. This strategy is part of a comprehensive, evidenced-based effort to reduce the number of motorists who drive while impaired, ultimately reducing the number of drunk and drug-impaired driving fatalities and injuries on our roadways.

### Linkage Between Program Area

Alcohol- suspected crashes are 5.7 times more likely to be fatal than other crashes. They represent the third highest cause of motor vehicle traffic crash deaths in Utah from 2012-2016. On average, 40 people die each year in Utah due to alcohol related crashes; 44 people die each year in crashes where the driver was suspected or tested positive for drugs. In conjunction with communicating awareness about the dangers of impaired driving through the use of paid and earned media, high visibility enforcement saturation patrols, blitzes, and DUI checkpoints are necessary to increase the awareness that impaired drivers will likely to be detected and arrested. When drivers are informed that extra patrols are out enforcing impaired driving laws and they

see officers with a vehicle pulled over, they are more likely to believe they will be caught. Funding for this and all other strategies are distributed based on problem identification.

#### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. The most effective strategy for achieving and maintaining safe behaviors on the roadways is highly publicized high-visibility enforcement (HVE) of strong traffic laws. The effectiveness of high visibility enforcement has been documented repeatedly in the United States and abroad. The strategy's three components – laws, enforcement, and publicity – cannot be separated: effectiveness decreases if any one is weak or lacking.

The most common high-visibility enforcement method consists of short, intense, highly publicized periods of increased enforcement of traffic laws. Enforcement activities being implemented include saturation patrols, roving patrols, DUI checkpoints, sustained enforcement efforts, and selective enforcement periods during HVE campaigns.

To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities. In addition, depending on the enforcement method identified, planning and execution will include appropriate elements such as mass media, earned media, outreach, public information and education, and coordination across jurisdictions.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
ID-01	ID-HVE
ID-05	ID-State Funded HVE - DUF

#### Planned Activity: ID-HVE

Planned activity number: **ID-01**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity will be to provide resources and DUI over-time funding to law enforcement agencies throughout the State to conduct high-visibility enforcement saturation patrols, blitzes, DUI checkpoints and 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.

HVE saturation patrols/blitzes and DUI checkpoints will be held throughout the state with the majority being worked along the Wasatch Front where the largest percent of the population lives.

Officers and some support staff will work DUI overtime shifts in the form of saturation patrols during planned holidays and to support national crackdown mobilizations, during special events, community events, and as requested. Holidays may include:

- 200. Halloween
- 201. Thanksgiving
- 202. Christmas/New Years
- 203. Super Bowl, Easter
- 204. Memorial Day
- 205. July 4th and 24th
- 206. Labor Day.

Materials and supplies will be provided as necessary to support these efforts. Sponsor/support HVE DUI checkpoints in target counties.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement- Impaired Driving

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low HVE	\$303,725.00		

#### Planned Activity: ID-State Funded HVE - DUF

Planned activity number: **ID-05**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

Utah continues to be a low alcohol-related fatality rate state due in large part to aggressive DUI enforcement and a proactive approach to combating underage drinking issues. In 2013, over

12,000 DUI arrests were made, and most arrests resulted in the impoundment of the violator's motor vehicle. When the vehicles are retrieved by the owners, various impound fees are collected and the person arrested must pay specific reinstatement fees to regain a valid driver license, when eligible. The Utah Legislature has earmarked a portion of those fees to assist in removing impaired drivers from Utah's roadways. The monies are used to fund sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on saturation patrols during major holidays and high-visibility enforcement efforts during national safety campaign periods.

This planned activity is designed to support

207. DUI overtime enforcement shifts, distributing to enforcement agencies throughout the state on a quarterly basis until funding has been spent.
208. compilation of an annual report for USSAV

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement- Impaired Driving

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	Other	Other	\$1,023,800.00		

#### Countermeasure Strategy: Law Enforcement Support, Training & Equipment - Impaired Driving

Program Area: **Impaired Driving (Drug and Alcohol)**

#### Project Safety Impacts

Enforcement of DUI laws is one of the most effective safety and prevention strategies when it comes to impaired driving. Enforcement is also a key component to a comprehensive safety and prevention campaign. Supporting law enforcement officers, their agencies and others closely involved with preventing and deterring impaired driving continues to be a focus of the UHSO. Assistance and support takes on many forms, including training, equipment, supplies, sponsorships to local and national conferences, and providing overtime. This strategy is designed to provide law enforcement with the support they need in order to detect and arrest drunk and drugged drivers, prevent youth from drinking and driving impaired,



reduce the over-serving of alcohol, and educate the public about the deadly dangers of impaired driving. Even though Utah has one of the lowest rates of DUI fatal crashes in the nation, impaired driving remains a persistent problem. People ages 21-39, with a majority being male, continue to make the decision to drive after drinking or taking impairing drugs, with the frequency of fatal and injury crashes being mostly proportional to the density of population living in the area or region. In addition, drivers younger than age 21 are identified as high risk. An average of 8% of drunk drivers in fatal crashes is under age 21. This strategy is part of a comprehensive, evidenced-based effort to reduce the number of motorists who drive while impaired, ultimately reducing the number of drunk and drug-impaired driving fatalities and injuries on our roadways.

#### Linkage Between Program Area

Alcohol suspected crashes are 5.7 times more likely to be fatal than other crashes. They represent the third highest cause of motor vehicle traffic crash deaths in Utah from 2012-2016. On average, 40 people die each year in Utah due to alcohol related crashes; 44 people die each year in crashes where the driver was suspected or tested positive for drugs. Impaired driving is a multi-faceted problem with many challenges and players in an ever-changing climate. In order to combat this traffic safety concern and to ensure law enforcement have the most current up-to-date training and tools they need in order to detect and arrest drunk and drug impaired drivers and educated the public about the dangers of impaired driving, officers must be given the best possible training and support available. Funding for this and all other strategies are distributed based on problem identification.

#### Rationale

These strategies have been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. Support of law enforcement agencies play a key role in preventing deaths and injuries on the roadways. Activities such as enforcement, equipment purchases, training, and public information and education are designed to reach people in their vehicles and communities using one of the most effective delivery mechanisms - law enforcement officers. In addition, prevention and intervention strategies seek to reduce drinking, or to prevent driving by people who have been drinking. In fact, NHTSA strongly supports that officers conducting checkpoints and saturation patrols be trained in detecting impaired drivers and the use of standard field sobriety testing (SFST) battery. Research shows the combined components of the SFST are 91% accurate in identifying drivers with BACs above the illegal limit. Furthermore, enforcement of drug-impaired driving laws can be difficult. Many law enforcement agencies employ drug recognition experts (DREs) to assist in investigating potential drug-impaired driving cases (NHTSA recommends that DREs participate in HVE activities and checkpoints, and respond to serious and fatal crashes.) Prevention and intervention measures are especially important for those under 21. Responsible beverage service covers a range of alcohol sales policies and practices that prevent or discourage restaurant and bar patrons from drinking to excess or from driving while impaired by alcohol. Server training programs teach servers how to recognize the signs of intoxication and how to prevent intoxicated patrons from further drinking and from driving. Minimum-drinking-age laws in all States prohibit youth under 21 from possessing alcohol. Zero-tolerance laws effectively prohibit those under 21 from driving after drinking any



amount of alcohol. To reduce the likelihood that alcohol vendors sell alcohol to underage people, law enforcement officers conduct frequent compliance checks. All of these activities are important components of a comprehensive and effective impaired driving program, as each plays a key role in preventing deaths and injuries on the roadways. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

#### **Planned activities in countermeasure strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
ID-03	ID-Sponsorships/Training/Partnerships
ID-04	ID-DRE, ARIDE, SFST, Phlebotomy Training
ID-06	ID-State Funded EASY education and compliance
ID-07	ID-Alcohol Compliance & Education

#### **Planned Activity: ID-Sponsorships/Training/Partnerships**

Planned activity number: **ID-03**

Primary Countermeasure Strategy ID:

#### **Planned Activity Description**

This planned activity supports law enforcement with the materials, supplies and training they need to enhance their skill sets in identifying and removing impaired drivers from Utah's roadways and to support HVE activities. This planned activity also provides education, prevention, intervention, communications, and outreach materials and supplies to educate motorists about the deadly dangers of impaired driving and provide information regarding new laws or programs geared to reduce impaired driving crashes and fatalities. Travel to local and national impaired driving training and conferences is included in the activities. This planned activity:

209. works to build public/private partnerships for ride-share programs and alternative transportation;
210. supports responsible beverage service;
211. provides education materials regarding alcohol and/or drug-impairing medications;
212. supports participation in the DUI committee, 24/7 Sobriety Program, etc.;
213. provides sponsorship's for training and to support training meetings;
214. supports and assists in conferences, symposiums, and meetings that are designed to educate, inform, and train law enforcement and others involved in the DUI process including the Zero Fatalities Summit;

215. in-state travel to attend appropriate meetings and conferences;
216. out-of-state to attend NHTSA-supported training and conferences including the Northwest Alcohol Conference;
217. supports UHSO LELs with in-state travel to support DUI checkpoints and saturation patrols;
218. supports the purchase of food and beverages (as warranted and approved), gas for the generator, ice, vests, and other supplies for use at checkpoints, blitzes and HVE saturation patrols;
219. provides supplies necessary to sustain the DUI trailer; and
220. supports law enforcement training needs with impaired driving goggles, PBTs, and other supplies necessary to educate the public and to detect and arrest impaired drivers

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Law Enforcement Support, Training & Equipment - Impaired Driving

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$65,000.00		

#### Planned Activity: ID-DRE, ARIDE, SFST, Phlebotomy Training

Planned activity number: **ID-04**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

An important aspect of drugged driving is that testing positive for a substance does not imply impairment only drug presence; the relationship between drug impairment and driving ability, especially for marijuana, continues to be studied and no conclusions can be made yet. With this,

it is vital to support and equip law enforcement with as many tools and as much training as possible, to help them more accurately detect drug impairment as it relates to driving. Officers face monumental challenges in detecting and apprehending drivers impaired by substances other than alcohol, and defense attorneys take advantage of this to weaken the officer's court testimony and reduce convictions. Law enforcement officers in Utah need appropriate equipment and specific training and certification in order to identify and arrest impaired drivers on Utah's roadways. By understanding the demographics of alcohol and drug-impaired driving crashes and fatalities, officers are better able to detect, apprehend, and provide court testimony to assure a violator is held accountable for his/her crime.

The activities planned are to provide a core group of officers in law enforcement agencies statewide with advanced training in the areas of impaired driver detection, arrest, and prosecution (SFST/ARIDE), phlebotomy, and certification as a Drug Recognition Expert (DRE). In addition, to enforce drugged driving laws, offer education regarding medications and driving, and to promote zero tolerance enforcement of impaired driving laws. The Utah Highway Patrol's Alcohol Training Section will offer to police agencies statewide the opportunity to benefit from updated training in standardized field sobriety testing (SFST), will train at least 100 officers in various Utah police agencies statewide using the ARIDE information, and train and certify at least 30 additional officers statewide as phlebotomists. Train at least 15 officers statewide as DREs and provide four (4) certification nights. By continuing this program, officers are able to maintain their certification as "expert witnesses" when it comes to court testimony and criminal proceedings. Each of these NHTSA-supported programs will help Utah maintain its standing as having one of the lowest alcohol fatality rates in the nation. In addition, supplies and materials will be purchased for trainings and annual DRE conference and their will be travel costs to cover local and national related training and conferences. Also, in order to remove one of the obstacles or barriers to law enforcement utilizing DREs, the program will offer overtime funding for up to 50 DRE call-outs during the fiscal year.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Patrol Section 19

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Law Enforcement Support, Training & Equipment - Impaired Driving

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit

2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$60,000.00		
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### Planned Activity: ID-State Funded EASY education and compliance

Planned activity number: **ID-06**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity is designed to reduce the sale of alcohol by retailers to anyone under the legal age of 21 years and reduce the number of underage drinkers with special emphasis on zero tolerance for impaired driving. This will be accomplished by training retail clerks and checking on the rate of compliance by using covert underage buyers, working with law enforcement agencies in accordance with Utah code 32B-4-403 and 77-39-101. Retailers are the front line of defense to prevent underage persons buying alcohol at off-premise consumption retail locations. The activity will support:

- 221. tracking of completed compliance checks and records of compliance rates and retailer citations;
- 222. training of agencies as requested;
- 223. expanding the program to include nonparticipating agencies that are interested in conducting compliance checks;
- 224. the compilation and submittal of compliance check numbers and rate of compliance to the AATC committee;
- 225. reporting of activity to DABC and other retailers as requested;
- 226. updating the retailer database as reports come in regarding retailer citations; and
- 227. compilation of an annual report for USSAV.

This planned activity is solely supported with state funds.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Law Enforcement Support, Training & Equipment - Impaired Driving

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	Other	Other	\$300,000.00		

## Planned Activity: ID-Alcohol Compliance & Education

Planned activity number: **ID-07**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity is designed to enhance the quality of life and safety of the people of Utah by eliminating the incentives and opportunity to commit liquor offenses through a comprehensive law enforcement effort of education, deterrence, apprehension and prosecution. In turn, they work to implement the SIP/TRACE program in Utah's restaurants and bars that are the most visible locations that serve alcohol for on-site consumption. However, special events like concerts and raves held at all-age venues, offer alcohol as well and will also be targeted. When combined there are many opportunities for over-service to patrons and service to minors, which often leads to drinking and driving, and alcohol related crashes. To reduce the number of fatalities related to impaired driving and provide a safer and more secure environment, the Utah Department of Public Safety adopted the Target Responsibility for Alcohol Connected Emergencies (TRACE) Program. TRACE aims to hold the provider of the alcohol accountable if any state laws or state liquor license agreements were violated. These investigations can affect the liquor license status of establishments through administrative action by the Utah Department of Alcoholic Beverage Control (DABC). By holding individuals and establishments accountable, we can reduce the number of these incidents.

This planned activity will support

228. reducing the sale of alcohol by servers to minors or any intoxicated persons

229. law enforcement agencies by conducting TRACE investigations

### Intended Subrecipients

Utah Department of Public Safety - State Bureau of Investigations - Alcohol Enforcement Team

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Law Enforcement Support, Training & Equipment - Impaired Driving

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$45,000.00		

## Program Area: Motorcycle Safety

### Description of Highway Safety Problems

Motorcyclists are much more vulnerable than other motorists and consequences of crashes are frequently more severe for motorcyclists. The number of registered motorcycles in Utah increased from 43,271 in 2005 to 71,523 in 2018. Although motorcycles account for only 3% of Utah's registered vehicles, motorcyclists accounted for 15% of Utah's traffic-related fatalities between 2012-2016. Motorcyclist fatalities reached an all-time high of 45 in 2014.

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

8. 59% of motorcyclists involved in a traffic crash were wearing a helmet, according to all crash data over a five-year period (2012-2016)
9. 49% of motorcyclists killed were wearing a helmet, according to crash data (2012–2016)
10. 65.9% of motorcyclists use helmets in 17 counties, as reflected in the 2018 Utah Observation Helmet Use Survey

Analysis of 2012-2016 crash data for motorcycle-related crashes has shown that:

11. 6,215 motorcyclists were in crash and 185 motorcyclists were killed
12. 93% of motorcyclists involved in crashes were male
13. 50% of motorcyclists in crashes were younger than 34 years
14. 82% of motorcycle passengers were female
15. 44% of motorcycle crashes involved the motorcycle only. Of these crashes, 79% of motorcycle drivers had a contributing factor in the crash
16. 56% of motorcycle crashes involve another motor vehicle.
17. 85% of motorcycle crashes happened during warmer weather conditions - April - October
18. The leading contributing factor for motorcycle drivers in a crash were speed too fast, failed to keep in proper lane, and followed too closely
19. The leading contributing factor for other drivers in motorcycle crashes were failed to yield, followed too closely, and improper turn

## Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	U-7 Utah Helmeted Motorcycle Fatalities	2020	3 Year	38.8
2020	U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists	2020	3 Year	14.
2020	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2020	5 Year	40.38
2020	C-7) Number of motorcyclist fatalities (FARS)	2020	5 Year	38.1
2020	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2020	5 Year	18.9

## Countermeasure Strategies in Program Area

Countermeasure Strategy
Communication Campaign - Motorcycle
Motorcycle Rider Training
Public Information and Education - Motorcycle

### Countermeasure Strategy: Communication Campaign - Motorcycle

Program Area: **Motorcycle Safety**

#### Project Safety Impacts

This awareness & education campaign is designed to create greater awareness among motorcyclists and motorists statewide about issues regarding motorcycle safety on our roads. The campaign will be targeted to areas where motorcycle crashes and/or motorcycle traffic volumes are highest. Motorcycle crashes are 9.9 times more likely to result in death than other crashes. Reducing the incidence of these crashes will require motorcyclists to take increased responsibility for their own safety through proper licensing, rider training, skill development, proper gear selection, and riding within abilities. General awareness of motorcycles will be directed at motorists to increase their ability to see and recognize motorcycles on our roads. This strategy is part of a comprehensive, evidenced-based effort to increase awareness of



motorcycles among motorists and best safe practices for motorcyclists, ultimately reducing the number of motorcycle fatalities and injuries on our roadways.

#### Linkage Between Program Area

Motorcycle fatalities represent a significant portion of the State's total traffic fatalities. Of these fatalities, only half involved another vehicle besides the motorcycle. Communicating awareness of the importance of seeing motorcycles (for motorists) and riding safely (for motorcyclists) through the use of paid and earned media is vital to fostering a safer environment for motorcycles to share the roads with vehicles. Funding for this and all other strategies are distributed based on problem identification.

#### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. In addition, mass media campaigns are an essential part of many deterrence and prevention countermeasures that depend on public knowledge to be effective. In fact, in order for a motorcycle safety program to be effective a communications and outreach component aimed at both motorists and motorcyclists is critical to include in program development and planning.

A mass media campaign consists of intensive communications and outreach activities regarding the traffic safety behavior. The campaign generally includes both paid and earned media and utilizes one or more mediums, such as radio, television, print, online, and outdoor. To maximize effectiveness, the campaign will identify a specific target audience and communications goal. All messaging and delivery methods will be appropriate to, and effective for, the audience and goal. Mass media campaigns are a standard part of every State's efforts to improve highway safety.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
MC-01	MC - Communications

#### Planned Activity: MC - Communications

Planned activity number: **MC-01**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

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

A contract will be secured with one or more advertising agencies to assist with the campaign efforts. Funds will also be used to support public relations activities, campaign development and production costs, and media placement. To maximize effectiveness, messaging will be targeted based on rider demographics, their preferred media sources, and locations where motorcycle crashes and/or traffic volumes are an existing/emerging concern. The campaign will include both paid and earned media and utilize one or more mediums, such as radio, television, print, online, and outdoor.

The activities are supported with federal and state funds, described below.

1. Information for Motorcyclists on best riding strategies, continuing education, and gear choice (Funding Source: NHTSA 402 and State Match): Messaging targeted at motorcyclists to increase awareness of and access to rider education courses for all skill levels, promote use of proper gear, and highlight best practices for safe riding.
2. Increase Motorcycle Awareness among motorists (Funding Source: NHTSA 405f): Efforts will be made to educate motorists on the need to pay extra attention to identify and appropriately assess (speed, distance etc.) motorcycles in traffic. This will include messaging to increase empathy by humanizing motorcyclists and technical information such as motorcycles decelerating without using their brakes.

### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign - Motorcycle

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405f Motorcycle Programs	405f Motorcyclist Awareness (FAST)	\$42,720.00		
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$91,870.00	\$142,371.00	\$91,870.00

## Countermeasure Strategy: Motorcycle Rider Training

Program Area: **Motorcycle Safety**

### Project Safety Impacts

Rider training is a tool designed to improve skill level and reduce crashes, especially as they relate to inexperienced riders. The development of a local Law Enforcement-led Rider Training Program will provide an alternative, tailored, community based rider education option. The training will enhance motorcyclists ability to both perceive and react to potential conflicts they experience on the street. The use of local law enforcement will provide credibility and foster an enhanced focus on continuing skill development. This strategy will expound upon our focus to promote rider training by providing additional training channels at the community level. This strategy is part of a comprehensive, evidenced-based effort to decrease the number of motorcyclists who ride safety, ultimately reducing the number of crashes and resulting fatalities and injuries.

### Linkage Between Program Area

Motorcycle fatalities have reached consistently high levels in recent years. Whether it be single or multiple vehicle crashes, a rider's skill level plays a significant role in either avoiding hazardous situations or reacting to them. A significant amount of riders have either never or not recently taken a skills development course. Encouraging increased participation in formal training will help not only reduce the number of fatalities, but also the severity of crashes. Funding for this and all other strategies are distributed based on problem identification.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. This program provides an alternative local training option for those who may not seek out established training programs. The use of officers as instructors will also appeal to certain demographics that may not listen to anyone else. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
MC-03	MC - LE Led Motorcycle Education

### Planned Activity: MC - LE Led Motorcycle Education

Planned activity number: **MC-03**

Primary Countermeasure Strategy ID:

### Planned Activity Description

The planned activity will invite motorcyclists to participate in Rider Skills Days that offer assessment on present skills and advice from motor officers to help make riding in Utah safer and more enjoyable. As well as professional riding techniques, topics covered include the system of motorcycle control and collision causation factors. The Rider Skills Days will be conducted during the week and weekends by highly qualified officers. The course will include both classroom based advice and on-road ride-outs. This planned activity will be in the development stage working in conjunction with a single local or state law enforcement agency to establish the program. Funds will be used to establish training curriculum, out-of-state travel to receive training from North Carolina's existing program, train other officers as instructors, overtime shifts for officers conducting program, develop educational materials, establish a website and platform that will manage registrations. This program will be established in an area with a high rate of motorcycle crashes and fatalities.

### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Motorcycle Rider Training

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$75,000.00		\$75,000.00

### Countermeasure Strategy: Public Information and Education - Motorcycle

Program Area: **Motorcycle Safety**

### Project Safety Impacts

Motorcycles are over represented in traffic fatalities, as they comprised only 3% of registered vehicles in 2015 but accounted for 13% of traffic fatalities. Males represent 95% of motorcycle fatalities and the average age of those killed is 43. Motorcycles are more vulnerable in traffic crashes than occupants of motor vehicles. DOT approved helmets have been shown to reduce the likelihood of death in a motorcycle crash by 37%, only 65% of riders in Utah wear helmets since the state lacks a universal motorcycle helmet law (currently required for under 21). The attitudes

of motorcyclists toward safety vary greatly. This is reflected in the gear they choose to wear and whether or not they complete a motorcycle rider education course.

60% of motorcycle crashes involve another vehicle, with a 1/3 of these being vehicles making left turns. Research has shown that motorists are capable of looking directly at a motorcycle and not "see"ing it. As part of this effort motorists will be informed of strategies they can utilize to increase their ability to perceive and appropriately avoid road conflicts with motorcycles.

To address this elevated traffic safety issue this information & education effort is designed to create greater awareness among motorcycles about steps they can take to increase their own safety including motorcycle helmet use promotion programs, deterring alcohol and drug impaired motorcyclists, motorcycle rider licensing, motorcycle rider training, and proper gear selection. This strategy is part of a comprehensive, evidenced-based effort to increase use of safety strategies among motorcyclists, ultimately reducing the number of motorcycle fatalities and injuries on our roadways.

#### Linkage Between Program Area

Motorcycle fatalities represent a significant portion of the State's total traffic fatalities. Creating an increased sense of responsibility among motorcyclists for their own safety through the use of outreach and grassroots efforts is vital to reversing the trend of increasing motorcycle crashes and fatalities in Utah. Of equal importance is the need for motorists to prepare themselves cognitively to recognize motorcyclist then appropriately judge their speed/distance. Funding for this and all other strategies are distributed based on problem identification.

#### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. Public information and education programs play a key role in preventing deaths and injuries on the roadways. These activities are designed to reach people in their vehicles, schools, worksites, and communities. This provides opportunities to reach people using existing social structures which maximizes impact and reduces the time and resources necessary for program development. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
MC-02	MC - Public Information & Education
MC-04	MC - Evaluation

## Planned Activity: MC - Public Information & Education

Planned activity number: **MC-02**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will include the creation of a positive culture framework, to increase safety practices among motorcyclists, and education for motorists on how to better identify and avoid road conflicts with motorcyclists. Activities include education and outreach at the grassroots level through dealerships, rider groups, motorcycle events, and driver's ed classes. This activity will promote and support national, state, and local traffic safety campaigns, programs and activities statewide by providing educational materials to requestors and key stakeholders in the motorcycle safety world, namely dealerships, rider groups, non-profits, businesses, and advocacy groups. Campaigns, educational materials, and media efforts will focus on identified high-risk populations and areas where motorcycle crashes/fatalities/traffic volumes are an existing or emerging concern.

Resources will be provided to non-profit organizations, advocacy groups, rider education providers, and other key stakeholders.

The planned activity is supported through two funding sources including NHTSA 402 funds and Driver License Division state funds. Eligible expenses will be supported through these funds.

### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office,

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Public Information and Education - Motorcycle

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$56,322.00	\$30,000.00	\$56,322.00

## Planned Activity: MC - Evaluation

Planned activity number: **MC-04**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will support and inform Public Information and Education efforts. Great messaging is based on great information. The goal will be to resolve some information gaps as well as identify other areas to be explored in the future. This activity will study the effectiveness of rider training programs, rider perceptions on safety issues, other crash factors that may not be reported on a standard crash form, and rider capabilities in areas such as braking. Data will be collected from existing sources for some areas while collection strategies may be devised in others. The Highway Safety Office will partner and/or contract with the University of Utah, research firms and other local institutions to conduct the research.

### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Public Information and Education - Motorcycle

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$30,000.00		\$30,000.00

## Program Area: Non-motorized (Pedestrians and Bicyclist)

### Description of Highway Safety Problems

#### **BICYCLE SAFETY**

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

Analysis of the bicycle- related crash data over a five-year period (2012-2016) has shown that:

20. There were 3,493 bicyclists in a reportable motor vehicle crash. Of these 3,201 were injured, 292 were not injured, and 28 were killed
21. 56% of the bicyclists involved in crashes were under the age of 30 years
22. 79% of the bicyclists involved in crashes were male
23. 54% of the motor vehicle drivers were under the age of 40 years 53% of the motor vehicle drivers were male
24. Crashes occurred more frequently May through October, likely due to weather conditions
25. Crashes are more frequent during the weekdays (Monday through Friday)
26. Crashes peak between 3:00 pm and 7:00 pm
27. 94% of crashes occur in the six most populated counties (Salt Lake, Utah, Weber, Davis, Cache, and Washington)
28. 94% of crashes occur on roads with speed limits between 20-45 mph
29. 27% of bicyclists were in a marked crosswalk when the bicyclist-motor vehicle crash occurred

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

3. failure to yield the right of way by the motor vehicle driver (37%)
4. motor vehicle was turning (55%)
5. bicyclist was on the wrong side of the road (11%)

#### **PEDESTRIAN SAFETY**

Everyday, Utahns choose whether they want to drive a motor vehicle, be a motor vehicle occupant, ride a motorcycle, or a bicycle, yet almost all of us are a pedestrian for much of every day. Both Utah's overall traffic fatalities and pedestrian fatalities have followed an upward trend, each with



a 30% increase from 2012 to 2016. Analysis of five years of pedestrian-related crash data (2012-2016) has shown that:

1. 3,900 pedestrians were hit by motor vehicles with 180 pedestrians killed
2. 54% of the pedestrians in crashes are between 15 and 45
3. 22% of the pedestrians in crashes are younger than 15
4. The majority of both pedestrians hit and drivers involved in pedestrian crashes were male
5. 51% of the drivers involved in pedestrian-related crashes are between the ages of 25-52
6. Crashes occur more frequently in September, October, November and December with 40% of pedestrian involved crashes occurring in these months
7. Crashes peak between 3:00 pm and 8:00 pm
8. Majority of the crashes occur in the urban counties (Salt Lake, Utah, Davis and Weber)
9. 23% of pedestrians killed had a BAC of 0.08 or over (2013-2015)

Both drivers and pedestrians share a responsibility in preventing pedestrian fatalities. The leading contributing factor for pedestrians in fatalities is improper crossing. The leading contributing factor for drivers in pedestrian fatalities is failing to yield.

#### **Associated Performance Measures**

<b>Fiscal Year</b>	<b>Performance measure name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>
2020	U-10 Pedestrian in Utah Crashes per 10,000 Licensed Driver	2020	3 Year	2.74
2020	U-11 Bicyclists in Utah Crashes per 10,000 population	2020	3 Year	1.59
2020	C-10) Number of pedestrian fatalities (FARS)	2020	5 Year	39.2
2020	C-11) Number of bicyclists fatalities (FARS)	2020	5 Year	4.43

## Countermeasure Strategies in Program Area

Countermeasure Strategy
Communication Campaign - Nonmotorized Users
Elementary-age Child Bicyclist Training
High Visibility Enforcement - Non-Motorized
Public Information and Education - Non-Motorized

### Countermeasure Strategy: Communication Campaign - Nonmotorized Users

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

#### Project Safety Impacts

This awareness & education campaign is designed to create greater awareness among pedestrians, bicyclists, and motorists in urban counties about the importance of sharing the road through learning and implementation of best safe road practices. Pedestrians and cyclists tend to overestimate motorists ability to see, recognize, and avoid them. The campaign will encourage pedestrians and cyclists to take increased responsibility for their own safety through being cognizant of their visibility and proper, safe use of existing road facilities. For motorists the campaign will educate motorists about pedestrian/bicycle laws and the need to share the road. This strategy is part of a comprehensive, evidenced-based effort to increase safe practices among pedestrians/cyclists/motorists alike, ultimately reducing the number of pedestrian/bicycle fatalities and injuries on our roadways.

#### Linkage Between Program Area

Non-motorized fatalities are over-represented in the State's total traffic fatalities compared with the number of crashes. Communicating awareness about applicable laws and safe practices through the use of paid and earned media is vital to creating greater awareness of the dangers facing non-motorized road users. Funding for this and all other strategies are distributed based on problem identification.

#### Rationale

This strategy has proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. In addition, mass media campaigns are an essential part of many deterrence and prevention countermeasures that depend on public knowledge to be effective. In fact, in order for high-visibility enforcement programs to be effective a communications and outreach component is critical to include in program development and planning.

A mass media campaign consists of intensive communications and outreach activities regarding the traffic safety behavior. The campaign generally includes both paid and earned media and utilizes one or more mediums, such as radio, television, print, online, and outdoor. To maximize

effectiveness, the campaign will identify a specific target audience and communications goal. All messaging and delivery methods will be appropriate to, and effective for, the audience and goal. Mass media campaigns are a standard part of every State's efforts to improve highway safety.

#### **Planned activities in countermeasure strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
NM-01	NM - Communications

#### **Planned Activity: NM - Communications**

Planned activity number: **NM-01**

Primary Countermeasure Strategy ID:

#### **Planned Activity Description**

The planned activity will support a contract with a media/advertising agency and will fund paid and earned media placements in mediums such as radio, television, print, online, and outdoor to promote awareness of safety issues for non-motorized road users. The activities will support state and national initiatives including Heads Up, crosswalk enforcement campaigns, Road Respect, and other related state and local initiatives. The activities will be supported through a combination of NHTSA grant funds and State Matching funds awarded to the UHSO from the Utah Department of Transportation for the purpose of supporting the Heads Up Campaign.

#### **Intended Subrecipients**

Utah Department of Public Safety - Highway Safety Office

#### **Countermeasure strategies**

Countermeasure strategies in this planned activity

<b>Countermeasure Strategy</b>
Communication Campaign - Nonmotorized Users

#### **Funding sources**

<b>Source Fiscal Year</b>	<b>Funding Source ID</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2018	FAST Act 405h Nonmotorized Safety	405h Public Education			

2018	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$145,656.00		\$145,656.00
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## Countermeasure Strategy: Elementary-age Child Bicyclist Training

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

### Project Safety Impacts

This strategy provides bicycle education in schools for pre-teens and teens. It educates participants on all aspects of safely navigating the roads on a bicycle. It is an evidence-based activity which is designed to change behavior and decrease the incidence of bicycle crashes on Utah roads. This effort will target children at a key stage in their development to understand traffic laws for bicycles as well as general road infrastructure. This strategy is part of a comprehensive, evidenced-based effort to increase traffic law compliance among cyclists, ultimately reducing the number of cyclist fatalities and injuries on our roadways.

### Linkage Between Program Area

Ages 10-24 represent the greatest portion of the State's bicycle cashes. Educating students on the beginning end of this age group is important to provide them the knowledge to safely navigate roadways by bicycle. The education will also make them more aware of non-motorized users as they become drivers themselves. Funding for this and all other strategies are distributed based on problem identification.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. Schools provide well-defined and somewhat controlled audiences for traffic safety programs. Education and other communications strategies can be tailored to a specific audience. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
NM-04	NM-School Programs

### Planned Activity: NM-School Programs

Planned activity number: **NM-04**

Primary Countermeasure Strategy ID:

### Planned Activity Description

The goal of the planned activity, Youth Bicycle Education and Safety Training Program, is to increase bicycle ridership and bicycle safety among children and their families. The activity will work to educate and encourage children to safely and confidently get around their communities by bicycle for both transportation and recreation. Through the children, the program does also outreach their families and will encourage parents and siblings to ride safely. The goal of the planned activity is for every student in Utah to receive the Youth BEST Program at some point during their elementary school education. This will lay the foundation for more people interested in safe bicycling as well as more conscientious drivers who better understand the safety needs of bicyclists.

The program is aimed towards school-age children aged 8-14. The education will cover benefits of cycling, proper helmet use, understanding road facilities, and traffic safety laws. The education will be provided using both lecture and practical teaching. The program includes:

230. Pre- and post-program quizzes which are distributed to all participants in order to assess the effectiveness of the program. This assessment looks at understanding of the safe bicycling concepts. The pre-program quiz is completed on the first day of the program. The post-program quiz is completed on the last day of the program.
231. The completion of the Safe Routes to School Students Arrival and Departure Tally Sheet before and after the program. The tally sheet identifies how students got to and from school each day for three consecutive days. The pre-program survey is completed within the two weeks prior to participating in the program. The post-program survey is completed in the month after participating in the program.
232. The completion of a Parent Survey About Walking and Biking to School within the two weeks after their child has participated in the program. This survey has been amended to include questions addressing: their student's and their family's interest in bicycling after participating in the program; their willingness to let their student walk or bike to school if they have received training; and if their student has access to a bicycle.

The planned activity will be funded through two sources including NHTSA 402 and state funds awarded to the UHSO from UDOT.

### Intended Subrecipients

Bike Utah (local non-profit)

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Elementary-age Child Bicyclist Training

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$30,000.00		\$30,000.00

## Countermeasure Strategy: High Visibility Enforcement - Non-Motorized

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

### Project Safety Impacts

This high-visibility enforcement strategy will be used to increase compliance for pedestrian/bicycle safety laws among both pedestrians and motorists. The enforcement will run in conjunction with the communication campaign to increase visibility through traditional and social media channels to inform the target audience of applicable laws then provide enforcement as a deterrence. In turn, this strategy is part of a comprehensive, evidenced-based effort to decrease crashes involving non-motorized road users, ultimately reducing the number of fatalities and injuries on our roadways.

### Linkage Between Program Area

Utah has seen an alarming rise in the number of pedestrian fatalities, while bicycle fatality numbers have remained relatively stable. Enhancing compliance with existing laws through enforcement is vital to improving safety for non-motorized road users. This strategy requires both vehicles and non-motorized users to appropriately use existing facilities in order to reduce the number of non-motorized/vehicle conflicts.

Funding for this and all other strategies are distributed based on problem identification. Enforcement efforts will focus on locations and during times where there is an increase in pedestrian-related crashes. As identified by crash data, enforcement will target:

- 233. Urban counties, including Salt Lake, Utah, Davis and Weber
- 234. All months with a focus on March, September, October, November and December
- 235. The hours between 3:00 pm and 7:00 pm

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. The most effective strategy for achieving and maintaining safe behaviors on the roadways is highly publicized high-visibility enforcement (HVE) of strong traffic laws. The effectiveness of high visibility enforcement has been documented repeatedly in the United States and abroad. The strategy's three components – laws, enforcement, and publicity – cannot be separated: effectiveness decreases if any one is weak or lacking.

The most common high-visibility enforcement method consists of short, intense, highly publicized periods of increased enforcement of traffic laws. Enforcement activities being implemented include crosswalk decoy operations and saturation patrols around high pedestrian/bicycle traffic areas.

To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities. In addition, depending on the enforcement method identified, planning and execution will include appropriate elements such as mass media, earned media, outreach, public information and education, and coordination across jurisdictions.

#### **Planned activities in countermeasure strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
NM-03	NM-Enforcement

#### **Planned Activity: NM-Enforcement**

Planned activity number: **NM-03**

Primary Countermeasure Strategy ID:

#### **Planned Activity Description**

This planned activity includes short-term, high-visibility pedestrian/bicycle enforcement campaigns, combined enforcement initiatives, and sustained enforcement efforts. The enforcement operations will enforce State traffic laws applicable to pedestrian and bicycle safety. Both non-motorized road users and motorists will be targeted during these operations. Funds will be distributed to identified law enforcement agencies in areas where pedestrian/bicycle crashes and/or non-motorized user volumes are an existing or emerging concern. Enforcement will focus on the various factors found in non-motorized crashes such as failure to yield, improper crossing, speeding etc. Examples of enforcement types will be crosswalk decoy operations and saturation patrols. Each operation will be coupled with a communications component to provide education on laws to increase visibility and reach. Enforcement efforts will be carried out in accordance with NHTSA regulations.

Additionally training may be administered to law enforcement officials on state laws applicable to pedestrian and bicycle safety.

#### **Intended Subrecipients**

Utah Department of Public Safety - Highway Safety Office

Salt Lake City Police Department

Other law enforcement agencies identified through crash data

## Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
High Visibility Enforcement - Non-Motorized

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$110,000.00		
2018	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$14,350.00		\$14,350.00

## Countermeasure Strategy: Public Information and Education - Non-Motorized

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

### Project Safety Impacts

This information & education campaign is designed to create greater awareness among non-motorized users about best practices and laws. The strategy is to educate the public at a personal level using community events and schools to provide a forum for learning. In turn, this strategy is part of a comprehensive, evidenced-based effort to reduce the number of non-motorized fatalities and injuries on our roadways. This strategy will reinforce the messaging provided through the communication campaign.

### Linkage Between Program Area

A majority of crashes and fatalities occur in the 10-24 year old range. Subsequently the majority of our efforts under this strategy will target this same audience. By providing both informational and practical education under this strategy, non-motorized users will be better equipped to safely navigate roadways in Utah. Funding for this and all other strategies are distributed based on problem identification.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. Public information and education programs play a key role in preventing deaths and injuries on the roadways. These activities are designed to reach people in their vehicles, schools, worksites, and communities. This provides opportunities to reach people using existing



social structures which maximizes impact and reduces the time and resources necessary for program development. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

#### **Planned activities in countermeasure strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
NM-02	NM - Public Information & Education

#### **Planned Activity: NM - Public Information & Education**

Planned activity number: **NM-02**

Primary Countermeasure Strategy ID:

#### **Planned Activity Description**

The UHSO is a primary source for information and education on traffic safety issues and problems. Partnering law enforcement agencies and community groups frequently contact the UHSO for assistance with promoting safety messages and providing education to the community at safety fairs, school events, and other various venues. The goal of the planned activity is to increase awareness and knowledge of pedestrian/bicycle safety issues and to provide targeted and relevant education, resources and tools to various partners who also work to decrease non-motorized injuries and fatalities on Utah's roads. Relevant topics will include conspicuity, bicycle/pedestrian state traffic laws, and best safe practices for non-motorized users and motorists alike. This activity will offer statewide promotion and support of national, state, and local traffic safety campaigns, programs and activities by providing technical assistance, educational materials and supplies to local health departments, non-profits, and law enforcement agencies. Funds will be used to purchase educational materials (i.e. brochures, posters, signage) or to develop new publications or resources.

#### **Intended Subrecipients**

Utah Department of Public Safety - Highway Safety Office

Bike Utah

Salt Lake City Police Department

#### **Countermeasure strategies**

Countermeasure strategies in this planned activity

<b>Countermeasure Strategy</b>
Public Information and Education - Non-Motorized

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Pedestrian/Bicycle Safety	\$25,000.00		
	FAST Act 405h Nonmotorized Safety	405h Public Education	\$124,634.00		
2018	FAST Act NHTSA 402	Pedestrian/Bicycle Safety (FAST)	\$58,514.00		\$58,514.00

## Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Description of Highway Safety Problems

Seat belts are the single most effective traffic safety device for preventing death and injury in motor vehicle crashes. In addition, unlike many other traffic behaviors, the decision to use a seat belt is made by nearly every motorist each time they ride in a motor vehicle. Occupant protection affects every age group, geographical area, race, ethnicity, gender, and income level. Yet only 90% of urban motorists and 87.6% of rural motorists, and 81.6% of pick-up truck occupants buckle up on Utah's roadways. Furthermore, according to crash data, nearly two-thirds of the unrestrained occupant fatalities were male; and over half of Hispanic occupants and one-third of children ages 0-9 who died in crashes were unrestrained. Additionally, restraint use in crashes is lowest between midnight and 3:59 a.m. with 47% of occupants killed being unbuckled. According to crash data, over a five year period from 2012-2016, the following populations have been identified as having a high percentage of unrestrained fatalities.

These are focus populations for the program and include:

30. Males- 38% of unrestrained occupant fatalities were male
31. Male Drivers: 72% of unrestrained drivers were male
32. Young drivers: 47% of unrestrained fatalities were occupants between the ages of 15-24.
33. 54% of unrestrained drivers were between 23 and 48
34. 75% of unrestrained passengers were less than 33 years of age
35. Pick-up Truck Motorists- 55% of fatalities were unrestrained
36. Rural Motorists- 44% of fatalities were unrestrained
37. Hispanic Motorists- 54% of fatalities were unrestrained
38. Child Passengers- 38% of fatalities among ages 0-9 years were unrestrained
39. Nighttime motorists- 38% of fatalities were unrestrained

While the number of unrestrained occupant fatalities has increased slightly, it still represents over one-third of the motor vehicle deaths in the state and is a top priority of the Utah Highway Safety Office.

In addition, the 2018 statewide seat belt observational survey reports pickup truck drivers as having the lowest usage rate (81.6%) of all vehicle types. While seat belt use has increased significantly among rural counties, pickup truck drivers in rural counties still remain the least likely to buckle up.

Of Utah's 29 counties, 6 are considered urban, contributing to 85% of the state's population and 23 are rural. When examining the differences between urban and rural counties using crash data from 2012 to 2016, it was determined that:

6. More than half (61%) of the unbuckled fatalities occur in rural counties
7. Urban counties, which include Cache, Davis, Salt Lake, Utah, Washington and Weber, contribute to 39% of occupant fatalities
8. 44% of all occupant deaths in rural counties were unrestrained compared to 29% in urban counties

In addition, according to the 2018 seat belt observational study, 87.6% of rural motorists wear seat belts compared to 89.6% in urban counties

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

When examining the remaining 13 rural counties, eleven were identified as having a high percentage of unrestrained occupant fatalities that was above the state average of 37%. These counties include Box Elder, Carbon, Grand, Iron, Millard, Morgan, San Juan, Sanpete, Sevier, Summit, and Uintah.

When examining diverse populations, Hispanics and Latinos were found to have the highest unrestrained fatality rates among all minority groups. This is mainly due to the fact that they are the largest ethnic minority group making up approximately 13.3% of the state's population. Approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah. In addition, 56% of the traffic fatalities involving this population occur in these areas. More Hispanic motorists are being killed in crashes than in the past. Over a five year period from 2012 to 2016, 54% of Hispanic occupants were unrestrained compared to 37% of non-Hispanic occupants. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and more than half (62%) were male.

Child passengers have also been identified as a high risk population. Despite Utah having a law that requires child passengers to ride in appropriate safety restraints to age 8, as children grow they are less likely to be restrained, leaving them at risk for death or serious injury. Among child occupants in crashes over the last five years, 90% of children ages 0-1 years were restrained in a child safety seat compared to 81% of children ages 2-4 years and 40% of children ages 5-8 years.

When examining the time period when occupant fatalities occur, it was determined that 58% of the unrestrained fatalities occur during daytime hours of 6:00 a.m. and 5:59 p.m. However, when examining restraint use in fatal crashes by the time of day, restraint use is lowest during nighttime hours. Between the hours of 10:00 p.m. and 5:59 a.m., 45% of fatal occupants were unrestrained, which is higher than the daytime unrestrained fatality rate of 36%. In addition, restraint use is lowest between 10 p.m. and 11:59 p.m. with 53% of occupants killed being unbuckled. Urban counties contribute to 41% of the nighttime unrestrained occupant fatalities.

Based on the Problem ID and crash data, the Utah Occupant Protection Program will focus efforts on high risk populations, rural counties, enforcement, education and outreach as outlined in the strategic plan as referenced below.

### **Utah Occupant Protection Program Strategic Plan (2019-2023):**

As the entity responsible for overseeing the state's occupant protection program, in 2011 the Utah Highway Safety Office (UHSO) created the Occupant Protection Advisory Committee to conduct strategic planning and involve stakeholders in guiding the statewide program. As part of the committee's responsibilities, this five-year Strategic Plan (2019-2023) was adopted and has a broad purpose of identifying key areas, initiatives and concerns of interest to the state program.

The state's occupant protection program has a long history which began nearly 50 years ago when the federal Highway Safety Act of 1966 established an organizational structure and funding stream to create highway safety offices in each state. The following year, the UHSO was formed under the Utah Department of Public Safety umbrella and began its work to promote safe driving. Soon after, in 1968, the federal government required seat belts to be installed in all new passenger cars which, ultimately, helped give birth to the state and national occupant protection program we know today.

Nearly 20 years after the UHSO opened its doors, Utah enacted the Safety Belt Use Law in 1986; only two years after New York passed the first state law requiring the use of seat belts. While the law has gone through several revisions, each time giving it more strength, it has remained a secondary law which means an officer can issue a seat belt citation only if the driver is stopped for another violation, such as speeding. Up until 2015 the law stated that drivers and passengers must wear a seat belt and that children up to age 8 must be properly restrained in a child car seat or booster seat. Violation of the law can result in a \$45 fine. The law provided for primary enforcement for individuals through age 18 years and secondary law for individuals 19 years and up. In 2015, the legislature passed a primary seat belt law that requires all motorists to use appropriate safety restraints in all seating positions with a sunset provision to make a seat belt violation a secondary offense again in July of 2018 unless convinced otherwise by the crash data and educational efforts. During the 2017 legislative session, legislators were successful in removing the sunset and keeping the seat belt violation as a primary offense. The fine remains at \$45 and can be waived upon completion of a 30 minute online seat belt course offered by the Utah Safety Council.

Passing a primary seat belt law, while effective in increasing the number of people who buckle up, must accompany a comprehensive education program if success in reducing motor-vehicle related death and injury is to be achieved. In turn, a number of countermeasures and strategies are conducted by state, local, private and non-profit partners. These strategies have helped increase seat belt use from 18% in 1986 to the 2018 use rate of 89%.

As a behavioral factor affecting overall highway safety, occupant protection is a priority area of the Utah Highway Safety Office (UHSO) which is committed to keeping motorists safe through proper and consistent use of the seat belts, child safety restraints, and airbags.

### **MISSION, VISION AND GOAL**

The UHSO's mission and vision statements reflect the purpose of our division, what we aspire to be, and the guiding principles that we will use to reach our goals.

### **Mission Statement**

The mission of the Utah Highway Safety Office is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on Utah's roadways.

### **Vision Statement**

Utah's world-class roadway system allows residents and visitors to travel the State in virtual safety. Motorists, motorcyclists, bicyclists and pedestrians are an integral part of the transportation system, each blending into our smooth and safe traveling environment. With traffic fatalities approaching zero, residents are now enjoying expanded opportunities for jobs, more diverse places to live, increased recreational opportunities, and valued time with their families.

The Occupant Protection Program is one of the main program areas supported by the UHSO and works to support its mission and vision statements. Over the past decade, the percentage of deaths to unrestrained occupants has shown a decreasing trend; however, 32.8 percent of traffic-related fatalities have been to unrestrained occupants, which is an unacceptable portion. On average, 84 people die each year in Utah who are unbuckled and failing to wear a seat belt continues to be one of the top three causes of traffic fatalities. In turn, increasing the use of this life-saving device is the goal of the program.

### **Program Goal**

With the passage of a primary seat belt law Utah established a lofty goal of increasing seat belt usage by 10 percentage points over a three year period with the mark set to obtain 93% usage rate by 2018. Although the primary belt law was made permanent during the 2017 legislative session, and we are yet to reach this goal, this strategy and goal remains the same as efforts continue to support the comprehensive plan that is in place and includes action items related to enforcement, public information and outreach, and training.

Visit The Utah Highway Safety website: [www.highwaysafety.utah.gov](http://www.highwaysafety.utah.gov) for a current copy of the complete Occupant Protection Program Strategic Plan

### **Associated Performance Measures**

<b>Fiscal Year</b>	<b>Performance measure name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>
2020	U-1 Child Safety Seat Use for Children Ages 0-8 years in Traffic Crashes	2020	3 Year	68.8
2020	U-2(a) Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes	2020	3 Year	94.5

2020	U-2(b) Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes	2020	3 Year	86.47
2020	U-2(c) Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes	2020	3 Year	43.5
2020	U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained	2020	3 Year	54.5
2020	U-4(a) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 pm to 5:59 a.m.)	2020	3 Year	58.6
2020	U-4(b) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 pm)	2020	3 Year	31.1
2020	U-5(a) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural	2020	3 Year	27.5
2020	U-5(b) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban	2020	3 Year	22.5
2020	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2020	5 Year	66.88
2020	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2020	5 Year	88.5

### Countermeasure Strategies in Program Area

Countermeasure Strategy
Child Restraint System Inspection Station(s) - Occupant Protection
Communication Campaign - Occupant Protection
Evaluation - Occupant Protection
Program Training and Support - Occupant Protection
School Programs - Occupant Protection
Short-term, High Visibility Seat Belt Law Enforcement
Target Population Outreach - Occupant Protection

## Countermeasure Strategy: Child Restraint System Inspection Station(s) - Occupant Protection

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

### Project Safety Impacts

This project is designed to create awareness and provide education and car seat inspection stations to serve communities across the state. Although Utah has a high compliance rate for child restraint use, children are still riding unrestrained or improperly restrained, putting our youngest passengers at risk for injury or fatality. The need for education and child seat inspection stations still remains a priority. The Highway Safety Office will continue to work with community partners to provide necessary training, education and resources to serve both urban, rural and at risk populations.

Utah has had an active child passenger protection education program since the early 1980's. The Utah Highway Safety Office (UHSO) and local health departments, along with other state, local and private organizations have collaborated on increasing the use of child safety seats and seat belts through education, legislation and enforcement, media campaigns and the distribution of child safety seats to needy families. Through these efforts safety restraint use among children has steadily increased from 14% in 1984 to the current usage rate of 91.9%, in 2008 (the date of the last child restraint observational study). The 2008 child restraint observational study found that 93.1% of children younger than five years of age were restrained in a child safety seat, and 88.0% of children ages 5-10 were restrained in a car seat or seat belt. When examining crash data among child occupants in crashes over the last five years (2012-2016), 90% of children ages 0-1 years were restrained in a child safety seat compared to 81% of children ages 2-4 years and 40% of children ages 5-8 years.

The state is divided into 29 counties with 75.4% of the population living in four counties (Davis, Salt Lake, Utah, and Weber) which are clustered along the Wasatch Front. The other 25 counties are home to 24.6% of the state's population. Each county houses local health departments. There are 13 health districts with 26 health department offices throughout the state serving our communities. These health departments are considered the strongest supporters of CPS education and activities in the state. Through the efforts of these local health departments, as well as the state's children's hospital and various other advocacy groups, it is estimated that approximately 99% of the state's population is being reached with child passenger safety education activities and/or materials.

This strategy is part of a comprehensive, evidence-based effort to increase the proper and consistent use of child safety restraints and seat belts, ultimately reducing the number of child passenger injuries and fatalities on our roadways.

### Linkage Between Program Area

Utah has the highest birth rate of the United States and adds more than 50,000 infant passengers to its population each year. While the 10-year trend shows an increase in child safety seat use in crashes for ages 0-8 years, a need exists for educational programs aimed at increasing the proper and consistent use of child restraint devices. Of children ages 2-4 years who were seriously injured in crashes, 81% were restrained which is below the state average for all ages (2012-2016



Crash Data). As children grow, they are less likely to be properly restrained in a child safety seat or booster seat. Only 40% of children ages 5-8 years who were in crashes were in a safety restraint or booster. In addition, the rate of misuse of these life-saving devices is shown to be approximately 84%. More work must be done to ensure our youngest passengers are properly protected.

It is the goal of the UHSO to provide all Utah families with a location in their area where they can obtain a car seat inspection. In turn, 107 permanent inspection stations have been established throughout the state. About two thirds are located in the six urban counties (Cache, Davis, Salt Lake, Utah, Washington and Weber) that contain 85% of the state's population. It is estimated that over 10,000 car seats will be inspected at these inspection stations each year. Unfortunately, approximately 92% of the seats inspected are misused. Inspection stations are open to the public and serve target populations. Funding for inspection stations and all other strategies are distributed based on problem identification.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices. Child passenger safety outreach including child restraint system inspection stations, purchase of child restraints for underserved populations, and child passenger safety technician training all play a key role in preventing deaths and injuries on roadways. These activities are designed to provide resources to traffic safety partners and target populations statewide.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-02	OP-Fitting Station Support
OP-03	OP-Child Safety Restraint Purchases & Distribution
OP-04	OP-CPS Technician Training

### Planned Activity: OP-Fitting Station Support

Planned activity number: **OP-02**

Primary Countermeasure Strategy ID:

### Planned Activity Description

It is the goal of the UHSO to provide all Utah families with a location in their area where they can obtain a car seat inspection. In turn, 107 permanent inspection stations have been established throughout the state. About two thirds are located in the six urban counties (Cache, Davis, Salt Lake, Utah, Washington and Weber) that contain 85% of the state's population. It is

estimated that more than 10,000 car seats will be inspected at these inspection stations each year. Unfortunately, approximately 92% of the seats inspected are misused. The Car Seat Inspection Station table below demonstrates that, according to 2010 Census Data, this network of 107 inspection stations reaches 99% of the state's population with appropriate child passenger safety education and services. 64 inspection stations have established dates and/or times they are open to the public and 43 serve targeted populations such as hospital patients and homeless or refugee families.

Project funds will be used to support up to 23 local car seat inspection stations and/or programs to support local activities aimed at providing education and instruction to parents, care givers and children regarding the importance of proper use of child restraints and seat belts. Funds will be used to support inspection station supplies and educational materials, as well as fixed-price deliverable mini-grants to 11 local health departments, two children's hospitals, and other partners who oversee local inspection stations and clinics. This planned activity is supported through two funding sources, including 405(b) and state funds awarded to the UHSO from the Utah Department of Transportation. Only eligible expenses will be supported through the 405(b) grant program.

### **Outreach to Under-Served Populations:**

Utah is not a very diverse state when compared to other states or the nation. The demographic breakdown from the 2010 Census shows that white persons (not Hispanic) make up 80.1% of the state's population. The largest minority group is Hispanic at 13.3%, followed by Asian at 2.2%, American Indian at 1.5%, Black at 1.3%, and Pacific Islander at 1.0%. The program primarily outreaches to under-served populations such as Hispanic, homeless and refugee families, Native Americans, and low-income.

**Hispanic:** Over 23 of the state's inspection stations provide education and instruction in Spanish through either a Spanish-speaking certified technician or interpreter. These fitting stations are located in areas that have a high percentage of Hispanic population. In addition, nearly all inspection stations have educational material available in other languages.

**Homeless and Refugee Families:** The Salt Lake County Health Department and UHSO provide resources and assistance to area homeless shelters and agencies that oversee services to refugee families in an effort to ensure children receive an appropriate child safety seat regardless of their financial status. There are three inspection stations that are not publicized to the public and only serve this specific population. These inspection stations include Catholic Community Services, and International Rescue Clinic and the YWCA.

**Native American:** There are five inspection stations covering three counties (Box Elder, San Juan, and Uintah) that serve Native Americans in Utah. In the four corners area of Southeastern Utah, the Utah Navajo Health System employs three CPS Technicians and provides services to the Navajo Tribal members. Also, Kayenta Health Center has one technician serving the area. These inspection stations are not advertised to the public and serve a specific group of Indian tribes which are an under-served population. In addition, there are three inspection stations located in Northeastern Utah that provide services to Ute Tribal members.

**Low-Income:** The state’s children’s hospitals, Primary Children’s and Shriners Hospital, and all the local health departments offer low-cost car seats to families who are on government assistance or qualify as “low-income” according to department guidelines. All of these locations employ Certified CPS Technicians to educate and help install these seats. We have many supportive partners to support our efforts in educating about child passenger safety. In addition, the Junior League of Salt Lake City purchase over 300 car seats every July and we work with low income families to ensure they are educated and receive the proper seats.

### **Car Seat Inspection Clinics**

Through the work of the state’s 334 certified Child Passenger Safety Technicians, it is anticipated that at least 107 car seat inspection stations are operational in nearly all of the state’s 29 counties. Inspection clinics are advertised using fliers, radio, and newspaper advertisements. Standard inspection clinics include teams of certified technicians and a Senior Checker who ensures that seats are installed using appropriate tools such as checkpoint forms, manufacturer’s instruction booklets, automobile owner’s manuals, the Latch manual, and other tools. Each Senior Checker has ample experience, has been a certified technician for at least 2 years and has been approved by the local and national Safe Kids organization. They verify each seat is properly installed and review the checkpoint forms for accuracy.

During the events, educational materials are provided to parents that include proper positioning for children, air bag safety guidelines, and safety belt use for all passengers in the vehicle. Further, child safety seats are on hand for families in need or to replace unsafe seats.

### **Child Passenger Safety Education Classes**

In addition, it is anticipated that approximately 500 community classes and over 5,000 individual appointments will be made to provide instruction to parents on the proper use of their child’s safety seat. The majority of our lead agencies provide weekly or monthly community classes for parents who have concerns about their child’s safety seat or are in need of a seat. At least 25 organizations across Utah conduct classes on a regular basis. The class instructor will discuss the different types of child safety seats available, the proper placement of children in the vehicle, the most common misuses, and air bag safety. Education is also provided on proper restraint use for the entire family. Most of these classes will provide child safety seats to low-income families at no-cost or a reduced cost.

### **Intended Subrecipients**

Utah Department of Public Safety - Highway Safety Office

### **Countermeasure strategies**

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s) - Occupant Protection

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low Community CPS Services (FAST)	\$175,000.00	\$20,500.00	

## Planned Activity: OP-Child Safety Restraint Purchases & Distribution

Planned activity number: **OP-03**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This activity will work to increase the proper and consistent use of child safety seats and booster seats by supporting a comprehensive and statewide child passenger safety program. Planned activities include program support for Utah's 107 child restraint fitting stations with a special emphasis on serving high-risk populations.

Project funds will be used to purchase child safety seats and booster seats for inspection clinics who serve low-income families. Funds will also be used to support the purchase of car seats and related supplies for inspection clinics. A portion of the UDOT State Match Funding will also be used to support the state's 107 car seat inspection stations by providing educational tools and child restraints for under-served populations as well as CPS Week educational expenses. The planned activity will be funded through two sources including NHTSA 405(b) and state funds awarded to the UHSO from the Utah Department of Transportation.

Per federal regulations, less than 5 percent of the total 405b award will be used for this purpose and low-income status will be required in order to receive a child restraint device.

### Intended Subrecipients

The Utah Department of Public Safety - Highway Safety Office

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s) - Occupant Protection

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low CSS Purchase/Distribution (FAST)	\$12,000.00	\$21,000.00	

### Planned Activity: OP-CPS Technician Training

Planned activity number: **OP-04**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity will support Utah's child passenger safety technician training and technician retention program. Funds will be used to help support project related training including out-of state travel to attend national conferences, in-state travel to support child passenger safety courses, update/recertification courses, instructor development, instructor fees, CPS technician trainings, sponsorships, educational materials and program related supplies and operating.

#### Training and Retraining:

The UHSO is the lead agency when conducting occupant protection trainings. All requests are funneled to the office and funds, as well as staff time, are devoted to meeting these requests. The office also maintains a database of all trained certified technicians, technician instructors and specialists. Currently there are 334 child passenger safety technicians. Most of these technicians work for organizations that support the child passenger safety programs throughout the state. However, we have 50 volunteer technicians who serve their communities without pay from an employer.

#### FFY 2020 Utah Child Passenger Safety Training Schedule

Training	Course Dates	# of Participants
Standardized CPS Technician Training	March 2020 – Murray, UT	25
	May 2020 – Murray, UT	25
	September 2020 – Murray, UT	25
Renewal Testing Courses	November 2020 – Salt Lake City, UT	12

Technician Update Classes	November 2019 - Central UT	8
	March 2019 – Smithfield, UT	12
	March 2020 – Four Corners	50
	June 2020 – Ogden, UT	15
	July 2020 - Provo, UT	12
Zero Fatalities Safety Summit CPS Pre-Conference	April 2020 - Davis, UT	150
Total # of Participants in Training/Retraining Courses		334

During FFY 2020, three Standardized CPS Technician Courses, one Renewal Testing Course, and at least 5 Technician Update classes will be held. The Technician Update classes are held throughout the state. One of them is held at the Four Corners Conference in Monument Valley, Utah in the Spring. During fiscal year 2020, we will also hold our largest gathering of CPS Technicians at the Zero Fatalities Safety Summit. We have a CPS Pre-Conference where we make available CEU's for the technicians to earn to support their recertification. In addition, each Health Department has agreed to maintain their technician's abilities by holding update classes and activities. The update usually consists of checking skills, providing information and hands-on practice with tether straps and latch systems, and providing information regarding technical manufacturer updates, installation practices, new devices on the market, and other resources.

### **Technician Recruitment:**

The UHSO occupant protection training coordinator recruits advocates, educators, law enforcement personnel, EMS providers, health and medical providers, health educators, and others to become certified CPS technicians through a variety of methods. Prior to each training, advertisements are sent to the state's current CPS technicians, state and local health departments, law enforcement agencies, and UHSO grantees and partners providing information regarding the training. This information directs interested individuals to the UHSO website and the National Safe Kids website to register for the course. Recruitment is also conducted during the state's Zero Fatalities Safety Summit, which is a two-day traffic safety conference that occurs every 2 years and attracts approximately 500 safety professionals across Utah. In addition, fliers announcing the year's training dates are provided at other meetings and conferences. Lastly, participants of half-day or full-day child passenger safety training workshops, such as Operation KIDS, are encouraged to become fully certified as CPS technicians and provided with appropriate information. In addition, we provide each hospital with educational child passenger safety resources and a list of inspection stations.

### **Technician Retention:**

Utah's efforts to retain our certified Child Passenger Safety Technicians include the "Meet in the Middle" Mentoring Program and notices of opportunities and re-certification reminders. "Meet in the Middle" is the name chosen for this program because the state's CPS Technician Instructors wanted to encourage the Mentor, or the more seasoned technician, and the new CPS Technician to work together and equally make efforts to "Meet in the Middle." After consulting with the local Safe Kids Coordinators in the State, new technicians are matched up with a friend or mentor in their local area who has been a CPS Technician for at least 2 years. Mentors are encouraged to send emails every month to check in with their new technician, be available and open to answer questions, pass on resources or helpful websites, invite them to any checkpoints or events in their area and talk to them about the re-certification process. Mentors are provided with a resource packet to support them. The goal is to provide every new technician with a friend in the CPS world that makes them feel needed and appreciated. The purpose of this program is to support our new technicians and increase the state's re-certification numbers.

The UHSO supports other activities that encourage technicians to participate in inspection clinics and CEU opportunities in order to prepare for re-certification. First, new technicians are provided with a Latch Manual if they participate at four events within a year. Second, the occupant protection training coordinator sends out emails to technicians announcing CEU opportunities and reminding them if their certification is about to expire. Lastly, the UHSO offers sponsorship grants to local health departments and Safe Kids coalitions who organize re-certification opportunities for area technicians.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Child Restraint System Inspection Station(s) - Occupant Protection

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low Training (FAST)	\$69,500.00		

#### Countermeasure Strategy: Communication Campaign - Occupant Protection

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

## Project Safety Impacts

This awareness & education campaign is designed to create greater awareness amongst motorists in urban and rural counties about the importance of using seat belts properly and consistently. Although Utah has a primary seat belt law, the state continues to observe a significant number of motorists who ride unbuckled. In fact, nearly half of all occupant fatalities are unrestrained and occupants in rural crashes are two times more likely to be unrestrained than urban occupants. Utah's urban, rural and frontier communities often require different messaging and have various mediums to receive these messages, making a comprehensive communication effort critical to the program. In turn, this strategy is part of a comprehensive, evidenced-based effort to increase the number of motorists who properly and consistently use seat belts, ultimately reducing the number of unbuckled fatalities and injuries on our roadways.

## Linkage Between Program Area

Buckling up is one of the best ways to decrease injuries and deaths in motor vehicle crashes. In addition, unlike many other traffic behaviors, the decision to use a seat belt is made by nearly every motorist each time they ride in a motor vehicle. Occupant protection affects every age group, geographical area, race, ethnicity, gender, and income level. Yet only 89.6% of urban motorists and 87.6% of rural motorists, and 81.6% of pick-up truck occupants buckle up on Utah's roadways. Furthermore, according to crash data, nearly two-thirds of unrestrained occupant fatalities were male; and over half of Hispanic occupants and one-third of children ages 0-9 died in crashes are unrestrained. Additionally, restraint use is lowest between midnight and 3:59 a.m. with 47% of occupants killed being unbuckled. According to crash data, over a five year period from 2012-2016, the following populations have been identified as having a high percentage of unrestrained fatalities. These are focus populations for the program and include:

1. Males- 38% of unrestrained occupant fatalities were male
2. Male drivers: 72% of unrestrained drivers were male
3. Young drivers: 47% of unrestrained fatalities were occupants between the ages of 15-24.
4. 54% of unrestrained drivers were between the ages of 23-48
5. 75% of unrestrained passengers were less than 33 years of age
6. Pick-up Truck Motorists- 55% of fatalities were unrestrained
4. Rural Motorists- 44% of fatalities were unrestrained
5. Hispanic Motorists- 54% of fatalities were unrestrained
6. Child Passengers- 38% of fatalities among ages 0-9 years were unrestrained
7. Nighttime motorists- 38% of fatalities were unrestrained

The 2018 Annual Seat Belt Survey also shows that seat belt use is low among specific populations including:

1. Rural Motorists- Only 87.6% of rural motorists buckle up compared to 89.6% of urban drivers and passengers.
2. Pickup Truck Occupants - The study reported that 90.3% of car occupants, 91.6% in SUV's, 93.4% in vans buckled up. Yet only 81.6% of truck occupants were using seat belts. Seat belt



use among pickup truck occupants in rural counties was slightly lower, reporting 80.6% compared to 82.2% in urban areas.

3. Male Occupants- Only 86.7% of males buckle up compared to 91.8% of female occupants. Seat belt use among males in rural counties dropped to 85.4% compared to 87.2% in urban counties.

Communicating awareness of the importance of seat belts and child safety seats through the use of paid and earned media is vital to creating greater awareness of the importance of buckling up on Utah's roadways, especially among the identified high risk audiences. Funding for this and all other strategies are distributed based on problem identification.

#### Rationale

This strategy has been proven to be effective in changing behavior and is identified in Countermeasures That Work: A Highway Safety Countermeasure Guild for State Highway Safety Offices. In addition, mass media campaigns are an essential part of many deterrence and prevention countermeasures that depend on public knowledge to be effective. In fact, in order for high-visibility enforcement programs to be effective a communications and outreach component is critical to include in program developments and planning.

A mass media campaign consists of intensive communications and outreach activities regarding the traffic safety behavior. The campaign generally includes both paid and earned media and utilizes one or more mediums, such as radio, television, print, online, and outdoor. To maximize effectiveness, the campaign will identify a specific target audience and communications goal. All messaging and delivery methods will be appropriate to, and effective for, the audience and goal. Mass media campaigns are a standard part of every State's efforts to improve highway safety.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-06	OP-CPS week
OP-07	OP-Rural Program
OP-08	OP-Hispanic Program
OP-10	OP-HVE Communications

#### Planned Activity: OP-CPS week

Planned activity number: **OP-06**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will support National Child Passenger Safety Week (September 2020) by conducting a campaign that includes radio and online advertisements, as well as traditional and non-traditional partnerships with businesses and advocacy groups. The activity will include coordinating with statewide partners including Zero Fatalities and Safe Kids to conduct appropriate events, including National Seat Check Saturday. A portion of the funds will be used to pay for media advertising and print materials. In addition, inspection stations and health department partners will be provided with a CPS week toolkit that contains electronic resources and materials to promote child passenger safety in their community.

### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign - Occupant Protection

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Occupant Protection	\$40,000.00		

### Planned Activity: OP-Rural Program

Planned activity number: **OP-07**

Primary Countermeasure Strategy ID:

### Planned Activity Description

### Intended Subrecipients

Enter intended subrecipients.

Utah Department of Public Safety - Highway Safety Office

## Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign - Occupant Protection
Target Population Outreach - Occupant Protection

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Occupant Protection	\$38,000.00		
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$77,000.00	\$30,000.00	\$77,000.00

## Planned Activity: OP-Hispanic Program

Planned activity number: **OP-08**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will support Utah's Hispanic Occupant Protection Program and related communication plan. Activities will work to increase seat belt usage among this population and include:

**40. Support of Community Traffic Safety Programs:** Fixed-price deliverable agreements will be supported in three target counties including Salt Lake, Weber and Utah. These areas were strategically identified using crash data and have a high percentage of Hispanic population. These projects will oversee effective countermeasures including communications and outreach strategies for low-belt-use groups, school-based and business-based programs, as well as child restraint distribution and education programs. As part of the fixed price deliverable agreement the provider will:

1. Participate in the planning process by participating in quarterly planning meetings with the UHSO, review goals, plans and reports, identify and recruit stakeholders

2. Lead a coalition to address the objectives of the project and assure strategically planned activities are conducted. Coalition meetings will be held at least quarterly
  3. Support the communications and media plan by reviewing all elements of the plan, submit feedback, support media campaign, submit at least two print articles or other forms of media (social/earned), recruit law enforcement and local leaders support
  4. Conduct outreach and education activities to reach out to individuals, families, businesses, schools, hospitals, law enforcement agencies, local media, churches, etc
  5. Evaluation- include quarterly report with results of activities, pre and post knowledge of self-reported behavioral surveys, car seat checkpoints and classes
- 41. Support of a Hispanic Media Campaign:** A Hispanic seat belt public service advertisement (PSA) campaign will help promote seat belt use among the state's Hispanic populations, with special emphasis on communities with a high percentage of this population. The campaign will include paid and earned media elements, and supporting social media creative. The key messages and target audiences for the campaign include: (1) The importance of using a seat belt on every trip (Primary Target: Adults ages 21-49); (2) The positive influence family members have with regards to buckling up (Primary Target: Children ages 4-15; Secondary Target: Women ages 21-49); and (3) Setting an example for others by buckling up and requiring everyone in the vehicle to do the same (Primary Target: Teens ages 13-19; Secondary Target: Males ages 21-49).
- 42. A Hispanic Seat Belt Task Force:** The task force meets quarterly and includes target county projects, law enforcement and the media contractor to discuss program needs and share outreach ideas and resources.
- 43. Hispanic Outreach Efforts:** funds will be used to support community outreach events, seat belt messaging, educational materials and paid media.

The planned activity will be supported through two funding sources including 402 and state funds awarded to the UHSO from UDOT. All expenses will be eligible under the grant program.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign - Occupant Protection

Target Population Outreach - Occupant Protection
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#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00	\$81,500.00	\$50,000.00

#### Planned Activity: OP-HVE Communications

Planned activity number: **OP-10**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity will work to increase the seat belt use rate in Utah and decrease traffic-related death and injury by supporting a comprehensive media and public information plan that supports high-visibility enforcement. Activities will include two high-visibility Click It or Ticket enforcement campaigns and at least three additional enforcement-based educational efforts. Campaigns include:

- 236. November 2019—Click It or Ticket National Mobilization:** Paid and earned media will support HVE communication and enforcement efforts statewide.
- 237. February 2020—Buckle Up for The Ones You Love:** This state initiative targets male hard-core non-users in conjunction with Valentine’s Day, with the Utah Highway Patrol performing statewide enforcement patrols. Earned media will be the primary source of communications for this campaign.
- 238. March 2020—Click It or Ticket Day or Night:** This nighttime enforcement mobilization will focus on Salt Lake City, West Valley City, and Ogden City, or other cities where identified, which are all identified high risk locations for nighttime unrestrained fatalities. All law enforcement agencies that serve these areas will be recruited to participate in the campaign by conducting selective nighttime enforcement patrols in strategically identified locations. Paid and earned media will be used along with campaign-specific messaging and educational outreach efforts.
- 239. May 2020—Click It or Ticket National Mobilization:** Paid and earned media will support HVE communication and enforcement efforts statewide. All law enforcement agencies in Utah will be asked to pledge their support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.

- 240. August/September 2020—Rural Enforcement Campaign:** Law enforcement agencies in the seven pilot rural counties (Cache, Carbon, Box Elder, Sanpete, San Juan, Sevier, Tooele) will be recruited to support this initiative. Rural-specific messaging that supports the ongoing efforts of the pilot rural seat belt program will be used to support this effort. Paid and earned media will be used to support this effort.

This planned activity will be supported through three funding sources including 402, 405(b) and state funds awarded to the UHSO from UDOT. Funding will support eligible expenses under the grant program. More specifically, 405(b) funds will only be used to support the May and Thanksgiving national Click It or Ticket campaigns. Funds will be used to support:

- 241. A contract with one or more advertising agencies to assist with the campaigns, media and public information efforts;
- 242. Paid media placement of various mediums and may include television, radio, outdoor and online media;
- 243. Production of media including radio, outdoor and online messaging and creative;
- 244. Public relations activities and campaign development; and
- 245. Purchase and/or develop appropriate educational and collateral materials that will be used to inform and educate the public about the importance of proper restraint use.

The campaigns will partner with the Zero Fatalities program and messaging and media efforts will be shared and coordinated with the NHTSA, as appropriate.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign - Occupant Protection

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b Low HVE (FAST)	\$42,500.00	\$0.00	

2018	FAST Act 405d Impaired Driving Low	405d Low Occupant Protection	\$35,000.00		
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$384,500.00	\$125,000.00	\$384,500.00

### Countermeasure Strategy: Evaluation - Occupant Protection

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

#### Project Safety Impacts

Program evaluation is a critical component to any comprehensive traffic safety program that support evidence-based efforts. One of the primary methods used to evaluate the state's Occupant Protection Program is the use of observational restraint use studies. This strategy will ensure usage data by county, gender, roadway type, and vehicle type is gathered and that results support data-driven planned activities aimed at increasing seat belt use among the state's low-use populations. This strategy is a requirement for state's who wish to apply for federal highway safety funding. The strategy is part of a of a comprehensive, evidenced-based effort to increase the number of motorists who properly and consistently use seat belts, ultimately reducing the number of unbuckled fatalities and injuries on our roadways.

#### Linkage Between Program Area

Seat belts are the single most effective traffic safety device for preventing death and injury, yet nearly 360,000 Utahns still don't buckle up. Additionally, seat belt use rates vary significantly between urban and rural counties and gender of the motorists. As part of program evaluation, a seat belt observational survey will be conducted to assess seat belt use rates in 17 counties in the state. The 17 counties selected for observation include: Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Washington, and Weber. Data obtained from the observations will be used to establish a statewide seat belt usage rate as well as urban versus rural seat belt use among male and female motorists and assist with program strategies. Funding for this and all other strategies are distributed based on problem identification.

#### Rationale

This strategy has been proven to be effective in changing behavior and is identified in Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices. Observational surveys are a key component of Utah's occupant protection program and a required element by the National Highway Traffic Safety Administration (NHTSA). All states must conduct a probability-based observational survey that counts all driver and outboard passengers in all passenger motor vehicles. The Utah Highway Safety Office and the NHTSA want to save lives and prevent motor vehicle related injuries through proper use of occupant restraints or seat belts. To help them know how many people use seat belts, to develop programs aimed at specific groups, and to measure the impact of safety programs seat belt observational studies are conducted each year in June. To maximize program

effectiveness, appropriate funding (405b) and resources will be allocated to the planned activities. In addition, further program evaluation methods may be conducted as part of the overall occupant protection program.

#### **Planned activities in countermeasure strategy**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
OP-09	OP-Occupant Protection Observational Studies

#### **Planned Activity: OP-Occupant Protection Observational Studies**

Planned activity number: **OP-09**

Primary Countermeasure Strategy ID:

#### **Planned Activity Description**

This planned activity will determine the percentage of motorists who buckle up in Utah based on observational surveys. The National Highway Traffic Safety Administration requires states to conduct observational surveys annually to determine the level of seat belt use. The 17 counties selected for observation include: Box Elder, Cache, Carbon, Davis, Grand, Iron, Millar, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Washington, and Weber. The study will take place in June 2020 following the national Click It or Ticket mobilization. Four seat belt surveyors and a contractor will be hired to assist with the project. Pre-surveys will be conducted in April. Other planned activities may include working conducting nighttime observational surveys and child restraint survey analysis.

Utah's annual Seat Belt Observational Survey's approved design includes the study being conducted at 170 pre-selected sites in 17 counties located across the state. The process of conducting the surveys consists of the following activities: survey design, data collection, data analysis, and reporting. The UHSO is currently working with a qualified statistician to make any necessary changes to the approved methodology and study design and assure that it continues to conforms to the Final Rule. This contractor will oversee specific elements of the survey design, collecting and analyzing the data, and provide appropriate reports to the UHSO. The contractor's objectives and deliverables are listed below.

Funding will support a contractor, seat belt surveyors, in-state travel, survey supplies and materials.

### **1. OBJECTIVES**

#### **Objective #1: Survey Design**

Assist the UHSO and designated statistician in revising the design of Seat Belt Usage Observational Survey, if necessary. The design and protocols must be in accordance to the



requirements outlined in the Final Rule. The contractor will be required to complete the following task.

246. Work with the UHSO and designated statistician in reviewing the observational days, times, and direction of travel for each observation site. (Criterion 1340.6)
247. Review survey protocols to be followed by each data collector (Criterion 1340.7.d) and revise the written survey protocols, if necessary, and prepare to be submitted to NHTSA.
248. Correspond with the UHSO (in person, phone or email) during all phases of the project.
249. Talk with the NHTSA when questions or concerns arise regarding the survey design. Provide any required reports or explanations to NHTSA when requested.
250. Assist with re-selection of observations sites no less than once every five years (Criterion 1340.5(a)).

#### Objective #2: Data Collection

The UHSO will work with the contractor to hire the appropriate number of surveyors to collect the required observation data. The UHSO will establish a rate of compensation and directly pay all surveyors for their time and travel expenses; in turn, the cost proposal should not include these expenses. It is anticipated that approximately 30,000 to 50,000 observations will be made at 170 sites during the survey period. The contractor will oversee the following tasks.

251. Review and revise, if necessary, the field observer's instructional manual including standardized survey form based on approved methodology.
252. Act as the lead, under the guidance of the UHSO, to recruit and hire surveyors.
253. Group the final observational sites geographically and create schedules and maps for the surveyors use.
254. Create contingency plans for unexpected survey problems.
255. Train the surveyors in survey techniques as required by NHTSA and provide surveyors with necessary materials to collect data.
256. Recommend data collection instruments and methods for efficient collection of seat belt use data. If is needed, it will be purchased and owned by the UHSO.
257. Conduct quality control visits in the field to assure accuracy of the surveyors, as required by the Final Rule.

#### Objective #3: Analysis

For the NHTSA-approved adult safety belt use survey, the data provided by the UHSO will be analyzed by the contracted statistician, according to the design requirements. It will include a statistical calculation of margins of error and a comparison of the current survey to the prior year's survey (where possible). The Final Rule and "An Example of a Compliant State Seat Belt

Use Survey Design” gives details regarding data analysis and the formulas used to analyze the data. The contractor will be required to perform the following tasks.

- 258. Compile the observation data from the surveyors.
- 259. Provide data, in an Excel format, to the statistician for analysis.
- 260. Work with statistician to perform required analysis of data.

#### Objective #4: Reporting

A report of the survey results must be provided to the UHSO. This report should include the tabulated results, margins of error, and various charts and tables appropriate for the population segments available in the provided data. The report may also include brief comments about the usefulness of the calculated statistics. Using all the available data and results, the UHSO will compile the final report to submit to the NHTSA.

- 261. Work with statistician to obtain seat belt usage data for the final report including, margins of error, use rate by county, road type, gender, and other applicable data.
- 262. Submit a final report to the UHSO that details the data collection, analysis, and results of the study.

## **2. TIME LINE**

The following time line refers to the 2019 Safety Belt Observational Survey. This timeline contained estimated date ranges and is not exact. All activities requiring participation from the contractor are checked.

2019 Safety Belt Observational Survey Activities	Involves Contractor	Target Due Date
Planning/Coordination Meeting		January 10, 2020
Review Approved Survey Design		January 10, 2020
Submit Revised Design to NHTSA, If Necessary (UHSO)		January 30, 2020
Coordination Meeting	✓	Upon contract approval
Recruit and Hire Surveyors		April 1, 2020
Submit Field Observer's Instruction Manual to UHSO	✓	Upon contract approval

Train Observers	✓	May 28, 2020
Conduct Observations	✓	June 1-14, 2020
Provide Preliminary Results (Raw Data) to Statistician	✓	July 15, 2020
Statistical Analysis (Statistician)		July 16-27, 2020
Report Results to UHSO	✓	August 30, 2020
Final Meeting – Discuss Results	✓	September 7, 2020
Develop and Submit Final Report (UHSO)	✓	October 1, 2020

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Evaluation - Occupant Protection

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Occupant Protection	\$30,000.00	\$80,000.00	

#### Countermeasure Strategy: Program Training and Support - Occupant Protection

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

#### Project Safety Impacts

This countermeasure strategy will provide support to the comprehensive statewide occupant protection program, which works to decrease the number of unbuckled fatalities on Utah's

roadways and increase the number of motorists who buckle up. The state program is one of the UHSO's primary focus areas and comprises of campaigns and activities reaching every county in Utah with appropriate messages, materials and training. With nearly half of all occupant fatalities being unrestrained and rural occupants being two times more likely to be unrestrained than urban occupants, the program's effectiveness is critical to reaching the goal of zero fatalities. This strategy will assist in reaching the program's goals and is part of a comprehensive, evidenced-based effort to increase the number of motorists who properly and consistently use seat belts, ultimately reducing the number of unbuckled fatalities and injuries on our roadways.

#### Linkage Between Program Area

Unrestrained fatalities represent a significant portion of the State's total traffic fatalities. Unlike many other highway safety program areas, nearly every occupant of a motor vehicle has the choice to buckle up or not. With different social norms, cultures, and attitudes among Utah's population, it can be a difficult task to change behavior because of the variety of messaging and programs it takes to reach every target population. To ensure the program is effective in increasing seat belt use, providing training and support is essential. Funding for this and all other strategies are distributed based on problem identification.

#### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. Outreach, education, training and other supporting activities play a key role in strengthening the occupant protection program. These activities are designed to reach the variety of target audiences and program partners (i.e. law enforcement, local health departments, schools, worksites, etc.) across the state. This provides opportunities to reach people using existing social structures which maximizes impact and reduces the time and resources necessary for program development. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-11	OP-Program Training and Support

#### Planned Activity: OP-Program Training and Support

Planned activity number: **OP-11**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity will work to increase the seat belt use rate in Utah and decrease traffic-related death and injury by supporting a comprehensive strategic plan that includes outreach that

supports enforcement efforts, educational programs, and training. More specifically, this planned activity will support:

- 263. training opportunities, such as TOPS training or other OP related training;
- 264. outreach activities, collateral materials, and signage that support the program's communication campaigns;
- 265. national and state campaigns (i.e. Click It or Ticket Campaign, National Child Passenger Safety Week, National Teen Driver Safety Week, National Safe Kids Week, National Drive Safely To Work Week);
- 266. the Saved By The Belt program by purchasing public awareness and program materials;
- 267. purchasing and/or printing of school resources that promote seat belt use;
- 268. the ClickItUtah website and other online sites that promote the program;
- 269. development of new messaging and campaigns to outreach businesses and encourage them to promote seat belt use among employees;
- 270. the Occupant Protection Advisory Committee's outreach and communications plan;
- 271. in-state travel to attend related meetings and conferences; and
- 272. out-of-state travel for program managers to attend appropriate conferences, NHTSA-supported trainings, and meetings;

This planned activity will be supported through two funding sources including NHTSA 402 and state funds awarded to the UHSO from UDOT.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Program Training and Support - Occupant Protection

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$150,000.00	\$95,000.00	\$150,000.00
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## Countermeasure Strategy: School Programs - Occupant Protection

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

### Project Safety Impacts

School based strategies are designed to reach children and teens in a learning environment with messaging, education and experiences being delivered by peers, teachers, parents, officers, health educators, and community partners. This strategy is evidence-based and designed to change behavior, improve awareness, and educate our younger audiences with the goal of preventing motor vehicle-related deaths and injuries. With Utah having the highest number of school-aged children living in the household (U.S. Census Bureau), this strategy is even more critical to the success of the Highway Safety Program.

Utah stakeholders promote and support a variety of school based activities that promote traffic safety and, in particular, occupant protection. In K-12 health and safety curricula, occupant protection is part of the learning experience in Utah's schools. In addition, there is active promotion of regular seat belt use among teens through the Teen Driving Task Force along with other activities highlighted in the Teen Driving Program section of the Highway Safety Plan. Law enforcement, health departments, hospitals, state governments, and others also promote a variety of programs and activities in K-12 schools that promote the use of seat belts and child safety seats for younger children.

This strategy will specifically focus on elementary school-based awareness and education programs, in particular *Click It Club*, that are designed to create greater awareness about the importance of proper and consistent seat belt and child restraint use. This strategy is part of a comprehensive, evidenced-based effort to increase the number of motor vehicle occupants who properly and consistently use seat belts, ultimately reducing the number of unbuckled fatalities and injuries on our roadways.

### Linkage Between Program Area

While the 10-year trend shows an increase in child safety seat use in crashes for ages 0-8 years, a need exists for educational programs aimed at increasing the proper and consistent use of child restraint devices. As children grow, they are less likely to be properly restrained in a child safety seat or booster seat. Only 39.3% of children ages 5-8 years who were in crashes were in a restraint or booster seat. (2010 - 2018 Crash Data). In addition, the rate of misuse of these life-saving devices is shown to be approximately 84%. More work must be done to ensure our youngest passengers are properly protected.

In addition elementary school aged passengers that can influence family members and friends to buckle up and learn the habit of wearing a seat belt while young. This age group have been proven through focus groups to be "influencers" to get older drivers to wear their seat belt. Funding for this and all other strategies are distributed based on problem identification.

The project will work to increase the use of appropriate car seats, boosters, and seat belts among students, faculty and their family members. It also charges students with becoming Click It Cadets and encouraging everyone in the vehicle to buckle up every time. Funding for this and all other strategies are distributed based on problem identification.

#### Rationale

This strategy has been proven to be effective in changing behavior and is identified in Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices. Public information and education programs, including school-based education programs, play a key role in preventing death and injuries on the roadways and schools provide well-defined and somewhat controlled audiences for traffic safety programs. Education and other communications strategies can be tailored to a specific audience. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-05	OP-Elementary School Based Program

#### Planned Activity: OP-Elementary School Based Program

Planned activity number: **OP-05**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity will work to increase the use of appropriate car seats, boosters, and seat belts among students, faculty and their family members. It also charges students with becoming Click It Cadets and encouraging everyone in the vehicle to buckle up every time. Funding will be used for educational materials and resources that are provided to the schools. The project will support the state's Click It Club elementary-school program, which will be implemented in as many as 20 schools.

The planned activity will be supported with two funding sources including 402 and state funds awarded to the UHSO from the Utah Department of Transportation. The UDOT pass-thru funds be used to expand the program and develop an abbreviated version of this year-long activity in effort to recruit more participating schools.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
School Programs - Occupant Protection

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$25,000.00	\$22,000.00	\$25,000.00

## Countermeasure Strategy: Short-term, High Visibility Seat Belt Law Enforcement

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

### Project Safety Impacts

Motor vehicle crashes are a leading cause of death for people in Utah and across the United States. Seat belts reduce the risk of injury and death by about 70% when used correctly, according to the NHTSA. In fact, in 2015, unbuckled motorists were 37 times more likely to die than buckled motorists involved in crashes on Utah's roadways. Still, only 88.8% of Utahns use seat belts. High-visibility enforcement has proven to be an effective countermeasure in changing behavior and increasing seat belt usage among non-users. The goal of this project is to continue combining enforcement and media into the high-visibility enforcement model, and conduct sustained enforcement in support of year-round campaigns that aim to increase the number of motorists who buckle up.

### Linkage Between Program Area

Planned countermeasures include short-term, high-visibility seat belt law enforcement campaigns, combined enforcement initiatives, nighttime enforcement activities, and sustained enforcement efforts. In turn, the project will fund four seat belt enforcement mobilizations that focus on identified high risk populations. Two high-visibility enforcement mobilizations will be held in conjunction with the National Click It or Ticket Campaign occurring in November 2018 and May 2019 and will focus on young males and pickup truck motorists. One high-visibility enforcement campaign is scheduled for March 2019 and will focus on nighttime motorists in communities with high unbuckled fatality rates during nighttime hours. One mobilization will target male hard-core non-users in select rural counties and will be held in conjunction with county fairs, and community summer celebrations.

Enforcement efforts will target seat belt and child safety seat non-use. In addition, joint enforcement will be supported with seat belt use being enforced as a secondary emphasis during all impaired driving overtime enforcement efforts sponsored by the UHSO. To encourage sustained enforcement, the UHSO's law enforcement liaisons will work with the State's law



enforcement agencies to establish guidelines law enforcement challenge programs designed to encourage consistent enforcement of the State's seatbelt use law on a regular basis.

To ensure the strategy is effective in decreasing the number of unrestrained fatalities and increasing seat belt use, a focus will be placed on recruiting law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of Utah's unrestrained passenger vehicle occupant fatalities occur. In turn 17 counties have been identified and will be given priority for participation in high visibility and sustained enforcement efforts. These 17 counties are included in the annual Seat Belt Observational Study and contribute to at least 70 percent of the unrestrained occupant fatalities that occur in the state. The 17 counties include: Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Washington, and Weber. In 2016, these counties accounted for 85 percent of the unrestrained fatalities. Law enforcement agencies in the additional 12 counties will also be recruited to participate in both high-visibility and sustained enforcement efforts.

Funding for this and all other strategies are distributed based on problem identification. Enforcement efforts will focus on locations and during times where there is an increase in crashes involving unrestrained occupants. As identified by crash data, enforcement will target both urban and rural counties. Rural counties contribute more than half (56.6%) of the unbuckled fatalities and urban counties (Cache, Davis, Salt Lake, Utah, Washington and Weber,) contribute to 43.4% of occupant fatalities. Rural counties that have a high percentage of unrestrained occupant fatalities (above the state average) will be given priority for participation in enforcement mobilizations. These counties include: Box Elder, Carbon, Grand, Millard, Morgan, Sanpete, Summit, Tooele, and Uintah. Enforcement will also target roadways and drive times that contribute to higher unrestrained fatalities. In addition, supporting media placement will focus on populations with high rates of being unbuckled.

### **Rationale**

This strategy has been proven to be effective in changing behavior and is identified in Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices. The most effective strategy for achieving and maintaining safe behaviors on the roadways is highly publicized high-visibility enforcement (HVE) of strong traffic laws. The strategy's three components are highly effective when coupled together: legislation, enforcement, and publicity.

The most common HVE method consists of short, intense, highly publicized periods of increased enforcement of traffic laws. Enforcement activities being implemented include saturation patrols during selective enforcement periods such as the national CIOT campaign. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities to include mass media, earned media, outreach, public information and education, and coordination across jurisdictions.

### **Planned activities in countermeasure strategy**

Unique Identifier	Planned Activity Name
OP-01	OP-HVE Enforcement

### Planned Activity: OP-HVE Enforcement

Planned activity number: **OP-01**

Primary Countermeasure Strategy ID:

### Planned Activity Description

During FFY2020 the state plans on conducting five occupant protection enforcement campaigns that focus on specific populations that have high unbuckled fatality rates or low seat belt usage rates. Enforcement efforts are conducted in conjunction with the two national mobilizations and during periods of high traffic flow, such as holidays and state events. The enforcement mobilizations include:

- 273. November 2019—Click It or Ticket National Mobilization:** All state and local law enforcement agencies will be recruited to participate in statewide selective enforcement patrols. All law enforcement agencies in Utah will be asked to pledge their support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.
- 274. February 2020—Buckle Up for The Ones You Love:** This state initiative targets male hard-core non-users in conjunction with Valentine’s Day, with the Utah Highway Patrol performing statewide enforcement patrols.
- 275. March 2020—Click It or Ticket Day or Night:** This nighttime enforcement mobilization will focus on Salt Lake, Davis and Weber County, which are all identified high risk locations for nighttime unrestrained fatalities. All law enforcement agencies that serve these areas will be recruited to participate in the campaign by conducting selective nighttime enforcement patrols in strategically identified locations. Participating agencies will be provided with guidelines for conducting effective enforcement during these time periods. In addition, campaign-specific messaging and educational outreach efforts will be used to support the enforcement activity.
- 276. May 2020—Click It or Ticket National Mobilization:** State and local law enforcement agencies in the 17 counties included in the statewide seat belt observational study will perform statewide selective enforcement patrols. In addition, rural agencies in the target counties will be recruited to participate. All law enforcement agencies in Utah will be asked to pledge their support for the campaign by declaring zero tolerance towards unbuckled motorists during their regular patrols.
- 277. August/September 2020—Rural Enforcement Campaign:** Law enforcement agencies in the seven pilot rural counties (Cache, Carbon, Box Elder, Sanpete, San Juan, Sevier, Tooele) will be recruited to support this initiative. Rural-specific messaging that

supports the ongoing efforts of the pilot rural seat belt program will be used to support this effort.

Efforts to recruit the state's 130 law enforcement agencies that conduct traffic enforcement to participate and/or support the Mobilizations. Methods for outreach will mainly be through the LEL troopers and officers working with the UHSO; the expanded LEL program with local agencies representing different regions of the state will be well positioned to recruit historically hard to reach and engage areas. Outreach will include in person meetings, phone calls, task force meetings, and attendance at the Utah Chiefs of Police and Sheriffs' Conferences.

To ensure the planned activity is effective in reducing the number of unrestrained fatalities, a focus will be placed on recruiting law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of Utah's unrestrained passenger vehicle occupant fatalities occur. In turn 17 counties have been identified and will be given priority for participation in high visibility and sustained enforcement efforts. These 17 counties are included in the annual Seat Belt Observational Study and contribute to at least 70 percent of the unrestrained occupant fatalities that occur in the state. The 17 counties include: Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Washington, and Weber. In 2016, these counties accounted for 85 percent of the unrestrained fatalities. Law enforcement agencies in the additional 12 counties will also be recruited to participate in both high-visibility and sustained enforcement efforts.

In support of this plan, the Utah Highway Patrol coordinates with the HSO to organize the mobilizations and the multi-agency task forces established in the four largest counties within the State (Davis, Salt Lake, Utah and Weber) meet regularly to plan their participation in seat belt enforcement initiatives. During the occupant protection enforcement campaigns, all non-users of seat belts or child safety seats are targeted, as well as other traffic violations such as impaired driving, speeding, and aggressive driving. In addition, joint enforcement will be supported with seat belt use being enforced as a secondary emphasis, during all impaired driving overtime enforcement efforts sponsored by the UHSO. To encourage sustained enforcement, the UHSO's law enforcement liaisons will work with the State's law enforcement agencies to establish guidelines and incentive programs designed to encourage consistent enforcement of the State's seat belt use law on a regular basis.

The planned activity will be supported through two funding sources including 405(d) converted funds and state funds awarded to the UHSO from UDOT. Funds will be used to support overtime wages for short-term high-visibility enforcement efforts. Funds will be distributed through data-driven methods. All law enforcement agencies will be recruited to participate with emphasis on communities and roadways with low-belt use rates and high unrestrained fatality rates.

### [Intended Subrecipients](#)

[Click or tap here to enter text.](#)

### [Countermeasure strategies](#)

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Seat Belt Law Enforcement

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Occupant Protection	\$100,000.00	\$110,000.00	

## Countermeasure Strategy: Target Population Outreach - Occupant Protection

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

### Project Safety Impacts

The state occupant protection program targets all unbuckled motorists; however, two target populations in particular are identified as having a high percentage of unrestrained fatalities and low seat belt usage rates: rural motorists and the Hispanic population. To decrease the number of motor vehicle-related deaths among these two identified high-risk populations, countermeasures have been developed to increase seat belt usage. These include paid and earned media public awareness campaigns, community outreach projects and task forces for each target group. This strategy is part of a comprehensive, evidenced-based effort to increase the number of motorists who properly and consistently use seat belts, ultimately reducing the number of unbuckled fatalities and injuries on our roadways.

### Linkage Between Program Area

This countermeasure strategy is designed to target two identified high risk populations and increase seat belt use among those groups. As part of the Occupant Protection Program's Strategic Plan, high-risk populations are identified and effective countermeasures are selected to reach those groups with appropriate programs and messages. In Utah, rural and Hispanic motorists were selected based on problem identification.

### RURAL MOTORISTS

Of Utah's 29 counties, 23 are considered rural and contribute only 15% of the state's population. Yet, when examining crash data from 2012 to 2016, more than half (61%) of the unbuckled fatalities occur in rural counties and 44% of all occupant deaths in rural areas were unrestrained. According to the 2018 Utah Safety Belt Observational Survey, the seat belt usage rate for urban counties was 90%, whereas the rate observed in rural counties was 87.6%. Furthermore, male motorists in rural counties had the lowest usage rate (85.4%) of all motorists.

In order to increase seat belt and child safety seat use in rural communities, work must be done to transform the culture around driving and seat belts. The Western Transportation Institute at Montana State University has developed the Positive Culture Framework (PCF) framework, which is a comprehensive prevention approach addressing three critical areas – leadership, communication campaigns, and the strategic allocation and integration of prevention resources (called prevention portfolio management) to cultivate cultural transformation.

There are several key strategies to support the development and evaluation of this comprehensive effort. Based on decades of research on actual and perceived norms and media campaigns, Montana State University has identified that significant formative research and stakeholder development are needed prior to launching into media message development and community education. Specifically, they have found that social marketing media campaigns that focus on risk factors such as not wearing a seat belt are important but insufficient and unsustainable for achieving long-term goals of changing driver cultures through attitudinal and behavioral changes. Their pioneering approach seeks to transform community norms through rigorous scientific process. The following are the key objectives for this countermeasure program:

278. Build the capacity of key stakeholders from the state and the target counties to lead efforts at improving traffic safety by increasing seat belt usage using the PCF framework.
279. Develop and implement baseline surveys to measure existing positive norms, perceived norms and critical gaps regarding seat belt usage, related attitudes, and enforcement among adults, members of law enforcement, key leaders and youth in the identified communities (four separate surveys). These surveys will be conducted in the second cohort group and will be repeated with the initial three pilot counties to determine if the program has been effective in changing the culture, norms, behaviors, and perceptions.
280. Develop and implement communications efforts focused on reaching adults, youth, law enforcement and key leaders in the target counties. The communication effort will be based on the PCF 7-Step Communication process.
281. Develop and foster integration of community-based Prevention Portfolios to increase seat belt usage in the target counties. This includes development of individual program kits that target the community, law enforcement, schools, and key leaders.
282. Evaluate the overall initiative to assess the change and transformation within the target counties based on a combination of qualitative and quantitative information including both observed and self-reported data.

Cultivating cultural transformation and long-lasting behavioral changes takes time and commitment. The UHSO has worked with Montana State University over a five-year period to develop an evidence-based effort, including a social marketing campaign, to increase seat belt usage among rural citizens of Utah. The contract expired at the end of FY2019 and MSU will no longer be assisting with the effort. However, for FY2020 the Highway Safety Office will continue to sustain the rural seat belt project through fixed price deliverable agreements with the seven target counties and utilize existing resources to encourage key stakeholders to continue to promote the Together for Life seat belt campaign in their community.

## HISPANIC POPULATION

Hispanics and Latinos are the largest ethnic minority group making up approximately 13% of the state's population. Approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah and 56% of the traffic fatalities involving this population occur in these areas. Of the Hispanic occupants killed between 2012 and 2016, 54% were unrestrained compared to 37% non-Hispanic occupants. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and more than half(62%) were male. Planned countermeasures to increase seat belt usage among this population include:

- 283. Community Traffic Safety Programs: Projects will be funded in three target counties including Salt Lake, Weber and Utah. These areas were strategically identified using crash data and have a high percentage of Hispanic population. These projects will oversee effective countermeasures including communications and outreach strategies for low-belt-use groups, school-based and business-based programs, as well as child restraint distribution and education programs.
- 284. Hispanic Media Campaign: A Hispanic seat belt public service advertisement (PSA) campaign will help promote seat belt use among the state's Hispanic populations, with special emphasis on communities with a high percentage of this population. The campaign will utilize the social media tool-kit provided and other paid media efforts to include Ponte el Cinturon/Buckle up messages. The key messages and target audiences for the campaign include:
  - 44. The importance of using a seat belt on every trip (Primary Target: Adults ages 21-49)
  - 45. Positive influence family members have with regards to buckling up (Primary Target: Children ages 4-15; Secondary Target: Women ages 21-49)
  - 46. Setting an example for others by buckling up and requiring everyone in the vehicle to do the same (Primary Target: Teens ages 13-19; Secondary Target: Males ages 21-49)

Both target populations, Rural and Hispanic projects include outreach efforts addressing low belt use and high unrestrained fatality rates. Countermeasure strategies include paid and earned media, coalition building, community outreach and evaluation. Funding for this and all other strategies are distributed based on problem identification.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices. In addition, paid media campaigns are an essential part of many deterrence and prevention countermeasures that depend on public knowledge to be effective. Additionally, public information and education programs play a key role in preventing deaths and injuries on the roadways. These activities are designed to reach rural and Hispanic populations. This provides opportunities to reach people using existing social structures which maximizes impact

and reduces the time and resources necessary for program development. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

#### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
OP-07	OP-Rural Program
OP-08	OP-Hispanic Program

#### Planned Activity: OP-Rural Program

Planned activity number: **OP-07**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

##### Intended Subrecipients

Enter intended subrecipients.

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign - Occupant Protection
Target Population Outreach - Occupant Protection

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	405d Low Occupant Protection	\$38,000.00		

2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$77,000.00	\$30,000.00	\$77,000.00
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### Planned Activity: OP-Hispanic Program

Planned activity number: **OP-08**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will support Utah's Hispanic Occupant Protection Program and related communication plan. Activities will work to increase seat belt usage among this population and include:

47. **Support of Community Traffic Safety Programs:** Fixed-price deliverable agreements will be supported in three target counties including Salt Lake, Weber and Utah. These areas were strategically identified using crash data and have a high percentage of Hispanic population. These projects will oversee effective countermeasures including communications and outreach strategies for low-belt-use groups, school-based and business-based programs, as well as child restraint distribution and education programs. As part of the fixed price deliverable agreement the provider will:
  1. Participate in the planning process by participating in quarterly planning meetings with the UHSO, review goals, plans and reports, identify and recruit stakeholders
  2. Lead a coalition to address the objectives of the project and assure strategically planned activities are conducted. Coalition meetings will be held at least quarterly
  3. Support the communications and media plan by reviewing all elements of the plan, submit feedback, support media campaign, submit at least two print articles or other forms of media (social/earned), recruit law enforcement and local leaders support
  4. Conduct outreach and education activities to reach out to individuals, families, businesses, schools, hospitals, law enforcement agencies, local media, churches, etc
  5. Evaluation- include quarterly report with results of activities, pre and post knowledge of self-reported behavioral surveys, car seat checkpoints and classes
48. **Support of a Hispanic Media Campaign:** A Hispanic seat belt public service advertisement (PSA) campaign will help promote seat belt use among the state's Hispanic populations, with special emphasis on communities with a high percentage of this population. The campaign will include paid and earned media elements, and supporting social media creative. The key messages and target audiences for the campaign include: (1) The importance of using a seat belt on every trip (Primary Target:



Adults ages 21-49); (2) The positive influence family members have with regards to buckling up (Primary Target: Children ages 4-15; Secondary Target: Women ages 21-49); and (3) Setting an example for others by buckling up and requiring everyone in the vehicle to do the same (Primary Target: Teens ages 13-19; Secondary Target: Males ages 21-49).

- 49. A Hispanic Seat Belt Task Force:** The task force meets quarterly and includes target county projects, law enforcement and the media contractor to discuss program needs and share outreach ideas and resources.
- 50. Hispanic Outreach Efforts:** funds will be used to support community outreach events, seat belt messaging, educational materials and paid media.

The planned activity will be supported through two funding sources including 402 and state funds awarded to the UHSO from UDOT. All expenses will be eligible under the grant program.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign - Occupant Protection
Target Population Outreach - Occupant Protection

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	\$50,000.00	\$81,500.00	\$50,000.00

## Program Area: Planning & Administration

### Description of Highway Safety Problems

The Utah Highway Safety Office (UHSO) is one of the smallest Divisions within the Utah Department of Public Safety with 16 on staff. The office is self-contained and self-sufficient with each staff member having a specific program area or responsibility to ensure that the state's Highway Safety Plan is developed and implemented in an efficient and effective manner. The team consists of five senior program managers who oversee the largest of the traffic safety program areas including, Occupant Protection, Impaired Driving, Traffic Records, Law Enforcement Programs (LEL), and Communications. In addition, there are six program coordinators who oversee other program areas including, police traffic services (TSEP, equipment grants, speed, aggressive driving), distracted driving, vulnerable roadway users (pedestrian, bicycle and motorcycle safety), youth alcohol, older drivers, child passenger safety, business outreach, rural outreach, and teen driving. The UHSO also supports the Fatality Analysis Reporting System (FARS), a fiscal analyst, and a support services coordinator. Our vacant position was classified as a programs coordinator. This position supports all program areas and picks up many of the duties of the previous contracted CPS coordinator.

### FUNDING SOURCE AND DISTRIBUTION:

This project serves as the core funding source for UHSO personnel who oversee, coordinate and assist statewide and community-based programs, special highway safety projects, and provide management and support services to all programs and projects. The funding source for this planned activity is NHTSA 402, 405(d), 405(c), and State funds. Below is a breakdown of each staff member along with the percentage of salary disbursed among P&A and Program Management/Personnel.

Funding Distribution	Percentage of Salary						FARS
	State P&A	402 P&A	402	405d	405c	State EASY	
Director	10	40	40			10	
Deputy Director		10	80			10	
Fiscal Analyst		20	50			15	15
EASY/Older Driver Coordinator						100	

CPS/Teens/O P Coordinator		100		
Occupant Protection Program Mgr		100		
Support Services Coordinator	20	80		
Vulnerable Roadway Users Coord.		100		
Rural Program Coordinator		100		
Impaired Driving Program Mgr			80	20
Communicatio n Program Mgr	10	90		
Police Traffic Services Coordinator		100		
Law Enforcement Program Mgr (LEL)		50	50	
Traffic Records Program Mgr			85	15
FARS Coordinator	5		5	90
Programs Coordinator	10	90		

The UHSO continually studies and analyzes available state and national data to identify trends, emerging problem areas, and to evaluate the success of current efforts. State and federal funding resources are also analyzed to determine how best to use available monies to effectively address

the identified problems. This information is incorporated as part of the Highway Safety Planning and Annual Reporting process for Utah. From this analysis, each program is able to determine problem identification, performance measures and targets and most efficient use of State and Federal Funds. In addition, the UHSO actively pursues grant opportunities as they become available.

### **Associated Performance Measures**

#### **Planned Activities**

##### **Planned Activities in Program Area**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>	<b>Primary Countermeasure Strategy ID</b>
PA-04	PA-Initiatives Support	
PA-03	PA-Operations	
PA-01	PA-Planning and Administration	
PA-02	PA-Program Management	
PA-05	PA-Program Support	

#### **Planned Activity: PA-Initiatives Support**

Planned activity number: **PA-04**

Primary Countermeasure Strategy ID:

#### **Planned Activity Description**

There are six initiative support functions in this planned activity. Each serve as the function of holding the carry forward (unprogrammed) monies for the respective program areas. The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support each initiative that are effective in decreasing the incidence of crashes and resulting fatalities and injuries. These projects will support the appropriate countermeasure that have been approved for implementation during the year. The following are the initiative support functions:

- 285. Traffic and Safety Initiative Support - holds the NHTSA 402 carry forward funds
- 286. Occupant Protection Initiative Support - holds the NHTSA 405b carry forward funds
- 287. Impaired Driving Initiative Support - holds the NHTSA 405d carry forward funds
- 288. Motorcycle Safety Initiative Support - holds the NHTSA 405f carry forward funds
- 289. Non-Motorized Safety Initiatives Support- holds the NHTSA 405h carry forward funds

290. Traffic Records Safety Initiative Support - holds the NHTSA 405c carry forward funds

The funding source for each initiative will be based on the appropriate program. A matching amount is shown and appropriate matching funds will be documented if funding is expended during the year. In addition, if funds are expended, share to local will be documented and the state will ensure the 40% requirement is met.

#### Intended Subrecipients

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#### Countermeasure strategies

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP Low	405b OP Low (FAST)	\$168,539.00	\$42,150.00	
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$257,774.00	\$64,444.00	
2018	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$1,734,775.00	\$433,694.00	
2018	FAST Act 405f Motorcycle Programs	405f Motorcycle Programs (FAST)	\$32,349.00	\$8,087.00	
2018	FAST Act 405h Nonmotorized Safety	405h Public Education	\$415,755.00	\$103,939.00	
2018	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$3,636,836.00	\$400,052.00	\$0.00

#### Planned Activity: PA-Operations

Planned activity number: **PA-03**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

The Utah Highway Safety Office (UHSO) is one of the smallest Divisions within the Utah Department of Public Safety with 16 on staff. The office is self-contained and self-sufficient with

each staff member having a specific program area or responsibility to ensure that the state's Highway Safety Plan is developed and implemented in an efficient and effective manner. The team consists of five senior program managers who oversee the largest of the traffic safety program areas including, Occupant Protection, Impaired Driving, Traffic Records, Law Enforcement Programs (LEL), and Communications. In addition, there are six program coordinators who oversee other program areas including, police traffic services (TSEP, equipment grants, speed, aggressive driving), distracted driving, vulnerable roadway users (pedestrian, bicycle and motorcycle safety), youth alcohol, older drivers, child passenger safety, business outreach, rural outreach, and teen driving. The UHSO also supports the Fatality Analysis Reporting System (FARS), a fiscal analyst, and a support services coordinator. The vacant position we had was classified as a programs coordinator. This position supports all program areas and picks up many of the duties our previous contracted CPS Coordinator did.

This planned activity supports costs associated with the daily operations of the UHSO. Funding sources are from both NHTSA 402 and Federal P&A (15% allowable). Utah has been granted a sliding scale for state match. The state match granted to Federal P&A is 26.19% and the match for regular NHTSA 402 expenses is 11%.

In order to be in compliance with the federal cost rules, operational expenses will be proportionally and appropriately charged to 402 P&A, 402 Program Management/Operations, and specific program areas. Below is a breakdown of the identified items that will be supported by this planned activity.

**Daily operations cover several functions and expenses such as:**

Computers (electronics, networking, hosting, security, support)

Phones (electronics, maintenance and usage programs)

Printing (actual printer, maintenance, toner, paper, copying, printing etc)

Software (GEARS etc)

Mail (stamps, shipping, state mail fees etc)

Office Supplies

Waste Pickup (garbage, recycling, shredding service)

Vehicles (Fleet, repairs etc)

Administrative Fees (State service fees - HR, Auditing)

Membership Fees (GHSA, ATSIP, subscriptions etc)

Other staff support (books, general training and workshops and materials, other miscellaneous staff needs)

**STATE MATCH:**

Utah has been granted a sliding scale for state match. The state match granted to Federal P&A is 26.19% and the match for regular NHTSA 402 expenses is 11%. State match for this planned activity will be provided through Utah Department of Public Safety Administration costs and the Department of Technology for additional technological services and security.

#### Intended Subrecipients

#### Countermeasure strategies

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$102,000.00	\$11,220.00	\$0.00

#### Planned Activity: PA-Planning and Administration

Planned activity number: **PA-01**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity serves as the official Federal Planning and Administration (P&A) activity for the Utah Highway Safety Office. According to the FAST Act, Utah may designate 15% of 402 funds to this function. Utah has been granted the sliding scale for state match. The P&A state match requirement is 26.19%. This will be reflected in the amount shown in state match.

Along with the prescribed funded amount, there are allowable costs associated with this activity. This activity will serve the daily operation of the Highway Safety Office, personnel-related expenses, administrative and membership fees. Since the Federal Planning and Administration activity allows only the 15% of 402 assigned, some allowable expenses are shared with other planned activities, such as personnel related expenses and daily operations.

**Daily Operation of the Highway Safety Office- Funded through NHTSA 402 with State Match Funds from the General Fund and the Department of Public Safety Administration costs.** Daily operation functions include office supplies, mail, printing, hardware, networking, phones, software, building-related and vehicle-related expenses.

**Personnel-related expenses - Funded through NHTSA 402 with State Match Funds from the General Fund and the Department of Public Safety Administration costs.** Personnel related expenses includes partial funding for the Director, Deputy Director, Fiscal Manager and Support Services Coordinator.

**Administrative and Membership Fees - Funded through NHTSA 402 with State Match Funds from the General Fund and the Department of Public Safety Administration costs.**

Some administrative disciplines within state government charge an annual service fee to all Departments. This fee is divided among the various Divisions within each Department/agency. Examples of such fees are State Human Resource and State Auditing. None of these costs are used in the calculation for state match.

**Intended Subrecipients**

Utah Department of Public Safety - Highway Safety Office

**Countermeasure strategies**

**Funding sources**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Planning and Administration (FAST)	\$364,902.00	\$95,568.00	\$0.00

**Planned Activity: PA-Program Management**

Planned activity number: **PA-02**

Primary Countermeasure Strategy ID:

**Planned Activity Description**

The Utah Highway Safety Office (UHSO) is one of the smallest Divisions within the Utah Department of Public Safety with 16 on staff. The office is self-contained and self-sufficient with each staff member having a specific program area or responsibility to ensure that the state's Highway Safety Plan is developed and implemented in an efficient and effective manner. The team consists of five senior program managers who oversee the largest of the traffic safety program areas including, Occupant Protection, Impaired Driving, Traffic Records, Law Enforcement Programs (LEL), and Communications. In addition, there are six program coordinators who oversee other program areas including, police traffic services (TSEP, equipment grants, speed, aggressive driving), distracted driving, vulnerable roadway users (pedestrian, bicycle and motorcycle safety), youth alcohol, older drivers, child passenger safety, business outreach, rural outreach, and teen driving. The UHSO also supports the Fatality Analysis Reporting System (FARS), a fiscal analyst, and a support services coordinator. Our vacant position was classified as a programs coordinator. This position supports all program areas and picks up many of the duties of the previous contracted CPS coordinator.

**FUNDING SOURCE AND DISTRIBUTION:**



This project serves as the core funding source for UHSO personnel who oversee, coordinate and assist statewide and community-based programs, special highway safety projects, and provide management and support services to all programs and projects. The funding source for this planned activity is NHTSA 402, 405(d), 405(c), and State funds. Below is a breakdown of each staff member along with the percentage of salary disbursed among P&A and Program Management/Personnel.

Funding Distribution	Percentage of Salary						
	State P&A	402 P&A	402	405d	405c	State EASY	FARS
Director	10	40	40			10	
Deputy Director		10	80			10	
Fiscal Analyst		20	50			15	15
EASY/Older Driver Coordinator						100	
CPS/Teens/O P Coordinator			100				
Occupant Protection Program Mgr			100				
Support Services Coordinator		20	80				
Vulnerable Roadway Users Coord.			100				
Rural Program Coordinator			100				

Impaired Driving Program Mgr			80	20
Communicati on Program Mgr	10	90		
Police Traffic Services Coordinator		100		
Law Enforcement Program Mgr (LEL)		50	50	
Traffic Records Program Mgr			85	15
FARS Coordinator	5		5	90
Programs Coordinator	10	90		

#### **STATE MATCH:**

Utah has been granted a sliding scale for state match. The state match granted to Federal P&A is 26.19% and the match for regular NHTSA 402 expenses is 10.48%. The list below provides a description of the State match by funding source.

291. NHTSA 402 = provided through Utah Department of Public Safety Administration costs and the Department of Technology for additional technological services and security.
292. Traffic Records 405(c) = provided through Utah Department of Technology Services traffic safety-related programming expenses and Department of Public Safety crash reporting expenses.

State match for all other 405 grant programs are detailed in the program area and related planned activities. The list below provides a description of the State match used by 405 grant funding.

293. Occupant Protection 405(b) = provided through state funds awarded the Utah Department of Transportation to support eligible planned activities under the occupant protection program area.

294. Impaired Driving 405(d) = provided through the State Restricted (DUF) funds and the State Eliminating Alcohol Sales to Youth (EASY) program.
295. Motorcycle Safety 405(f) = provided through state funds awarded from the Utah Department of Transportation and Driver License Division to support eligible planned activities under the motorcycle safety program area.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$77,346.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low ID Coordinator	\$112,991.00	\$0.00	
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$922,122.00	\$96,639.00	\$0.00

#### Planned Activity: PA-Program Support

Planned activity number: **PA-05**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

The Utah Highway Safety Office continually studies and analyzes annual and trend data, using both state and national data sources, to identify emerging problem areas and to measure the success of previous efforts. State and federal funding resources are also analyzed to determine how best to use available monies to effectively address the identified problems. This information is incorporated as part of the Highway Safety Planning and Annual Reporting process for Utah. Other activities include providing overall program support for project development such as technical assistance, resource allocation, monitoring and reporting. This planned activity supports costs associated with communications, research, general training and workshops, administration travel and other related contractual services.

Funding source from NHTSA 402. Utah has been granted a sliding scale for state match. The state match granted to Utah is 11%. State match for this planned activity is provided through Utah Department of Public Safety Administration costs, including the Office of Public Affairs

(Communications), and the Department of Technology for additional technological services and security.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

Countermeasure strategies

Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$499,000.00	\$10,890.00	\$0.00

## Program Area: Police Traffic Services

### Description of Highway Safety Problems

The Police Traffic Services Program focuses much of its resources on traffic safety issues that are not supported through the Occupant Protection and Impaired Driving Programs and their associated funding streams. This includes projects aimed at decreasing distracted, aggressive, and speed-related crashes. While distracted driving is addressed in another program area, this program will focus on speed-prevention and other aggressive driving behaviors.

In Utah, a review of the 2012-2016 speed-related crash data indicates the following:

- 296. Speed was the number one factor in traffic deaths and number three in crashes;
- 297. From 2012-2016, there were 451 speed-related fatal crashes with 498 fatalities;
- 298. Drivers in fatal and non-fatal crashes where speeding is a factor are overwhelmingly male;
- 299. Younger drivers, ages 15 to 34, have the highest total number of speed crashes;
- 300. For overall speed-related crashes (fatal and non-fatal) January and December had the highest rates of crashes;
- 301. Saturday holds the highest number of speed-related fatal crashes at 22.04%;
- 302. Urban areas had a higher rate of total speed-related crashes as compared to rural areas;
- 303. Speed-related crashes occurring in rural areas were 2.9 times more likely to result in a death than speed-related crashes in urban areas;
- 304. Wasatch, Salt Lake, Morgan, Box Elder, and Rich counties had the highest speed-related crash rates per miles traveled; and
- 305. Daggett, Garfield, and Sanpete counties had the highest rates of fatal speed-related total crashes per 100 million vehicle miles traveled.

A review of Utah's most recent crash data for aggressive driver (2011-2015) indicates the following:

- 306. There were 61 drivers in fatal crashes that were aggressive or reckless;
- 307. There were 3,276 drivers in total crashes that were aggressive or reckless;
- 308. There average aggressive driving fatalities was 12/year;
- 309. The average aggressive driving crashes was 655/year; and
- 310. Aggressive/reckless driving was the 23rd highest contributing factor in crashes.

### Associated Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2020	C-6) Number of speeding-related fatalities (FARS)	2020	5 Year	67.37

### Countermeasure Strategies in Program Area

Countermeasure Strategy
Communication Campaign- Speed
Law Enforcement Support, Training & Equipment - PTS
Short-term, High Visibility Law Enforcement- Speed

### Countermeasure Strategy: Communication Campaign- Speed

Program Area: **Police Traffic Services**

#### Project Safety Impacts

This speed enforcement campaign will increase awareness of speed enforcement, the perception of the risk of getting a ticket for speeding, and educate drivers about the importance of driving the speed limit and reducing speed during inclement weather. A strong communication plan that supports enforcement efforts is an evidence-based activity which is designed to change behavior and reduce the incidence of crashes. Speeding continues to be the leading contributing factor in motor vehicle crashes and is a behavior that nearly every motorist engages in. This strategy is part of a comprehensive, evidenced-based effort to increase the number of motorists who properly and consistently use seat belts, ultimately reducing the number of unbuckled fatalities and injuries on our roadways.

#### Linkage Between Program Area

Speed-related crashes are a concern because of the increased potential for severe injury and death. The 10-year trend shows that 19% of total crashes and 42% of fatal crashes in Utah involved speed as a contributing factor. The Utah Department of Public Safety's mission is to provide a safe and secure environment for all people in Utah. As a specific part of DPS' mission, the Highway Safety Office's mission is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on Utah's roadways. Communication remains an integral part of this mission and comprises large parts of each of the UHSO's program focus areas. To support this effort, an annual communication plan is developed to serve to guide the office's overall communication activities with the ultimate goal of making traffic safety information and knowledge a daily part of the lives of the people of Utah. This plan includes campaigns that focus on reducing speeding. Funding for this and all other strategies are distributed based on problem identification.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices. In addition, mass media campaigns are an essential part of many deterrence and prevention countermeasures that depend on public knowledge to be effective. In fact, in order for high-visibility enforcement programs to be effective a communications and outreach component is critical to include in program development and planning. A mass media campaign consists of intensive communications and outreach activities regarding the traffic safety behavior. The campaign generally includes both paid and earned media and utilizes one or more mediums, such as radio, television, print, online, and outdoor. To maximize effectiveness, the campaign will identify a specific target audience and communications goal. All messaging and delivery methods will be appropriate to, and effective for, the audience and goal. Mass media campaigns are a standard part of every State's efforts to improve highway safety.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PT-05	PT-Communication Plan

### Planned Activity: PT-Communication Plan

Planned activity number: **PT-05**

Primary Countermeasure Strategy ID:

### Planned Activity Description

The goal of this planned activity is to increase awareness of the dangers of speeding on Utah's roadways. The planned activity will support:

- 311. efforts to increase awareness of speed enforcement;
- 312. earned and social media to share messages about speeding throughout the year;
- 313. development of campaign resources;
- 314. distribution of educational materials and resources traffic safety partners throughout the State to promote the reducing of speeding;
- 315. including speeding as a secondary or tertiary message in other enforcement or media campaigns;
- 316. increased public perception of the risk of getting a ticket for speeding;
- 317. educating drivers about the importance of driving the speed limit and reducing speed during inclement weather;

318. utilization of social media before and during weather events to emphasize the importance of speed reduction as a crash prevention tool.

The planned activity will be supported through 402 funding. Only eligible expenses will be supported. Funds will be used to develop and print educational materials and place messages on social media outlets.

This planned activity is a part of a comprehensive statewide program that is also supported by the Utah Highway Patrol and Utah Department of Transportation through state funds. The Utah Highway Patrol conducts selective speed-enforcement activities throughout the year using state funding sources. In addition, the Utah Department of Transportation funds speeding messages and media spots through the Zero Fatalities program utilizing state funds.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Communication Campaign-Speed

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$5,000.00		\$5,000.00

#### Countermeasure Strategy: Law Enforcement Support, Training & Equipment - PTS

Program Area: **Police Traffic Services**

#### Project Safety Impacts

This strategy involves supporting Utah's law enforcement community with overtime enforcement shifts, training and equipment purchases. Enforcement of traffic laws is one of the most effective safety and prevention strategies. Enforcement is also a key component to comprehensive safety and prevention campaigns and is needed for all identified traffic problems. Supporting traffic enforcement and the law enforcement agencies that conduct this work continues to be a focus for the UHSO. Assistance and support from the UHSO takes on many forms, including equipment and trainings needed to enhance their safety enforcement and related programs. In addition, the UHSO provides support to law enforcement partners through Multi-Agency Task Force meetings located throughout the state. This support is enhanced and



localized through the state's Law Enforcement Liaison program that provides support and resources directly to our enforcement partners. This strategy is part of a comprehensive, evidenced-based effort to improve traffic safety on Utah's roadways, ultimately reducing the number of crashes and resulting fatalities and injuries.

#### Linkage Between Program Area

Utah saw an increase in motor vehicle traffic crash deaths in 2016 to the highest number in seven years with 281 people killed, an increase of 3 deaths from 2015. Leading causes of fatalities and injuries include speed, unrestrained occupants; impaired driving, distracted driving, and vulnerable users. Enforcement of traffic safety laws help curtails risky behaviors and promote safety actions, creating safer roads for all users. Enforcement is also a vital aspect to comprehensive prevention campaigns for specific traffic safety issues.

Speed has been the leading factor in traffic deaths for the past ten years. Speed is a factor in 17.5% of all crashes and 40.1% of fatal crashes. From 2013 to 2015, there were 270 speed-related fatal crashes with 301 fatalities. Urban areas had a higher rate of speeding-related fatal crashes as compared to rural areas and rural areas had a higher rate per vehicle miles traveled for speed-related fatal crashes as compared to urban areas. Speed enforcement is essential for fatality reduction. Speed abatement through trainings and enforcement equipment to assist law enforcement agencies in their patrol of speed issues is also a critical component of ensuing this strategy is effective in changing behavior.

Communicating and coordinating with the state's law enforcement agencies is also a key component of this strategy. Communication insures resources and programs are promoted and utilized by these partners, which ultimately supports the success of the strategy and Highway Safety Program, in general. Through Multi-Agency Task Force meetings, the UHSO in-house Law Enforcement Program Manager, and the regional Law Enforcement Liaison (LEL) program, information will be shared and networking opportunities will be created.

One of the activities that will ensure this strategy is more effective in Utah is the expansion of the state's Law Enforcement Liaison Program. This expansion includes increasing the number of LELs from two to nine and involving more local agencies in the program. By contracting with local agencies helps show the UHSO's investment in the local community and desire to have community members living in those areas work to solve their traffic safety problems. In addition, resources will be more easily distributed to agencies outside of the urban area, where collaborations and participation in UHSO program is already well established. Because Utah is a large state with expansive and sometimes challenging terrain, ensuring materials and resources get to rural areas is difficult. The newly enhanced LEL network will be a beneficial venue to pass on important information. This expansion will also facilitate partnership opportunities with rural agencies that may be reluctant, skeptical, or lack the capacity to work on UHSO projects. Fellow, small rural agencies that regularly partner with UHSO can work closely with these agencies to gain their buy-in and support, more easily than state program managers or law enforcement from urban areas.

Funding for this and all other strategies are distributed based on problem identification.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices. Support of law enforcement agencies play a key role in preventing deaths and injuries on the roadways. Activities such as enforcement, equipment purchases, training, and public information and education are designed to reach people in their vehicles and communities using one of the most effective delivery mechanisms - law enforcement officers. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PT-01	PT-Training and Equipment
PT-02	PT-MATF
PT-03	PT-Regional LEL

### Planned Activity: PT-Training and Equipment

Planned activity number: **PT-01**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will support the purchase of data-driven equipment purchases, overtime shifts for selective enforcement efforts, training, travel, law enforcement recognition program, and related educational materials and resources.

### EQUIPMENT

Specific equipment requests will be submitted to the UHSO from local law enforcement agencies throughout the year and reviewed for essential elements to determine merit and need. Requests generally include the following: radar and/or lidar units, in-car digital video cameras, PBT's, speed monitoring trailers and sign boards, crash/accident reconstruction software (total stations) and other equipment/resources as needed with sufficient problem identification. Applications for equipment include, but are not limited to, the following elements:

- 319. problem identification of the traffic safety issue with supporting data;
- 320. specific ways the requested equipment will improve the existing condition;
- 321. how success will be measured;
- 322. equipment usage/application plan;

- 323. opportunities for cost-sharing;
- 324. assurance that the equipment meets NHTSA guidelines; and
- 325. and a training plan (as applicable) for officers using the equipment.

## **TRAINING**

To support law enforcement in traffic safety enforcement, trainings will be offered on crash reconstruction. The use of continued education and trainings on crash reconstruction equipment (or total stations) is needed for law enforcement agencies in Utah. The HSO has invested in equipment and trainings in previous years, thus making the sustained utility and relevance of the skills and equipment acquired a priority. Scholarships and Lodging will also be offered to law enforcement for the Zero Fatalities Safety Summit held in April 2018. In-state travel may take place to attend law enforcement training's, like the Chiefs and Sheriffs Conference, UCOPA, or meeting with local law enforcement. Out-of-state training will take place for managing NHTSA funds, LEL training, and Lifesavers Conference.

## **OVERTIME ENFORCEMENT**

Funding will be used to support a high-visibility speed enforcement campaign during the year. Overtime shifts will be awarded to law enforcement agencies participating in this data-driven initiative. Enforcement locations and times will be identified using citation and crash data. The campaign will also be supported with media and education activities.

## **LAW ENFORCEMENT RECOGNITION PROGRAM**

In an effort to promote sustained enforcement activities among Utah's law enforcement agencies, ways to recognize law enforcement for their effective work toward reducing traffic crashes and fatalities will be explored. Agencies will be encouraged to conduct data-driven traffic safety enforcement to include occupant protection, impaired driving, vulnerable user protection, and speed/aggressive driving. Elements of recognition may include acknowledgement of high performing and participating agencies and officers that work to improve traffic safety in their community.

## **NEEDS ASSESSMENT**

Directing awards for traffic safety equipment and/or training to Utah communities indicated through data is needed. To achieve this performance measure, at least three (3) fiscal years of equipment awards and training lists will be compiled and placed into a mapping application. This visual representation of equipment and trainee locations will be overlaid with specific traffic crash data, such as speed, alcohol-related, unrestrained occupants, and distracted. This tool will allow for more detailed and comprehensive analysis of the deployment of resources; areas of need will be identified through equipment and trainee location gaps. Based on this information, specific outreach to communities and corresponding law enforcement agencies will be implemented, with at least two of these identified high-need communities contacted. In-state travel may be used to meet with law enforcement agencies to discuss equipment needs.

### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Law Enforcement Support, Training & Equipment - PTS

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$132,700.00		\$132,700.00

### Planned Activity: PT-MATF

Planned activity number: **PT-02**

Primary Countermeasure Strategy ID:

### Planned Activity Description

This planned activity will support multi-agency task force meetings, which bring law enforcement representatives together on a regular basis to plan and implement various traffic safety and enforcement activities aimed at reducing injury and fatal crashes. The Task Force members are committed to sustained evidence-based enforcement efforts and the support of national traffic safety campaigns, as demonstrated by their active participation in high-visibility enforcement and safety campaigns. Plans to expand these meetings and enhance collaborations and resource sharing among additional law enforcement agencies will be explored throughout the year.

Information on DUI checkpoints and blitzes will be shared at Task Force meetings, along with support to coordinate and work these enforcement activities. Other traffic safety enforcement opportunities will also be discussed, such as pedestrian-motor vehicle focus, seat belts, etc. Time will be devoted to coordinating enforcement activities among Task Force member agencies to align with NHTSA campaigns, such as Click It Or Ticket, Drive Sober or Get Pulled Over, with an emphasis on data-driven enforcement. During the planning and coordination of national campaigns, feedback on media, education, and enforcement activities will be requested from members. This feedback and input will be used to give direction to the UHSO and provide information on the local conditions affecting traffic safety. In addition, training is an important component of traffic safety and officer professional development. The Task Force meetings will offer an opportunity to bring these two aspects together. Topics for training will focus on traffic

safety and the practical application of traffic enforcement and resources . Topics may include DUI enforcement and field sobriety testing, traffic laws (with an emphasis on any legislative changes occurring throughout the year), occupant protection, distracted driving, commercial vehicle safety, crash investigation, and other topics as they arise.

Specific expenses supported through this planned activity include:

- 326. working lunches for approximately 36 task force meetings in Dais, Weber, Salt Lake and Utah Counties;
- 327. purchase of training, educational and outreach materials for distribution by law enforcement partners;
- 328. in-state travel to attend task force meetings and law enforcement conferences; and
- 329. support (including working lunches) for rural task forces.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Law Enforcement Support, Training & Equipment - PTS

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$20,000.00		\$20,000.00

#### Planned Activity: PT-Regional LEL

Planned activity number: **PT-03**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

One of the key components of this comprehensive program is the expansion of the Law Enforcement Liaison Program. The UHSO has divided the state into five regions and has identified law enforcement agencies and/or officers that are highly focused on traffic safety enforcement with the capacity and skills to champion efforts to fellow law enforcement agencies.

Each region will have an assigned LEL position with the most urban region having 4. This program has increased the number of LELs from two to nine. The regions include:

- 330. Box Elder, Cache and Rich, Tooele, Davis, Salt Lake, Wasatch, Utah, Summit, Morgan and Weber
- 331. Grand, San Juan, Emery and east Wayne
- 332. Piute, Sevier, Sanpete, Garfield, and west Wayne, Juab and Millard
- 333. Duchesne, Uintah, Carbon and Daggett
- 334. Washington, Kane, Iron, and Beaver

The planned activity will entail the UHSO program managers delivering specific assignments to the regional LEL's on a monthly basis. Activities include recruiting law enforcement to participate in mobilizations, promoting programs to law enforcement agencies and community groups, and ensuing equipment and training are data-driven and effective in reducing motor vehicle crashes. LELs will also attend quarterly meetings and will have the opportunity to attend the National LEL Conference.

This planned activity will support:

- 335. overtime worked by the regional LELs;
- 336. in-state travel
- 337. out-of-state travel to attend National LEL Conference and/or Lifesavers (the UHSO will send three LELs each year to one out-of-state conference)
- 338. supplies or materials necessary to conduct local training or recruitment of agencies to participate in campaigns or programs
- 339. Equipment needs for the regional LELs to perform traffic enforcement

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Law Enforcement Support, Training & Equipment - PTS

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$65,000.00		\$65,000.00

## Countermeasure Strategy: Short-term, High Visibility Law Enforcement- Speed

Program Area: **Police Traffic Services**

### Project Safety Impacts

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

### Linkage Between Program Area

Speeding continues to be the lead contributing factor in deaths and the third contributing factor for crashes. Over the last 10 years, speed-related crashes were 3.1 times more likely to be fatal than other crashes. A downward trend was experienced through 2013 with an upward trend appearing every year to current year. Speed related crashes account for 19% of all crashes. The speed category includes crashes where the driver exceeded the speed limit or traveled too fast for conditions. In turn, it is important to encourage law enforcement agencies to enforce the state's speed limits. To enhance sustained enforcement efforts during regular patrols, high visibility enforcement of speeding is necessary especially in identified high-risk locations. Funding for this, and all other strategies, are distributed based on problem identification. The UHSO will work closely with the Utah Highway Patrol and Utah Department of Transportation to perform adequate problem identification to ensure selective speed enforcement takes place in locations where there is a high crash rate involving speeding as a contributing factor.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices. The most effective strategy for achieving and maintaining safe behaviors on the roadways is highly publicized high-visibility enforcement (HVE) of strong traffic laws. The effectiveness of high visibility enforcement has been documented repeatedly in the United States and abroad. The strategy's three components – laws, enforcement, and publicity – cannot be separated: effectiveness decreases if any one is weak or lacking. The most common high-visibility enforcement method consists of short, intense, highly publicized periods of increased enforcement of traffic laws. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities. In addition, depending on the enforcement method identified, planning and execution will include appropriate elements such as mass media, earned media, outreach, public information and education, and coordination across jurisdictions.

## Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
PT-04	PT-High Visibility Enforcement - Speed

### Planned Activity: PT-High Visibility Enforcement - Speed

Planned activity number: **PT-04**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity will support a coordinated statewide mobilization for speed enforcement. Engagement with and participation from law enforcement agencies in areas with high speed data rates, speed fatalities and crashes, and strong capacity for traffic enforcement will be the focus for overtime shift assignments. Funds will be used to support overtime enforcement shifts that focus on speeding. Funds will be distributed to identified local law enforcement agencies and disbursed by the Utah Highway Safety Office.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Short-term, High Visibility Law Enforcement-Speed

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Speed Enforcement (FAST)	\$70,000.00		\$70,000.00



## Program Area: Teen Traffic Safety Program

### Description of Highway Safety Problems

#### 1. TREND DATA USING 2012-2016 CRASH DATA

Teen drivers (ages 15-19 years) are a special concern in Utah, as they are over-represented in crashes. During 2012-2016, teenage drivers accounted for only 8.5% of licensed drivers but were involved in 20.4% of all motor vehicle crashes, 20.7% of all crashes involving an injury and 13.1% of fatal crashes. High crash rates and lack of driving experience make teenage drivers a significant concern on Utah roads. The crash risk for teenage drivers is impacted by developmental and behavioral issues coupled with inexperience. According to the Governor's Highway Safety Association (GHSA), most crashes occur because the novice behind the wheel doesn't have the skills or experience needed to recognize a hazard and take corrective action. Teens are more likely than older drivers to underestimate dangerous situations or not be able to recognize hazardous situations.

The 5-year trend shows that one fifth of all crashes in Utah, regardless of the season, involved a teenage driver. The number of teenage crashes compared to other aged drivers is significantly disproportionate and explains why it is a priority of the Utah Highway Safety Office. In addition, lack of seat belt use is an issue with teens because in the past 5 years (2012-2016), 41% of all teen occupants killed in motor vehicle crashes were not restrained.

When examining the age and gender of young drivers involved in crashes in 2012-2016, it was determined that:

51. 52% of teenage drivers involved in motor vehicle crashes are 18 or 19
52. Slightly more (2%) of teen drivers in motor vehicle crashes were male.

When examining when and where crashes involving young drivers occur in 2012-2016, it was determined that:

9. Teenage driver crashes peak in frequency during school hours (7am-1:59pm) and post school hours (5pm-9:50pm), and are slightly less common right after school (2pm-4:59pm).
10. Teenage driver crashes are the least common between 10 pm and 6 am.
11. Teenage driver crashes occur over 2 times more in the daytime than the nighttime.
12. October, November, and December had the highest rates per day for teenage driver crashes
13. Beaver, Wasatch, Box Elder, and Salt Lake counties had the highest numbers of crashes involving a teenage driver per 1000 people in the population

When examining the causes of young driver-related crashes in 2012-2016, it was determined that:

10. Teens were more likely than older drivers to speed (exceed posted speed or go too fast for conditions) and follow too closely
11. The presence of male teenage passengers increases the likelihood of teenage drivers exceeding the posted speed or going too fast for conditions
12. The leading contributing factors for teenage drivers in crashes were followed too closely, failed to yield right of way, and too fast for conditions
13. The leading contributing factors for teenage drivers in fatal crashes were failed to keep in proper lane, failed to yield right-of-way, and exceeded posted speed limit
14. Overall, most teen drivers and their passengers were restrained (96%)
15. However, only 51% of occupants killed in teenage driven vehicles were restrained

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

## **2. 2016 CRASH DATA (latest available)**

340. Sanpete (28%), Cache (27%), Utah (26%), and Washington (26%) counties had the highest percentages of crashes involving a teenage driver.
341. Overall, Piute (3%), Garfield (5%), and San Juan (6%) counties had the lowest percentages of crashes involving a teenage driver.
342. Statewide, teenage driver crashes represented 21.1% of all crashes and 16.2% of all fatal crashes.
343. The majority of teen drivers in all motor vehicle crashes (51%) and fatal crashes (57%) were male.
344. The majority of teen drivers in injury crashes (51%) were female.
345. Overall, November (42.7) and September (42.0) had the highest rates per day for teenage driver crashes.
346. The highest rate per day of fatal teenage driver crashes occurred in May and June (0.23).
347. Overall, the highest percentage of teenage driver crashes occurred on Friday (18%).
348. The highest percentage of fatal teenage driver crashes occurred on Friday (21%).
349. Teenage driver total crashes were highest from 2:00 p.m. to 6:59 p.m. (after-school hours).
350. Teenage driver crashes were more likely to occur in the afternoon and evening than other crashes.

- 351. Teenage driver crashes were highest everyday Monday to Saturday from 2:00 p.m. to 7:59 p.m. There was also a peak in the weekday morning during the 7:00 and 8:00 a.m. hours.
- 352. Teenage driver crashes were lowest everyday from midnight to 6:59 a.m.
- 353. Nearly two-thirds (61% of known) of teen driver vehicles in total crashes were traveling 1-39 MPH.
- 354. In contrast, teenage driver vehicles in fatal crashes were more likely to be traveling at higher speeds. The majority (76% of known) of teenage driver vehicles in fatal crashes were traveling 40 MPH or higher.
- 355. Crashes involving teenage driver vehicles traveling 40 MPH or higher were 7.8 times more likely to be fatal.
- 356. Over two-thirds of teenage driven vehicles (72%) in crashes contained only the teenage driver.
- 357. Teenage driven vehicles with passengers were more likely to be in injury or fatal crashes.
- 358. Teenage driver vehicles with passengers in crashes were 3.0 times more likely to be fatal than crashes with only the teenage driver.

Some form of poor driver performance is present in the majority of crashes.

- 359. The leading contributing factors for all teenage driver crashes were followed too closely (19%), failed to yield right of way (16%), speed too fast (11%), and driver distraction (8%).
- 360. The leading contributing factors in fatal teenage driver crashes were speed too fast (15%) and ran off road (15%).
- 361. Compared to drivers of all ages, teenage drivers were more likely to have a contributing factor of failure to yield right of way, followed too closely, and driver distraction.
- 362. The contributing factors that contributed more to injury crashes than non-injury crashes were: failure to yield right of way, followed too closely, speed too fast, and driver distraction.

#### **Associated Performance Measures**

<b>Fiscal Year</b>	<b>Performance measure name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>
2020	U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained	2020	3 Year	54.5

2020	U-9 Teen Driver Crash Rate per 1,000 Licensed Driver	2020	3 Year	79.9
2020	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2020	5 Year	42.84

## Countermeasure Strategies in Program Area

Countermeasure Strategy
Target Population Outreach - Teen

### Countermeasure Strategy: Target Population Outreach - Teen

Program Area: **Teen Traffic Safety Program**

#### Project Safety Impacts

This outreach and education program is designed to decrease crashes and fatalities involving teen drivers and passengers through increased parental involvement in and awareness of teen driving. Special focus will be given to education about the dangers of distracted driving and promoting seat belt use. The strategy will provide support for various activities and campaigns that work to increase teen driver skills, especially hazard recognition, vehicle handling, space management, and awareness of distracted and impaired driving.

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

The strategy is evidence-based and effective in changing behavior, especially with involvement from parents of teen drivers.

Each year, teenage drivers represent approximately 9% of the licensed drivers in Utah, yet they are in more an average of 20 percent of all motor vehicle crashes. In 2016, teenage drivers were 1.7 times more likely to be in a crash than drivers of other ages. After having a decreasing trend since 1996, teen driver crashes have increased the last 3 years (2014-2016).

This strategy is part of a comprehensive, evidenced-based effort to increase safety among teen drivers and passengers in Utah. The activities funded directly through the NHTSA grant program are enhanced by local, private, state and federal funds to partnering organizations all working together to improve safe driving behaviors of this target population. The comprehensive statewide program includes various strategies, which can be found in NHTSA's *Countermeasures That Work*, and include: Graduated Driver Licensing; GDL Learner's Permit

Length; Supervised Hours Intermediate License Nighttime Restrictions; Intermediate License Passenger Restrictions GDL Cell Phone Restrictions; GDL Belt Use Requirements; GDL Intermediate License Violation Penalties; Pre-Licensure Driver Education; Post-Licensure or Second-Tier Driver; Parental Role in Teaching and Managing Young Drivers; Enforcement of GDL and Zero-Tolerance Laws. While most of these strategies are not being funded by NHTSA grant monies awarded to the Utah Highway Safety Office, they all support an overall statewide program aimed at teen drivers.

### Linkage Between Program Area

Teenage drivers are a special concern because of their high crash rates and lack of driving experience. In 2016, teenage drivers were in 13,159 motor vehicle crashes which resulted in 5,900 injured persons and 45 deaths. In fact, drivers aged 17-18 years had the highest total crash rate per licensed driver that same year.

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

Supporting driver education by providing resources and involving parents are effective strategies in improving safety for young drivers. Most parents are heavily involved in teaching driving skills to their beginning teenage drivers and supervising their driving while they have a learner's permit. Parents are in the best position to enforce GDL restrictions for intermediate drivers, and many parents impose additional driving restrictions on their teenagers. Parents strongly support GDL; however, many parents do not understand the dangers of high-risk situations, such as driving with teenage passengers. This strategy of educating parents assists them in teaching and managing their teenage drivers.

Funding for this and all other strategies are distributed based on problem identification.

### Rationale

This strategy has been proven to be effective in changing behavior and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. Driver education and parental involvement are critical to improving highway safety among this target population. To maximize effectiveness, appropriate funding and resources will be allocated to the planned activities.

### Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
CP-01	CP-Teen Driver Education

### Planned Activity: CP-Teen Driver Education

Planned activity number: **CP-01**

Primary Countermeasure Strategy ID:

### Planned Activity Description

The planned activity includes the purchase of educational material, signage, instructional tools, and supplies used to support the Teen Driving Challenge Program, Drive Stupid Campaign, and Road Safety Force programs. All activities support the comprehensive statewide teen driver program and strategic plan.

#### 1. Teen Driving Challenge (Funding Source: NHTSA 402)

Activities include 8 sessions of the Teen Driving Challenge which is overseen by the Utah Highway Patrol. It is anticipated that four will occur in the first quarter of the federal fiscal year and four in the second and third quarters. This course works to increase teen driver skills, especially hazard recognition, vehicle handling, space management and awareness of distracted and impaired driving.

#### 2. Increase Parental Knowledge of Teen Driving Issues (Funding Source: NHTSA 402)

Efforts will be made to educate parents of teen drivers. Education will occur during Teen Driver Safety Week, utilizing social media channels to promote parent involvement in teen driving. In addition, social media channels, the State Board of Education Driver Education program and traffic safety partners will be used to promote and participate in the Zero Fatalities Parent Night program. Parents will be reached through these media channels, as well as directly through coordination with program partners at Driver License Divisions, schools, etc.

#### 3. Road Safety Force: Program Aimed at Increasing Seat Belt Use Among Pre-Teens (Funding Source: State Match)

The program, "Road Safety Force," will be used to increase seat belt use among pre-teens and encourage safe driving behaviors once they are licensed.

#### 4. Teen Driving Photo System (Funding Source: State Match)

Throughout the state, there are several instant photo systems being used at schools, businesses and safety events to spread a safety message through custom safety-related borders designed for each event. The state funds will also be used to purchase supplies for the system.

### Intended Subrecipients

The UHSO is the subrecipient of the NHTSA grant funds. As an in-house project, the funds will be used to support the planned activities, which include distribution of resources to: Utah Highway Patrol; High Schools; Junior High Schools; and Partnering organizations (Utah Safety Council, Utah Department of Health, local health departments, law enforcement agencies, Driver License Division, etc.).

### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Target Population Outreach - Teen

### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Low	Teen Safety Program (FAST)	\$7,000.00		
2018	FAST Act NHTSA 402	Teen Safety Program (FAST)	\$28,000.00	\$25,000.00	\$28,000.00

## Program Area: Traffic Records

### Description of Highway Safety Problems

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

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

Performance measures for accuracy, completeness and timeliness are either not in place or ineffective in some traffic record systems. The emphasis in the crash records and injury surveillance systems over the past several years has been to transition to an all-electronic reporting or access system. U-13 shows how effective the crash record transition has been as the average number of days between submission and occurrence for Utah motor vehicle crashes has reduced from 49.97 days in 2013 to 6.04 days in 2017.

Utah had its Traffic Records Assessment in May, 2019. The results of the assessment demonstrated the need to improve upon performance measures, gathering useful baselines and meaningful measures. This will be one of the focuses in the strategic plan for FY2020.

The partnership project between the University of Utah, the Department of Public Safety and the Utah Department of Transportation went live in April, 2019. The Utah Transportation and Public Safety Crash Data Initiative (UTAPS) provides the traffic records community a single source for crash data. Currently, Utah's traffic records systems do not integrate with one another at a level to be efficient or effective. One of the goals with UTAPS is to provide a system in which Utah can integrate other traffic safety data into the crash data. Both Roadway and EMS data have begun initial steps to integrate data with UTAPS. The first step for Roadway was to integrate the UDOT Safety Management System into UTAPS itself. The Utah Department of Health Emergency Medical Services have engaged the University to begin the process of integrating the EMS data. There is still much to be done, but Utah has taken its first steps toward its goal. Many of the injury surveillance systems have begun to integrate within themselves. This will help UTAPS overcome some of the existing challenges as Utah moves forward in these projects.

### Associated Performance Measures

<b>Fiscal Year</b>	<b>Performance measure name</b>	<b>Target End Year</b>	<b>Target Period</b>	<b>Target Value</b>
2020	U-12 Drivers in Utah Fatal Crashes with Known BAC results	2020	3 Year	50.1



2020	U-13 Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes	2020	3 Year	5.90
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### Countermeasure Strategies in Program Area

Countermeasure Strategy
Data Improvement in Core Highway Data Systems - Traffic Records

### Countermeasure Strategy: Data Improvement in Core Highway Data Systems - Traffic Records

Program Area: **Traffic Records**

#### Project Safety Impacts

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

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

Performance measures for accuracy, completeness and timeliness are either not in place or ineffective in some traffic record systems. The emphasis in the crash records and injury surveillance systems over the past several years has been to transition to an all-electronic reporting or access system. U-13 shows how effective the crash record transition has been as the average number of days between submission and occurrence for Utah motor vehicle crashes has reduced from 49.97 days in 2013 to 6.04 days in 2017.

Utah had its Traffic Records Assessment in May, 2019. The results of the assessment demonstrated the need to improve upon performance measures, gathering useful baselines and meaningful measures. This will be one of the focuses in the strategic plan to be revised during FY2020.

The partnership project between the University of Utah, the Department of Public Safety and the Utah Department of Transportation went live in April, 2019. The Utah Transportation and Public Safety Crash Data Initiative (UTAPS) provides the traffic records community a single source for crash data. Currently, Utah's traffic records systems do not integrate with one another at a level to be efficient or effective. One of the goals with UTAPS is to provide a system in

which Utah can integrate other traffic safety data into the crash data. Both Roadway and EMS data have begun initial steps to integrate data with UTAPS. The first step for Roadway was to integrate the UDOT Safety Management System into UTAPS itself. The Utah Department of Health Emergency Medical Services have engaged the University to begin the process of integrating the EMS data. There is still much to be done, but Utah has taken its first steps toward its goal. Many of the injury surveillance systems have begun to integrate within themselves. This will help UTAPS overcome some of the existing challenges as Utah moves forward in these projects.

This strategy is part of a comprehensive, evidenced-based effort to improve traffic safety with the ultimate goal of reducing the number of fatalities and injuries on our roadways.

#### Linkage Between Program Area

The Traffic Records Program is driven by the Utah Traffic Records Information Systems Strategic Plan. This plan supports all data improvement in core highway data systems. The plan is also guided by six strategic goals that include:

- 363. Timeliness
- 364. Accuracy
- 365. Completeness
- 366. Uniformity
- 367. Integration
- 368. Accessibility

This countermeasure strategy and related planned activities work towards meeting these goals and are supported through a combination of projects and collaborations between stakeholders. Key stakeholders include the Utah Department of Health, University of Utah and the Utah Transportation and Public Safety - Crash Data Initiative (UTAPS), local law enforcement, Utah Department of Transportation, Utah Department of Public Safety and other entities. Without these partnerships the strategic goals would be difficult, if not impossible, to achieve.

Funding distribution for this and all other countermeasure strategies is based on problem identification. Funding that supports the traffic records program will also be distributed based on the projects/planned activities ability to improve timeliness, accuracy, completeness, uniformity, integration, and accessibility of data.

#### Rationale

This strategy has been proven to be effective in improving highway safety and is identified in *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices*. By improving the traffic records system, all highway safety countermeasures and planned activities will be strengthened through data-driven planning and implementation. Only through quality data will highway safety improvements be made and evaluated. To maximize effectiveness of the traffic records program, appropriate funding and resources will be allocated to the planned activities.

## Planned activities in countermeasure strategy

Unique Identifier	Planned Activity Name
TR-01	TR-Data Improvement in Crash Data Systems
TR-02	TR-Utah Transportation and Public Safety-Crash Data Initiative
TR-03	TR-Injury Surveillance Data Quality Control Improvement

### Planned Activity: TR-Data Improvement in Crash Data Systems

Planned activity number: **TR-01**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity works to improve the performance attributes of accuracy, integration, accessibility, timeliness, and completeness of traffic records. This planned activity supports the following:

369. Quality Control for UTAPS, to be monitored by Traffic Records staff who will monitor the timeliness, completeness and accuracy of the crash data being received by law enforcement;
370. Meetings with vendors and law enforcement agencies continue as Utah plans to deploy its revised crash report, which is expected to be fully deployed January 1, 2020;
371. DTS programming expenses for crash report revision and other traffic records management needs;
372. Training for law enforcement and other stakeholders following UTAPS deployment and crash report revision;
373. Finalize Traffic Records Strategic Plan following the recommendations, considerations of the traffic records assessment conducted in May, 2019. Recommendations for the plan may also be taken from agency priorities and goals.
374. Operating costs and supplies for the Traffic Records team, including costs associated with networks, phones, and computers;
375. Overtime wages for the UHSO Law Enforcement Liaison to provide training and assistance to law enforcement agencies;
376. In-state travel to attend appropriate meetings and conferences, and provide training;

377. Analysis of crash data or special data projects requested by UHSO staff to be conducted by UTAPS;
378. Out-of-state travel to attend the Traffic Records Forum and related NHTSA-approved training or conferences.

In addition, the planned activity will address several recommendation and considerations as detailed in the Traffic Records Program Assessment conducted May, 2019.

- 379. Develop a formal technical and training needs program.** To support this recommendation, the UHSO will work to revitalize the TRCC group members, surveying them on current needs and preferences for training initiatives. Coordinate these efforts with the UTRCC and possibly UTAPS.
- 380. Develop performance measures and monitoring for those systems not currently measured:** NHTSA recently conducted the Traffic Records Program Assessment, in May, 2019. From this assessment Utah has made some and still needs improvement in others. Once such area is developing effective performance measures for each system. UTAPS may be of assistance during this process.
- 381. Improve data dictionaries for several system, including the crash, driver and roadway.** Data dictionaries are vital in maintaining the standards of any system. This activity will review the current status of the data dictionaries in each system. This may lead into the creation of a data inventory. However, the main goal will be to improve the data dictionaries themselves.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Data Improvement in Core Highway Data Systems - Traffic Records

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit

2018	FAST Act 405d Impaired Driving Low	405d Low Traffic Records	\$159,000.00		
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### Planned Activity: TR-Utah Transportation and Public Safety-Crash Data Initiative

Planned activity number: **TR-02**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity supports the Utah Transportation and Public Safety - Crash Data Initiative (UTAPS-CDI), which was created through a partnership between the Utah Department of Public Safety's Highway Safety Office, the Utah Department of Transportation (UDOT) and the University of Utah. The goal is to develop a transportation institute in which the crash data will be housed. As of July 1, 2019 the crash data will be maintained and process flows created and monitored through this institute and the University of Utah. It is the intention of this initiative to improve process flows, quality, timeliness, accuracy, and also reduce redundancy across both agencies. An advisory board has been created as a subset of the TRCC to maintain communication concerning issues that may arise with above mentioned improvements. This contract is jointly funded through the UHSO and UDOT. The planned activity will be supported with federal 405(c) funds.

This planned activity will also help support three of the six identified recommendations as part of the Traffic Records Program Assessment. These include:

- 382. Improve the data dictionary for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory:** Since 2013 when Utah went electronic with its crash data, there have been improvements made to the dictionary and the validations of the crash data system. There is a basic data dictionary available for the crash system, however, there is room for improvement. UTAPS will work with the DTS to revise and upgrade the data dictionary and validation list.
- 383. Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory:** Approximately two years ago, the Utah Highway Safety Office partnered with UDOT and the University of Utah to develop a transportation institute in which the crash data will be housed. As of July 1, 2019 the crash data has been maintained and quality control methods created and monitored through this institute and the University of Utah. It is the intention of this initiative to improve process flows, quality, timeliness, accuracy, and also reduce redundancy across both agencies. An advisory board has been created as a subset of the TRCC to maintain communication concerning issues that may arise with above mentioned improvements.
- 384. Improve the traffic records systems capacity to integrate data that reflect best practices identified in the Traffic Records Program Assessment Advisory:** The UHSO will work to revitalize the TRCC group members, engaging them in strategic

planning, teamwork, and working towards integrating and improving data systems collectively. Following the recommendations and considerations of the May 2019 traffic records assessment, Utah will continue its efforts to integrate data system. The Utah Department of Health is currently working with UTAPS to integrate its EMS data. This should be completed by the end of FY2020. Additionally, UDOH is making significant improvements with integrating their internal data systems. By the end of FY2020, there should be 5 data systems integrated internally. This will provide UTAPS with the ability to integrate these systems with the crash data. Furthermore, the crash working group will be revitalized to maintain communication between the law enforcement community, the Highway Safety Office, vendors, and other state agencies.

#### Intended Subrecipients

Utah Department of Public Safety - Highway Safety Office

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Data Improvement in Core Highway Data Systems - Traffic Records

#### Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$134,153.00		
2018	FAST Act 405d Impaired Driving Low	405d Low Traffic Records	\$66,000.00		

#### Planned Activity: TR-Injury Surveillance Data Quality Control Improvement

Planned activity number: **TR-03**

Primary Countermeasure Strategy ID:

#### Planned Activity Description

This planned activity supports the improvement of crash data systems and enhancement of emergency services capabilities. This planned activity will strive to improve the timeliness and completeness, accuracy, uniformity, integration, and accessibility of prehospital data, including, but not limited to injury-related crash data. Integration efforts will consist of integration between prehospital, emergency department, trauma registry, and crash data. Activities will also support

efforts to make integrated data available to stakeholders and the public for analysis and reporting. In addition, activities will support implementation of prehospital data system upgrades in order to ensure that incoming data complies with the National EMS Information System (NEMSIS) data standards. More specifically, the planned activity will support:

- 385. Efforts to decrease the average number of days it takes from hospital trauma data entry to upload records from the prehospital database to the Utah Trauma Registry for state use;
- 386. Efforts to increase accuracy of prehospital data reporting by providing ongoing training to EMS personnel, through a variety of media, on the new ePCR system and linked licensure database;
- 387. Training through ImageTrend for system administrators and end users on updates and new modules for both licensing and prehospital;
- 388. Monitoring of data submissions and the identification of agencies with high rates of data rejection;
- 389. Targeted training to identified EMS agencies to ensure that their data is accurate and meets national and state standards;
- 390. Improved integration between ePCR data with crash data elements;
- 391. ePCR updates to ensure that data is captured appropriately and meets any NEMSIS v3 system updates; and
- 392. Out-of-State travel for the State EMS Data Manager to attend two conferences during the reporting period, including the annual ImageTrend conference and the Annual NASEMSO (National Association of State EMS Officers) conference.

This planned activity will also help support one of the six identified recommendations outlined in the Traffic Records Program Assessment Advisory. The recommendation asks the state to:

- 393. Improve the data quality control program for the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory:** In 2015 the Utah Department of Health began its move to a new system using Image Trend. Now the install is complete, this year the Department of Health plans to implement quality control methods to their EMS reporting. Some of these methods will include system improvements and training.

#### Intended Subrecipients

Utah Department of Health

#### Countermeasure strategies

Countermeasure strategies in this planned activity

Countermeasure Strategy
Data Improvement in Core Highway Data Systems - Traffic Records

## Funding sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$172,625.00		



## Evidence-based traffic safety enforcement program (TSEP)

**Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):**

Unique Identifier	Planned Activity Name
DD-01	DD-HVE Distracted Driving
ID-01	ID-HVE
NM-03	NM-Enforcement
OP-08	OP-Hispanic Program
OP-01	OP-HVE Enforcement
OP-07	OP-Rural Program
PT-04	PT-High Visibility Enforcement - Speed

### **Analysis of crashes, crash fatalities, and injuries in areas of highest risk.**

#### **Crash Analysis**

As Utah's roadways become busier and busier due to a strong economy and a growing population, traffic safety will remain an essential piece to a healthy state. Utah has seen a decrease trend in overall fatalities in the years 2017 and 2018. We remain on a decrease trend for the year 2019.

The main contributing factors for Utah fatalities remain speed and unrestrained occupants; other areas of concern are emerging, given the rise in fatalities, such as teen drivers and drowsy drivers.

#### **Occupant protection:**

- o Unrestrained occupants accounted for 4.4% (12,019) of crashes in 2017. We are seeing a 89% seat belt usage rate.
- o 74.9% of unrestrained crashes occurred in urban areas.

#### **• Impaired Driving:**

- o Alcohol-related crashes account for 5% of the total crashes in Utah.
- o Drugged driving is on the rise with 2.8% of total crashes involving drugged driving.

- o Of the 258 drivers in fatal crashes tested for alcohol and/or drugs, 60% were negative for alcohol/drugs, 29% were positive for drugs only, 9% were positive for alcohol only, and 3% were positive for both alcohol and drugs.

- Vulnerable roadway users:

- o Pedestrians in crashes have shown an increasing trend over the last 10 years with current data showing 2.9% of pedestrian related crashes.

- o Urban areas experience the most pedestrian crashes with 92% of pedestrians hit in these areas.

- Distracted drivers were involved with 9% of all traffic crashes in 2016. These percentages are believed to be a low estimate of distracted driver related crashes due to the difficulty in identifying distraction and its role in the crash.

- Speeding continues to be the lead contributing factor in deaths and the third contributing factor for crashes. A downward trend was experienced through 2013 with an upward trend to 2017. The speed category includes crashes where the driver exceeded the speed limit or traveled too fast for conditions.

### Deployment of Resources

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

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

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

The UHSO will use data and local conditions to determine the most effective use of resources. Each traffic problem area requires the use of unique data and information to analyze the distribution of enforcement funds and focus. For occupant protection, rural law enforcement agency outreach is essential for both funded enforcement and standard enforcement emphasis. Rural areas experience higher rates of unrestrained fatalities and have lower seat belt use rates as

well. Enforcement in these areas will drive up seat belt usage and, in turn, decrease fatalities. Urban areas also need occupant protection enforcement, due to the number of crashes and fatalities experienced. There is a balance required for addressing the unique local conditions of the areas. For impaired driving, factors and data examined to determine resource distribution includes the number of alcohol-related crashes, fatalities, law enforcement agency capacity, and alcohol outlet location/density. Impaired driving in urban areas is high, partly due to the population size and availability of alcohol through liquor stores, restaurants, bars and events. In rural areas, people often drive longer distances from the location at which they drank alcohol to their home, making the time on the roadways longer and more risky. Additionally, the perception of risk related to encountering law enforcement in rural areas may be lower due to the isolated nature of the roadways and area. These conditions are examined when working with law enforcement to distribute funds for statewide enforcement efforts. Lastly, the capacity of local law enforcement partners to staff overtime patrols and commitment to overall traffic safety goals are also considerations for the allocation of resources.

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

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

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

### [Effectiveness Monitoring](#)

This E-BE Plan will be adjusted throughout the year. To effectively reduce traffic fatalities and injuries, the UHSO and our partners must be responsive to trends in traffic safety concerns, as the data present a need and emerging problems. Collaboration with partners will be established

through the year for follow up and changes to the plan as needed; some enforcement project opportunities and partnerships may occur mid-year and cannot be incorporated into the plan in advance. Projects and funding granted to law enforcement and other partners to accomplish UHSO goals are monitored to ensure work is performed in a timely fashion and in accordance with project agreements.

## High-visibility enforcement (HVE) strategies

### Planned HVE strategies to support national mobilizations:

Countermeasure Strategy
Communication Campaign - Distracted Driving
Communication Campaign - Impaired Driving
Communication Campaign - Occupant Protection
Communication Campaign- Speed
High Visibility Cellphone/Text Messaging Enforcement-Distracted Driving
High Visibility Enforcement - Non-Motorized
High Visibility Enforcement- Impaired Driving
Short-term, High Visibility Law Enforcement- Speed
Short-term, High Visibility Seat Belt Law Enforcement

**HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles:**

Unique Identifier	Planned Activity Name
DD-01	DD-HVE Distracted Driving
ID-01	ID-HVE
OP-01	OP-HVE Enforcement
PT-04	PT-High Visibility Enforcement - Speed

## 405(b) Occupant protection grant

### Occupant protection plan

**State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems:**

Program Area Name
Community Traffic Safety Program
Occupant Protection (Adult and Child Passenger Safety)
Teen Traffic Safety Program

### Participation in Click-it-or-Ticket (CIOT) national mobilization

**Agencies planning to participate in CIOT:**

Agency
American Fork Police Department
Bountiful Police Department
Cache County Sheriff's Office
Centerville Police Department
Clearfield Police Department
Clinton Police Department
Draper Police Department
Farmington Police Department
Harrisville Police Department
Ivins Police Department
Kaysville Police Department
Layton Police Department
Lehi Police Department
Logan City Police Department
Mapleton Police Department

Murray Police Department
North Ogden Police Department
North Park Police Department
North Salt Lake Police Department
Ogden Police Department
Orem Department of Public Safety
Payson Police Department
Pleasant Grove Police Department
Pleasant View Police Department
Provo Police Department
Riverdale Police Department
Roy Police Department
Salem Police Department
Salt Lake City Police Department
Sandy City Police Department
Santa Clara Police Department
Santaquin Police Department
Smithfield Police Department
South Jordan Police Department
South Salt Lake Police Department
West Valley City Police Department
Woods Cross Police Department
Davis County Sheriff's Office
Spanish Fork Police Department
Springville Police Department
St George Police Department
Sunset Police Department
Syracuse Police Department
Unified Police Department

University of Utah Police Department
Utah County Sheriff's Office
Utah Highway Patrol
Weber County Sheriff's Office
West Bountiful Police Department
West Jordan Police Department

### **Description of the State's planned participation in the Click-it-or-Ticket national mobilization:**

#### **Planned Participation in Click-it-or-Ticket**

During FFY2019, the state will participate in the two National Click It or Ticket (CIOT) Mobilizations scheduled to take place during the Thanksgiving Holiday in 2018 and May 2019. Efforts to recruit the state's 130 law enforcement agencies that conduct traffic enforcement to participate and/or support the Mobilizations. Methods for outreach will mainly be through the LEL troopers and officers working with the UHSO; the expanded LEL program with local agencies representing different regions of the state will be well positioned to recruit historically hard to reach and engage areas. Outreach will include in person meetings, phone calls, task force meetings, and attendance at the Utah Chiefs of Police and Sheriffs' Conferences.

#### **May Mobilization:**

During the May Mobilization, all law enforcement agencies statewide will be asked to support the high-visibility campaign. Overtime enforcement will be funded in the 17 counties represented in the statewide seat belt survey with emphasis on the six most urban counties, (Cache, Davis, Salt Lake, Utah, Washington, and Weber) where 85% of the state's population resides, and high need areas identified through data and problem analysis. Specific focus and partnership with the law enforcement agencies in the rural seat belt programs areas (Cache, Carbon, Box Elder, Sanpete, San Juan, Sevier, and Tooele) will also occur. It is estimated that 3,000 overtime hours will be issued to approximately 74 law enforcement agencies. Enforcement will include saturation patrols and traffic stops, as these have been the preferred methods of enforcement. Utah's law enforcement officers are unable to conduct checkpoints that solely focus on seat belt use. Local law enforcement agencies in Utah's 23 rural counties will also be asked to support the campaign by pledging their support and declaring zero tolerance towards unbuckled motorists.

Participating agencies will be encouraged to incorporate data-driven enforcement time periods in their plans. To facilitate this, the UHSO will provide state and local data to partnering law enforcement agencies that show the time periods when unrestrained fatalities are more likely to occur.

To facilitate nighttime seat belt enforcement during mobilizations, the UHSO program managers and LEL troopers will identify areas with high nighttime unrestrained fatality rates and conditions conducive to enforcement during nighttime hours. Outreach to the law enforcement agencies in these identified areas will be conducted to partner with the agencies on using up to 25% of the overtime award to conduct nighttime enforcement of seat belts. Agencies conducting



nighttime enforcement will be provided with guidelines for conducting effective enforcement during these time periods.

### **Thanksgiving Mobilization:**

The UHSO will also participate in the National Thanksgiving CIOT Mobilization with seat belts being the primary message and all other safe driving behaviors being secondary. A limited amount of funding will be available for overtime shifts during this high travel time. As such, the UHSO will use data to determine which law enforcement agencies will receive overtime funding awards. The focus for enforcement will be areas of highly traveled roadways, such as the several interstates in Utah, and communities with high unrestrained crashes and fatalities. Enforcement will be conducted statewide through the partnerships with Utah Highway Patrol, in urban communities (Cache, Davis, Salt Lake, Utah, Washington, and Weber), and in the seven pilot seat belt program counties Cache, Caron, Box Elder, Sanpete, San Juan, Sevier, and Tooele). Through the UHSO expanded LEL program, law enforcement agencies that will not be awarded overtime shifts will be contacted (via in-person meeting or email) to receive a pledge of their support for the initiative by declaring zero tolerance toward unbuckled motorists during their regular patrols.

### **CAMPAIGN REACH**

The state is home to 156 law enforcement-based agencies consisting of 21 Utah Highway Patrol sections, 29 county sheriff's offices, 96 local law enforcement agencies, and 10 college campus or state parks agencies. Of those agencies, approximately 130 conduct traffic enforcement on a regular basis.

Due to the limited funding available for overtime shift awards, the UHSO will examine seat belt use rates, numbers and rates of unrestrained fatalities, and capacity for traffic enforcement when making determinations for overtime shift awards. As stated previously, officers and troopers with the UHSO LEL Program will be in touch with the 130 agencies that focus on traffic enforcement to gain support for the efforts beyond the agencies that receive funding.

Given the unique geographic layout of Utah's population, specific attention will be paid to the large urban, populated areas when deploying resources as well. Urban counties contribute to 85% of the state's population and at least 90% of the law enforcement agencies in these counties participate and/or support the Click It or Ticket mobilization, assuring at least 70 percent of the state's population is reached.

While law enforcement agencies in urban counties will be the primary partner for the mobilization, a greater emphasis will be placed on recruiting the 68 rural law enforcement partners in effort to increase seat belt use in the state's rural communities where seat belt usage is at it's lowest. To assist with the recruitment of rural agencies, the UHSO will expand the state's Law Enforcement Liaison (LEL) program. This expansion will take place in FFY2018 with more detail included in the Evidence-Based Enforcement Plan included in the Highway Safety Plan. The revised program will include local officers who were specifically identified and recruited to take on the role of LEL for their area. The officers will represent overtime paid officers from local rural law enforcement agencies will increase the meaningful participation for the rural and hard to reach areas, as reaching the 130 law enforcement agencies in the state is a challenge for the small LEL staff working for the UHSO. Again, Utah's geography plays into the challenge of reaching some areas, as there is a great distance between the urban center (where the UHSO is housed) and rural areas. The cultural differences between the urban and rural areas manifest through some resistance to enforcement of what is perceived as a person choice issue (wearing one's seat belt or not) and the role of the government in these matters. The local LELs

will expand the capacity of the overall LEL program, making the ability to connect with all agencies more likely, as well as showcase the benefits and importance of participation in mobilization and focused seat belt enforcement to the rural agencies. Utah's 23 rural and frontier counties house only 15% of the state's population and contribute to more than one-third of all occupant fatalities and serious injuries. However, rural crashes are approximately 3 times more likely to be fatal than urban crashes and occupants are less likely to buckle up on rural roadways. The 2017 seat belt observational study found that 82.7% of rural motorists wear seat belts compared to 91% in urban counties. Law enforcement agencies in these areas will be asked to pledge their support for the initiative by declaring zero tolerance toward unbuckled motorists during their regular patrols.

The listing below represents 97 of the state's law enforcement agencies that are past supporters of the campaign and will most likely be supportive of future efforts. According to the 2010 Census, Utah has a population of 2,763,885. The population for each of the six urban counties is provided, as well as an estimated population served by the rural law enforcement partners. Of the 88 urban law enforcement agencies, it is anticipated that 58 will be awarded overtime grants or pledge their support for the campaign. Of the 68 rural agencies, a minimum of 39 will participate in the incentive program or pledge their support for the campaign by strictly enforcing the use of seat belts during their regular patrols. In addition, it is anticipated that 75 percent of the agencies in the seven pilot program counties (Box Elder, Cache, Carbon, Sanpete, Sevier, San Juan, Tooele) will be awarded overtime shifts during the mobilization.

**POPULATION SERVED BY 6 URBAN COUNTIES = 2,331,705 (85% OF STATE POPULATION)**

**Cache Co. (Pop. 112,656)**

**Cache Co. Sheriff's Office**

**Logan City Police Dept**

**North Park Police Dept**

**Smithfield Police Dept**

**UHP Section 1**

**Davis Co. (Pop. 306,479)**

**Bountiful Police Dept**

**Layton Police Dept**

**Centerville Police Dept**

**Clearfield Police Dept**

**Clinton Police Dept**

**Davis County Sheriff's Office**

**Farmington Police Dept**

**Kaysville Police Dept**

**Woods Cross Police Dept**

**North Salt Lake Police Dept**

**Sunset Police Dept**

**Syracuse Police Dept**

**UHP Section 3**

**West Bountiful Police Dept**

**Salt Lake (Pop. 1,029,655)**

**Draper Police Dept**

**Murray Police Dept**

**Salt Lake City Police Dept  
Sandy City Police Dept  
South Jordan Police Dept  
South Salt Lake Police Dept  
UHP Section 4  
UHP SLCC  
UHP Section 16  
UHP Section 18  
Unified Police Dept  
University of Utah Police  
West Jordan Police Dept  
West Valley City Police Dept  
Utah Co. (Pop. 516,564)  
Lehi Police Dept  
Mapleton Police Dept  
American Fork Police Dept  
Orem DPS  
Payson Police Dept  
Pleasant Grove Police Dept  
Provo Police Dept  
Salem Police Dept  
Utah County Sheriff's Office  
Santaquin Police Dept  
Springville Police Dept  
Spanish Fork Police Dept  
UHP Section 6  
Washington (Pop. 138,115)  
Santa Clara Police Dept  
UHP Section  
Ivins Police Dept  
St. George Police Dept  
Weber Co. (Pop. 231,236)  
Riverdale Police Dept  
Weber Co. Sheriff's Office  
UHP Section 12  
Harrisville Police Dept  
North Ogden Police Dept  
Ogden City Police Dept  
Pleasant View Police Dept  
Roy Police Dept**

**POPULATION SERVED BY 23 RURAL COUNTIES = 147,000 (5.3% OF STATE POPULATION)**

**Brigham City Police Dept  
Box Elder Sheriff's Office  
Cedar City Police Dept**

**Centerfield Police Dept  
Nephi City Police Dept  
UHP Section 7 - Wasatch  
Duchesne Co. Sheriff's Office  
Ephraim City Police Dept  
East Carbon Police Dept  
Emery County Sheriff's Office  
Grantsville Police Dept  
Gunnison Police Dept  
Heber City Police Dept  
Mantua City Police Dept  
Monticello Police Dept  
Nephi City Police Dept  
Perry City Police Dept  
Price Police Dept  
Roosevelt Police Dept  
Salina Police Dept  
San Juan Co. Sheriff's Office  
Sanpete Co. Sheriff's Office  
Summit Co. Sheriff's Office  
Tooele City Police Dept  
Tooele Co. Sheriff's Office  
Morgan Co. Sheriff's Office  
Tremonton Police Dept  
UHP Section 1-Box Elder  
UHP Section 5 – Vernal  
UHP Section 7 – Wasatch  
UHP Section 8 - Tooele  
UHP Section 9 - Price  
UHP Section 10 - Richfield  
UHP Section 11 - Beaver  
UHP Section 13 - San Juan  
UHP Section 14  
Uintah Co. Sheriff's Office  
Wasatch Co. Sheriff's Office  
Wellington Police Dept**

#### **MEDIA & OUTREACH PLAN**

**During the May mobilization, Utah's media plan will utilize a mix of mediums that may include radio, social media platforms, and online advertisements. Due to limited funding, the state will rely on the national television placement ad as well as local TV ads made possible through the Zero Fatalities partnership. The state will combine efforts with the Zero Fatalities media buy which is already in place for the year. With this partnership, additional media will include UDOT's variable message boards on the highways, local news outlets including Spanish news media, and sports marketing. The strategy is to reach people while they are in their cars and when they are more likely to react to the message**

and buckle up. By combining local radio, TV, outdoor, and online ads with the national television buy, Utah will be able to run an entire media campaign utilizing four mediums that work efficiently together. Radio, television, and online ads will educate and inform, while the outdoor messaging will remind the public to “buckle up” while they are driving. In placing these spots, the state will select stations that target the target audiences that include a primary target of men ages 18-34, secondary target of adults ages 18-54, and tertiary target of men ages 45 and older. The goal is to receive between 100 and 200 GRP’s per week. The state may develop its own radio, outdoor, and online advertisements using the Click It or Ticket moniker. In addition, Spanish radio and television stations will be provided with the spots for placement. Matching media will be obtained from all media partners at a minimum of 1:1 GRP. Added value will also be a requirement from all media and may include on-air interviews, tweets, web advertisements, audio streaming, top-of-hour ID’s, Facebook posts, and :10 ads.

Funding will also be used to conduct a paid media campaign during the Thanksgiving mobilization. This will most likely include placement of radio and online media with a primary target audience of men ages 18-34 years and a secondary target of adults ages 18-54 years.

The table below details the proposed media buy, which is an estimate based on past years and will not be confirmed until two months prior to the campaign.

<b>MAY MOBILIZATION</b>					
<b>MEDIUM</b>	<b>PLACEMENT PERIOD</b>	<b>PAID MEDIA</b>		<b>BONUS MEDIA</b>	
		<b>Placement</b>	<b>Paid \$</b>	<b>Total</b>	<b>Bonus \$</b>
<b>Radio</b>	<b>May 13 – May 27 (Paid) May 14– June 14 (Bonus)</b>	<b>400 Spots</b>	<b>\$40,000</b>	<b>550 Spots</b>	<b>\$40,000</b>
<b>Online</b>	<b>May 13 – June 10</b>		<b>\$15,000</b>		<b>\$15,000</b>
<b>TOTAL</b>		<b>Paid Media \$55,000</b>		<b>Bonus Media \$55,000+</b>	
<b>THANKSGIVING MOBILIZATION</b>					
<b>MEDIUM</b>	<b>PLACEMENT PERIOD</b>	<b>PAID MEDIA</b>		<b>BONUS MEDIA</b>	
		<b>Placement</b>	<b>Paid \$</b>	<b>Total</b>	<b>Bonus \$</b>

<b>Radio</b>	<b>November 11 – 23 (Paid) November 11 – 30 (Bonus)</b>	<b>400 Spots</b>	<b>\$30,000</b>	<b>400 Spots</b>	<b>\$30,000</b>
<b>Online</b>	<b>November 11 – 23</b>		<b>\$10,000</b>		<b>\$10,000</b>
<b>TOTAL</b>		<b>Paid Media \$40,000</b>		<b>Bonus Media \$40,000+</b>	

Earned media will be used to support all enforcement efforts conducted during the year and will include television news stories, radio interviews with officers and survivors, and print media, as well as advertisements on websites such as the Utah Department of Public Safety's, local radio stations and newspapers, high schools, law enforcement agencies, and other traffic safety partners. One of the primary methods used to earn media time is through the press events conducted prior to enforcement mobilizations. These events generally generate at least 20 television news stories, 25 newspaper articles, and many radio interviews and announcements. In addition, campaign materials will be distributed to all media outlets and every law enforcement agency in the state. Materials will also be provided to all campaign partners who will be encouraged to submit articles to local papers, participate in radio talk shows, and invite local media to events supporting the campaign.

Another component to the campaign includes public information and education, which will be implemented year round with targeted activities during the May and Thanksgiving mobilizations. Educational efforts will include presentations, media interviews, community traffic safety programs, among other efforts. Activities will include school programs and presentations, car seat inspection clinics, community safety events, and outreach to businesses. Enhanced outreach will focus on young drivers ages 15-24 years since crash data shows that this age group is killed at far higher rates in crashes.

Campaign partners include the Utah Department of Health, local health departments, UDOT, Utah Highway Patrol, Safe Communities, Utah Latino Community Information and Education Center, Utah Safety Council, Network for Employee Traffic Safety (NETS), Utah Student Safety Program (USSP), and Governing Youth Council (GYC). All partnering agencies will work to promote the Click It or Ticket message by conducting public information and education activities in their respective communities.

#### **EVALUATION**

Pre- and post-mobilization seat belt observational surveys will be conducted. The pre-mobilization survey will be a sub-sample survey and will take place April 23 to May 8. Surveys will take place in up to twelve of the seventeen counties where the NHTSA-approved post-survey is conducted. The post-mobilization seat belt observational survey will be a full statewide survey conforming to NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use. It will take place for a two week period in June. This survey will be conducted during day time hours and will conform to the state plan which was approved by NHTSA.

In addition, to evaluate the effectiveness of the media campaign, a public awareness telephone survey may be conducted in June. Questions regarding the media campaign, as well as seat belt use and the law, will be asked of respondents. Depending on funding availability, this activity may be completed every other year instead of on an annual basis.

#### **TIMELINE**

<b>May 2018 Click It or Ticket Mobilization</b>	<b>Target Dates</b>
<b>Conduct Pre-Survey (Sub-Sample of NHTSA-Approved Survey)</b>	<b>April 23 - May 8</b>
<b>Send Campaign Kits</b>	<b>May 1</b>
<b>Conduct PI&amp;E Activities</b>	<b>May 7 - June 14</b>
<b>Earned Media</b>	<b>May 7 - June 14</b>
<b>Paid Media</b>	<b>May 14 - 28</b>
<b>Send Press Release (MM Enforcement &amp; Press Event)</b>	<b>May 17</b>
<b>Kick-Off Media Event</b>	<b>May 21</b>
<b>Enforcement Period</b>	<b>May 21 - June 3</b>
<b>Conduct Post-Surveys (Full NHTSA-Approved Survey)</b>	<b>June 4 - 10</b>
<b>Send Press Release (Report Survey Results)</b>	<b>June 29</b>
<b>Thanksgiving 2017 Click It or Ticket Mobilization</b>	<b>Target Dates</b>
<b>Media and Education Campaign</b>	<b>November 6-25</b>
<b>Enforcement Mobilization</b>	<b>November -22-26</b>

#### [List of Task for Participants & Organizations](#)

Click or tap here to enter text.

#### [Child restraint inspection stations](#)

**Countermeasure strategies demonstrating an active network of child passenger safety inspection stations and/or inspection events:**

<b>Countermeasure Strategy</b>
Child Restraint System Inspection Station(s) - Occupant Protection
Communication Campaign - Occupant Protection
Target Population Outreach - Occupant Protection

**Planned activities demonstrating an active network of child passenger safety inspection stations and/or inspection events:**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
OP-03	OP-Child Safety Restraint Purchases & Distribution
OP-04	OP-CPS Technician Training
OP-06	OP-CPS week
OP-02	OP-Fitting Station Support
OP-08	OP-Hispanic Program
OP-07	OP-Rural Program

**Total number of planned inspection stations and/or events in the State.**

Planned inspection stations and/or events: **107**

**Total number of planned inspection stations and/or events in the State serving each of the following population categories: urban, rural, and at-risk:**

Populations served - urban: **61**

Populations served - rural: **46**

Populations served - at risk: **45**

**CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.**

[Child passenger safety technicians](#)

**Countermeasure strategies for recruiting, training and maintaining a sufficient number of child passenger safety technicians:**

<b>Countermeasure Strategy</b>
Child Restraint System Inspection Station(s) - Occupant Protection
Communication Campaign - Occupant Protection
Target Population Outreach - Occupant Protection



**Planned activities for recruiting, training and maintaining a sufficient number of child passenger safety technicians:**

<b>Unique Identifier</b>	<b>Planned Activity Name</b>
OP-03	OP-Child Safety Restraint Purchases & Distribution
OP-04	OP-CPS Technician Training
OP-06	OP-CPS week
OP-02	OP-Fitting Station Support
OP-08	OP-Hispanic Program
OP-07	OP-Rural Program

**Estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.**

Estimated total number of classes: **10**

Estimated total number of technicians: **334**

#### **Maintenance of effort**

**ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.**

#### **Qualification criteria for a lower seat belt use rate State**

**The State applied under the following criteria:**

Primary enforcement seat belt use statute: **Yes**

Occupant protection statute: **No**

Seat belt enforcement: **Yes**

High risk population countermeasure programs: **Yes**

Comprehensive occupant protection program: **No**

Occupant protection program assessment: **No**

**Primary enforcement seat belt use statute**

Requirement Description	State citation(s) captured
The State's statute(s) demonstrates that the State has enacted and is enforcing occupant protection statutes that make a violation of the requirement to be secured in a seat belt or child restraint a primary offense.	No

#### Citations

Legal Citation Requirement: **The State's statute(s) demonstrates that the State has enacted and is enforcing occupant protection statutes that make a violation of the requirement to be secured in a seat belt or child restraint a primary offense.**

Legal Citation: **416a1803**

Amended Date: **5/8/2018**

#### Seat belt enforcement

**Countermeasure strategies demonstrating that the State conducts sustained enforcement throughout the fiscal year of the grant to promote seat belt and child restraint enforcement and involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred:**

Countermeasure Strategy
Communication Campaign - Occupant Protection
Short-term, High Visibility Seat Belt Law Enforcement
Target Population Outreach - Occupant Protection

**Planned activities demonstrating that the State conducts sustained enforcement throughout the fiscal year of the grant to promote seat belt and child restraint enforcement, and involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred:**

Unique Identifier	Planned Activity Name
OP-08	OP-Hispanic Program

OP-10	OP-HVE Communications
OP-01	OP-HVE Enforcement
OP-07	OP-Rural Program

#### High risk population countermeasure programs

**Countermeasure strategies demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways; Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:**

Countermeasure Strategy
Child Restraint System Inspection Station(s) - Occupant Protection
Communication Campaign - Occupant Protection
Target Population Outreach - Occupant Protection

**Submit planned activities demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: Drivers on rural roadways; Unrestrained nighttime drivers; Teenage drivers; Other high-risk populations identified in the occupant protection program area plan:**

Unique Identifier	Planned Activity Name
OP-08	OP-Hispanic Program
OP-01	OP-HVE Enforcement
OP-07	OP-Rural Program

## 405(c) State traffic safety information system improvements grant

Traffic records coordinating committee (TRCC)

**Meeting dates of the TRCC during the 12 months immediately preceding the application due date:**

Meeting Date
11/7/2018
2/7/2019
6/24/2019

**Name and title of the State's Traffic Records Coordinator:**

Name of State's Traffic Records Coordinator: **Carrie Silcox**

Title of State's Traffic Records Coordinator: **Director**

**TRCC members by name, title, home organization and the core safety database represented:**

[List of TRCC members](#)

Name	Title	Agency	Function
Greg Willmore	Captain	Utah Department of Public Safety, BCI	Crash, Citation, Driver, Vehicle
Angie Turner	Records Manager/Analyst	Ogden City Police Department	Crash, Citation, Driver, Vehicle
Matt Peters	IT Director	DTS, AGRC/GIS	Crash
Brendan Duffy	Data Architect/Program Manager	University of Utah, College of Engineering	Crash, Driver, Roadway, Vehicle
Chad Sheppick	Director	Utah Department of Transportation, Motor Carrier Division	Roadway, Vehicle

Christopher Caras	Director	Utah Department of Public Safety, Driver License Division	Driver
David Blauer	Program Manager	Federal Motor Carrier Administration	Vehicle
David Garcia	Division Administrator	Federal Motor Carrier Administration	Vehicle
Felicia Alvarez	EMS Data Manager	Utah Department of Health. EMS	EMS
Carrie Silcox	Director	Utah Department of Public Safety, Highway Safety Office	All
Hannah Gaskill	Records Manager/Analyst	Weber County Sheriff's Office	Crash, Citation, Driver, Vehicle
John Fairbanks Jr.	Manager	Utah Department of Public Safety, Driver License Division	Driver
Juan Medina	Research Assistant Professor	University of Utah, College of Engineering	Crash, Driver, Roadway, Vehicle
Kathy Wilcox	Manager	Utah Department of Public Safety, BCI	Crash, Citation, Driver, Vehicle
Kristen Rogers	Court Support Services	Administrative Office of the Courts	Citation
Larry Cook	Professor	University of Utah, School of Medicine	Crash, Driver, EMS
Matt Slawson	Chief Forensic Toxicologist	Utah Department of Health, Toxicology	Driver, EMS

Melanie Crittenden	Division Director	Utah Communications Authority	All
Mike Cook	Supervisor	Utah Department of Public Safety, Driver License Division	Driver
Paul Barron	Applications Services Manager	Administrative Office of the Courts	Citation
Rick Martin	Application Developer	Administrative Office of the Courts	Citation
Robert Miles	Director	Utah Department of Transportation	Roadway
Roland Stanger	Safety/Operations Engineer	Federal Highway Administration	Roadway
Sam Clark	IT Director	DTS, Public Safety	All
Steve Coons	IT Director	DTS, Utah Tax Commission	Vehicle
Travis Trotta	Captain	Utah Department of Public Safety, Communications Bureau	Crash, Citation, Driver, Vehicle
Jeff Lewis	Safety Programs Engineer	Utah Department of Transportation	Crash, Roadway
Yukiko Yoneoka	EMS Data Analyst	Utah Department of Health. EMS	EMS
Melissa Lawrence	FARS Analyst	Utah Department of Public Safety, Highway Safety Office	Crash
Connie Collins	Crash Studies Analyst	Utah Department of Transportation	Crash

## Traffic Records System Assessment

### Recommendations from the State of Utah Traffic Records Assessment

Conducted May 21, 2019

Status for 2020 Highway Safety Plan

Recommendation	Intend to Implement	Performance Measure(s) to Demonstrate Progress	Reason For Not Implementing
Crash Recommendations			
Improve the data dictionary for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	Yes	ACS5	N/A
Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.	No	NA	This may become a performance measure after FY2020 after further discussion with UTRCC
Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	Yes	ACR1, C1	N/A
Improve the procedures/process flows for the Crash data system to reflect best practices identified in the Traffic Records	No	N/A	This may become a performance measure after FY2020 after further discussion with UTRCC.

Program Assessment  
Advisory

Vehicle Recommendations

Improve the interfaces with the Vehicle data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

No

N/A

This may become a performance measure after FY2020 after further discussion with UTRCC.

Improve the data quality control program for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

No

NA

This may become a performance measure after FY2020 after further discussion with UTRCC

Driver Recommendations

Improve the data dictionary for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

No

NA

This may become a performance measure after FY2020 after further discussion with UTRCC

Improve the data quality control program for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

No

This may become a performance measure after FY2020 after further discussion with UTRCC

Roadway Recommendations



Improve the data dictionary for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	No		This may become a performance measure after FY2020 after further discussion with UTRCC
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Improve the data quality control program for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	Yes	T5, C2	N/A
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Improve the applicable guidelines for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory	No	N/A	This may become a performance measure after FY2020. A new strategic plan is going to be created in FY2020.
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#### Citation/Adjudication Recommendations

Improve the data quality control program for the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.	Yes	T6	N/A
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#### EMS/Injury Surveillance Recommendations

Improve the interfaces with the Injury	Yes	I5, I6, I7, I8	N/A
--	-----	----------------	-----

Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

Improve the data quality control program for the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

Yes

T7, T8, ACR2, ACR3, ACR3, ACR4, ACR5, U1

N/A

Improve the applicable guidelines for the Injury Surveillance data system to reflect best practices identified in the Traffic Records Program Assessment Advisory

No

This may become a performance measure after FY2020 after further discussion with UTRCC

## Traffic Records for Measurable Progress

### Recommendations from the State of Utah Traffic Records Assessment

Conducted May 21, 2019

#### Status for 2020 Highway Safety Plan

**Recommendation**

**Intend to Implement**

**Performance Measure(s) to Demonstrate Progress**

**Reason For Not Implementing**

Strategic Planning Recommendations

#### Crash Recommendations

Improve the data dictionary for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	Yes	ACS5	N/A
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Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	Yes	ACR1, C1	N/A
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#### Vehicle Recommendations

#### Driver Recommendations

#### Citation/Adjudication Recommendations

#### EMS/Injury Surveillance Recommendations

Improve the data quality control program for the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.	Yes	T7, T8, ACR2, ACR3, ACR3, ACR4, ACR5, U1	N/A
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#### Data Use and Integration Recommendations

Improve the traffic records systems capacity to integrate data that reflect best practices identified in the Traffic Records	Yes	I2, I3, I4, I5, I6, I7, I8, I9, I10, I11, I12	N/A
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Program Assessment  
Advisory.

The Traffic Records Assessment was conducted in May 2019. From that assessment there were many recommendations given that follow the Traffic Records Advisory. During FY2020 the Utah Highway Safety Office plans to improve upon four of those recommendations. The four recommendations are also incorporated into the planned activities supported by the Highway Safety Plan and can be found in TR-01, TR-02, and TR-03. Responses for the four recommendations are:

394. Improve the data dictionary for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.
  1. Since 2013 when Utah went electronic with its crash data, there have been improvements made to the dictionary and the validations of the crash data system. There is a basic data dictionary available for the crash system, however, there is room for improvement. UTAPS will work with the DTS to revise and upgrade the data dictionary and validation list.
395. Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.
  1. Approximately two years ago, the Utah Highway Safety Office partnered with UDOT and the University of Utah to develop a transportation institute in which the crash data will be housed. As of July 1, 2019 the crash data has been maintained and quality control methods created and monitored through this institute and the University of Utah. It is the intention of this initiative to improve process flows, quality, timeliness, accuracy, and also reduce redundancy across both agencies. An advisory board has been created as a subset of the TRCC to maintain communication concerning issues that may arise with above mentioned improvements.
396. Improve the data quality control program for the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.
  1. In 2015 the Utah Department of Health began its move to a new system using Image Trend. Now the install is complete, this year the Department of Health plans to implement quality control methods to their EMS reporting. Some of these methods will include system improvements and training.
397. Improve the traffic records systems capacity to integrate data that reflect best practices identified in the Traffic Records Program Assessment Advisory.

[Traffic Records Supporting Non-Implemented Recommendations](#)

**Recommendations from the State of Utah Traffic Records Assessment**

Conducted May 21, 2019

Status for 2020 Highway Safety Plan

Recommendation	Intend to Implement	Performance Measure(s) to Demonstrate Progress	Reason For Not Implementing
Strategic Planning Recommendations			
Crash Recommendations			
Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.	No	N/A	This may become a performance measure after FY2020 after further discussion with UTRCC
Vehicle Recommendations			
Improve the interfaces with the Vehicle data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.	No	N/A	This may become a performance measure after FY2020 after further discussion with UTRCC
Improve the data quality control program for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.	No	N/A	This may become a performance measure after FY2020 after further discussion with UTRCC
Driver Recommendations			
Improve the data dictionary for the Driver data system	No	N/A	This may become a performance measure after FY2020 after

that reflects best practices identified in the Traffic Records Program Assessment Advisory.

further discussion with UTRCC

Improve the data quality control program for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

No

N/A

This may become a performance measure after FY2020 after further discussion with UTRCC

#### Roadway Recommendations

Improve the data dictionary for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

No

N/A

This may become a performance measure after FY2020 after further discussion with UTRCC

Improve the data quality control program for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

No

T5, C2

Improvements in the roadway data system will be made in the future

#### Citation/Adjudication Recommendations

Improve the interfaces with the Citation and Adjudication systems that reflect best practices identified in the Traffic Records

No

I4, I9, I10

Improvements in the interfaces will be made in the future

Program Assessment  
Advisory.

Improve the data quality control program for the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.	No	T6	This may become a performance measure after FY2020 after further discussion with UTRCC
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EMS/Injury Surveillance Recommendations

Improve the interfaces with the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.	No	I5, I6, I7, I8	Improvements to the injury surveillance system are forthcoming.
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Data Use and Integration Recommendations

Traffic Records for Model Performance Measures

<i>Performance Measure #1</i>				
Performance Area:	Crash Timeliness			
Improvement Details				
Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +/-
6.96 Days	6.09 Days	4/1/2018	3/31/2019	.87 Days
Narrative:	Decrease the mean number of days from the crash date			

to submission  
to the  
crash repository

***Performance  
Measure #2***

Performance  
Area: FARS Entry  
Timeliness

Improvement  
Details

Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +/-
8 Days	4 Days	4/1/2018	3/31/2019	4 Days

Narrative: T3: Decrease the  
mean number of  
days from fatal  
crash event to  
initial FARS  
Entry.

***Performance  
Measure #3***

Performance  
Area: Commercial  
Vehicle Crash  
Entry Timeliness

Improvement  
Details

Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +/-
20.47 Days	15.66 Days	4/1/2018	3/31/2019	4.87 Days

Narrative: Decrease the  
median days  
from a  
commercial  
vehicle crash  
event to crash



submission to  
FMCSA MCMIS  
file from 53 to  
30.

***Performance  
Measure #4***

Performance  
Area: Emergency  
Room Data  
Accuracy –  
Patient Address

Improvement  
Details

Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +/-
10% Error Rate	2.75% Error Rate	4/1/2018	3/31/2019	7.25%

Narrative: Decrease the  
percentage of  
Emergency  
Room records  
with errors in  
certain fields –  
Patient Address

***Performance  
Measure #5***

Performance  
Area: Hospital  
Discharge  
Records – Patient  
Address

Improvement  
Details

Baseline Value	Current Value	Beginning Date	Ending Date	Improvement +/-
14%	7.07%	4/1/2018	3/31/2019	6.93%

Narrative: Decrease the  
percentage of  
Hospital

Discharge  
records with  
errors in certain  
fields – Patient  
Address

#### State traffic records strategic plan

**Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements that are anticipated in the State's core safety databases (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations:**

Supporting Documents
Traffic Records Strategic Plan June 19 2019.pdf
UT traffic records information systems strategic plan06132019.docx
UT traffic records information systems strategic plan 06242019.pdf
Supporting Documentation Traffic Records Measurable Progress 2020 HSP.docx
Supporting Documentation for Traffic Records 06192019.docx

#### Planned activities that implement recommendations:

Unique Identifier	Planned Activity Name
TR-01	TR-Data Improvement in Crash Data Systems
TR-03	TR-Injury Surveillance Data Quality Control Improvement
TR-02	TR-Utah Transportation and Public Safety-Crash Data Initiative

#### Quantitative and Measurable Improvement

**Supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.**

Supporting Documents
Traffic Records Strategic Plan June 19 2019.pdf
UT traffic records information systems strategic plan06132019.docx
UT traffic records information systems strategic plan 06242019.pdf
Supporting Documentation Traffic Records Measurable Progress 2020 HSP.docx
Supporting Documentation for Traffic Records 06192019.docx

#### State Highway Safety Data and Traffic Records System Assessment

**Date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date:**

Date of Assessment:     **5/21/2019**

#### Requirement for maintenance of effort

**ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015**

## 405(d) Impaired driving countermeasures grant

Impaired driving assurances

Impaired driving qualification: **Low-Range State**

**ASSURANCE:** The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

**ASSURANCE:** The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

## 405(e) Distracted driving grant

### Sample Questions

Distracted Driving questions from Utah's Driver License Exam

1. A distraction that takes your mind or body away from driving

398. True or False

2. To avoid distractions when driving:

53. Do not talk on the phone or text.

54. Don't argue with passengers

55. Both the above

3. To avoid distractions when driving:

14. Do not eat while driving.

15. Be sure children are safely buckled up.

16. Both of the above.

4. Anything that takes your mind away from driving is a hazard

True or False

5. To prevent distractions when driving:

16. Turn off cell phone.

17. Set navigation systems before driving.

18. Both of the above.

6. To prevent distractions when driving:

1. Eat and groom before you leave.

2. Secure loose items.

3. Both of the above.

### Legal citations

**The State's texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.**

Is a violation of the law a primary or secondary offense?: **Primary Offense**

Date enacted: **5/13/2014**

Date amended:

Prohibition on texting while driving.

Requirement Description	State citation(s) captured
Prohibition on texting while driving.	Yes
Definition of covered wireless communication devices.	Yes
Minimum fine of at least \$25 for an offense.	Yes

#### Citations

Legal Citation Requirement: **Prohibition on texting while driving.**

Legal Citation: **Utah Code 41-6a-1716**

Amended Date: **5/13/2014**

#### Citations

Legal Citation Requirement: **Definition of covered wireless communication devices.**

Legal Citation: **41-6a-1716**

Amended Date: **5/13/2014**

#### Citations

Legal Citation Requirement: **Minimum fine of at least \$25 for an offense.**

Legal Citation: **Utah Code 41-6a-1716**

Amended Date: **5/13/2014**

**Legal citations for exemptions to the State's texting ban:**

#### Citations

Legal Citation Requirement:

Legal Citation: **Utah Code 41-6a-1716**

Amended Date: **5/13/2014**

**The State's youth cell phone use ban statute, prohibiting youth cell phone use while driving and requiring a minimum fine of at least \$25, is in effect and will be enforced during the entire fiscal year of the grant.**

Is a violation of the law a primary or secondary offense?: **Primary Offense**

Date enacted: **5/14/2013**

Date amended:

Prohibition on youth cell phone use while driving.

Requirement Description	State citation(s) captured
-------------------------	----------------------------

Prohibition on youth cell phone use while driving.	Yes
Definition of covered wireless communication devices.	Yes
Minimum fine of at least \$25 for an offense.	Yes

#### Citations

Legal Citation Requirement: **Prohibition on youth cell phone use while driving.**

Legal Citation: **Utah Code 41-8-4**

Amended Date: **5/14/2013**

#### Citations

Legal Citation Requirement: **Definition of covered wireless communication devices.**

Legal Citation: **Utah Code 41-8-4**

Amended Date: **5/14/2013**

#### Citations

Legal Citation Requirement: **Minimum fine of at least \$25 for an offense.**

Legal Citation: **Utah Code 41-8-4**

Amended Date: **5/14/2014**

**Legal citations for exemptions to the State's youth cell phone use ban.**

#### Citations

Legal Citation Requirement:

Legal Citation: **Utah Code 41-8-4**

Amended Date: **5/14/2013**

## 405(f) Motorcyclist safety grant

### Motorcycle safety information

**To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria:**

Motorcycle rider training course: **Yes**  
Motorcyclist awareness program: **No**  
Reduction of fatalities and crashes: **No**  
Impaired driving program: **No**  
Reduction of impaired fatalities and accidents: **No**  
Use of fees collected from motorcyclists: **Yes**

### Motorcycle rider training course

**Name and organization of the head of the designated State authority over motorcyclist safety issues:**

State authority agency: **Utah Department of Public Safety, Driver License Division**

State authority name/title: **Bruce Call, Motorcycle Coordinator**

**Introductory rider curricula that has been approved by the designated State authority and adopted by the State:**

Approved curricula: **(i) Motorcycle Safety Foundation Basic Rider Course**

Other approved curricula:

**CERTIFICATION: The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.**

**Counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.**

County or Political Subdivision	Number of registered motorcycles
Duchesne County	594
Grand County	629
Iron County	1,313
Salt Lake County	26,339



Summit County	1,858
Utah County	12,677
Washington County	5,624
Weber County	6,961

**Total number of registered motorcycles in State.**

Total # of registered motorcycles in State: **78,155**

**Use of fees collected from motorcyclists for motorcycle programs**

**Process under which all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs are used for motorcycle training and safety programs.**

Use of fees criterion: **Law State**

**Legal citations for each law state criteria.**

<b>Requirement Description</b>	<b>State citation(s) captured</b>
The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.	Yes
The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.	Yes

**Citations**

Legal Citation Requirement: **The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.**

Legal Citation: **53-3-902**

Amended Date: **5/1/1999**

**Citations**

Legal Citation Requirement: **The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.**

Legal Citation: **53-3-905**

Amended Date: **5/1/2012**

#### Citations

Legal Citation Requirement: **The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.**

Legal Citation: **53-3-902**

Amended Date: **5/1/1999**

#### Citations

Legal Citation Requirement: **The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.**

Legal Citation: **53-3-902**

Amended Date: **5/1/2012**

## Certifications, Assurances, and Highway Safety Plan PDFs

**Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the State will comply with applicable laws, and financial and programmatic requirements.**

Supporting Documents
FY20 Part 1300 Certifications and Assurances (1).pdf
Utah-Highway Safety Plan - FY 2020_Submitted_2.pdf
UT- FY 2020 Highway Safety Plan.docx
GMSSFundingInformation FFY20.xlsx
Release Preview Guide Dynamics CRM 2013.pdf