



ANNUAL REPORT

UTAH HIGHWAY SAFETY OFFICE
FFY 2023



UTAH HIGHWAY SAFETY OFFICE | 2023 ANNUAL REPORT
JANUARY, 2024

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Acknowledgments

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

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

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

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

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Executive Summary

Utah is pleased to present its FY2023 Annual Report, an evaluation of the successful implementation of the 2023 Highway Safety Plan. The Highway Safety Plan is a data-driven plan that identifies traffic safety problems, projects to mitigate those challenges, and the partners with the expertise and capacity to execute and assist the Division in accomplishing its mission to save lives by changing behavior.

This report documents the successes of many performance measures and identifies areas where the Division will look to improve traffic safety strategies in the future year. The Division implemented 53 evidence-based grants, including involvement with the national FARS system. A summary of each grant is provided within this report.

Although many of Utah's traffic fatalities continue to trend upward, this past year has shown promising improvements. Overall, fatalities and serious injuries are down compared to the past few years. Current year data shows the number of speed fatalities is down from the past two years but is still too high. Fatalities among vulnerable roadway users are still trending up. The number of fatalities will need to continue to decline before Utahns can feel confident that a new trend is occurring.

The Utah Highway Safety Office (UHSO) will persist in working with traffic safety partners, doing deeper data dives and analysis, reviewing countermeasure strategies and promising practices, and working collaboratively to seek out and implement evidence-based programs and projects proven to increase traffic safety awareness and reduce serious injury crashes and fatalities.

According to the most recent data, and using 5-year rolling averages, Utah made progress in the following areas and is on track to meet the following targets:

- *Fatalities*
- *Serious injuries*
- *Fatalities/VMT*
- *Observed seat belt use*
- *Motor vehicle crash occupant fatalities ages 10-19*
- *Unrestrained among seriously injured and killed occupants both urban and rural*
- *Driver aged 20 or younger in fatal crashes*
- *Fatalities involving drug-impaired driver*
- *Unhelmeted motorcycle fatalities*
- *Utah helmeted motorcycle fatalities*

The Highway Safety Office has planned for continuing traffic safety improvement strategies in the following areas:

- *Unrestrained passenger vehicle occupant fatalities*
- *Alcohol fatalities involving a BAC of .08 or higher*
- *Speeding-related fatalities*
- *Motorcycle fatalities*
- *Pedestrian fatalities*
- *Bicycle fatalities*
- *Child safety seat use for children age 0-8*
- *Drowsy driving fatalities*
- *Distracted driving fatalities*
- *Older driver fatalities*

Program Highlights:

Occupant Protection

The 2023 seat belt observational survey showed that seat belt use increased by 0.6% this year over last. 92.4% of drivers and front-seat passengers are buckled up. Although this is great news and the highest rate since observations began 37 years ago, unrestrained fatalities accounted for a staggering 40% of the total roadway deaths in Utah so far in 2023. The UHSO must continue working with local communities to reach the hard-core non seat belt users.

The Together for Life (TFL) rural seat belt program was successfully implemented in Utah for the 10th year, creating positive behavioral change to increase seat belt use in rural communities. In FY2023, nine rural counties participated using the Positive Culture Framework model. The success of this program is evident as seat belt observations show that rural county seat belt usage has dramatically increased, and several rural counties report higher seat belt usage rates. The UHSO acknowledges the value of partnering with these rural counties and providing support and would like to continue to foster growth and partnerships in these communities. Efforts will need to be made to work through the challenges these smaller agencies face regarding grant requirements.

The Child Passenger Safety (CPS) program made progress in increasing the number of instructors and technicians across the state; there are currently 19 instructors and 322 technicians. New and improved educational materials were created and dispersed to counties, medical centers, and local agencies. CPS flags were created and distributed to partners across the state, serving as a reminder for caregivers that they have the opportunity to have their car seats checked by a certified child passenger safety technician at that particular location. Many of the program materials have been translated into Spanish.

Impaired Driving

The 24/7 Sobriety Program continues to grow across the state. There are now 17 counties participating; eight more counties than last year. There are approximately 365 individuals enrolled across the state (225 more people than last year), with a 99.8% compliance rate in daily testing. Overall, the program has received excellent feedback from participants, with many individuals reporting success stories about remaining sober after the program was completed.

Police Traffic Services and Impaired Driving

Three UHSO program managers partnered with regional law enforcement liaisons across the state to set up local meetings with local law enforcement agencies. This collaborative effort aimed to establish stronger connections with agencies, identify pertinent issues, share available resources, and cultivate relationships with new and existing stakeholders. Eight meetings were held in both urban and rural Utah counties. Over 55 officers from more than 50 law enforcement agencies actively participated in the meetings. Officers responded positively, expressing gratitude for the shared information and resources provided. They also completed a questionnaire, which the program manager brought back and shared with the UHSO staff. This information will help guide future program development.

Planning and Administration

PA231001 Federal Planning and Administration

This project provided the foundation for the Highway Safety Office (HSO), which enabled the administration and other planners to conduct long-range planning and evaluation. These logistical items and participation in national highway safety planning groups all played a vital role in the overall program successes while the HSO staff worked toward meeting their performance targets with the ultimate goal of achieving Zero Fatalities.

The project provided essential direction and operational needs for Utah's highway safety programs. To accomplish this, a portion of the director, deputy director, and support services coordinator's compensation was paid, administrative and DTS fees were covered, staff shuttle vehicles were leased from State Fleet, and association memberships were kept current. Operational expenses were included, including office supplies, computer and telephone expenses, printing, maintenance, and building costs.

The triennial Highway Safety Plan for FY24-26 was submitted ahead of schedule in June. This was a big challenge because this was the first year the Federal Government moved to a triennial plan versus a yearly one. The FY24 Annual Grant Application was also submitted in June. A considerable amount of time and work went into creating this new plan as the Bipartisan Infrastructure Law (BIL) made new requirements. The HSO staff successfully met the challenge and received approval from NHTSA on the submitted triennial Highway Safety Plan and Annual Grant Application.

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

CP23202 - Administrative Support

The administrative support project provided for long-range planning, program assessments, evaluations, and training to support the Highway Safety Office and its staff. Travel to annual meetings, GHSA Executive Seminar, Lifesavers Conference, Chief and Sheriff's Conferences, Utah Public Safety Summit, among other professional interaction opportunities were supported through this project. It assisted the Highway Safety Program by supporting the staff in coordinating and managing the various projects and programs assigned, including support to the communications manager. It continues to support the annual maintenance and upgrades to the office's electronic grant management system (GEARS), University of Utah Data Project, and Numetric, the new dashboard for reviewing, evaluating, and reporting data.

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

CP230201 Personnel (402), 3DA230201 Personnel (405c), 6OT230201 Personnel (405d)

This project provided opportunities for staff to develop and strengthen skills and abilities to effectively manage and coordinate Utah's Highway Safety Program. While it is difficult to directly connect support projects such as this to Utah's traffic safety goals, without the work performed by the dedicated staff, Utah's program would not be the success it is today.

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

CP231206 Traffic Safety Initiative Support, 2PE231409 Occupant Protection Initiative Support, 6OT230308 Impaired Driving Initiative Support, 9MA231902 Motorcycle Safety Initiative Support, HX231704 Non-Motorized Safety Initiative Support, 3DA230504 Traffic Records Initiative Support

Through networking, task force meetings, and other committees, the Highway Safety program staff vigilantly sought out new opportunities to provide outreach during FY 2023. These initiatives held carryforward funds that provided funding for additional projects. This year, carryforward funds were used to cover increases in personnel costs for Highway Safety staff.

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

Occupant Protection

See the progress for the following performance measures starting on page 82.

C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U-4b, U-5a, U-5b, and U-9, U-16

OP230402 Occupant Protection Media, Materials, and Support

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

Seat belts are life-saving and the most effective traffic safety device for preventing injury and death in motor vehicle crashes. According to the 2023 seat belt observational survey, 92.4% of drivers and front-seat passengers buckle up. This is a 0.6% increase in seat belt use compared to last year and is the highest rate since observations began 37 years ago! Even with over 92% of Utahns using seat belts, unrestrained fatalities accounted for a staggering 40% of the total roadway deaths in Utah so far in 2023. Compared to 2022, overall motor vehicle fatalities are down by 13%, but unrestrained fatalities have increased by 10%. As of November 20, 2023, there have been 67 unrestrained and 256 total fatalities.

Based on survey results, the challenge is getting the last 7.6 percent, primarily males aged 18-54, also called the “Hard Core Non-Seat Belt Users,” to buckle up every ride, every time. With this reality, the Highway Safety Office has focused efforts and messaging on positive behavioral changes in relation to safe driving and traffic safety.

Community outreach activities, child passenger safety courses, and enforcement mobilizations were successful during the year. The HSO created opportunities for public participation and engagement through open house events at community libraries, virtual sessions, and by attending community safety events. Social media and the Clickitutah.gov website also helped HSO to stay connected with partners and the public. In addition, special efforts were made to provide print materials and social media materials in both Spanish and English languages and efforts were made to seek opportunities to engage with the Navajo Nation by assisting with the Four Corners Conference. Occupant Protection accomplishments for the year are outlined below.

Thanksgiving Click It or Ticket Enforcement Campaign

This campaign occurred November 23-27, 2022. Paid media ran November 14-27, 2022. A press conference was held on November 17th to kick off the Click It or Ticket Enforcement Mobilization. Speakers included Major Jeff Nigbur, Utah Highway Patrol, and crash survivor Melissa Zelig. The program manager also demonstrated a proper seat belt fit with the demo chair and life-size skeleton to show seat belt fit on the hip bones, across the collarbone, and away from the neck. The key message was that it is critical to buckle up every time, no matter the distance, and to buckle up properly. Law enforcement reminded travelers that seat belts should be placed low on the hips, across the collarbone, and away from the neck. It should never be worn behind the back or arm, and passengers should never recline their seats or put their feet on the dashboard. Media attendance at the press event included all four major TV stations and Telemundo.

Campaign Planning & Implementation:

Goal: Increase seat belt use in Utah & decrease traffic fatalities on Utah roads.

Target Audience(s): Males, ages 18-49.

Key Message(s): Buckle up – proper seat belt fit, every ride, every time, every seat.

Show Death Who's Boss: Campaign creative included the Grim Reaper with messaging that appealed to the male audience/ hard core non-users.

Paid Media Overall Performance & Insights:

- The campaign delivered more than 8.6 million impressions and 5,079 clicks. A majority of these impressions came from the digital bulletin network, which delivered 5.3 million impressions.
- YouTube delivered the highest number of completed video views with 1,139,641 views at an 81% video completion rate, while driving 410 clicks to the site.
- The Gaming audience resulted in the highest video completion rate at 90%. Sports Fans had the lowest completion rate but drove the most clicks to the site.
- Online video resulted in the most clicks to the site and 2nd highest video completion rate. Online video drove 1,055,188 completed views at a 70% completion rate and 3,078 clicks to the site. Men 18-35 showed the strongest performance, with the highest completion and click-through rates. Travelers and Sports fans also drove strong results all around, while video gamers had the lowest click-through rate.
- TikTok had the lowest video completion rate but drove the highest click-through rate.*
- Overall, "Back Seat" video resulted in higher completion rates and completed views, while the "Button Slap" video drove more clicks to the site at a higher click-through rate.
- A budget of \$60,000 was allocated to this campaign.

*TikTok advertising was discontinued after the November paid media campaign following a statewide ban on the use of this platform

Paid Media - Broadcast TV

UHSO had a rare opportunity to purchase paid media for a big rivalry football game broadcast on TV. Knowing that this TV time would cater to our target audience, Males 25-54, and the media was affordable, we took advantage of the opportunity to remind football fans to buckle up.

- The PAC12 Championship Broadcast TV ad (combined "Death- Back Seat" and Buckle Face- Harry Potter" video) ran on December 2nd and received 113,000 impressions from the 25 to 54 age group. The estimated rating points exceeded what was projected for the 25-54 age audience.
- A budget of \$7,000 was allocated for this TV ad

Seat Belt Influencer Buckle Up Campaign

A Valentine seat belt campaign took place during the month of February to remind motorists to "Avoid the Kiss of Death" using the new Grim Reaper creative and existing creative "Protect Who You Love" Buckle Up Valentine!" The Valentine seat belt message was shared in both English and Spanish. Valentine seat belt kits were displayed at Driver License Office Lobbies, Calvin Rampton Complex/DPS Headquarters, Driver License Headquarters, 13 local health departments, medical clinics that serve a high Hispanic population and low-income, law enforcement agencies, Primary Children's Hospital,

Shriners Hospital, American Fork Hospital, among other partners including the nine rural seat belt counties. Valentine campaign creative was provided to partners to post on their social media platforms. In addition, the Driver License Division offices displayed the message on their digital screens in the lobby.

UHSO partnered with Snow College, located in rural Utah (Sanpete County) by providing a Valentine toolkit with both digital and print assets. Digital displays were posted on the school webpage, and digital signs were placed on campus. “Protect Who You Love” A-frame signs and giant banners were also printed and displayed on campus and in the recreation center. “Resist Death” with the Grim Reaper signs were also printed with a general seat belt message to be displayed on the college campus at other identified times during the school year. Snow College expressed interest in continuing this partnership promoting seat belt use and expanding messaging to other traffic safety messages in the future. Valentine seat belt campaign allocated budget: \$20,000.

According to focus groups conducted in Utah, people who consistently refuse to wear seat belts will buckle up if a loved one asks them to. This message especially resonates with male adults who statistically buckle up less than females. Valentine’s Day is a perfect time to remind non-users of seat belts to “Buckle Up for the ones they love.”

Click It or Ticket Day & Night

High-visibility seat belt enforcement is necessary 24 hours a day, but nighttime is especially deadly for unbuckled occupants. Five-year crash data shows that 58% of fatalities were unrestrained nighttime motorists. March Nighttime seat belt enforcement took place March 23-26, 2023. Paid media ran March 20-27, 2023.

Campaign Background:

Since November 2019, CIOT has used the successful Buckle Face characters to remind people to buckle up every time they are in a vehicle. It was time to change things up with a new look and narrow in on the non and part-time seat belt users audience.

Campaign Planning & Implementation:

Goal: Get hard-core non seat belt users and/or part-time users to wear their seat belts every time they get into a vehicle.

Target Audience(s): Males, ages 18-28 in urban and rural areas. Audiences who are risk-takers and love their free time.

Key Message(s): Buckle up – every ride, every time, every seat.

“Show Death Who’s Boss” Campaign:

Research states, “wearing a safety belt poses a challenge to the sense of personal control driving” for some hard core non-seat belt users (NHTSA). To address this way of thinking, a campaign was created to reframe control of the seat belt user. Instead of telling the hard-core seat belt user to buckle up, the “Show Death Who’s Boss” reminds people to take control and defy Death by buckling up every time.

Paid Media Overall Performance & Insights:

- Campaign platforms included Connected TV, online video, YouTube, and digital billboards.
- Overall, the campaign drove 933,261 completed views at a 76% completion rate and 783 additional clicks to the site.
- Digital billboards received the most awareness, with just under 5 million impressions. Regan Outdoor offered a 25% discount off the going rate as added value.
- Connected TV was the top performer in video completion rate, resulting in a 97% completion rate and 110,903 completions, reaching 25,360 households.
- Online video was the strong performer towards videos viewed and clicks, driving the most completed views at 434,617 completions and 661 clicks at a 0.11% CTR.
- As expected, the 15-second “Back Seat” creative had the highest completion rate.
- YouTube ran with skippable and non-skippable inventory, driving 387,741 completed views at an 80% CTR and 121 clicks to the site. Non-skippable was at 93% completion rate which is above the 75% completion rate benchmark, while skippable was 56% on par with the 55% average completion rate.
- The “Back Seat” creative was the most popular with the “Button slap” coming in a close second. Overall, campaign performance exceeded expectations and benchmarks.
- Total Impressions: 6,124x,291, total Clicks: 783, video completion rate 76.22% total complete Views: 933,261. Campaign allocated budget: \$30,000.

National Click It or Ticket Mobilization

Paid and earned media for May’s CIOT Mobilization ran May 15- June 4, 2023, with increased enforcement taking place May 22- June 4, 2023.

The Utah Department of Public Safety (DPS) and Utah Highway Patrol (UHP) organized a press event on May 18, 2023 at Tanner Park in Salt Lake City. The press event achieved its objective of raising awareness about the critical importance of wearing seat belts. The event gathered significant media coverage, with all four major news stations in attendance, including Telemundo. Speakers were crash survivors who shared their powerful story and message to prioritize seat belt usage on every ride no matter the distance. The press event effectively raised awareness about the importance of seat belts and encouraged responsible behavior on the roads. In conjunction with the press event, the Utah Highway Patrol announced increased seat belt enforcement statewide from May 22 to June 4, 2023.

“Defy Death” Campaign Research & Key Insight(s): Various factors contribute to the attitude that seat belts are not important. Research states that for certain individuals who are dedicated non-seat belt users, wearing a safety belt can be seen as a hindrance to their perceived sense of personal control while driving (NHTSA). To challenge this mindset, rather than simply instructing hard-core non-seat belt users to buckle up, this Click It or Ticket campaign aims to empower individuals to take control of their safety and defy the threat of “Death” by consistently buckling up every time they get in a vehicle.

Campaign Planning & Implementation:

Goal: Get hard-core non seat belt users and/or part-time users to wear their seat belts every time they get into a vehicle. Target Audience(s): Males, ages 18-35 in urban and rural areas.

- Narrowed in on the audience compared with past campaigns. Key Message(s):

- Buckle up – every ride, every time, every seat
- Buckle up correctly every trip

Paid Media Overall Performance & Insights: Impressions: 22,083,291 Clicks: 3,864, Video completion rate: 75.57%, Complete Views: 2,326,067.

- Campaign platforms included online video, YouTube, and digital billboards.
- Digital billboards received the largest portion of impressions, with 19 million. Billboards appeared in 24 locations from the Wasatch Front to St George.
- Overall, Online Video was once again the top performer, driving 1,099,907 completed views and the most clicks at 3,236.
- The male 18-35 audience drove the highest video completion rate and CTR.
- The variety of media platforms garnered views from the intended target audience, including truck drivers, gamers, and sports enthusiasts.
- The May mobilization campaign budget of \$168,000 was allocated to this campaign which included traditional media, digital media, and campaign creative bulletins and videos.

Hispanic Seat Belt Campaign, Ponte El Cinturon - “Bring Us Together”

To increase awareness of seat belts' importance among the Hispanic population, the UHSO placed a paid media campaign on May 1- 14, 2023. The Ponte El Cinturon seat belt project has been operating for more than six years in Salt Lake, Utah, and Weber Counties- where a high percentage of Hispanic families reside. The goal of Ponte El Cinturon and the paid media campaign was to increase seat belt use among the Hispanic population and decrease traffic fatalities on Utah roads. The target audience was Hispanic males and Spanish-speaking influencers. The key message was to “Buckle up every ride, every time, every seat. “Bring Us Together” videos were created and placed on Youtube, Facebook, and Instagram as well on the clickit.utah.gov website and Ponte el Cinturon page: <https://clickit.utah.gov/ponte/>. The Media budget was \$35,000 reporting 1,690,374 impressions, 4,159 clicks, and 763,369 completed views. During the campaign, 3,882 users visited the “Ponte” webpage contributing to a 16,000% increase in traffic from the previous week. For future campaigns, it was recommended to use the “Be There” video primarily for TV placements (YouTube TV and connected TV). These would be more expensive placements but would increase the video completion rates. “Be There” is a more powerful message when the target audience watches the video in its entirety.

September Click It or Ticket Rural County Seat Belt Mobilization

Click It or Ticket Seat belt enforcement took place over Labor Day weekend, August 31 - September 4, 2023. Increased seat belt enforcement happened in the nine rural counties as part of the Together for Life rural seat belt project. Law enforcement agencies, local health department partners, and community partners were encouraged to utilize Together for Life creative on their social media platforms to raise awareness in rural communities.

Child Passenger Safety Month

The program also supported Utah’s involvement in National Child Passenger Safety (CPS) Week and National Seat Check Saturday. CPS Week 2023 took place on September 17-23, 2023 but activities were conducted during the entire month. Paid media platforms included Facebook, Instagram, Pinterest, and Snapchat in both English and Spanish.

English Media ran September 14-30th. Social media platforms earned 2.4 million impressions and 20,961 clicks. The “Booster” video earned the highest CTR of any other creative. The new videos were a great addition to the campaign with a 68% increase in clicks from last year.

Spanish media platforms earned 857,096 impressions and 8,993 clicks. The “Forward Facing” video earned the highest CTR of any other creative. The new Spanish videos were a great addition to the campaign with a 62% increase in clicks from last year.

CPS Week achieved great success, marked by the addition of three new informative 15-second videos, in both English and Spanish, to the CPS toolkit, offering valuable resources for future programs and partners. The media effectively reached our intended audience, guiding them to explore ClickIt.Utah.gov and ClickIt.Utah.gov/ponte for comprehensive CPS information.

Social Media Influencers: Utilizing influencers for the campaign proved a successful strategy; however, we have learned important lessons for future endeavors. It is advisable to have a CPS technician present during influencer filming sessions or to encourage influencers to collaborate with CPS technicians in their videos. This approach will further promote the importance of visiting a nearby CPS technician. Moreover, incorporating a personal story at press events can attract news media attention.

Utilizing partnerships and distributing materials statewide allowed the Child Passenger Safety Week effort in Utah to be very successful in spreading the same message. The updated ClickIt.Utah.gov website continues to be a valuable resource for many, especially with the mobile-responsive design. The assets created this year added to the incredible toolkit utilized by CPS advocates around the state. Overall paid media was \$46,000. For more information on CPS week activities, refer to the Utah Child Passenger Safety Program section of this report.

Four Corners Without Borders Traffic Safety Conference

The Four Corners Conference reconvened after three years off due to COVID restrictions on the Navajo Nation and Tribal lands. This conference brings traffic safety advocates from the four border states (Utah, Arizona, Colorado, and New Mexico) together to collaborate and share ideas, discuss concerns, and identify solutions as they pertain to traffic safety and child passenger safety in their communities. The Utah Highway Safety Office is continually seeking opportunities to grow and strengthen partnerships with the Navajo Nation and was excited to have the conference take place this year.

The Four Corners Conference took place in the Navajo Nation in Monument Valley, Utah on March 22-23, 2023. Day one included a CPS update training where 6 CEUs were offered to CPS technicians, followed by a car seat checkpoint. This allowed CPS technicians to fulfill requirements for recertification. Day two included presentations from state partners and NHTSA Region VIII on traffic safety issues and concerns, funding opportunities, and Public participation and engagement. A total of 40 people from Utah, Arizona, Colorado, and New Mexico attended the conference representing Utah Navajo Health Systems, Navajo Department of Transportation-Arizona, Indian Health Services, Arizona Department of Health Services, Kayenta Health Services, San Juan County Health Department, Utah Highway Safety Office, and National Highway Traffic Safety Administration. Dates for the 2024 conference have already been identified, and plans are underway for next year.

While the primary function of this project is to support campaigns and outreach activities overseen by the Utah Highway Safety Office, it also supported activities promoted through partnering organizations including law enforcement agencies, local health departments, hospitals, schools, and worksites. During

the year, resources promoting seat belt use were distributed during Teen Driving Safety Week, Drive to Work Safely Week, and Zero Fatalities program activities.

By targeting populations known to have a low seat belt and booster seat usage rate, the project contributed to the goal of increasing the number of motorists who buckle through effective messaging and media campaigns. Messaging and program materials are provided in English and Spanish.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

2HVE230401 Click It or Ticket STEP Support

The Click It or Ticket seat belt enforcement and education campaign has been operating for the past 23 years in Utah. Partnerships with law enforcement agencies have been fostered and continue to grow as multi-agencies collaborate and join forces to enforce Utah's primary seat belt law.

Thanksgiving Click It or Ticket Enforcement Mobilization took place November 23-27, 2022. Holiday travelers were reminded that officers would be ticketing unrestrained motorists with "Seat Belt Law Enforced" displayed on variable message signs along the interstate, and Grim Reaper Resist Death messages on digital bulletin boards, Pandora, YouTube, and social media. During the five day enforcement effort, officers worked 471 hours focusing on occupant restraints. Enforcement efforts resulted in 313 seat belt citations, 252 warnings, 9 child restraint violations, and 19 warnings averaging 2.12 contacts per hour. Officers also stopped 10 individuals with a total of \$30,631.00 in warrants and made 2 DUI arrests.

March 2023 Nighttime Seat Belt Enforcement Mobilization took place March 23-26, 2023. Agencies were selected based on high nighttime crash rates and roadways that provided adequate lighting at intersections for nighttime seat belt enforcement. A total of 14 agencies participated working 246 overtime hours focusing on occupant restraints. During these shifts officers issued 97 seat belt citations, 65 seat belt warnings, 6 child restraint citations, and 5 child restraint warnings averaging 1.96 contacts per hour. Officers also stopped 4 individuals with a total of \$76,295.00 in warrants and made one DUI arrest.

May 2023 Click It or Ticket Enforcement Mobilization took place May 22- June 4, 2023. The Click It or Ticket Enforcement message and Resist Death made a prominent statement reminding motorists to buckle up! A total of 41 agencies participated by working seat belt overtime shifts and another fourteen agencies pledged their support during regular patrols. Officers issued 1,011 seat belt citations, 925 seat belt warnings, 21 child restraint citations, and 45 child restraint warnings averaging 2.19 contacts per hour. Officers also stopped 58 individuals with a total of \$244,755.00 in warrants, and made 10 DUI arrests.

September Click It or Ticket Rural County Seat Belt Enforcement Mobilization took place September 2-5, 2022 over Labor Day weekend in select rural counties. A total of 7 agencies participated and issued 79 seat belt citations, 23 seat belt warnings, 6 child restraint citations and 1 warning. Officers stopped three individuals with a total of \$1800.00 in warrants and issued 40 other citations. This special enforcement effort was focused on the nine rural counties participating in the Together for Life rural seat belt project.

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

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

OP230404 Rural Seat Belt Use Program

The Rural Seat Belt Program known as Together for Life (TFL) completed its tenth year of creating positive behavioral change to increase seat belt use in rural communities. A total of nine counties, including Box Elder, San Juan, Sanpete, Cache, Carbon, Sevier, Tooele, Iron, and Uintah participate in the project using the Positive Culture Framework model. This comprehensive approach incorporates three critical areas including leadership, communication campaigns and strategic allocation of resources to cultivate transformation of traffic safety culture- specifically seat belts. It is positivity-oriented and engages a variety of stakeholders including public health, traffic safety, local government, education, private business, and law enforcement.

In many states, seat belt use is lower in rural areas than in urban areas. Up until the last five years, rural counties in Utah had significantly lower seat belt use rates. However, during the course of this program, seat belt observations show that rural county seat belt usage has dramatically increased, with several rural counties reporting higher usage rates than urban counties. The increase in seat belt use among the participating rural counties is attributed to the comprehensive approach that includes media messaging that has a local, rural appeal to these specific communities.

During FY2023, paid media was placed through YouTube TrueView, online per-roll, Connected TV, digital displays, and Pandora in the nine participating counties. YouTube TruView online videos and online Pre-Roll videos focused on Utahns ages 14-65. These videos also featured a click-through element that led the viewer to the [Togetherforlifeutah.org](https://togetherforlifeutah.org) website. YouTube TrueView generated over 86,750 impressions, with most videos being watched to the end. Clicks to the website were modest; however, the intention of these ads was to shift beliefs by sharing the core messages and building awareness and not necessarily driving people to the website. The pre-roll featured videos with a click-through element that led the viewer to the [Togetherforlifeutah.org](https://togetherforlifeutah.org) website. Online Pre-Roll generated over 384,300 impressions and 1,189 clicks to the website. Over half of the videos were watched to the end. Connected TV allowed the videos to be broadcast alongside premium content such as CNN, TBS, TNT, Discovery, ESPN, etc. These ads appeared on Smart TVs, Streaming Devices (Apple TV, Roku, Amazon Fire TV, Google Chrome), and Game consoles (PlayStation, Xbox). These were non-skippable, full-screen ads. Connected TV generated over 151,750 impressions.

Digital display ads were placed on websites aligning with Utahns ages 14-65 within the nine counties and featured a click-through element that connected to [Togetherforlifeutah.org](https://togetherforlifeutah.org) and generated over 754,900 impressions and resulted in 2,435 clicks. The placement of radio ads through Pandora focused on Utahns ages 14-65 within the nine counties. In addition to just audio, each ad included a companion digital display and generated over 417,450 audio impressions and over 40,400 visual impressions. The number of clicks was modest; however, the intention of these ads was not necessarily to drive people to the website at the time of listening but rather to shift beliefs by sharing the core messages and building awareness of the overall campaign. The Together for Life Website provides supportive information such as copies of the media videos and guidance on how to ask someone else to use a seat belt (the "Ask" resource) as well as county-specific resources. During the year, there were over 15,590 users with the

home page receiving more than 24,000 views. The Ask page was visited 2,694 times (English) and 53 times in Spanish. County-specific pages were viewed 9,563 times. In general, activity on the website was consistent throughout the year, which aligns with the placement of media and the ease with which digital media can facilitate immediate interaction with the website. About half of website interaction occurred on a desktop computer (52.7%) with the balance occurring on a mobile device (42.3%) or a tablet (4.9%).

County coordinators and local coalitions have been instrumental in contributing to the TFL program's success. Accomplishments in FY23 included consistent collaboration and communications with the county coordinators, HSO, and CHSC staff to ensure they had the tools and resources needed to be successful. County coordinators participated in multiple webinars, and monthly conference calls with the UHSO program manager and Montana State University Center of Health and Safety Culture's (CHSC) project guide during the year. Focus was placed on identifying a highly focused population within each county and developing a logic model and workplan to identify how activities and strategies would lead to the desired outcome (increase seat belt use) and detail on how strategies would be implemented. County coordinators identified a highly focused population (worksites, Head Start, Division of Aging Services, Public Works) and completed their work plans. Efforts began during the second half of the year working with their focus groups and will continue during FY24. County coordinators also conducted local task force meetings in-person and virtually on a quarterly basis. Community outreach activities took place in the form of community celebrations, parades, and county fairs with Together for Life PSA and TFL banners displayed at county fairground locations, school events, and worksites. Law enforcement partners participated in community events in support of the Together for Life program. Other innovative activities included partnering with local businesses along with distributing "Wear It For Me" and "Ask" seat belt cards to the public. The "Ask" card is in both Spanish and English languages. Refer to the rural county projects for specific accomplishments in each county below.

SHARP Survey

A key component of this project's evaluation includes assessing attitudes, behaviors, and beliefs about seat belt use among teens through a survey conducted in middle school and high schools. This is the fourth year of including seat belt questions in the SHARP survey including 2015, 2017, 2019, and 2023. The Utah Student Health and Risk Prevention (SHARP) Survey was conducted in the Spring of 2023 in school districts across Utah. It includes questions about substance use; safe and healthy relationships; connection to family, school, and community; physical, social, and mental health; risky or harmful behaviors, and what protects kids from these things. The SHARP survey asks one question about seat belt use when riding in a car driven by someone else. The Together For Life Project added six additional questions for students in the participating counties. Seven of the nine-county school districts gave permission to include the additional seat belt questions in the survey. These questions were used to determine attitudes and beliefs toward seat belt use.

Survey Results: Middle School and High School students from Box Elder, Cache, Iron, San Juan, Sanpete, Sevier, and Tooele County participated in the survey. (Carbon and Uintah Counties did not participate.) On average, student attitudes and beliefs about seat belt use remain positive with improvement seen from year to year. Students indicated that they wear a seat belt most of the time or always; they want the people they care about to always wear a seat belt; and students strongly agree that they should ask family and friends to wear a seat belt. However, they do not perceive that most students in their school almost always/always wear their seat belts when riding in a car driven by someone else. These results support the need for continued

bystander engagement and to make seat belt use the “norm” and a habit among all ages, especially teens.

Together For Life Project Challenges: During the course of this project, we have seen great success and progress in changing attitudes and beliefs and, in turn, behavior toward making it a habit to buckle up every trip, every time. With that success, we have also encountered challenges and some speed bumps along the way. This year was no different. Uintah County is still working on building capacity and interest to form a coalition, and San Juan County has been without a county coordinator due to staff shortages for the latter half of the year. Carbon County’s long-term project coordinator retired in July, and new staff is being trained. Both San Juan and Carbon County did not reapply for grant funding in FY24 due to staffing changes and concerns with the new grant structure. UHSO has moved away from fixed price deliverable grants, as required, to full grant agreements. Multiple counties expressed concerns about the burdensome reporting requirements and the additional time placed on their fiscal departments. The Highway Safety Office continues to work with each project coordinator and also with NHTSA to find workable solutions that will enable counties to participate in these highway safety projects that are critical for these local rural counties.

The project will continue for another year through the end of FFY24. UHSO is currently evaluating the future direction of this project. UHSO acknowledges the value of partnering with these rural counties and providing support and wants to continue to foster growth and partnerships in these communities. Working with these nine counties has strengthened partnerships between law enforcement and key community leaders and helped to foster additional collaborative efforts to increase seat belt enforcement and compliance. Since the beginning of the pilot project in 2013, seat belt use has increased an average of 21 percent within these counties, contributing to the overall statewide increase in seat belt use.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

OP230412 Cache County Rural Seat Belt Project

Cache County’s Safe Communities/Seat Belt coalition met quarterly during the year and the county coordinator participated in TFL community meetings and guide calls with the Utah Highway Safety Office (UHSO) and Center for Health and Safety Culture (CHSC). In addition to the paid media posted by USHO/CHSC, several social media posts were made on a quarterly basis and included an ad in a popular local magazine, two radio interviews, and TFL posts on coalition member company websites. Community outreach included eight health fairs, multiple car seat checkpoints, TFL/seat belt safety announcements at a Utah State University hockey game during halftime and seat belt safety reminders at a local community 10K fun run event. The coalition coordinator gave nine presentations on seat belt safety to high school students. Worksites were selected as the highly focused population with efforts to involve coalition members to promote seat belt safety among their worksites and businesses. Challenges included adapting from a fixed price deliverable format to full grant agreements with increased reporting requirements, which placed increased demands on employee time spent on reporting making less time for program implementation.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

OP230413 Box Elder County Rural Seat Belt Project

Box Elder County's Safe Communities/Seat Belt coalition continues to thrive and meets on a monthly basis. Coalition members received Together for Life toolkits and ongoing support to promote seat belt use and conversations around family rules and worksite seat belt policies to coalition member's agencies (health department, schools, law enforcement, worksites, hospital, etc) throughout the year. In addition to the paid media placed by the Utah Highway Safety and the Center for Health and Safety Culture, seven social media posts were placed on local media outlets. These pieces included newspaper articles, Podcasts, webpage messaging, Facebook, Instagram, and YouTube video/links to community partners. TFL materials including worksite booklets, Wear It For Me cards, and TFL videos were provided to worksites, at community events. Worksites were selected as the highly focused population with efforts to incorporate more of TFL messaging and education in the next year. Challenges included adapting from a fixed price deliverable format to full grant agreements with increased reporting requirements, which placed increased demands on employee time spent on reporting making less time for program implementation. Challenges included moving from a fixed-price deliverable grant format to a full grant agreement that required more time commitment to reporting and documentation. This increased demand for time made it difficult to make a meaningful impact on the project goals with very limited staff time. Other challenges included changes to coalition membership with losing long-standing (retiring) coalition members. Efforts continue to be made to re-engage existing members and work more closely with new members with fresh ideas and approaches to keep the TFL vision moving forward.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

OP230414 Carbon County Rural Seat Belt Project

Carbon County's seat belt coalition is active and met on a quarterly basis. The county coordinator collaborated with UHSO and CHSC and attended the quarterly meetings and guide calls where discussion addressed county coordinator concerns, training, reporting questions and identifying solutions to challenges in relation to the seat belt project. Two members of the seat belt coalition including the county coordinator attended the National Lifesavers Conference, where the coordinator presented on Carbon County's rural seat belt program and shared innovative ways to promote seat belt use in rural communities. In addition to the paid media placed by UHSO and CHSC, Southeast Utah Health Department (SEHD) promoted seat belt messaging on local media platforms, displayed signs and banners at community events and at high schools, and placed radio ads on the local radio station. Together for Life toolkits were distributed to law enforcement, key leaders, and schools. Wear It For Me cards were distributed to parents at a back to school night during the first quarter. The county coordinator worked with community partners to promote seat belts and make it a family rule to ask others to buckle up at multiple community events during the year. Events included: partnering with the Utah Highway Patrol and Carbon County Sheriff's Office to promote safe driving and seat belt use to Carbon High School students, car seat checkpoint events, and presentations at two local preschools, and two elementary schools. Seat belt materials were translated into Spanish and utilized for the SEHD car seat program. SEHD participated in a Teen Night at the local dirt race track, Desert Thunder Raceway by promoting "Buckle



Up” messages with banners displayed at the track and did a seat belt pledge where a total of 250 teens pledged to buckle up. Challenges experienced during the year include a change in staff due to the county coordinator retiring and delays in submitting program activity reports and expenditure reports. Carbon County has elected not to reapply for funding in FY24 due to staffing concerns. Our partnership with the health department will remain intact. UHSO will continue to offer resources and support as requested to assist SEHD to further their traffic safety efforts including promoting seat belt and car seat safety. The Health Department has agreed to assist with the community and key leader survey requests in FY24.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

OP230415 Iron County Rural Seat Belt Project

The Iron County seat belt coalition met quarterly and is active in promoting the TFL message among their agencies and worksites. The county coordinator participated in the quarterly meetings and guide calls and worked closely with the CHSC coordinator on identifying a highly focused population and developing a logic model and workplan to identify strategies to engage the identified focus group, Cedar City Public Works. TFL workplace toolkits were utilized to help promote seat belt use among Cedar City Public Works employees through presentations, posters and educational materials. In addition, buckle-up signs were posted at city office parking lots where fleet vehicles are parked. A total of 100 buckle-up signs were printed and distributed to worksites, schools, and other community organizations to display at parking lot exits. In addition to the paid media placed by UHSO and CHSC, Southwestern Utah Health Department promoted seat belt messaging on their media platforms. Educational materials including the Wear It For Me card and Ask Them card, and buckle-up stickers were distributed at community events and car seat check up events. Messaging on making it a family rule to buckle up and asking those you care about to wear a seat belt were emphasized at these community events.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

OP230416 Tooele County Rural Seat Belt Project

The Tooele County Interagency Prevention Professionals (TIPP) coalition meets monthly and support each other with their prevention efforts. Educating the community about seat belt use and safe driving behaviors is part of these prevention efforts. Coalition members include representatives from the health department, emergency services, law enforcement, school district, Tooele Technical College, among many other local businesses. The Tooele County Health Department participated in and sponsored a First Responders Summit for all first responders in the county. The TFL law enforcement toolkit was utilized and presented to 130 Summit attendees. The TFL student toolkit was utilized at back to school nights in Grantsville and Tooele. At these events, the county coordinator interacted with more than 3,400 people by answering questions about seat belts and car seat safety, provided educational materials including the Ask Them card and Wear It For Me card, and had students sign a pledge to wear their seat belt and to ask others to buckle up. This was a great opportunity to engage with families and talk about the importance of seat belts and to make it a family rule to always buckle up. Seat belt education was also conducted throughout the year at car seat checkpoints, health fairs, Hispanic Night of Health, school events, community medical center, senior centers, and the local Walmart. Together for Life banners were displayed at the county fair and demolition derby where more than 7,000 patrons were in attendance. In addition to the paid media placed by UHSO and CHSC, Tooele County Health Department ran 28 social media posts on Facebook and Instagram promoting seat belt use. The highly focused population selected was Meals on Wheels drivers and volunteer drivers for the local senior

centers. Work began during the third quarter where TFL toolkits were utilized to educate the drivers on proper and consistent seat belt use and asking others to wear a seat belt. Outreach and education to this group will continue in FY24.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

OP230417 Sanpete County Rural Seat Belt Project

Sanpete County's seat belt coalition is small but mighty. Coalition members represent Central Utah Health Department (CUHD), Central Utah Counseling Center, Zero Fatalities, Intermountain Healthcare, Utah Department of Transportation, Utah Highway Patrol, Moroni City Council, North Sanpete Resource Officer, Snow College Police, and Snow College Wellness Center. Meetings take place on a quarterly basis. This year coalition members promoted Click-It-Club in the elementary schools, assisted with a seat belt survey at Spring City Elementary, and North Sanpete High School seat belt safety week. The challenge has been recruiting more members, especially law enforcement, and finding times that work for most members to meet. One of this year's greatest accomplishments was implementing a seat belt policy at the Health Department. This effort sparked interest from other agencies in joining the conversation about worksite seat belt policies. The county coordinator has provided resources utilizing the TFL worksite toolkit to worksites, businesses, school districts, and city offices. In addition to the paid media placed by UHSO and CHSC, CUHD posted 36 social media posts on Facebook and Instagram, participated in one radio interview about booster seats, and placed local radio ads promoting the booster seat law and sitting in the backseat until age 13. Local city offices placed seat belt messages on their digital message boards, and Snow College participated in a seat belt awareness week by placing banners and signs on campus utilizing the Valentine seat belt messaging and creative assets. The county coordinator worked to promote seat belt safety at numerous events in the county during the year, including the Moroni Resource Fair that served underserved populations, community night out events, Manti Open House, and Manti Back to School Night. One noteworthy project included providing educational resources on seat belt safety to a high school Sterling Scholar student to help her plan a "seat belt week" at her high school. The student used stencils to paint "Buckle Up" in the parking lots, created original posters to hang around the school, did morning seat belt announcements, and hosted a cup pledge (cups signed and then put up on the tennis court fence to read "Buckle Up" with a seat belt message. Coalition members worked with the Moroni Youth City Council who did a float in the Moroni City parade on July 4th, where they promoted Zero Fatalities and Buckling Up. The youth council also helped with a community Easter Egg Hunt where seat belt messaging was displayed reminding families to always buckle up. The highly focused population selected this year was Headstarts in Mt Pleasant and Centerfield. The county coordinator is working closely with the Headstarts and providing educational materials, lesson plans, and handouts for parents about seat belt and car seat safety.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

OP230418 Sevier County Rural Seat Belt Project

The Sevier County seat belt coalition is active and meets bi-monthly. Membership includes the Central Utah Health Department (CUHD), Utah Highway Patrol, local police, school resource officers, Coal Mine, Barney Trucking, Schools, Chamber of Commerce, Zero Fatalities, and Youth councils. The group has been dwindling since COVID and is working hard to rebuild. In addition to the paid media placed by UHSO and CHSC, CUHD posted 36 social media posts on Facebook and Instagram, participated in one radio interview about booster seats, and placed local radio ads promoting the booster seat law and

sitting in the backseat until age 13. Coalition members helped promote Click-It-Club in elementary schools in Sevier County, participated in the Valentine Seat belt campaign, and distributed TFL seat belt cards to law enforcement at coalition meetings. The highly focused population selected included Monroe and Richfield Headstarts. Car seat safety education and educational materials were provided. Community events included promoting seat belts at the July 4th parade in Richfield and Salina, Spring Expo, Home Depot Safety Fair, Zombie Run, Trunk or Treat, Balloon Festival, Back to School Nights, and community night out. The county coordinator also worked with Senior Centers promoting CarFit and proper seat belt use.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

OP230419 Uintah County Rural Seat Belt Project

The county coordinator has been very active in the Together For Life project, participated in monthly community conference calls with UHSO and CHSC, and guided calls with the CHSC coordinator. It has been a challenge building a seat belt coalition in Uintah County; however, the county coordinator attended monthly Prevention Advisory Coalition meetings where seat belt and car seat safety were discussed, and TFL resources were distributed to coalition members to disseminate to their clients. The highly focused population selected was HeadStart. The Focus was placed on educating parents and caregivers about creating a family rule about seat belts, car seats, and being properly restrained. TRL materials such as Wear It For Me cards and Ask Them cards were distributed at community events during the year, as well as businesses, schools, hospitals, and urgent care facilities in Uintah County. In addition to the paid media placed by UHSO and CHSC, TriCounty Health Department posted on their social media platforms utilizing the TFL social media toolkit, promoted the Valentine Seat Belt Campaign, and messaging for the local radio station.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

OP230420 San Juan County Rural Seat Belt Project

The county coordinator completed her CPS certification training in October 2022 and has assisted with multiple car seat inspections and checkpoints since then. Car seat classes are also offered at the WIC clinics where TFL materials are distributed, including Wear It For Me cards and Ask Them cards. The coordinator also promoted seat belt use at nine of the 12 schools in San Juan County, including Bluff and Blanding Elementary Schools, Monument Valley, Navajo Mountain, and Whitehorse High Schools. TFL school toolkits, worksite toolkits, and adult TFL posters were provided to all principals. High schools were provided with Buckle Up banners in their school colors to display at the school. The coordinator also contacted two driver education instructors and provided seat belt education materials for them to use in their driver ed classes. In addition to the paid media placed by UHSO and CHSC, SJHD placed seat belt messages about making a family rule always to wear your seat belt and remind others to wear a seat belt.

San Juan County showed great participation and engagement during the first two quarters of the fiscal year project. However, the county coordinator took another job, and the health department could not fill the vacant position during FY23. Due to staffing issues and concerns with fulfilling grant requirements, the San Juan County Health Department (SJHD) chose not to reapply for FY24. Our partnership with the health department will remain intact. UHSO will continue to offer resources and support as requested to assist SJHD in furthering their traffic safety efforts, including promoting seat

belts and car seat safety. The Health Department Director has agreed to assist with the SHARP survey and other survey requests in FY24.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, U-9 and U-16.

2PE230408 Seat Belt Observational Survey/Occupant Protection Program Evaluation

The annual Utah Safety Belt Observational Survey took place from June 5-17, 2023. Utah seat belt use for 2023- is 92.4%, reporting a 0.6% increase from 2022. The survey was conducted in 18 counties: Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Wasatch, Washington, and Weber. NHTSA approved the survey design as conforming to the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340. A contractor and four surveyors assisted the HSO in completing this project. A total of 27,126 vehicle occupants, including 22,123 drivers and 5,003 outboard passengers were observed. Of the 22,123 observed vehicles, 27% were cars, 39% sport utility vehicles, 26% trucks, and 8% were vans. When examining usage by vehicle type, the study found that 93 percent of front-seat car occupants were belted, 95 percent for SUVs, 95 percent for vans, and 86 percent of truck occupants were using seat belts. Truck occupants, once again, had the lowest rate for any of the vehicle categories. Differences in seat belt use rates were found when comparing gender, and urban and rural counties. Motorists in urban areas buckled up 93.3 percent of the time, whereas only 89.8 percent of rural motorists used seat belts. Summit County had the highest rate at 95.6%, followed by Salt Lake County at 95.4%. Cache County had the lowest usage rate at 81.7%. The survey showed females had a higher seat belt usage rate than males in all counties except Millard. Additionally, Millard County saw the greatest increase in seat belt usage among males. San Juan County observed the largest increase in female seat belt usage. The largest decrease for males was in Cache County. The counties with the largest gender gaps were Cache, Sanpete, Iron, and San Juan.

SEAT BELT USE	URBAN	RURAL
All Occupants	93.3%	89.8%
Females	95%	92%
Males	92.1%	88.3%
Cars	93.9%	89.5%
SUVs	95.4%	93.6%
Trucks	86.8%	84.8%
Vans	96.1%	92.6%
OVERALL RATE SEAT BELT RATE 92.4%		

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

evaluate state and local occupant protection programs. Survey site reselections are required to take place every five years as required by NHTSA. The next site selection will be due for the 2027 survey.

According to the 2023 Seat Belt Observational Study, the estimated usage rate of 92.4% is at least a half percentage point above any of the previous years and over three and a half percentage points above 2017. In 2023, truck occupants had the lowest seat belt usage rate at 86%, while SUVs and vans had the highest usage rates at 95%. Occupants of trucks showed the largest increase from 2022 levels compared with vans, SUVs, and cars. Additionally, rural pickup truck motorists continue to have the lowest seat belt use rates; and crash rates in rural areas are more than three times as likely to result in a fatality. This demonstrates the continued need for rural outreach and strengthening of partnerships and to provide resources to these communities to work to increase seat belt usage by promoting positive behavioral change.

Through the activities and initiatives described above, this project contributed to Utah's Highway Safety target B-1.

2CPS230403 Utah Child Passenger Safety Program

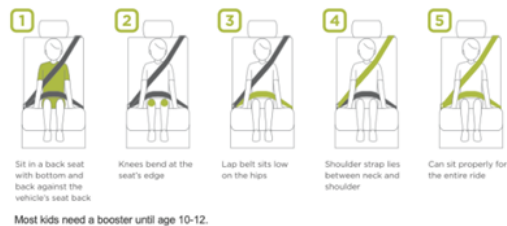
This project supports Utah's Child Passenger Safety program. The goal of the statewide CPS program is to increase the proper and consistent use of car safety seats and booster seats by supporting a comprehensive and statewide CPS program. The focus is to continue strengthening partnerships with health departments, hospitals, and non-profit partners and support their programs with educational resources and car seats. The Highway Safety Office oversees the National CPS Certification program and works toward more established CPS programs and inspection stations. Activities include training, education, and outreach programs conducted throughout the State.

Five National Certification Courses were held in Utah, which included a class specifically for nurses and healthcare technicians from Intermountain Health. Two Renewal Testing Courses were held in March and September. A total of 88 technicians were certified in fiscal year 2023. Our instructor team is growing and supporting all communities in Utah. This year, we added a representative from Intermountain Health's Primary Children's Hospital and an instructor candidate from Weber-Morgan Health Department. The team met in October for an annual meeting and restructured the agenda for the certification course to help things run more smoothly and meet the needs of more people taking the certification course. After adding one more instructor in the Salt Lake area, we now have 19 active instructors. Currently, we have 322 technicians to support various car seat inspection stations that serve the public and educate communities on the correct installation and use of their child's car seat. Utah maintained 102 car seat inspection stations, including our targeted stations. A map feature on our website allows the public to access these stations at <https://clickit.utah.gov/car-seat-inspection-stations/>.

The Highway Safety Office has many resources to distribute to the public. A basic CPS brochure and a booster brochure are available for our partners. The law enforcement pocket cards continue to be given out at monthly MATF meetings and are a general resource on the car seat law. It identifies common car seat and seat belt errors they may see in the field and educates and encourages the caregiver to visit a car seat inspection station. This year, we added an educational flipbook allowing the technician to have pictures and statistics available at any location and easily teach a small group. The presentation was updated, making teaching a large group easier.

Right Fit: Seat Belt Fit Test

Ride safely in a seat belt. Can your child ride safely in a seat belt? Answer yes to all five:



Question

How tight should the car seat be?



The Safe Seats Save Lives pediatric education campaign continues to be facilitated by Primary Children's Hospital and Shriners Children's, and the flipbook has been a very helpful tool. This program educates medical professionals working directly with parents at well-child checks. Primary Children's Hospital presents this education at their clinics. Shriners Children's SLC continues to reach out to pediatricians to teach the importance of using car seats for their patients and inform them of the specialized needs children with special healthcare needs may encounter.

The Highway Safety Office continues to place CPS messages within regional medical facilities. Educational magnets remain accessible to parents within Intermountain Health birthing hospitals, serving as visual aids delineating various stages of child passenger safety. These educational resources are strategically deployed in pediatrician offices to remind parents to undergo regular car seat inspections. In the current reporting year, the HSO has expanded its reach by incorporating an additional healthcare system, making these informative magnets available at Mountain Star Hospitals.

The project funding continued to provide child safety seats to targeted populations that serve low-income, homeless, Head Start programs, or refugee families. The Utah Highway Safety Office continued to provide car seats to organizations that employ certified CPS technicians and serve low-income clients. Two refugee organizations with CPS technicians on staff collaborated with the HSO by providing car seats to the refugee population, who learn the law and the importance of keeping their children safe.

The CPS CEU Education Day was held in April as part of the Zero Fatalities Safety Summit in Layton, Utah. This conference had just over 200 technicians present, allowing them to receive up to 6 CEUs. It included a full day of education with six car seat manufacturers present. We honored 13 technicians throughout the state as outstanding CPS Technicians. The events included a checkpoint where technicians could pass off seats and serve the public. The instructor team hosted hands-on stations where technicians could learn about popular new seats and automobile technology.

The project supported car seat inspection stations, mostly at the state's 13 health departments, with two children's hospitals and other partners representing 98% of the state's geographic area. Health Departments and hospitals continue to do most car seat checks in Utah. The state has additional inspection stations at hospitals, police and fire departments, insurance companies, and other various locations. Each local grantee sends the public to the clickit.utah.gov website to be educated about car seat safety and see videos about car seat installation.

The long-standing Click-it Club program has materials in both English and Spanish and is designed so more and more schools can easily assess the materials on our website. Many health departments are

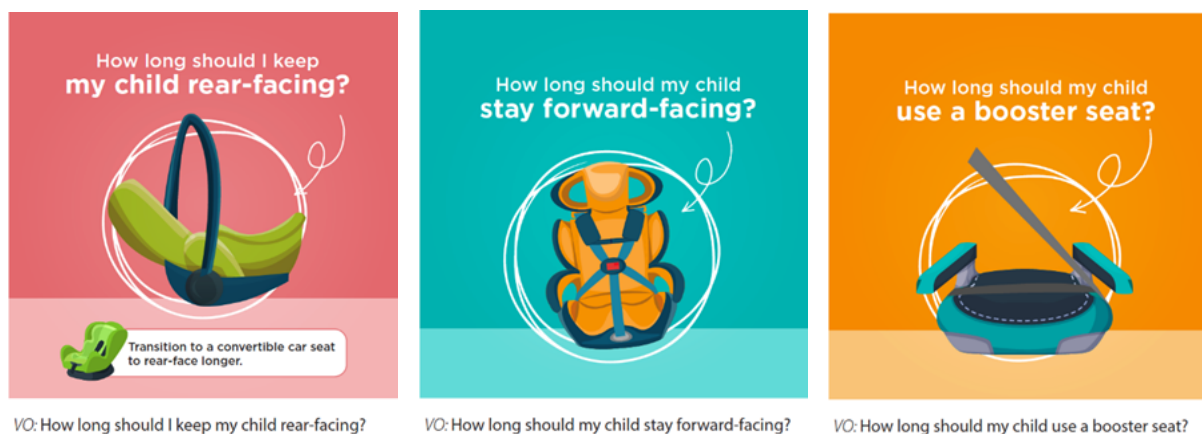
introducing the schools to valuable resources. The health departments are charged in their grant agreement with Safe Kids Utah to share the Click It Club resources with their communities.

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

Child Passenger Safety Week:

The primary objective of the 2023 Child Passenger Safety (CPS) Week was to raise awareness among parents about the importance of maximizing car seat safety. The campaign emphasized the significance of not rushing to transition children to the next car seat stage prematurely. Instead, it encourages parents to extend the use of rear-facing car seats, forward-facing car seats, and booster seats for as long as is safely feasible while adhering to the manufacturer's specified height and weight guidelines. The target audience was parents/caregivers, local health department partners, CPS technicians, and hospitals.

The UHSO celebrated National Child Passenger Safety Week in September with various media and educational efforts. The 2023 CPS Week assets included a video series called "There's Safety in the Seat." The Highway Safety Office produced three 15 second spots in both English and Spanish:



Our partners received a comprehensive CPS social media tool kit with the new videos, and many of them used them on their websites and in media interviews. The assets were all translated into Spanish for Instagram and Facebook to inform the Hispanic community.

The media campaign included Facebook, Instagram, Pandora, and Radio, earning 2,470,719 million impressions and 20,961 clicks.



As usual, the activity on the website increased, and questions increased on the clickit.utah.gov website.

CPS Flags:

CPS flags were distributed to partners across the state, serving as a reminder for caregivers that they have the opportunity to have their car seats checked by a certified child passenger safety technician at that particular location.



CPS Press Event:

Child Passenger Safety Week took place September 17-23, 2023. The Department of Public Safety held a media availability event at the South Redwood Public Health Center the week prior. The goal was to urge parents to keep children in a rear-facing car seat, a forward-facing car seat, and a booster seat for as long as possible and within the manufacturer's height and weight requirements.

Crash survivor, Jordin Peterson Seamons shared her firsthand experience of how a rear-facing car seat saved the life of her daughter when they were involved in a crash. After switching her two-year-old daughter to a forward-facing car seat for a short period of time, she specifically switched her back to

rear-facing, knowing she was still within the manufacturer's requirements. This simple switch saved her child's life.

Kerilee Burton, from Highway Safety, also spoke about statistics and specifically the "why" behind keeping kids in car seats for longer. Car seat checkpoint banners, car seat phase posters, car seats, and crash photos were all set up as visuals. UHSO also provided the media with informational videos. News stations ABC4 and Channel 2 attended the event, and recorded interviews were provided to all news media outlets to use for social media.



Social Media Influencers:

This year, two influencers helped to share the CPS message. Influencer Daniele Lunardelli leveraged the CPS videos to educate her audience about the correct use of car seats. She also emphasized the importance of encouraging followers to maintain the use of rear-facing car seats, forward-facing car seats, and booster seats for an extended duration, all while adhering to the height and weight guidelines set by the manufacturer.

Influencer Vivi McCoy produced a personalized video in both English and Spanish, in which she underscored the importance of correct car seat usage, featuring her own children as examples. She

emphasized the critical necessity of ensuring that every child is securely buckled into their car seat each time they ride in the vehicle.

The influencers broadened our reach, and their followers left many positive comments.

CPS Week achieved great success by adding three new informative 15-second videos, in both English and Spanish, to the CPS toolkit, offering valuable resources for future programs and partners. The media effectively reached our intended audience, guiding them to explore ClickIt.Utah.gov and ClickIt.Utah.gov/ponte for comprehensive CPS information.

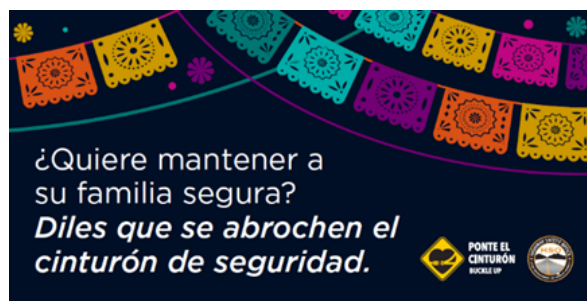
Utilizing influencers in our campaign proved a successful strategy; however, important lessons were learned for future endeavors. It is advisable to have a CPS technician present during influencer filming sessions or to encourage influencers to collaborate with CPS technicians in their videos. This approach will further promote the importance of visiting a nearby CPS technician. Moreover, incorporating a personal story at press events can attract news media attention.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, and U-9.

OP230409 Hispanic Occupant Protection Program

This project addresses traffic safety issues across the Hispanic culture in Utah. The Hispanic Occupant Protection Program focuses on seat belt use and proper child passenger safety. While each activity is unique in its outreach efforts, all efforts educate adults, offer proper car seat education in Spanish, distribute occupant protection education materials, build partnerships, and use program evaluation.

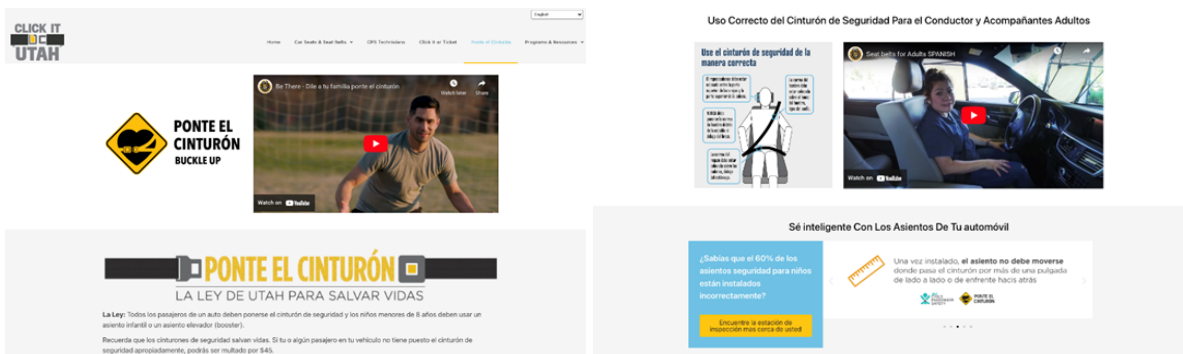
The Hispanic Heritage Month campaign was completed and used in September of this year. Hispanic Heritage Month provided a significant opportunity to raise awareness regarding the vital practice of buckling up on every ride. Utilizing the Hispanic Heritage social ad and the "Be There" video reinforced the significance of passing on the essential message of wearing seat belts, thus contributing to the creation of cherished memories. It was a popular campaign with almost 2 million impressions, and 13,480 clicks. HSO contracted with a marketing firm to create a holiday social media toolkit for this project utilizing the *Ponte el Cinturón* logo. This toolkit was utilized by partners to place seat belt messages (in Spanish) on their social media platforms for Hispanic Heritage Month in September. The media toolkit will be used in the future by partners to post on social media and in school newsletters during key holiday times and/or significant events pertinent to Hispanic Culture.



Ponte el Cinturón Landing Page Update - ClickIt.Utah.gov/Ponte

The "Ponte el Cinturón" page on ClickIt.Utah.gov has been refreshed with images that harmonize with the logo, additional educational content, and updated Child Passenger Safety (CPS) videos. This

revamped landing page is poised to enhance awareness and knowledge within the Hispanic community about the critical importance of buckling up correctly on every journey.



Hispanic Seat Belt Fit Guide:

The interactive seat belt fit guide, originally created in English, has now been translated into Spanish. This guide is designed to assist the Hispanic community in comprehending the step-by-step procedure for determining when a child has reached the point of outgrowing a booster seat and is ready to transition to using a regular seat belt. This guide is found at ClickIt.Utah.gov/Ponte.



Some highlights from this year include a social media campaign in May and a CPS Week campaign in September. The social media short videos used for CPS Week were translated into Spanish. The May media buy was the Bring Us Together Campaign, and the September buy was for Child Passenger Safety Week videos.

The May Occupant Protection Hispanic 2023 Campaign ran from May 1st to 14th. The channels included Facebook, Instagram, and YouTube. There were 1,690,374 impressions and 4,159 clicks with 763,369 completed views. The "Bring Us Together" videos received the highest completion rate, averaging 78%. The "Bring Us Together" videos are shorter in length. This increased the average watch time and allowed the videos to be "non-skippable" on YouTube. During the campaign, 3,882 users visited the "Ponte" webpage. This was a 16,000% increase in traffic from the previous week.

For future campaigns, it was recommended to use the "Be There" video for primarily TV placements, i.e., YouTube TV "non-skippable" 30-second placements and Connected TV. These would be more expensive placements but would increase the video completion rates. The "Be There" video is a more powerful message when the target audience watches the entire video.

The 2023 CPS Week Fall Spanish campaign ran from September 14th through September 30th. Channels included Facebook, Instagram, Pinterest, and Snapchat, and the total campaign earned 857,096 impressions and 8,993 clicks. The "Forward Facing" video earned the highest CTR (click-through rate) of any other creative. The new videos were a great addition to the campaign, with a 62% increase in clicks from last year.

Hispanic Outreach Efforts:

At the Salt Lake County Health Department (SLCHD), clients are given a demographic survey and evaluation form at their appointment. The demographic survey provides basic information regarding the population served to help determine if those reached are those with the greatest need in the community. The demographic survey also includes two questions regarding pre/post-self-efficacy for properly installing a car seat for their child. Observational assessments were made by asking clients what things were learned through the educational video and the in-person installation appointment. Data regarding misuse was collected on the checklist forms as assessments were made to the current seat and installation at arrival. An evaluation was completed at the end of the appointment to assess what was learned about installing a car seat. During 2023, this evaluation was moved to digital.

The Utah County Health Department's local coalition continued to meet and collaborate. CPS Week was promoted with the Spanish videos posted on social media.

Weber-Morgan Health Department does short surveys to identify race, gender, age, how often a seat belt is worn, the importance of wearing a seat belt, and recognition of the Ponte Campaign logo. In Ogden, the Click It Club program is popular in many elementary schools. Ogden has more schools with most Spanish-speaking students, and this county has more Click it Club programs than any other county participating in this project. Ogden has a strong coalition, including local school districts, UHP, local law enforcement agencies, fire and police departments, Utah Safety Council, OWCAP-Head Start, a City Council Member, Weber-Human Services, Hispanic Community Health Workers, health clinics, and hospitals.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, and U-9.

OP230421 Primary Children's Hospital Child Passenger Safety

Primary Children's Hospital (PCH) continues to be a strong partner in child passenger safety. During the year, Primary Children's conducted over 30 special needs consultations and wrote numerous letters for community members coming into PCH for a seat check. The special needs consultation process was refined to be more effective, getting a Physician Champion to sign the prescription and having an internal contact at the Intermountain Seating Clinic to help us stay on top of seats coming in as well as denials from insurance. In total, 203 special needs seats were checked, and 155 seats were provided to hospital patients. In the community, 297 seats were checked, and 82 seats were provided to the community.

As usual, Primary Children's was heavily involved in community events and media. Six major Safe Seats Save Lives presentations were held in clinics and Primary Children's posted consistently on social media about child passenger safety. The Department of Child and Family Services were assisted by Primary Children's technicians to ensure all their seats were installed correctly. The children's hospital tabled at 10 community events and taught the public about car seats and assisted or hosted 4 car seat checkpoints. Media appearances on local TV stations were a common occurrence ranging from topics where parents who lost their daughter urged drivers to beware of children when backing up (ksltv.com)

to Baby Your Baby on KUTV speaking on “Never Leave a Child in a Hot Car”. The hospital continued to provide the community resources to the public. This year, 22 mailings of supplies to support events and thousands of HSO magnets were sent to Mom/Baby units in both English and Spanish.

Intermountain technicians were supported by Primary Children’s Hospital, CPSTI’s were recruited and trained, certifications were renewed and Intermountain hosted internal meetings for Intermountain CPST’s for added CEU’s for technicians. Primary Children’s Hospital supported the Highway Safety Office during CPS Week and used the new videos in media spots during National CPS Week. For Valentines Day, valentines from the HSO campaign were handed out to caregivers and the public at the hospital and the Eccles Outpatient Clinic.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, and U-9.

OP230422 Shriners Children’s, Salt Lake City Special Needs Car Seat Clinic

Shriners Children’s, Salt Lake City continues to be dedicated to supporting the goals of the National Highway Traffic Safety Administration and the Utah Highway Safety Office. This is accomplished by helping children with or without special needs with car seat assistance. CPS technicians are available in the seating and wheelchair clinic. Currently, there are four child passenger safety technicians at Shriners and two are members of Utah’s CPS Instructor Team. This organization donated 80 car seats during the 2023 grant year, 60 were conventional car seats and 20 were medical car seats. This grant allows this service to be provided to children in need.

Shriners conducted 21 special needs car seats clinics. The special needs car seat clinic allows the ability to have the patient meet with a medical doctor to address their orthopedic needs as well as needs outside of the medical car seat that may include orthotics and prosthetics, wheelchair and seating, or potential orthopedic intervention. The service offers diagnostics including x-rays if determined. A total of 65 established/new patients to Shriners Children’s had their car seat checked to meet their adaptive car seat concerns. Outside of these medical car seat clinics, 46 additional car seat checks with established patients to meet their special car seat needs were conducted. These numbers only identify those families that required a car seat.

Shriners Children’s worked closely with the Highway Safety Office and Primary Children’s Hospital to complete the teaching of the Safe Transport for all Children enrichment course in May of 2023 which better supported our state with more CPS technicians familiar with the challenges families with children with special health care needs face.

Shriners has educated Utah Medicaid Insurance and in return allowed for increased reimbursement rates for car seats to the vendors that they are selling the car seats to. In the past, the reimbursement was so low many companies took a loss of income by selling these needed car seats and therefore would not provide it as a service causing another large barrier for children with special health care needs and their families to obtain a medical car seat. This was a very big step to eliminate this barrier.

Multiple hospitals and clinics were visited by Shriners Business Promotions Department spreading the needs of Shriners Children’s and the programs and services offered and information was emphasized about the importance of car seat safety and ways to meet the needs of our children who may have special transportation needs.

In partnership with the Salt Lake County Health Department, Shriners Children's SLC conducted a community car seat check point in celebration of CPS Week. Approximately 25 families with car seat needs were helped at that event and Shriners donated 38 car seats. During this week, social media posts through Shriners Marketing and Communications Department were shared using the videos from Utah Highway Safety Office.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, and U-9.

OP230423 Safe Kids Utah CPS Cert/HD Inspection Stations

This grant supports the CPS National Certification and Training Courses in Utah. In partnership with the Highway Safety Office, there were six CPS courses held across Utah, where all 88 students completed the course and were certified. There was an Instructor Annual Meeting held in October, where CPS instructors and team members attended to discuss CPS, Zero Safety Summit CEU Day, the CPS digital checkpoint form, and how to improve going forward. In addition, 2 Renewal Testing Courses were held throughout the year. There was a 4 Corners Conference held in Monument Valley in March where CPS was a central focus.

Safe Kids Utah takes part in monthly Safe Kids Utah Meetings, Injury Prevention/Safe Kids Workgroups, Safe Kids Worldwide State Leaders call, quarterly Safe Kids Utah Board Meetings, Safety Commission meeting, Teen Driving Task Force Meetings, and a CPS Workgroup. CPS is a topic that is discussed in each one of these meetings, along with registering for the Zero Fatalities Safety Summit and CPS credits. Additionally, a 3-part digital check point form training was provided at the monthly Safe Kids Utah meetings during the year.

All the health departments throughout the state reported quarterly to Safe Kids Utah detailing activity at their CPS inspection station. Each program is progressing forward, and many are moving to the digital checkpoint form. In addition, each health department supported National CPS Week by using the new campaign from the Utah Highway Safety Office and holding checkpoints throughout the month. Each program is unique and meets the needs of each individual community. Highlights from the year include the following accomplishments.

- Bear River Health Department has two inspection stations in Logan and Brigham City. Technicians travel as needed to the health department in Tremonton to conduct car seat checks. The health department has supported CPS Week, the Valentine campaign and uses the brochures provided by the Highway Safety Office.
- Central Utah Health Department worked with a local high school's sterling scholar to help her plan a fun "seat belt" week at her high school. Buckle up stencils in the parking lots, original posters created to hang around the school, morning seat belt announcements, and seat belt pledges were all part of this project. Cups were signed as a seat belt pledge and then displayed on the tennis court fence to read, BUCKLE UP.
- Davis County Health Department continues to meet the public need for car seats and proper installation. Meeting with the public individually for an appointment has worked best for the county.
- Salt Lake County Health Department recertified several CPS techs as well as community CPS technicians and partnered with school districts, Head Start programs, ESL programs, and other community-based organizations to connect low-income families with car seats and resources. The CPS Week Checkpoint was at Shriners SLC and the health department collaborated with

Shriners and Primary Children's Hospital. Another event for CPS Week was a checkpoint for Utah Pacific Islanders.

- Southeast Utah Health Department conducted several successful events during the year that included the Moab Head Start car seat education for 5 parents, 13 kids, and 4 teachers. The "Simple Steps to Child Passenger Safety" training was presented, along with showing every family how to buckle up correctly. Partnering with DCFS to teach Foster Parents about car seat safety, Southeast taught families where a lot of information was shared.
- Southwest Utah Health Department was instrumental in bringing the CPS Training to St George in February where 12 new car seat technicians were certified within five counties. Through partnership with HSO, Southwest did the valentine seatbelt campaign, the CPS Week campaign and the Click it Club. The education was shared on social media.
- Summit County Health Department formed new partnerships and relationships with the local libraries and the hospital. The library played a large role in teaching about child passenger safety. The hospital proved to be a strong connection as the health department began teaching the car seat portion of the newborn class that is offered. Summit County Health Department maintains three locations for car seat appointments, with Park City being the most popular. Educational materials are distributed at each appointment and one new staff member was trained this year.
- Tooele County Health Department participated in CPS Week by holding a car seat checkpoint and each day posted informational social media posts about car seat safety provided by the Highway Safety Office. Additionally, we sent a press release and info sheet to our local newspaper, the Tooele Transcript Bulletin, to promote CPS week. Tooele's CPS program has seen an increase in participation in our car seat classes this year which is a huge win for child passenger safety! One ongoing challenge is the difficulty of communicating in other languages to teach the public. While the health department has materials in other languages to accommodate those who are not English-speaking, that continues to be a barrier.
- TriCounty Health Department held a car seat check event targeting the RUCD HeadStart families in Vernal. TriCounty had one CPS technician that spoke on the radio to discuss car seat safety and to promote education on proper car seat installation and use. Information was also available about car seats at TriCounty Health's Community Appreciation Barbecue in June and the annual Safe Kids Bash in August.
- Utah County Health Department coordinated with local technicians to help check seats at events. The techs at Saratoga Springs PD, Lehi Fire and American Fork Fire have been able to help assist with serving more county residents. The health department has worked with organizations to provide seats and meet the need for car seats in the community.
- Wasatch County Health Department held the annual Safe Kids Fair in May and had over 400 people in attendance. More than 200 fliers were distributed about visiting the health department for a car seat check. At the Children's Health Clinic, car seat check services were advertised. There was information on car seat laws and information on car seats and booster seats from the Highway Safety Office. A total of 38 families received the information. This exposure brought up the number of car seat checks compared to previous years.
- Weber-Morgan Health Department continued to teach in-depth car seat classes. Ten (2.5 hour) classes were taught this year. The partnership with McKay Dee Hospital Technicians has been successful. The health department provides the car seat and the hospital provides training when people are not able to come to the health department. In addition, these technicians also support the events at the health department such as the checkpoint in September celebrating CPS Week. Social media videos from the HSO were helpful for CPS Week as well.

Throughout the state, the total number of car seat checks completed at local health departments was 2,729 and the number of car seats distributed was 1,599. The number of community outreach/activities where car seat information was shared was 265 events.

Through the activities and initiatives described above, this project contributed to Utah highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U4b, U-5a, U5b, and U-9.

Impaired Driving Program

See the progress for the following performance measures starting on page 82.

C-1, C-2, C-3, C-5, U-6a, U-12, U-17

60T230301 DUI Enforcement, Checkpoints, and Support

In FY2023, this project funded 858 DUI overtime enforcement shifts worked by 68 law enforcement agencies across the state. Additionally, UHSO continues to utilize State DUI funds (DUF) to support Highway Patrol and local law enforcement agencies' DUI overtime enforcement efforts. Even though law enforcement agencies continued to see staffing challenges in FY2023, including difficulties filling vacant positions and officers being required to work mandatory overtime to cover regular duty shifts, the number of overtime shifts worked with state and federal funds increased compared to last year. Law enforcement worked DUI overtime enforcement shifts during nine holiday high-visibility enforcement campaigns, three DUI checkpoints, 12 saturation patrols or special events, and four weekend saturation patrols during the month of June. Statistics for the year show that more overtime shifts were worked compared to last year, resulting in an increase in DUI arrests, reporting 179 arrests compared to 140 last year. Of those 179 arrests, 100 were alcohol, 60 drugs, and 19 metabolites. There were 44 designated drivers; 8,518 vehicles stopped; and 108 warrants served, totaling \$127,030.00; and 271 SFSTs performed. Officers averaged 1.92 stops per hour, 9.93 stops per shift, and found 0.209 DUI's per shift. The majority of the overtime shifts were worked along the Wasatch front, where data shows the most alcohol and drug-related crashes and fatalities occur. Additionally, more shifts were worked this year in rural areas of the state where DUI arrests are overrepresented based on population.

Utah's implementation of the 0.05 BAC law took effect on December 30, 2018, marking the state as the first in the nation to adopt such legislation, drawing significant national attention. As several states contemplate a shift to a 0.05 BAC level, numerous inquiries have been received seeking information, insights, and safety outcomes. To serve as a comprehensive resource, the Highway Safety Office crafted a Report on Utah's 0.05 BAC law that is regularly updated with the latest information and data. Five years after the law's inception, officers continue to make arrests based on impairment. Examining statewide crash data revealed a decline in alcohol-related fatalities in 2019, followed by an increase in the years 2020 to 2022. While 2023 traffic fatality data is still preliminary, it shows a decrease in alcohol-impaired crashes. In 2022 there were a total of 61 alcohol-impaired fatalities, and as of November 21, 2023, there have been 27 alcohol-impaired fatalities. While the Highway Safety Office expects this number to rise, we are hopeful we will continue to see a decrease.

The incidence of drug-impaired driving is increasing in Utah. In response to this trend, moving forward, there will be sustained efforts in education and media campaigns that specifically address drug-impaired driving. UHSO has entered its fourth year of collaboration with the Utah Public Health Laboratory's Toxicology Lab, having initiated another three-year agreement in February 2023. The Highway Safety Office has supported these efforts by funding a toxicologist position dedicated to DUI law enforcement casework. Including an additional toxicologist, the Laboratory has enhanced its processes and efficiencies in alcohol and drug testing, striving to meet national standards and recommendations. Quarterly reports have been submitted to update the number of tests conducted, results obtained, and improvements implemented.

This project supported stakeholder meetings, impaired driving program team meetings, training, and conferences. This year, quarterly and in-person Impaired Driving team meetings were conducted. These

collaborative efforts aimed to improve the impaired driving program and proved to be extremely beneficial in developing strategies to reduce crashes and fatalities involving impaired driving.

The program manager actively participated in the Utah Substance Use Advisory and Mental Health Advisory Council (USAAV)+DUI committee meetings, ensuring ongoing participation and staying well-informed about current and upcoming issues related to impaired driving. Committee members from various state and local agencies and organizations in Utah are part of USAAV+DUI, collectively addressing impaired driving issues. The committee collaborates closely with the Legislature, offering recommendations and reviewing proposed legislation aimed at enhancing Utah's capacity to address DUI concerns more effectively on a statewide level.

Multi-agency task force (MATF) meetings were held throughout the year by the HSO Law Enforcement Liaison to continue building and strengthening partnerships with law enforcement and encouraging ongoing support of HSO programs. The impaired driving program manager regularly attended MATF meetings to stay informed and encourage officers to support DUI high-visibility enforcement events.

To promote public participation and involvement, the program manager worked in conjunction with other HSO program managers, the LEL, and regional LELs to engage with law enforcement agencies throughout the state. This collaborative effort aimed to establish connections with law enforcement agencies on a statewide level, identify pertinent issues, share available resources, and cultivate relationships with both new and existing stakeholders. Throughout the grant year, a total of eight meetings were organized, covering areas in both urban and rural Utah. These meetings were held along the Wasatch Front, including Utah, Salt Lake, Davis, and Weber Counties. Five additional meetings were held in rural regions across the state including Brigham City, Vernal, Richfield, Cedar City, and Blanding, with officers from surrounding areas in attendance.

Purpose of the meetings:

- Share the mission of the Highway Safety Office.
- Introduce staff and program areas.
- Share resources available through the HSO.
- Help create public engagement and involvement within communities and invite safety partners we are missing.
- Ask questions about how the HSO can better support their communities.

During these meetings, officers were provided with a questionnaire to identify issues and challenges in their communities, determine key stakeholders missing from the conversation, and explore ways in which the HSO could enhance its support. Over 55 officers from more than 50 law enforcement agencies actively took part in the meetings. Officers responded positively, expressing gratitude for the shared information and the resources provided by the HSO. The feedback received was documented and shared with the HSO staff.

As part of this project, the program manager attended the Northwest Alcohol Conference (NoWAC) held in Boise, ID, in July 2023, and participated in various other training opportunities related to impaired driving. Additionally, the project sponsored 14 law enforcement officers from various agencies around the state, specializing in DUI work, to attend the NoWAC conference. Feedback from these officers indicated a positive experience, citing the conference as both informative and engaging, and helpful for their future work.

To foster collaboration with law enforcement officers and actively promote the Impaired Driving program to police agencies statewide, the program manager attended the Chiefs and Sheriffs Conference during the grant year.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, and U-6a, U-12, U-17.

60T230304 Impaired Driving Media Campaign

The FY2023 impaired driving media campaign in Utah utilized a combination of media messages and platforms throughout the year to raise awareness of the dangers and consequences of impaired driving. The UHSO campaign sought to educate citizens about the lasting harms and risks of driving impaired and encourage behavior change among Utah's most high-risk drivers. The use of targeted messaging, combined with high-visibility enforcement, plays a crucial role in influencing behavior change and promoting responsible driving habits. The UHSO campaign aimed to provide drivers with tools and information to prevent impaired driving while supporting high-visibility enforcement efforts.

The campaign, including the nationwide "Drive Sober or Get Pulled Over" initiative, was successfully implemented over the past twelve months in Utah. To strengthen the impact of DUI enforcement, various impaired driving messages were used in support of seven impaired driving holiday enforcement periods, two national DUI enforcement mobilizations, and weekend DUI enforcement activities throughout the month of June. Enforcement combined with impaired driving messages suggests a multi-faceted approach to raise awareness and discourage impaired driving.

Halloween Campaign

The Halloween creative focused on the "Resist Death" concept and featured two "Resist Death" videos placed on Facebook during the high visibility enforcement period of October 28-31, 2022. One video featured our "Death" character tempting a driver with his keys after drinking, and the other video featured "Death" tempting a driver with his keys after taking an impairing prescription medication. The videos were placed on Facebook, skewing males aged 21-39 who show interest in drinking and drinking-related activities. The campaign reached 330,348 people with 241,898 completed video views and a 73% VCR (video completion rate).

Thanksgiving Holiday and National Winter Holiday Enforcement Mobilization

For the Thanksgiving Holiday and the National Winter Holiday Impaired Driving enforcement mobilization period, the "Resist Death" creative was reinvented with a holiday twist. The campaign launched on November 23, 2022, and continued through the end of the year. Messaging coincided with the Thanksgiving holiday high visibility enforcement period of November 23-27, 2022, and the National Winter holiday impaired driving enforcement mobilization of December 14, 2022 - January 1, 2023. Two new "Death" videos were created incorporating the holidays. "Death Doorbell" and "Death Gift Exchange" continued to feature our "Death" character trying to tempt our driver with their car keys after drinking or taking impairing prescription drugs.

The campaign delivered almost 25 million total impressions, with billboards earning the majority of impressions, 22.9 million. The CPM on Facebook was limiting our reach, so switching platforms to YouTube was recommended. In December, we switched to YouTube, which decreased the CPM and resulted in higher performance and a video completion rate of 89%. "Death – Gift Exchange" earned most of the impressions, and "Death – Doorbell" received the highest VCR.

Winter Holiday Media Event

A media event was held on December 14, 2022, at the Utah Public Health Laboratory to kick off the National Winter Holiday DUI Enforcement Mobilization. The media was invited to interview Matt Slawson, Chief Forensic Toxicologist at the Utah Public Health Laboratory, and Sgt. Jared Cornia from the Utah Highway Patrol. Both discussed the rise of impaired driving, specifically drug-impaired driving in Utah, and the dangerous effects of mixing these substances. Matt Slawson and Sgt. Cornia explained the severe effects of combining drugs and alcohol in the body's system, compounding impairments, reminding Utahns to drive sober this holiday season, and extra enforcement.



The event was highly attended and included reporters from KSL, FOX13, KUTV, ABC4, KSL.com, Axios, and Telemundo, with an estimated earned media total of \$15,475.97 with an estimated total viewership of 233,419.

Super Bowl Sunday

To remind Utahns to drink responsibly and choose a sober ride on Super Bowl Sunday, the Super Bowl campaign message was "Don't Drop the Ball." The ad encouraged football fans who planned on drinking during the Super Bowl to "Don't Drop the Ball" by arranging a sober ride. Ads were placed on Facebook and Instagram from February 10-12, 2023, reaching 222,592 people with 472,098 impressions.

St. Patrick's Day Campaign

In support of the St. Patrick's Day holiday high visibility enforcement efforts, the "Don't Get Pinched" creative was utilized, reminding Utahns that getting a safe ride home isn't luck; it's smart. The campaign ran from March 17-20, 2023, and reached 181,856 people with 502,725 impressions. Facebook estimated that 16,200 people would remember the ad if asked within two days of seeing the ad. The ad received 167,340 engagements, 484 post reactions, 50 shares, and 19 comments.

Summer Campaign - Memorial Day Weekend, June Weekend Enforcement, Summer Media Event, July Holidays, and the National Labor Day DUI Enforcement Mobilization. (May 22 - September 4, 2023)

As a component of the summer campaign, four new video spots and billboards were developed within the "DEATH" creative to increase awareness about the less-known consequences of impaired driving.

These consequences include increased insurance costs, loss of driver's licenses, and financial hardships. The four new ads were placed as non-skippable YouTube videos and digital outdoor (billboards). The reinvented “Resist Death” creative launched Memorial Day weekend and extended throughout the summer, providing support during the 4th and 24th of July holiday enforcement periods, and into the National Labor Day DUI enforcement mobilization. The campaign reminded Utahns of the severe consequences of driving impaired, and if they choose to drink, always plan a sober ride.



Memorial Day Weekend Campaign

The Impaired Driving summer media campaign kicked off May 22, 2023 ahead of the Memorial Day weekend enforcement period of May 26-28, 2023. The campaign reported 16,679,775 impressions, with billboards receiving the most impressions. YouTube ads received high video completion rates of 92.4%. “Fire Extinguisher” was the top-performing creative with the most completed views.

June Weekend Enforcement Efforts

During the month of June, DPS promoted four existing Impaired Driving NHTSA videos on Facebook during the weekends of extra enforcement. One of the weekends included a “Ride Sober” message in support of the National Ride to Work Day. These promoted posts earned 58,786 impressions and reached 25,846 audience accounts. Total videos earned 44,190 ThruPlays with “Tsunami,” slightly outperforming the other videos with 11,527 ThruPlays.

Summer Kickoff Media Event

Ahead of the 4th of July weekend, DPS/UHP held a media availability event on Thursday, June 29, 2023. While death and injury are serious risks when driving impaired, the goal of this media availability was to educate Utahns about the numerous monetary and non-monetary consequences that happen with a DUI that extend beyond death and serious injury. Media were invited to interview Traffic Safety Resource Prosecutor Tyson Skeen, who discussed the wide-ranging ramifications such as increased car insurance costs, driver license suspension, and loss of employment. Captain Wade Breur also provided an update concerning the .05 BAC law in Utah, aiming to reinforce the message that the objective of law enforcement is not to increase arrests but rather to encourage individuals to plan ahead and arrange a sober ride.

The event was highly attended and included reporters from KSL, FOX13, KUTV, ABC4, KSL.com, Axios, and Telemundo, with an estimated earned media total of \$68,221.61 with an estimated total viewership of 1,698,322.

July Holiday Enforcement Campaigns (4th and 24th of July weekends)

The campaign ran through July supporting the 4th and 24th of July holiday weekend enforcement periods. The campaign reported 16,731,282 impressions and 1.9 million completed views, with a 92% video completion rate. Billboards generated the most impressions of the month, with 14.7 million. “Guitar” was the top-performing creative for the month with the most completed views. The campaign CMP stayed low, allowing the campaign to reach more of the target audience.

National Labor Day DUI Enforcement Mobilization

The Impaired “Death” campaign continued through August and September to support the National Labor Day Impaired Driving Enforcement Mobilization. Enforcement dates were August 16 – September 4. In that time, the campaign received over 21 impressions, with billboards again receiving the highest impressions with 18,921,174. The video completion rate stayed consistent with 92% and 2.3 million completed views. This month, “Guitar” was the top-performing creative for the month with the most completed video views.

To effectively target the intended audience with the allocated advertising budget, most of the campaign's efforts this year focused on digital marketing, utilizing social and online displays. Ads and digital billboard messages were created to encourage those who choose to drink to choose a sober ride home. To increase coordination and partnership with stakeholders, including Law Enforcement agencies statewide, we continued providing social media toolkits with organic content posts and the campaign's creative assets.

Impaired Driving Focus Groups

To create strong and effective Impaired Driving campaign messaging, focus groups were held with participants from our target audience—two days of focus groups, with two groups of eight each night. Participants were asked about their current drinking behaviors, impaired driving concerns, and the impact of messaging.

Focus Group Results:

- When asked about the tone that should be used in impaired driving messages, participants most frequently suggested using humor for better recall and addressing the social impact of driving impaired.
- When asked what influences them not to drive impaired, participants most frequently mentioned concern for family, concern for others, potential DUI, parental influence, and concern for self.
- Respondents most frequently reported driving after drinking when 1) it felt safe to drive, 2) they only had 1 or 2 drinks, or 3) they drank with food.
- When asked how to communicate with individuals about impaired driving, participants suggested the following:
 - Share real-life peer experiences
 - Emphasize the consequences of impaired driving
 - Include “shock” value in messaging
 - Approach it as a societal issue

- Participants who are likely to get a sober ride home said they are motivated to do so because they don't want to risk 1) getting a DUI or 2) endangering another's life. "It's not worth losing my CDL."
- Other reasons included:
 - "I'm money motivated; the possibility of DUI is thousands of dollars."
 - "Possibly thousands of dollars versus an Uber ride."
 - "I don't want to kill somebody."
 - "I think everyone's life around me is just as important as mine is. I would never skip out on the money to get home, like with Uber. I'd pay \$100 to go a few miles if it saves someone's life."

One member of the focus group had previously received a DUI and shared their experience with the group. The group expressed that they were more deeply affected when they heard the personal story of an individual directly affected by a DUI. They found it impactful to learn about the comprehensive consequences of receiving a DUI, some of which are often overlooked. These include increased auto insurance rates, the loss of driving privileges, and its consequences on employment and family. The results of these focus groups helped steer the campaign messaging to include consequences not frequently discussed.

The existing media contractor's five-year agreement concluded on September 30, 2023. In July 2023, the program manager collaborated with the communications manager and state purchasing agents to issue a request for proposal (RFP). Media contractor presentations occurred in August 2023, resulting in the selection of a new contractor. A new five-year contract was initiated on October 1, 2023.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, and U-6a, U-12, U-17.

60T230309/ F24X230310 24/7 Sobriety Program

In an effort to combat this issue of DUI recidivism, Utah implemented the 24/7 Sobriety Program to encourage sobriety and help reduce DUI recidivism and the number of alcohol and drug-related crashes and fatalities in Utah. The 24/7 program coordinator worked hard to implement the program statewide and made substantial progress over the last year. There are now 17 counties accepting individuals into the program. The participating counties are Cache, Weber, Davis, Salt Lake, Summit, Wasatch, Utah, Tooele, Uintah, Sevier, Grand, Kane, Iron, Beaver, Juab, San Juan, and Washington. This is a substantial increase from the nine counties participating at this time last year.



The contract with SCRAM for data collection and testing equipment continued this grant year. Between the 24/7 federal grant funds and proceeds from the program, 284 CAM (Continuous Alcohol Monitoring) bracelets were purchased to help expand the program statewide. The need for bracelets has increased as new participants have been added to the program, and logistics of some testing locations are being worked out. There are approximately 365 individuals enrolled across the state with a 99.8% compliance rate in daily testing. Approximately 310 individuals are using the CAM bracelet, which measures alcohol consumption transdermally at remote locations.

As part of the 24/7 bill, the IDA (Impaired Driving Assessment Tool) was implemented to determine offenders' high/low risk. This grant year, only two IDA (Impaired Driving Assessment Tool) training sessions were held. Due to a change in Legislation mid-way through the year, the IDA was no longer an option for early reinstatement. Therefore, there is no need for future certification training.

Over the last year, numerous training sessions were held, and smaller trainings were conducted with each participating county. A presentation was given at the Zero Fatalities Conference. The 24/7 website was also updated through the Utah Highway Safety Office to reflect the new participating counties.

The 24/7 program coordinator had a booth at the September Sheriff's Conference in St. George. Many contacts were made with various Sheriff's offices throughout the State, which will be followed up on in the coming months.

Overall, the 24/7 Sobriety Program has received excellent feedback from everyone involved in the program, with many individual success stories from those who have remained sober after the program was completed. The program continues to garner attention from prosecutors, Judges, and Defense Attorneys as a desired sentencing option for DUI offenders.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, and U-6a, U-12, U-17.

6OT230306 SIP/TRACE/Youth Alcohol Suppression

The State Bureau of Investigation Alcohol Enforcement Team (AET) worked to reduce the incidence of underage drinking and over-service to patrons and conducting source investigations for alcohol-related crashes.

During the grant period, the AET conducted seventeen (17) TRACE investigations across the state, marking an increase from the previous year. Numerous establishments identified through these investigations were referred to DABS (Department of Alcoholic Beverage Services) due to multiple violations of their alcohol license. Officers carried out fifteen (15) youth alcohol suppression operations throughout the state, encompassing special events like outdoor concerts, raves, and the sand dunes. This marked an increase from the ten (10) operations conducted the previous year, resulting in 209 criminal citations. The AET visited 1430 establishments with Covert Underage Buyers (CUBS), leading to 175 instances of alcohol sales to minors. This reflects an alcohol sale rate of 12.2%, a slight increase from the 11.6% reported the previous year.

The AET carried out 171 Overt Alcohol Inspections of DABS licensees, addressing minor violations through educational discussions. Additionally, 189 Covert Alcohol Inspections of DABS licensees were conducted, with observed violations being corrected through educational discussions or official referrals to DABS.

As establishments and special events have returned to operating at normal capacity, the ongoing efforts of the AET are evident in the increasing numbers of operations.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, and C-5, U-6a, U-12, U-17.

6OT230305 Traffic Safety Resource Prosecutor

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

In the FY 2023 grant period, the TSRP had a successful year overall. The TSRP attended numerous national training conferences or webinars throughout the year, including two National Association or Prosecutor Coordinator Conferences, with a specific Traffic Safety Resource Prosecutor (TSRP) breakout session. This year, he also attended the national TSRP, Lifesavers, and GHSA conferences. These are important conferences as this is a collection of the best trainers and national experts in the field and are so helpful for networking and gaining ideas of things to bring back to Utah to help officers, prosecutors, and policymakers keep our roads safer.

The TSRP was a member of the planning committee for the national TSRP conference again this year, and the reviews were very good as to the quality of the conference. He was selected to teach at the Idaho Traffic Safety Summit and attended their conference. He continues to be a faculty member for Utah's Basic Prosecutor Course. Additionally, the TSRP attended multiple national webinars on all topics relating to impaired driving and traffic safety issues this year.

The TSRP conducted more training sessions this year than any other year in this position.. He conducted 63 training sessions this year compared to 57 last year, with a record number of participants attending. Participants included prosecutors (589 total), law enforcement (1,063 total), and other traffic safety or court professionals (1,051 total). This is a substantial increase from the 1570 participants the previous year.

The TSRP again presented the legislative update at the UPC Spring Conference this year. This session consistently receives high ratings and is widely valued by prosecutors and police officers in Utah. The TSRP reported continued challenges in gaining entry into law enforcement agencies to provide training. In recent years, agencies have scaled back their training for impaired driving-related matters. This was of great concern, and the TSRP continued to figure out how to serve law enforcement at the agency level.

The number of requests for assistance and technical assistance has remained very high and increased again this year. The TSRP responded to 883 requests for assistance and technical assistance during the year. Last year, the number was 864. Those requests are sometimes as simple as an email with a short response or sometimes take days or weeks of discussion, research, and follow-up. The TSRP blog was maintained and updated throughout the year with current information and a brief synopsis of relevant cases that impact traffic safety. The use of the UPC prosecutor forum also remained high. This is a great resource and service to Utah prosecutors, and it continues to receive excellent reports from prosecutors around the state. Overall, it was a successful year with many good things happening and more to build upon for the future.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, and U-6a, U-12, U-17.

6OT230303 DRE/ARIDE/SFST/Phlebotomy

This project provided training to Utah peace officers to enhance their abilities to detect, arrest, and assist with prosecuting drug and alcohol-impaired drivers and serve as experts within their agencies. Drug-impaired driving continues to be on the rise in Utah and around the country. It is important that law enforcement officers have the resources and training available to them to improve the skills they need to identify and arrest these drivers.

Advanced Roadside Impaired Driving Enforcement (ARIDE) training is one of those resources and was very successful this year. During the year, thirteen ARIDE classes were taught in multiple locations throughout the state. A total of 209 officers attended the ARIDE classes. This valuable class teaches officers additional skills beyond the basic field sobriety tests learned in the police academy. ARIDE gives officers valuable training to help them recognize other types of impairment in drivers that are caused by drugs and combinations of those drugs, including alcohol. With the increased use of recreational drugs and the legalization of medical cannabis, this is extremely important for officers in the prevention, recognition, and action taken to help prevent impaired driving.

One DRE school was held this grant year, with twenty officers attending. All officers who attended the DRE school passed the two-week classroom portion of the training. Nineteen officers attended the field certification training in Mesa, Arizona, and passed the final knowledge exam. The last officer completed the certification requirements locally, making this one of the only Utah DRE classes where all students who attended completed the requirements and became certified as DREs. This was made possible by law enforcement officers' hard work and dedication statewide.

A total of four phlebotomy classes were held statewide during the grant year, with a total of 55 officers becoming certified phlebotomists. This exceeded the goal of 30 for the year. This extremely valuable certification allows agencies to save time and money by utilizing law enforcement officers to conduct a blood draw in an impaired driving investigation. This allows a timely collection of evidence and saves agencies money, rather than having to call out and contract with a private company to perform the same service. Law enforcement phlebotomists in Utah can draw blood in thousands of impaired driving cases each year.

DRE callout overtime continues to be available, with eight DRE reimbursements paid to law enforcement agencies for officers who conducted DRE overtime callouts. The need for DRE overtime remains low, but it is still a useful tool and option for police agencies to take advantage of. Many agencies incorporate overtime into their budgets and don't submit reimbursements, or officers who are currently on duty are utilized to perform DRE exams.

The project director presented at an online conference with the Utah TSRP, Tyson Skeen, regarding the Utah .05 BAC law for the state of Minnesota's monthly traffic safety webinar.

This year, grant funding supported the project director in attending the IACP Western State DRE Coordinator meeting in Denver, Colorado, and the Impaired Driving and Traffic Safety Conference (IDTS) in Anaheim, California. In addition, the project sponsored the top student from the DRE school to attend the IDTS conference. The valuable training, skills, and networking gained during these meetings and conferences are essential to help promote continued impaired driving enforcement.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, U-6, U-12, and U-17.

Community Traffic Safety

See the progress for the following performance measures starting on page 82. C-1, C-2, C-3, C-4, C-6, C-7, C-8, C-9, C-10, C-11, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U-4b, U-5a, U-5b, U-6a, U-8, U-9, U-10, U-11, U-14, U-15 and U-16.

CP230207 Utah Safety Council Traffic Safety Program and Child Passenger Safety

The Utah Network of Employers for Traffic Safety (NETS) continued to help reduce employee traffic-related injuries and deaths while saving companies time and money. During FFY2023, Utah NETS assisted businesses in implementing safety-related traffic policies, programs, and activities in the workplace. Resources included fact sheets, safety talks, presentations, seminars, newsletters, and more. These diverse resources allowed each employer to design their traffic safety program suited to their employees' needs. The NETS newsletter continued to be published throughout the year, addressing seasonal driving tips and offering tips during traffic safety observations. They are also creating a new guidebook for employers to develop and enhance traffic safety programs within their workplace.

The Utah Safety Council hosted the Women in Safety and Health Award Conference (WISH), which honored Kerilee Burton, the first award recipient under the banner of Traffic Safety. Kerilee won this award for her career, filled with accomplishments and continued messages about child passenger safety. They hosted their annual Safety Summit, featuring various traffic-related subjects, including distracted driving, motorcycle safety, road rage incidents, and Zero Fatalities. The Annual Awards meeting highlighted a continued focus on seat belt use. The Industrial Hygiene Conference continues to be a valuable event for the Safety Council. Each month, "Start with Safety" webinars highlighted topics such as child passenger safety, DUI, and 100 deadliest days on the roadway. These topics are available on their YouTube page to view as needed. Next year, they are looking to partner with Zero Fatalities, Truck Smart, and Highway Patrol for distracted driving.

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

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

Another component of this grant is child passenger safety. This year, the Safety Council teamed up with local schools and brought car seat safety education to underserved communities. They have since opened their doors to be a resource for these local schools to send people to have their seats checked. This effort has resulted in a significant increase in checking seats. They routinely check multiple seats per week and hope to continue increasing these numbers going into next year. They also hand out CPS information at conferences they attend.

Organizational changes throughout the year for the Utah Safety Council have delayed progress in some areas but will open up new opportunities for the upcoming year.

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

CP230203 Operation Lifesaver Utah

Throughout FFY2023, the project provided public education programs to prevent collisions, injuries, and fatalities at highway-rail grade crossings. Utah Operation Lifesaver volunteers gave 419 presentations to 13,295 people from October 1, 2022, through September 30, 2023, totaling 881 volunteer hours.

Utah Operation Lifesaver volunteers also participated in 41 community events, reaching 22,100 people during the grant year. They also teamed up with the Utah Transit Authority, the Utah Department of Transportation, and the Utah Department of Public Safety for Utah Rail Safety Week, September 18-24, 2023. They contacted 615 drivers and had 1,200 website visits, 908 social engagements, 978 video views, and 615,000 impressions. They hung up posters at nine high schools whose location is within close proximity to railroad tracks.

Utah Operation Lifesaver continued their sport-related collaborations throughout the year. They purchased advertising with the Utah Grizzlies housed at the Maverik Center in West Valley City (by TRAX light rail). The Utah Grizzlies averaged 5,334 people per game for the 36 home games, with a total attendance of 192,024 guests. They also sponsored the Salt Lake Bees Safety Train. The train ran during all home games and was featured on the scoreboard video and public announcement over the PA system. Two radio PSAs per game were read live. The Salt Lake Bees averaged 5,953 people per game for the 74 home games for a total attendance of 443,494.

Utah Operation Lifesaver partnered with UDOT, Zero Fatalities, and the Utah Board of Education to bring a one-hour virtual rail safety presentation online. Anyone can take this course, but the target is now Utah, Nevada, and Idaho drivers. This is a resource for high schools that choose not to have in-person presentations or high schools located in areas of the state where volunteers can't attend. The online presentation was completed 6,871 times this year.

Utah Operation Lifesaver trained six new volunteers and performed update training for 45 existing volunteers. They conducted three Board of Directors meetings and published four Utah Operation Lifesaver quarterly newsletters.

In 2022 (January-December), 12 grade crossing incidents resulted in 4 injuries and 0 fatalities in Utah.

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

CP230211 Zero Fatalities Safety Summit

The Zero Fatalities Safety Summit took place April 24-27, 2023 at the Davis Conference Center in Layton, Utah. The four-day summit was a great success, bringing together many attendees, including traffic safety professionals, community advocates, and concerned citizens. The overarching goal of this event was to unite in a shared commitment to make Utah's roads safer for everyone, with the ultimate aspiration of achieving zero deaths on our roads. The summit emphasized the importance of collective

effort and cooperation to drive change in our communities. Participants were encouraged to engage, learn, and collaborate to develop strategies for preventing crashes, reducing injuries, and saving lives.

One of the hallmark features of the Zero Fatalities Safety Summit 2023 was the broad spectrum of attendees who shared a deep passion for traffic safety. This diversity of perspectives and experiences enriched the event, ensuring that multiple facets of traffic safety were explored. Participants included professionals working in traffic safety, community advocates, and individuals from all walks of life who were concerned about road safety. This diversity allowed for a holistic examination of Utah's challenges and opportunities in enhancing traffic safety.

The summit spanned four days, each day tailored to address specific aspects of traffic safety. Day one was directed to Driver Education Teachers, with 507 attendees. Day two featured two distinct conferences, one dedicated to Pedestrian Safety - 177 attendees and the other to Child Passenger Safety- 186 attendees. The last two days were dedicated to general sessions, where all attendees could come together to learn, share experiences, and collaborate on strategies to improve traffic safety in Utah. There were 215 attendees at the general sessions.

Throughout the summit, attendees were exposed to the latest research, strategies, and best practices in traffic safety. The conference featured panel discussions, presentations, and workshops where experts shared their insights and experiences. Topics included innovative road design, the impact of emerging technologies, the psychology of safe driving, and more. Attendees gained valuable knowledge that could be applied in their respective areas of influence to further the goal of zero fatalities.

The next Safety Summit will be held in the Spring of 2025.

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

CP230212 Crash Reduction Task Force

In continuation of last year's video and tagline "It's for all of us, Utah," this project continued to focus on the message that practicing safe driving behavior is for all of us. In December of 2022, the Crash Reduction Task Force (CRTF) was able to purchase local media time during the NCAA football New Mexico Bowl featuring BYU and SMU, with the CRTF video, "It's for all of us, Utah." Included in the media purchase, the CRTF had 30 local prime-time commercial slots that ran through December, with the "It's for all of us, Utah" message. In February 2023, the CRTF purchased space to have one commercial run on local television during the Super Bowl with the "It's for all of us, Utah" message. The Crash Reduction Task Force (CRTF) aims to educate the public through enforcement and education on the importance of safe driving and to change the current driving behaviors causing an increase in serious injuries and fatal crashes. "It's for all of us, Utah."

In addition to paid media, the CRTF provides overtime funds to law enforcement agencies for traffic enforcement based on data provided by agencies that show a problem area in their jurisdictions in any of the five identified HSO program areas. The CRTF also provides overtime funds to law enforcement and community partners for educational programs and events emphasizing traffic safety education.

The CRTF teamed up with the HSO Impaired Driving and Occupant Protection Program Managers in FY2023 and promoted the media campaign utilizing the "Grim Reaper" with the "Defy Death" and "Resist Death" messaging. The displays had the Defy Death and Resist Death message on them and were shared with local Police agencies and the DLD to be placed in their lobbies to promote sober driving and wearing a seatbelt while in a vehicle.

The CRTF partnered with the Ogden Raptors Professional Baseball Club. The Partnership provided traffic safety messaging to attending fans and fans listening to the game broadcasts. Items included an 8' x 16' outfield wall sign with a traffic safety message. A full-color logo and safety message are displayed on the video board at Lindquist Field. A full-page color ad in all game programs. Nightly public address announcements throughout the game remind fans to drive safely. HSO and DPS Logo identification on all printed tickets. HSO and DPS logos on all pocket and magnet schedules. HSO and NHTSA Logo identification on all game programs. Full commercial ads during every home broadcast on streaming radio and video production of all 48 home games. HSO was branded as the presenting sponsor on all player poster giveaways. The HSO received social media posts throughout the season and links to the HSO and DPS social media outlets. The HSO was given access to select home games to set up a table/booth on the concourse to distribute traffic safety information.

On June 6, 2023, four members from the HSO and two members from the Driver License Division combined efforts and set up a traffic safety booth at a home game for the Ogden Raptors. More than 400 baseball fans received traffic safety information on impaired driving, seat belts, distracted driving, pedestrian and bicycle safety, and motorcycle safety. The interaction with the attendees was very positive. Educational pamphlets were given out and a television screen that played several traffic safety videos produced by HSO was displayed. Additionally, The HSO and DPS were given two home games to sponsor a buyout game and provided 2,500 game tickets to be distributed to DPS employees, law enforcement, and community partners.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, U-1, U-2, U-3, U-4, U-5, U-6, U-9, U-14, and U-15.

CP230204 UHP Public Information & Education (PI&E) / Adopt a High School

The "UHP PI&E/Adopt A High School" program educates and promotes traffic safety to students at

participating Utah high schools. Development of the program has progressed during the year and shows increased potential. A new partnership with other stakeholder organizations has been created to increase the reach and effectiveness of the intended audience. Troopers presented in many driver education classes throughout the school year as a support program for teen drivers. Progress toward driver education classes for all high schools is increasing.

Throughout 2023, Sergeant Bishop and Sergeant Thompson, along with other troopers, participated in more than 100 different events, presentations, and classes throughout the year. The events included driving cars in city parades, and demonstrating the life-saving benefits of seat belts using the seat belt convincer at numerous community, school, and other safety events across the state.

Troopers also participated in media events and other campaigns, including April's Distracted Driver Awareness Month. Sergeant Bishop spoke at several traffic safety conferences this year, including the Zero Fatalities Safety Summit and the Utah Driver's Education Teacher's Conference. Sergeant Bishop and Sergeant Roden attended the Uniformed Safety Education Officers Workshop with other State Troopers from across the country where they learned how to effectively influence traffic and public safety through education.

PI&E continued to promote newly developed programs for Driver Education and winter driving presentations, emphasizing the need to help young and inexperienced drivers be prepared for the constantly changing road conditions during the winter months.

Momentum is increasing with teen driver education, awareness, and community and school traffic safety education. New programs and partnerships are providing better outreach and safe driver behavior development in high-risk driver categories.

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

CP230210 Teen Driving Education and Outreach

The Highway Safety Office produced a Pre-driver Dangers of Distracted Driving Video. This video aims to provide pre-drivers, specifically those between the ages of 12 and 14, with valuable insights into the perils of distracted driving and equip them with strategies to eliminate distractions while behind the wheel. This instructional video is available in the pre-driver video library hosted at ZeroFatalities.com/pre-driver. The videos incorporated essential educational content, addressing several key aspects related to distracted driving. Pre-drivers will learn about inattentional blindness, helping them understand how our brains can miss critical details when we're not fully focused on the road. The video dispels the myth of multitasking and explains how attempting to do multiple things while driving can lead to dangerous consequences. Pre-drivers will gain an in-depth understanding of the inherent risks and dangers associated with distracted driving, emphasizing the importance of being vigilant and focused while on the road. The videos outline the potential consequences of distracted driving, such as crashes, injuries, legal penalties, and personal harm, stressing the real-life impact of such behavior. The presentation also guides pre-drivers on what they can do as responsible passengers to help prevent distracted driving. It provides practical advice on discouraging distracted behaviors when riding with others and maintaining their focus when they become drivers. The video meets the core curriculum requirements for the Utah State Board of Education health classes.

This year, the project supported the Zero Fatalities Outreach Team to go into the middle schools and conduct educational presentations, covering topics including hazards of speeding and distracted driving, the significance of seat belt usage, the process of obtaining a learner's permit, and the availability of free resources for learner permit holders. Over the past year, the frequency of these presentations has notably risen. Only a handful of presentations took place during the 1st quarter, but by the 2nd quarter, the presentations increased by 43%. The presentation by the outreach workers has become a popular one among health teachers who have requested their services.

The library of videos available to health teachers in middle schools has now grown to three videos. These videos are full of educational and valuable information that will keep our teens safe and protect them on the roads.

The Highway Safety Office still has many resources besides the library of videos. It was determined that a winter driving resource was needed to teach students how speed can be a danger in winter conditions. In partnership with the Utah Highway Patrol, the Winter Driving Modules were designed for use in driver education classes. The five modules with slow-down messaging consist of 1) Prepare before you go, 2) Drive safely for winter conditions, 3) Take actions to correct a slide, 4) Follow the proper steps after a crash, and 5) Remember the Move Over law. The videos can be viewed on YouTube. The project has reached more pre-teens and teens through partnerships with Zero Fatalities, Highway Safety, Highway Patrol, and the Utah State Board of Education. The goal was to educate pre-drivers and teens learning to drive or have just been newly licensed that it takes skills to drive successfully in winter conditions.

It was originally planned to hold 4-5 sessions of the Teen Driving Challenge (TDC). The Utah Highway Patrol could not run the TDC classes in the Spring and the Fall but will be able to support the program next year. Because of this, substitute activities were conducted, such as funding the outreach team to go into middle schools and present on the Pre-Driver curriculum. HSO also supported the Teen Memoriam Program by attending meetings and paying to print the booklets. Highway Safety is still running the video explaining the state's Teen Mobile Tracker, where parents can keep track of their teens' 40 driving hours. An advertisement video for the tracker can be found at <https://www.youtube.com/watch?v=ZYjA4aFQ5xo>.

A social media campaign ran during National Teen Driving Week and the week of high school graduation, which was directed to parents of teen and teen drivers. This campaign was created for National Teen Driver Safety Week in October. HSO purchased social media to get the message out to the public. The campaign included Instagram and Facebook ads with messages and tips for parents and teens, such as "Sharing a Family Car is Safest" and "0 Passengers for 6 Months!"



The state's Teen Driving Task Force has continued to be a supportive group that shares the same objectives for teen drivers in Utah and supports efforts made in each organization that comprise the group. Utah Department of Transportation, Utah Department of Public Safety, the Zero Fatalities Team,

Utah Highway Patrol, Primary Children's Hospital, Utah's Driver License Division, Safe Kids Utah, Utah Department of Education, Utah Safety Council, and many other partners work together and collaborate efforts to support teen driving.

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

Vulnerable Roadway Users Program

Vulnerable Roadway Users remain an area of emphasis for the Utah Highway Safety Office. This area includes motorcycles, pedestrians, bicycles, e-scooters, and senior drivers. See the individual sections on the pages that follow.

Motorcyclists, pedestrians, and bicyclists are the most exposed users of Utah's roads, with no protection of vehicles. Between 2018 and 2022, these vulnerable roadway users were involved in 4% of all crashes yet accounted for 35.39% of fatal crashes. Attesting to this is the fact that pedestrians continue to be over-represented in fatal crashes in comparison to total crashes. 2018-2022 data shows that pedestrians only accounted for 1.42% of total crashes but represented 16.4% of total fatalities. The numbers for motorcyclists are very similar, with motorcycle-related crashes accounting for 1.84% of crashes yet 16.17% of fatalities. In addition, the increasing use of bicycles for transportation and recreation requires ongoing proactive efforts to continue to reduce and prevent crashes involving bicyclists.

Motorcycle Safety Program

See the progress for the following performance measures starting on page 82. C-1, C-2, C-3, C-7, C-8, U-7, and U-8.

MC230901/11X230903 Motorcycle Safety Media Campaign and PI&E

During fiscal year 2023, this project provided funding for several forms of media as part of its efforts to reduce motorcycle crashes and fatalities. Penna Powers continued to manage and update the "Ride to Live" motorcycle safety website, which focuses on what motorcyclists can do to keep themselves safe - focusing on strategy, skills, and gear.

Based on input from UDOT and the Motorcycle Stakeholder Meeting held in March 2023, it was determined that a new campaign was needed, focused in part on motorists' awareness of motorcycles. This new campaign, "Both Sides," stresses the importance of motorcyclists taking rider courses to protect themselves, no matter how long they've been riding. In turn, motorists become more aware of motorcycles. The campaign ran from May 8 through July 31, receiving 26.9 million impressions and 30,743 clicks. Bus boards garnered the most awareness with 23 million impressions (bonus included running additional months on buses after the campaign ended). The campaign received 1.4 million complete video views. As the lane-filtering law continues to be a component of this project, lane-filtering videos also ran during this time period. There was a peak in campaign performance in June from the Ride to Work Day campaign (06/19/23).

The Rider Skills campaign ran from April 5th to Sept 10th, with the 25% discount for rider skills courses continuing this year through Salt Lake Community College, Utah Riders Association, Harley-Davidson, and Utah Tech University. The discount program is extremely successful, and redemptions ran out early in the campaign. A new MOA is being developed to require rider schools to track the amount of discounts offered more effectively and drive more traffic to the Ride To Live website.

Utah Crash Data shows that over a 5-year period, around 10.7% of motorcycle fatalities were out-of-state drivers. In response to this information, a partnership with the Utah Office of Tourism was established, and updates were made to their webpage that features suggested motorcycle rides around the state. They added a link to the UHSO website directing traffic to ridetolive.utah.gov to learn more about motorcycle safety, especially considering the state's canyons and treacherous roads. They also distributed ride difficulty maps to all the visitor centers in the state, which were well received.

The objectives of the 2023 Motorcycle Safety phone and online survey determined factors such as if respondents have a motorcycle license or endorsement (98%), if motorcyclists have taken a motorcycle training course (46%), if they always wear a helmet (61%) and if they feel they have the skills necessary to avoid a crash when riding (90%). There was also a focus on overall awareness of lane filtering and to determine recall of advertising or public service announcements about watching out for motorcyclists on roads. Overall, 61% of participants knew the term "lane filtering," and 73% recognized the concept once it was explained. When compared to respondents in previous years, 2023 respondents were more likely to know what lane filtering is, more likely to have witnessed lane filtering, and more likely to say they "sometimes" see motorcyclists lane filter correctly. Regarding awareness of lane filtering campaigns, 58% of respondents have seen recent advertisements or PSAs about watching for motorcyclists on the road and 34% of motorcyclists have seen recent advertisements or PSAs urging them to take a riders' skills course. These results show that while the general public is becoming more aware of lane filtering with

each passing year, continued outreach and education are necessary for the media component of the motorcycle program.

When analyzing lane filtering data, crashes are filtered to show Motorcycle only on roadways 45MPH or less with contributing factors such as improper passing or unknown and /or where lane filtering was noted in the narrative. Still, the data for Lane Filtering remains quite small, making it difficult to determine the law's effectiveness. Between 2021 and 2022, possible lane-filtering crashes decreased from 138 to 106, and the number of possible lane-filtering fatalities decreased from 5 to 4. Lane filtering was identified in only 15 of the 2022 crash reports, indicating a possible need for law enforcement to be more educated and an amendment to the DI-9 to capture the data properly.

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

MC230902 Riderz Foundation Motorcycle Safety Program

The project funded local efforts to promote motorcycle safety, rider skills, and rider knowledge. It supported the advocacy group The Riderz Foundation, which organizes events promoting motorcycle safety, lane filtering, and awareness on Utah's roads. The Riderz Foundation hosted seven Bikes and breakfast events and six long-distance rides. This season they rode 6,000+ miles over Moki Dugway, Highway 12 Escalante, Flaming Gorge, Colorado Pikes Peak, Million Dollar Hwy 50, Bryce & Zions, and Monument Valley. They hosted weekly meet-and-greet group rides in Salt Lake, Weber/Davis, and Tooele & Utah County, which are instruction events for motorcyclists who want to sharpen their riding skills, particularly group riding. They participated in the 17th annual International Female Ride Day. This was a great day of learning for new women riders who have started their motorcycle journey and to educate seasoned riders on the importance of always wearing safety gear when riding.

This year, Riderz Foundation participated in events that reached over 5,000 riders, including the 10th Annual Hal Wing Memorial Ride to benefit the Honoring Heroes Foundation, the Fallen Officer Ride at Summit Harley Davidson, the Fire Ride at South Valley Harley Davidson, and Peach Days in Brigham City Logan Harley Davidson. Post-crash safety was also a focus this year; The Salt Lake City Fire Department held first aid training for the motorcycle community, and the Road Guardians conducted an Accident Scene Management (ASM) class held at the Layton Police Department.

Along with this, Riderz Foundation continued to update their social media with motorcycle safety awareness links, to remind motorcyclists to review valuable educational information for riding, encouraging riders to practice and learn the group riding skills needed to be a smart and safe rider and always to use their hand signals. They continue to share educational materials about lane filtering, such as an infographic they created, and the DPS Lane Filtering website link.

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

Senior Driving Safety

See the progress for the following performance measures starting on page 82. C-1, C-2, C-3, and U-16.

CP230205 Senior Driving Safety

The University of Utah (U of U) Health Trauma Program continued its outreach focus on keeping older adults safe in their vehicles by utilizing the Yellow Dot Program and their Adult Driving outreach program. During fiscal year 2023, Yellow Dot continued to be partners with Health Choice Utah, Health Choice Generations, Central Davis County and Davis County Hospital, Tooele County Health Department, Mountain West Hospital, Tooele PD, Orem City PD, and Cedar City Police and EMS. They created new partnerships with Weber County, Carbon County Emergency Management, and Wasatch County and Utah County Health Departments. They initially aimed to increase outreach to eight local and state health agencies but did reach these four in addition to continuing partnerships in the Salt Lake area.

This year a Mature Driver Task Force was formed, with partners from the U of U Trauma Dept and Occupational Therapy, Intermountain Healthcare, UHSO, UDOT, Zero Fatalities, local health departments, Utah Driver License, and AARP. The team discussed ways to reach more older drivers, resulting in a March CarFit training. The hope is that more will be accomplished in subsequent years with this group.

Timpanogos Hospital and Utah Valley Hospital partnered to help promote Yellow Dot and the American Fork Fire Department. The Bureau of EMS added Yellow Dot to their newsletter and continues to partner to help bring awareness to all EMS agencies across the state. The program conducted outreach classes to the American Fork Fire Department and Carbon County Senior Center, presented at the Uintah Basin Emergency Care Conference in combination with Geriatric Trauma, presented at both the Zero Fatalities Safety Summit and Utah Public Safety Summit, and also participated in a Geriatric trauma presentation at the Utah Trauma Network Conference.

The University of Utah Adult Driving Safety website continues to be promoted at all health fairs and outreach classes, and it is also part of an educational email sent out each month from the trauma program. This year they added a section where someone can request to add/change/edit resources that are available in their area. Most of the site usage is for the Yellow Dot Program, and although views are down from 4937 last year to 4285 this year, it is still getting used quite often. Next year will focus on promoting the resources section, which is the site's least visited part.

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

Pedestrian and Bicycle Safety Programs

See the progress for the following performance measures starting on page 82. C-1, C-2, C-3, C-10, C-11, U-10, and U-11.

PS230701/FHX230201 Pedestrian Safety PI&E

Pedestrian safety was promoted through partnerships with community organizations, advocacy groups, schools, police departments, local health departments, and Pedestrian Safety Task Force partners. Activities and outreach efforts were focused on reducing pedestrian injury and fatality rates. The Pedestrian Safety Task Force continues efforts to implement the Utah Pedestrian Safety Action Plan with specific tasks outlined under each of the seven emphasis areas- Data, Driver Education and Licensing, Engineering, Law Enforcement, Communication, Education, and Outreach, Legislation and Policy. The task force includes Zero Fatalities, UDOT, DHHS, Salt Lake County, UTA, and more. This year, the task force was focused on the Pedestrian Safety Summit, which was held in conjunction with the Zero Fatalities Safety Summit in April.

This year the partnership with Zero Fatalities led to a new campaign called “Back to Basics.” These catchy videos offered quick tips on many traffic safety topics. Still, they targeted both pedestrians and motorists with videos on different types of crosswalks (parallel, ladder, and unmarked), why to push the button at a crosswalk, look left, right, and left, make eye contact when crossing, crossing between cars, distracted walking, visibility, and sidewalk etiquette. The 17 pedestrian videos were targeted to Utahns 22-55 years old and ran April 18th - June 30th and Aug 14th - Sept. 24th. This campaign resulted in some of the best social media engagement the Zero Fatalities team has seen, with many comments and shares. One of the top-performing videos, “When to do a Head Check,” garnered 4,782 plays, 81 likes, 4,251 reached, 95 engagements, and was seen by almost 3,800 outside accounts on Instagram alone. The Back to Basics campaign started in March and continues to remind Utahns of the basics of driving safely and using roadways safely.

The pedestrian law cards were updated this year to include more safety tips and reference some laws pertinent to pedestrian safety. Due to changes in HSO staffing at the end of the fiscal year, these cards will be distributed to all traffic safety partners in 2024.

Project funds supported targeted crosswalk enforcement efforts statewide. Twenty-two agencies participated in at least one of the statewide crosswalk enforcement campaigns to help enforce the school zone crosswalk law. Crosswalk enforcement shifts proved to be effective in educating motor vehicle drivers and pedestrians on traffic laws.

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

PS230702/FHX230202 Bicycle Safety PI&E

This project supported outreach activities focused on reducing bicycle injury and fatality rates. Bicycle safety was promoted through partnerships with community organizations, advocacy groups, schools, and police departments. Bicycle safety skills were promoted, including how to ride safely on the road, bike handling, proper hand signals, education about roadway signs, and rules of the road. The Utah Highway Safety Bicycle Rodeo Program was used eighteen times this year, with approximately 3,000 kids participating. The Highway Safety Office hosted two bike rodeo events, one of which was the Salt Lake County Safe Kids Fair, during which 150 helmets were distributed and approximately 5,000 participants attended the fair. Helmet fitting events were sponsored throughout the year, distributing helmets to children who did not have one. During this project period, approximately 500 helmets were distributed.

This project also utilized the Zero Fatalities Back to Basics for media. Seventeen bike-specific videos were created and ran from April 18th to June 30th. These videos focused on tips such as how to follow the 3-foot rule, adjusting a bike, and helmet fit, how to safely use the road as a cyclist, and using reflective gear. The team partnered with Bike Utah to provide technical assistance and be a spokesperson for some videos. This campaign's top performer was "Is It Legal To Ride On The Sidewalk?" and garnered 4,201 plays, 150 likes, 3,589 reached, 187 engagements, and was seen by almost 2,500 outside accounts on Instagram. The Back to Basics campaign started in March and continues to remind Utahns of the basics of driving safely and using roadways safely.

The project utilized the Road Respect program to educate cyclists and raise awareness among motorists about the best safety practices for sharing the road. Road Respect placed "Ambassadors" in two popular cycling events in key counties across the State to educate riders and lead by example. Cycling law cards were distributed to participants in the bags they were provided. The cycling law cards were updated this year, including more safety tips and referencing some of the laws pertinent to bicycle safety. Due to changes in HSO staffing at the end of the fiscal year, these new cards will be distributed to all traffic safety partners in 2024.

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

PS230705 Youth Bicycle Education and Safety Training (Bike Utah)

The project supported the advocacy group Bike Utah's Youth Bicycle Education and Safety Training (BEST) Program, which taught advanced bike safety concepts using a 4-day curriculum to 4th-7th graders. The BEST Program reached 2,693 students at 36 sites (30 schools, five youth summer programs, and one library). Bike safety skills taught in BEST programming include proper helmet-wearing techniques, rules of the road, the benefits of cycling, and vehicular safety. Learning these skills enables students to feel confident in their ability to ride safely and puts students on a path toward making cycling a lifelong habit and lifestyle. Pre- and post-quizzes were conducted at all sites and showed an overall 70% improvement.

BEST directly served the needs of diverse community partners in the state and built an array of relationships and partnerships as the program shifted towards a community-oriented approach to providing cycling safety education. These partners include Rose Park Elementary's first "bike bus," Glendale Middle School and Bryant Middle School, Slate Canyon Youth Detention Center, Farmington Bay Youth Center, Free Bikes 4 Kidz, the International Rescue Committee (IRC) and an after-school kids club at Kearns Library. In November, Bike Utah hosted the Utah Safe Systems Symposium, bringing professionals from various industries together to brainstorm how to improve road safety in Utah. In February, BEST

participated in Utah Outdoor Recreation Day on the Hill and brought bikes to allow legislators to ride them and ask questions about Bike Utah's work and safe cycling practices. BEST worked with Audra Urie at the State Board of Education to revamp Utah's driver-ed curriculum on bicycle safe driving. Bike Utah presented the new curriculum at the annual Zero Fatalities Summit in April. Other events included the Millcreek Earth Day event, the Salt Lake County Library at Daybreak, the Park City Bike Rodeo, and the Hartland Community for Youth and Families event with outdoor gear retailer Evo.

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

PS230706 Cedar City Active Transportation

This project supported outreach activities focused on bicycle and pedestrian safety in Cedar City through "Neighborhood Slow Rolls." They held six of these events, which offered tutoring on proper bike and road safety when using your bike, how to prepare your bike for safe travel on all roads properly, and signage for these events included temporary A-frame signs with bike safety messages (i.e., correct bike signals, etc.). The project directors continued to build stronger relationships with UDOT, their local street department, and other agencies such as the Forest Service and BLM. The Slow Rolls were promoted through social media and offered safety tips in the citizen's monthly newsletter. An increase was observed in the number of Facebook views and all postings regarding biking and walking activities. They included all partners on all posters and social media postings, demonstrating a more unified community-wide approach to Active Transportation.

Cedar City participated in successful bike and walk-to-school events at local elementary schools, one of which was held in May during National Bike Month. They encouraged everyone to bike to school or work actively during the month. They are working with the Iron County School District Communication and Transportation personnel to create safe bus areas near the schools. As Cedar City is in a rural part of Utah, students are bused many miles to reach their elementary schools. They are working with the fire and police departments, PTA, and city council/mayor's office to visit the schools.

Though not part of this grant's funding, Cedar City worked with UDOT and Southern Utah University to place bike safety signs and paint symbols in bike lanes to enhance cyclist safety in the area. They slowed down the speed limit to make the area safer for pedestrians and bicyclists.

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

PS230707 Ogden Bike and Pedestrian Safety

This project supported pedestrian and bike safety within the city of Ogden for a total attendance of 2,244 individuals, 430 individuals participating in bike rodeos, and the invaluable contribution of 227 volunteer hours. In total, 1,302 helmets were provided to the community over the year. The project fostered a culture of awareness and proactive safety practices within the community.

The program provided two training events to department personnel and volunteers, equipping them with the essential tools to effectively promote bicycle and pedestrian safety within the community. This comprehensive training led to 38 volunteers being proficient in properly wearing and fitting bike helmets and conducting bike rodeos, thus significantly enhancing bicycle safety.

In addition, the program prioritized pedestrian safety, emphasizing school crosswalks and crossing guards. Furthermore, the program organized a comprehensive training session for all Crossing Guards, addressing issues from the previous year and introducing a traffic officer to share insights on personal safety and observations at the crossings. The project directors organized four training activities at school crossings, involving one pedestrian and two to four officers who monitored and addressed vehicles violating school crossing regulations.

Over the course of the year, approximately 100 hours were dedicated to planning summer activities focused on safety for cyclists and pedestrians. The program hosted nine bike safety events, including engaging bike safety rodeos and generous helmet giveaways. In addition, a wealth of safety literature focused on bicycle and pedestrian safety, along with other child safety topics, was made available to attendees. Inclusivity was a priority, with some materials provided in Spanish, where available, to cater to a broader audience.

The project utilized social media by posting public safety notices on Facebook, spreading awareness about the critical distinction between traffic and pedestrian safety. The dedication of volunteers and officers and the impact on bike and pedestrian safety reflect a significant achievement for the community.

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

PS230708 Salt Lake County Health Dept Pedestrian Education

The project supported outreach activities by the Salt Lake County Health Department at local elementary schools through assemblies offering tips on how to visibly be seen by drivers when walking and biking, the importance of being visible to cars at night and using reflective gear. They sent pedestrian and bike safety tips via a school newsletter and partnered with Park Rx Utah's annual challenge to educate families, children, and community members about bicycle and pedestrian safety. This was a statewide approach and reached people in all areas of Utah.

Salt Lake County Health Department assisted schools with Green Ribbon Month events in September and created materials for the schools to implement these events. Four schools in Salt Lake County (Sandy Elementary, Willow Creek Elementary, North Star Academy, and Oak Leaf Elementary) participated in these events. They hosted their families to help them understand bicycle and pedestrian safety. Two of them are walking-only schools and wanted extra educational opportunities to help students and parents understand the importance of bike and pedestrian safety, especially around the school. Kits were provided, which included activity sheets for students to engage in safe behaviors around biking and walking, safety reflective vests, bike bells, spoke lights, bike lights, and reflective bracelets. The administrator who signed up for the kits received information on implementing and educating with these materials.

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

PS230709 Washington City Active Transportation Safety

Washington City grant-funded outreach and education events around active transportation safety. They had booths at Cotton Days and the Sunrise Valley Park opening, where bicycle safety was discussed.

Bicycle safety items such as helmets, bike bells, and reflectors were provided to the public along with safety information on how to use the items. At the Sunrise ribbon cutting, the mayor spoke about National Bike Month and the importance of getting out on your bike and biking to work. They initiated a “Use a Bell Program” where the staff was given bicycle bells to give out to bicyclists during their workday, allowing them to interact with the public and discuss bike safety and etiquette. They also used social media to disseminate bike safety information to their community.

Washington City created signage around town that promoted bike safety. The city has a network of trails that cross roadways, so temporary signs with safety messages were placed on roadways near these busy trails, offering cyclists bike safety tips as they ride along the roadway. They participated in the Move Utah Conference on May 24th in Salt Lake City, which covered topics such as the importance of active transportation and its effects on community health, design guidelines for effective active transportation, the benefits of walkable/bikeable communities and Utah’s unified plan for incorporation of active transportation.

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

PS230710 Weber-Morgan Bike and Pedestrian Safety Program

This project supported pedestrian and bike safety for Weber and Morgan County Health Department. They conducted pedestrian and bike activities at schools, Safe Routes to School activities, and promoted E-scooter safety. They offer low-cost bike helmets and promote this program regularly at community events and through social media. They promoted bike helmets and other programs at Ogden Community Family Night at Ogden High, reaching approximately 200 people; Morgan Library Safety Fair, where 400 attended; and Morgan Family Dinner at Riverside Park/Safety Fair, where 500 attended. A Click It Club lunchtime activity at Morgan Elementary utilized the jello brain mold to reinforce helmet safety to students. Safe Kids Day, where over 5,500 attended, was hosted at Newgate Mall with over 50 booths and free bike helmets. Ogden Police assisted with the distribution of helmets and then conducted a bike rodeo for all to participate in. WMHD supported the Ogden Police summer series event at the Treehouse Museum (1450 people), where Safe Kids sponsored a booth focused on bike helmets and ways to stay safe this summer.

The project focused heavily on Green Ribbon Month and Walk to School Day events. They have many active partners and even combined their Safe Kids and Pedestrian Task Force meetings in order to focus on these events, which was supported by offering kits to schools. At least six elementary schools participated in events, reaching approximately 3,360 students. Many of these schools state issues with their drop off/pick up zone, a focus of these events.

Weber-Morgan Health Department partnered this year with Safe Routes’ Beat the Street program, a 30-minute assembly that teaches students about safely walking and biking to school. Through this partnership, they held nine assemblies in elementary schools, reaching approximately 4,500 students. They also partnered with UDOT on a Safe Routes activity stem lesson at James Madison Elementary. Students participated in a lesson and then conducted observation surveys at an intersection needing a traffic light. The students could see the impact and learn about several safety measures.

This project supports E-scooter safety through social media posts, a safety flier, and a survey. Results from the survey are used to educate their coalition and communities. Events were held at Lorin Park, Lester Park, and the Morgan Safety Fair. They also worked with South Ogden City to help enforce city

policies and determine which company should be used in their city based on which company has the best safety protocols around E-scooters.

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

Police Traffic Services

See the progress for the following performance measures starting on page 82. C-1, C-2, C-3, C-4, C-5, C-6, C-7, C-9, C-10, U-1, U-2a, U-2b, U-2c, U-3, U-4a, U-4b, U-5a, U-5b, U-6a, U-6b, U-9, U-14, and U-15

PT230101 Police Traffic Services and Equipment

The Police Traffic Services and Equipment Grant provided Utah law enforcement agencies High Visibility Enforcement shifts, training, and equipment, aiming to boost efforts in enhancing traffic safety, focusing on speed-related issues. Twelve law enforcement agencies participated in an Advanced Crash Reconstruction course; 29 Officers representing Ogden PD, Weber County Sheriff's Office, Utah County Sheriff's Office, Logan PD, Roy PD, Salt Lake City PD, South Salt Lake PD, Unified PD, Taylorsville PD, West Valley PD, Draper PD, and Utah Highway Patrol participated this grant year. The course benefits crash investigations by providing investigators with skills to analyze and reconstruct almost any motor vehicle accident comprehensively, thus giving a better understanding of what is causing fatal crashes throughout the state.

Throughout the year, Multi-Agency Task Force (MATF) meetings were conducted to form and strengthen partnerships with law enforcement agencies and to encourage continued support for our programs. The Police Traffic Services program manager regularly attended these meetings to maintain open communication with law enforcement and inform them about Utah Highway Safety programs and activities. Aside from MATF meetings across the Wasatch Front, five additional meetings were held to establish connections with law enforcement agencies in rural regions across the state, including Brigham City, Vernal, Richfield, Cedar City, and Blanding. These meetings encouraged public engagement and community involvement and facilitated resource sharing. They also fostered relationships with new and existing stakeholders, enhancing the programs' effectiveness. The program manager attended the chiefs' and sheriffs' conferences, which proved to be a valuable platform for disseminating program resources to law enforcement agencies across the state and helped maintain a positive relationship with the law enforcement community.

Equipment applications submitted by ten law enforcement agencies yielded valuable insights into identifying and resolving issues affecting their respective jurisdictions. Using data-driven problem identification, these agencies have identified equipment needs, leading to the development of effective and targeted solutions. This approach has proven to be a valuable tool for law enforcement agencies, allowing them to maximize their resources and enhance their ability to serve and protect their communities. Ten Police Departments received traffic safety tools/equipment to enable these departments to enhance their traffic safety efforts and improve their overall effectiveness. This year, 15 Radars, 16 Lidars, and 4 Speed Trailers were funded. Unfortunately, due to manufacturing delays, three orders for speed trailers were not fulfilled and delivered to law enforcement agencies.

Speed has been a continued concern in Utah, and in response, 278 speed enforcement shifts were issued to 22 agencies. During these shifts, officers made 3,032 contacts with the motoring public. As a result, 1,684 speeding citations and 892 warnings were issued to drivers exceeding the speed limit. These numbers were collected from agencies participating in quarterly High Visibility Enforcement shifts throughout the 2023 fiscal year, including NHTSA's "Speed Catches Up With You" campaign held July 10 – July 31, 2023.

Sponsored posts were used on social media to promote the NHTSA speed prevention campaign. During the July enforcement campaign, "Look at the Damage" videos were advertised in English and Spanish.

The Spanish video received 27,671 impressions, 15,174 ThruPlays, and reached 11,156 individuals. The English video received 60,743 impressions, 21,738 ThruPlays, and reached 29,000 individuals.

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

DD230808 Distracted Driving Enforcement

The Distracted Driving grant from the Utah Highway Safety Office aims to enforce High Visibility Enforcement (HVE) efforts during NHTSA's National Distracted Driving Awareness Month and quarterly shifts throughout the grant year. In April, 17 agencies participated in 145 High Visibility Enforcement shifts to educate the public about the dangers of distracted driving, while media campaigns informed them that officers would be on the lookout for distracted drivers. Throughout the grant year, 19 agencies participated, resulting in 2,346 contacts with the public, which included 465 citations and 579 warnings issued for texting while driving. These figures exclude the efforts undertaken by the Utah Highway Patrol and Salt Lake City Police Department, who also participated.

The Richfield Police Department conducted public outreach and education shifts at community events, schools, and fairs. These educational shifts aimed to educate the public on the importance of safe driving practices and to guide children, teens, and parents on how to drive safely and avoid distractions.

Distracted driving infographic cards were printed and distributed to participating police agencies to continue to educate the public about the laws, causes, and results of distracted driving.



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

DD230806 Salt Lake City Police Department Distracted Driving Campaign

During the 2023 fiscal year, the Salt Lake City Police Department (SLCPD) carried out targeted enforcement and community education to reduce crashes and fatalities caused by distracted driving. They completed 39 overtime enforcement shifts, made 496 community contacts, and issued 463

citations and warnings. However, the Sale Lake City PD traffic enforcement team encountered staffing challenges, resulting in an inability to work all their anticipated shifts throughout the year.

To raise awareness about the negative consequences of distracted driving, the police department effectively leveraged its social media presence by sharing quarterly messages. Additionally, the department shared an informative video produced by SLCPD that highlighted the dangers of driving while being distracted.

SLCPD participated in April's Distracted Driving Awareness Month by attending a press event in Utah County, which is outside their jurisdiction. The event was initially scheduled to take place in Salt Lake County, but due to a snowstorm, it was combined with enforcement efforts in Utah County.

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

PT230102 Multi-Agency Task Force

The multi-agency task force meetings continued to provide support to the HSO's traffic safety enforcement campaigns and education programs among law enforcement agencies and various partners along the entire Wasatch Front. The task forces met eight times during the 2023 fiscal year and received training and education regarding enforcement and education efforts to be passed to their agencies to further the work. Overtime shifts were handed out through the task forces for DUI, seat belt, and pedestrian shifts. DUI saturation patrols and checkpoints were also conducted. This has enabled the Highway Safety Office (HSO) to get its message out to all police agencies, from the chief down to the line officer.

Several notable training sessions were provided to law enforcement officers at MATF meetings during the FY23 grant year: The Salt Lake Office of the Mexican Consulate with information for officers on what services the Consulate can provide to Mexican Nationals who are victims of crimes or if they are involved in a traffic stop or arrested. UHP's PI&E Sergeant gave a presentation on Utah's Graduated Driver License. The Utah Safety Council presented what they can offer law enforcement agencies regarding traffic safety and enforcement tools. Utah DPS/SBI Alcohol Enforcement Team presented and provided the group with information on alcohol TRACE Investigations and how the team can assist agencies statewide. Barbara Freeman with the UHSO gave a presentation and overview on accessing and navigating the Numetric Dashboard to assist agencies in gathering crash data in their jurisdictions. The Division of Natural Resources gave a presentation on OHVs and provided the most up-to-date laws and regulations. TSRP Tyson Skeen gave the annual Legislative update, providing officers with all the updated legislative bills pertaining to traffic and DUI laws. Sgt. Mark Thompson with UHP gave a presentation on Distracted Driving and provided tactics for officers to use to identify and stop a distracted driver.

The multi-agency task force meetings continued to be a major asset in promoting communication and partnerships in traffic safety campaigns, training, and efforts among law enforcement agencies and partners throughout the Wasatch Front.

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

PT230103 Law Enforcement Liaison

The Law Enforcement Liaison grant has continued to foster communication and partnerships with rural agencies across the state. Law Enforcement Liaison (LEL) members continued to disseminate program

information regarding traffic safety campaigns, training, and efforts throughout the state's rural regions. LELs are conducive to building new partnerships in these rural areas and maintaining strong connections. The LEL grant has been essential in connecting rural agencies to program resources to make Utah roadways safer. This project provided radar equipment to police agencies and officers participated in working high-visibility overtime enforcement shifts provided by several other UHSO projects.

In the spring of FY23, the Law Enforcement Liaison and two Program Managers from the Highway Safety Office organized a meeting in all Utah regions. In each region, the Regional LEL attended along with agency representatives from Law Enforcement from their communities; 55 agencies were represented. Topics included introductions of the HSO's staff and their areas of expertise. Grant-funded opportunities include equipment and enforcement and educational overtime.

The HSO LEL attended various seminars and conferences, including the Nevada Traffic Safety Summit as a Law Enforcement presenter on Utah's .05% BAC law, the National Lifesavers Conference in Seattle, Washington, the Utah Police Chiefs Conference, the Northwest Alcohol Conference, and the Utah Sheriffs Conference.

The Regional LELs are sent the National LEL Traffic Stop email weekly. This email contains training opportunities and informational articles. The Regional LELs are also invited to attend the MATF monthly traffic meetings/trainings in person or virtually.

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

Traffic Records Program

See the progress for the following performance measures starting on page 82. C-1, C-2, C-3, C-4, U-12, U-13.

3DA230501 Crash Information Management System

This project has continued to improve the accuracy, completeness, and accessibility of the crash file database using a multi-tiered approach. The Traffic Records Program Manager continued to provide technical outreach and education to law enforcement throughout the state. The HSO in partnership with the Utah Department of Transportation and the University of Utah continued to grow the Utah Transportation and Public Safety - Crash Data Initiative (UTAPS) program.

The UTAPS team worked throughout the year on creating a new UTAPS system (back and front ends) by upgrading the server hosting all services, databases, and connections. Once this switch is completed they have created an instructions page to be provided by the University IT (UIT) groups to remove servers with technical support phasing out, and to migrate data and connections to a more secure network. The new UTAPS system will significantly improve the architecture and infrastructure behind the delivery of data and tools. The new server will be hosted in an environment where the production databases are under stricter access and firewall rules, making the system development and deployment more challenging, but also more trustworthy.

The traffic records team and their partners have made great improvements to data integration in into (UTAPS). The UTAPS team now receives citation data from all law enforcement agencies statewide. From each citation, the team receives the following fields: PS case number, citation number, occurred date, submitted date, violation code, severity code, citation coordinates, submitting agency, reporting agency, and arresting agency. The citation data allows agencies to query their crash and citation records. In part, this interface provides capabilities similar to the application developed for UHP in previous years. However, it allows for further querying and identifying quantitative metrics to guide enforcement performance.

UTAPS has also continued to work on updating the usRAP project. The review of state routes is currently underway, with Region 4 segments just completed, including the urban areas in and around St. George. The remaining urban areas in the Logan area are being scheduled for review next. The team is preparing the MAG area files for delivery and will deliver both Region 4 and Region 1 segments in the next reporting period, completing all urban areas. All state routes are estimated to be completed by the end of the calendar year, as planned.

UTAPS continues to provide several services to the UHSO and other partners, including a database table with a running set of crash records dating back to 2010. The database has a 24-hour timeline for new crashes received from the Department of Technology Services (DTS). The University of Utah team has two hourly undergraduate and three graduate students performing quality control and assurance protocols on all crash reports.

The Highway Safety Office continued its partnership with Numetric to provide an online interactive crash summary dashboard. The data used in this system comes from UTAPS and is always current. There are 17 workbooks for the crash summary system available on the Highway Safety website. The workbooks cover the Utah Crash Summary, fatalities, drug & alcohol, teen drivers, pedestrians, etc.

The Traffic Records Team provided crash report training to law enforcement agencies through virtual and face-to-face meetings at their request. The crash report training PowerPoint and the DI-9 training manual were provided to several agencies throughout the year. The Traffic Records Team sends crash report reminder emails to all law enforcement agencies. This email helps give the reporting officers helpful tips and reminders of issues on the crash report.

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

TR230105 Traffic Records Coordinating Committee

The Utah Traffic Records Coordinating Committee (UTRCC) coordinator maintained, monitored, and coordinated the Traffic Records Strategic Plan, as well as the operation of the UTRCC. The Traffic Records Program Manager held breakout sessions with all current UTRCC members to review their performance measures and assist in creating new measures for the Traffic Records Strategic Plan for FY2024.

The traffic records team created a Crash Report Update Committee. The committee held several meetings throughout the year to continue updating the existing crash report. The crash report committee finalized all changes to the crash report in June. DTS (Department of Technology Services) is now upgrading the crash report in their system. Once DTS has implemented all changes to the crash report, the traffic records team will work with all vendors to get the report updated on their end. The traffic records team hopes all changes will be made and implemented by spring 2024.

Timeliness is important, and the Highway Safety Office continues working with the agencies to submit all crash reports within the prescribed two-week window; our current permanence measure for crash report timeliness is 5.8 days, improving by 0.2 % from 2022.

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

202322 Fatality Analysis Reporting System (FARS)

Fatal crash information was researched, collected, interpreted, and analyzed. Information was entered into the FARS database for state and national statistical analysis. Information was provided to fulfill requests from the news media, governmental agencies, and other requestors regarding Utah traffic fatalities and statistics. The FARS analyst worked with stakeholders to ensure all fatal crashes met the standard criteria. The FARS analyst analyzed all fatal crashes, coding and documenting information into the FARS database. The FARS analyst and supervisor attended all required training virtually or in person.

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

Evidence-Based Enforcement

Evidence-Based Enforcement Plan (E-BE)

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

Occupant Protection

In the last five years, over 30% of vehicle occupants killed in Utah crashes were unrestrained, showing that occupant protection with seat belt enforcement is key to reducing the tragic loss of life. The goal is to use enforcement, along with other evidence-based strategies, such as advocacy, innovative messaging, and outreach, to target hard-core non-users in an effort to reduce unrestrained fatalities.

Since the primary seat belt law (PSB) passage in May 2015, the observed seat belt usage rates increased from 83.4% before the PSB law to 94.2% in 2023. That leaves 7.6% of Utahns, nearly 260,000, who still choose not to wear seat belts. Education and enforcement are vital to show the utility of the law and will continue to be major components of the UHSO for the next fiscal year. Modifications have been made to the E-BE Plan by including focused patrols to high-risk areas such as rural counties and areas with high crash rates.

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

The outcomes of each enforcement effort are listed below.

November 2022

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

Outcomes:

Reporting Period	November 23-27, 2022
Agencies	20
Hours	471
Seat Belt Violations	565
Citations	313
Warnings	252
Child Restraint Violations	28
Citations	9
Warnings	19
Warrants	10
DUI Arrests	2
All Other Violations	708

March 2023

Nighttime seat belt enforcement took place March 23-26, 2023, during the nighttime hours of 6 p.m. - 6 a.m. in selected areas based on crash data and roadway environments conducive to nighttime seat belt enforcement. Media messaging focused on buckling up day and night.

Outcomes:

Reporting Period	March 23-26, 2023
Agencies	14
Hours	246
Seat Belt Violations	162
Citations	97
Warnings	65
Child Restraint Violations	11
Citations	6
Warnings	5
Warrants	4
DUI Arrests	1
All Other Violations	421

May 2023

May Click It or Ticket Enforcement took place in conjunction with the National Seat Belt Mobilization. Law enforcement agencies statewide pledged their support to enforce the state's primary seat belt law during regular patrols and during high visibility seat belt enforcement shifts.

Outcomes:

Reporting Period	May 22- June 4, 2023
Agencies	41
Hours	1,564
Seat Belt Violations	1,936
Citations	1011
Warnings	925
Child Restraint Violations	66
Citations	21
Warnings	45
Warrants	58
DUI Arrests	10
All Other Violations	1947

September 2023

Rural County Seat Belt Enforcement Effort

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

Outcomes:

Reporting Period	August 31 - September 4, 2023
Agencies	6
Hours	118
Seat Belt Violations	103
Citations	68
Warnings	35
Child Restraint Violations	0
Citations	0
Warnings	0
Warrants	4
DUI Arrests	6
All Other Violations	161

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

Vulnerable Roadway Users

To support pedestrian safety enforcement, shifts were offered as both multi-agency statewide and targeted efforts to reduce pedestrian-involved crashes. The March multi-agency enforcement period targeted crosswalks and areas with high pedestrian traffic, while the other was conducted at school crosswalks to educate on the law for back-to-school time in August. Each participating agency prepared an enforcement plan. The plans justified conducting enforcement at specific intersections and details about operations involving decoys, which was optional. Cache County Sheriff's Office conducted target enforcement throughout the year and provided quarterly operation plans. Lindon Police Department conducted a stand-alone fall enforcement campaign. Enforcement for all of these shifts included both pedestrians and motorists alike.

October 2022 – September 2023 (March and August Back to School campaigns)

Agencies	29
Shifts	380
Vehicles Stopped	2,427
Citations	387
Warnings	699

Cache County Sheriff's Office (October 2022 - September 2023)

Shifts	43
Vehicles Stopped	129
Citations	22
Warnings	98

Lindon Police Department (October 2022 - December 2022)

Shifts	14
Vehicles Stopped	154
Citations	48
Warnings	118

Speed Enforcement

Speed enforcement is already a standard enforcement activity. However, it is crucial to keep speeding at the forefront of law enforcement efforts for each agency and emphasize speed's role in crashes and fatalities in Utah. Multi-Agency Task Force meetings were held in the three largest counties within the state (Salt Lake, Utah, Davis), and officers were updated on data and strategies to reduce speed and other enforcement activities. The Police Traffic Services and Equipment grant helped fund law enforcement agencies' lidars, radars, and speed trailers to help enforce speed and reduce speed-related crashes.

Police Traffic Services Highlights

- 10 agencies received equipment to help with speed enforcement.
- 22 agencies participated in overtime speed enforcement shifts throughout the fiscal year.

Speed Countermeasures Timeline and Details:

July 2023

As part of the grant, law enforcement participated in overtime speed enforcement throughout the year, including during NHTSA's "Speed Catches Up With You" campaign from July 10 to July 31, 2023, in which the Utah Highway Patrol participated. However, their numbers were not accounted for due to not being funded through this grant.

Outcomes:

Reporting Period	07/10/2023 - 07/31/2023
Agencies	15
Hours	599
Speeding Violation	1,094
Speed Citations	680
Speed Warnings	414
All Other Citations	157
All Other Warnings	202

Distracted Driving

The Utah Highway Safety Office managed a distracted driving grant and awarded a separate grant to the Salt Lake City Police Department. These grants helped reduce the number of distracted driving crashes and fatalities in areas with high crash rates by enforcing the law through high-visibility enforcement shifts and educating the public. The outcomes of overtime distracted driving shifts are listed below.

Salt Lake City Police Department 2023

Salt Lake City PD performed overtime distracted driving enforcement as part of their patrol efforts to raise awareness about the dangers of distracted driving and ensure traffic regulations are followed. The

overtime shifts were worked from March 2023 through September 2023. However, the Salt Lake City PD traffic enforcement team encountered staffing challenges, resulting in an inability to fill all anticipated shifts throughout the year.

Outcomes:

Reporting Period	03/07/2023 - 02/22/2023
Hours	195
Vehicles Stopped	496
Texting Violations	230
Texting Citations	26
Texting Warnings	204
All Other Citations	134
All Other Warnings	329

April Distracted Driving Awareness:

This year's U Drive. U Text. U Pay. High Visibility Enforcement mobilization from April 3-10, 2023, centered on aiding law enforcement officers to keep texting and distracted drivers off the road. This year, two Distracted Driving Awareness National Enforcement press events were scheduled for April 4, 2023, in Salt Lake County and April 10, 2023, in Utah County. Officers worked overtime enforcement shifts during the mobilization dates. However, the Salt Lake County media campaign scheduled for April 4, 2023, was canceled due to a heavy snowstorm.

Outcomes:

Reporting Period	04/04/2023 - 04/10/2023
Hours	349
Vehicles Stopped	636
Texting Violations	274
Texting Citations	104
Texting Warnings	170
All Other Citations	198
All Other Warnings	295

Impaired Driving Enforcement

Impaired Driving continues to be a challenge in Utah. Although Utah is below the national average regarding alcohol and drug-related fatalities, it continues to be a problem. Crash data from 2017-2021 shows that alcohol-related driver crashes are 11.9 times more likely to be fatal than other crashes. While only 1.5% of Utah's traffic crashes in 2017-2021 involved an alcohol-related driver, they accounted for almost 15% of fatal motor vehicle crashes during that same period.

Impaired Countermeasures Timeline and Details:

October 2022

The Halloween creative focused on the "Resist Death" concept, which featured "Death" tempting drivers with keys after drinking or taking prescription medication. This creative was integrated with the Drive Sober or Get Pulled Over message. In alignment with this campaign, the UHSO and its law enforcement partners strategically focused on Halloween celebrations, coordinating enforcement efforts through the Law Enforcement Liaisons (LELs) and the Multi-Agency Task Forces.

Outcomes:

Reporting Period	10/28/2022 – 10/31/2022
Agencies	16
Hours	280.5
DUI Arrests	11
Alcohol	16
Drug	4
Metabolite	1
Designated Driver	0
All Other Citations	217

November and December 2022

During Thanksgiving and NHTSA's National Winter Holiday impaired driving enforcement, statewide efforts were made to promote responsible choices among drivers. Two new holiday-themed videos, "Death Doorbell" and "Death Gift Exchanged," featured the "Death" character tempting drivers with car keys after consuming alcohol or prescription drugs. The "Resist Death" campaign ran concurrently with heightened enforcement from November 23-27, 2022, and December 14, 2022, to January 1, 2023. Targeted enforcement in the Wasatch Front area involved collaboration with partners in Salt Lake, Utah, Davis, and Weber Counties. Law Enforcement Liaisons and Multi-Agency Task Forces conducted additional outreach, emphasizing focused patrols, especially in rural areas requiring mobilization support.

Outcomes:

Reporting Period	11/23/2022 – 11/27/2022
Agencies	13
Hours	180
DUI Arrests	3
Alcohol	2
Drug	1
Metabolite	0
Designated Driver	2
All Other Citations	96

Reporting Period	12/14/2022 – 01/01/2023
Agencies	22
Hours	767.5
DUI Arrests	48
Alcohol	31
Drug	14
Metabolite	3
Designated Driver	10
All Other Citations	396

February 2023

The Drive Sober or Get Pulled Over initiative targeted Super Bowl activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis, and Weber Counties through coordinated efforts of the Multi-Agency Task Forces. Super Bowl creative was "Don't Drop the Ball." The

ad encouraged football fans who planned on drinking during the Super Bowl to “Don’t Drop the Ball” by arranging a sober ride.

Outcomes:

Reporting Period	02/12/2023
Agencies	15
Hours	123
DUI Arrests	3
Alcohol	2
Drug	0
Metabolite	1
Designated Driver	3
All Other Citations	70

March 2023

The Drive Sober or Get Pulled Over initiative used the "Don't Get Pinched" message to target St. Patrick's Day activities. Law enforcement partners in Salt Lake, Utah, Davis, and Weber Counties implemented enforcement efforts coordinated through the Multi-Agency Task Forces.

Outcomes:

Reporting Period	03/17/2023 – 03/19/2023
Agencies	20
Hours	393.3
DUI Arrests	26
Alcohol	16
Drug	7
Metabolite	3
Designated Driver	2
All Other Citations	186

May 2023

Memorial Day Weekend kicked off the “Drive Sober or Get Pulled Over” and “Resist Death” campaigns, which encouraged Utahns to plan for a sober ride before drinking or using an impairing substance. These initiatives supplemented the 100 Deadliest Days messaging and enforcement through the Utah Highway Patrol and Wasatch Front-targeted enforcement in cooperation with law enforcement partners in Salt Lake, Utah, Davis, and Weber Counties.

Outcomes:

Reporting Period	05/26/2023 – 05/29/2023
Agencies	14
Hours	260.5
DUI Arrests	12
Alcohol	6
Drug	5
Metabolite	1
Designated Driver	3
All Other Citations	146

July 2023

Drive Sober or Get Pulled Over and “Resist Death” campaign initiatives targeted the 4th and 24th of July celebrations, with law enforcement agencies performing statewide DUI enforcement patrols.

Outcomes:

Reporting Period	07/01/2023 – 07/04/2023
Agencies	14
Hours	193.5
DUI Arrests	7
Alcohol	4
Drug	3
Metabolite	0
Designated Driver	2
All Other Citations	99

Reporting Period	07/21/2023 – 07/24/2023
Agencies	14
Hours	209.8
DUI Arrests	6
Alcohol	2
Drug	3
Metabolite	1
Designated Driver	1
All Other Citations	126

August and September 2023 Drive Sober or Get Pulled Over and “Resist Death” campaign initiatives supported NHTSA’s national impaired driving enforcement mobilization. The campaign focused on Labor Day celebrations with local city, county, and state law enforcement agencies performing high-visibility DUI enforcement statewide.

Outcomes:

Reporting Period	08/16/2023 – 09/04/2023
Agencies	26
Hours	678.5
DUI Arrests	26
Alcohol	15
Drug	7
Metabolite	4
Designated Driver	1
All Other Citations	358

DUI Checkpoints/Saturation Patrols

DUI Checkpoint operations were conducted with law enforcement partners at identified high-risk times and locations. The UHSO provided funding for high visibility enforcement overtime, supplies, and checkpoint equipment, such as a centralized trailer for visibility, signs, and safety equipment. The law enforcement partner agency conducting the checkpoint is charged with meeting the statutory requirement of public notification of the checkpoint's date, time, and location.

Multiple DUI Saturation Patrols/ Blitzes were conducted throughout the year, including every weekend in June, to kick off the anticipated high number of travelers during the summer months. The June high visibility saturation patrols were conducted statewide combined with a media campaign where DPS promoted four existing NHTSA videos on Facebook during the weekends of extra enforcement. The videos included “Drive Sober or Get Pulled Over,” “Ride Sober,” and Drug-Impaired driving messages.

DUI Checkpoints

Outcomes:

Reporting Period	FY 2023
Checkpoints Held	3
Agencies	8
Hours	592
DUI Arrests	6
Alcohol	1
Drug	8
Metabolite	4
Designated Driver	1
All Other Citations	178

DUI Saturation Patrols/ Blitzes/ Special Events

Outcomes:

Reporting Period	FY 2023
Saturation Patrols /Blitzes	12
Agencies	28
Hours	415.5
DUI Arrests	13
Alcohol	9
Drug	3
Metabolite	1
Designated Driver	19
All Other Citations	195

June weekend DUI Saturation Patrols/ Blitzes

Outcomes:

Reporting Period	FY 2023
Saturation Patrols /Blitzes	4
Agencies	29
Hours	322.3
DUI Arrests	15
Alcohol	3
Drug	8
Metabolite	4
Designated Driver	1
All Other Citations	178

Core Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 296.8. The most current FARS data through November 21, 2023, shows that Utah is on track to meet the goal with 286.2 (using a five-year rolling average).

Utah's performance target for C-2 Number of serious injuries in Utah Traffic was 1610.2. The most current UTAPS data through November 21, 2023, shows that Utah is on track to meet the goal with 1557.4 (using a five-year rolling average).

Utah's performance target for C-3 Fatalities per 100 million VMT was .895. The most current FARS data through November 21, 2023, shows that Utah is on track to meet this measure with 0.879 (using a five-year rolling average).

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) was 56.5. The most current FARS data through November 21, 2023, shows that Utah is not on track to meet the goal of 60.6 (using a five-year rolling average). Current year fatalities are lower than the previous two years, so Utah is headed in the right direction. Also, according to the 2023 seat belt survey more people are wearing seat belts. Utah will continue working with local rural communities on messaging and enforcement campaigns to reach hard-core non seat belt users.

Utah's performance target for C-5 Number of Fatalities in Crashes Involving a Driver or a Motorcycle Operator with a BAC of .08 and above was 35.3. The most current FARS data through November 11, 2023, shows that Utah is not on track to meet the goal with 40.6 (using a five-year rolling average). Current year numbers are down from the last few years, but Utah continues to see risky driving behaviors. Utah plans to increase messaging, education, and enforcement about the dangers of impaired driving and may emphasize the additional dangers for impaired motorcycle operators.

Utah's performance target for C-6 Number of Speeding-Related Fatalities was 71.7. The most current FARS data through November 21, 2023, shows that Utah is not on track to meet the goal with 86.2 (using a five-year rolling average). Current year numbers are lower than the previous two but are still too high. Speeding continues to be a challenge in Utah. Work has been done to increase penalties for extreme speeds and the HSO will continue to work with Utah Highway Patrol and local agencies to continue enforcement and education efforts.

Utah's performance target for C-7 Number of Motorcycle Fatalities was 40.4. The most current FARS data through November 21, 2023, shows that Utah is not on track to meet this measure with 42.0 (using a five-year rolling average). Motorcycle fatalities continue to be a challenge in Utah. The HSO plans to work with traffic safety partners to increase education through social media and the motorcycle rider program.

Utah's performance target for C-8 Number of Unhelmeted Motorcycle Fatalities was 19.2. The most current FARS data through November 21, 2023, shows that Utah is on track to meet this measure with 18.4 (using a five-year rolling average).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger involved in fatal crashes was 43.1. The most current FARS data through November 21, 2023, shows that Utah is on track to meet this goal with 29.0 (using a five-year rolling average).

Utah's performance target for C-10 Number of Pedestrian Fatalities was 40.4. The most current FARS data through November 21, 2023, shows that Utah did not meet this goal with 43.2 (using a five-year

rolling average). Current year data shows that the number of fatalities is down from the past two years, but is still too high. Utah will increase efforts focused on pedestrian safety through enforcement, outreach, and education, working with traffic safety stakeholders and local communities.

Utah's performance target for C-11 Number of Bicycle Fatalities was 5.7. The most current FARS data through November 21, 2023, shows that Utah will not meet this goal with 8.8 (using a five-year rolling average). Bicycle fatalities continue to increase in Utah. The bicycle safety program will continue outreach efforts regarding the Heads Up and Road Respect program, and seek other measures to address bicycle safety with local partners.

Utah's performance target for B-1 Observed Seat Belt Use was 89.1%. Using the most current Seat Belt Survey in 2023 shows that Utah met this goal with the current rate of 92.4%, according to the 2023 Seat Belt Survey.

Utah Performance Measures

Utah's performance target for U-1 Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes was 66.5%. The most current FARS/UTAPS data through November 21, 2022, shows that Utah did not meet this goal with 62.87% (using a three-year rolling average). Utah will continue outreach efforts focusing on its CPS program to increase child safety seat usage, especially for children aged 5-8 who are the least buckled for this age group.

Utah's performance target for U-2a Child Safety Seat Use for Children Ages 0-1 Years in Traffic Crashes was 89.5%. The most current FARS/UTAPS data through November 21, 2023, shows that Utah did not meet the goal with 87.13% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2b Child Safety Seat Use for Children Ages 2-4 Years in Traffic Crashes was 81.6. The most current FARS/UTAPS data through November 21, 2023, shows that Utah did not meet its goal with 79.94% (using a five-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-2c Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes was 41.5. The most current FARS/UTAPS data through November 21, 2023, shows that Utah did not meet its goal with 38.58% (using a three-year rolling average). Utah will continue focusing on its CPS program to increase child safety seat usage.

Utah's performance target for U-3 Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Unrestrained was 38.5%. The most current FARS/UTAPS data through November 21, 2023, shows that Utah is on track to meet the goal with 34.29% (using a three-year rolling average).

Utah's performance target for U-4a Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.) was 59.1%. The most current FARS/UTAPS data through November 21, 2023, shows that Utah is on track to meet this goal with 31.55% (using a three-year rolling average).

Utah's performance target for U-4b Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.) was 35%. The most current FARS/UTAPS data through November 21, 2023, shows that Utah is on track to meet its goal with 24.66% (using a three-year rolling average).

Utah's performance target for U-5a Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural was 22.2%. The most current FARS/UTAPS data through November 21, 2023, shows that Utah is on track to meet this goal with 20.88% (using a three-year rolling average).

Utah's performance target for U-5b Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban was 12.1%. The most current FARS/UTAPS data through November 21, 2023, shows that Utah is on track to meet this goal with 9.04% (using a three-year rolling average).

Utah's performance target for U-6a Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers was 67. The target set for this measure was incorrect in the HSP. It should have been 130 based on a 1.5% decrease of the three-year moving average total of 132 (2020 - 2022). Based on corrected data and the most current FARS/UTAPS data through November 21, 2023, shows that Utah is on track to meet this goal with 115 (using a three-year rolling average). The impaired driving program will continue to focus on messaging, enforcement, and working with traffic safety partners to reduce this trend.

Utah's performance target for U-7 Utah Helmeted Motorcycle Fatalities was 43.9%. The most current FARS/UTAPS data through November 21, 2023, shows that Utah is on track to meet its goal with 32.81% (using a three-year rolling average).

Utah's performance target for U-8 Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles was 12.7%. The most current FARS/UTAPS data through November 21, 2023, shows that Utah did not meet its goal of 14.54% (using a three-year rolling average). Utah will continue to focus on education and outreach.

Utah's performance target for U-9 Teen Driver Crash Rate per 1,000 Licensed Driver was 83.1. The most current FARS/UTAPS data through November 21, 2023, shows that Utah did not meet the goal with 95.1 (using a three-year rolling average). Utah will continue to focus on teen driver outreach and education.

Utah's performance target for U-10 Pedestrians in Utah Crashes per 10,000 Population was 1.9. The most current FARS/UTAPS data through November 21, 2023, shows that Utah did not meet its goal with 2.43 (using a three-year rolling average). Utah will continue to focus on pedestrian safety, outreach, and education.

Utah's performance target for U-11 Bicyclists in Utah Crashes per 10,000 Population was 1.13. The most current FARS/UTAPS data through November 21, 2023, shows that Utah did not meet its goal with 1.48 (using a three-year rolling average). Utah will continue to focus on bicyclist safety, outreach, and education.

Utah's performance target for U-12 Drivers in Utah Fatal Crashes with Known BAC Results was 38.2%. The most current FARS/UTAPS data through November 21, 2023, shows that Utah is on track to meet this goal with 50.29% (using a three-year rolling average).

Utah's performance target for U-13, the Average number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes was 7.8. The most current FARS/UTAPS data through November 21, 2023, shows that Utah is on track to meet its goal with 7.27 (using a three-year rolling average).

Utah's performance target for U-14 Utah Drowsy driving-related Fatalities was 5.6. The most current FARS/UTAPS data through November 21, 2023, shows that Utah did not meet its goal with 6 (using a three-year rolling average). Utah will continue to focus efforts on education regarding the dangers of drowsy driving.

Utah's performance target for U-15 Utah Traffic Fatalities Involving a Distracted Driver was 9.2. The most current FARS/UTAPS data through November 21, 2023, shows that Utah did not meet its goal with 16 (using a three-year rolling average). Utah will continue to focus efforts on education and enforcement regarding distracted driving.

Utah's performance target for U-16 Drivers Age 65 or Older in Utah Fatal Crashes was 47.6. The most current FARS/UTAPS data through November 21, 2023, shows that Utah did not meet the goal with 56.7 (using a three-year rolling average). Utah will improve efforts for older driver outreach and education.

Utah's performance target for U-17 Number of fatalities in crashes involving a driver with a BAC of .05 and above was 35.2. The most current FARS data through November 21, 2023, shows that Utah is not on track to meet its goal with 48.6%

Table of Performance Measures

NHSA/NHTSA Recommended/Optional Core Performance Measure Target Chart – FY2023

UTAH

Assessment of Results in Achieving Performance Targets for FY23 and FY22									
	FY 2023					FY 2022			
Performance Measure	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source*/FY23 Progress Results	On Track to Meet FY23 Target Y/N **(in-progress) ** based on 2023 data as of 11/21/23	Target Value FY22 HSP	Target Year(s)	Data Source/FY22 Final Result	Met FY22 Target Y/N
C-1) Total Traffic Fatalities	5 year	2019-2023	296.8	2018–2022 FARS 287.0	Y	263.3	2018–2022	2017–2021 FARS 277.0	N
C-2) Serious Injuries in Traffic Crashes	5 year	2019-2023	1610.2	2018-2022 STATE 1541.2	Y	1455.2	2018–2022	2017–2021 STATE 1394.02	Y
C-3) Fatalities/VMT	5 year	2019-2023	.895	2018–2022 FARS 0.875	Y	.879	2018–2022	2017–2021 FARS 0.860	N
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2019-2023	56.5	2018–2022 FARS 60.2	N	58.5	2018–2022	2017–2021 FARS 60.8	N
C-5) Alcohol-Impaired Driving Fatalities	5 year	2019-2023	35.3	2018–2022 FARS 41.4	N	35.3	2018–2022	2017-2021 FARS 37.2	Y

C-6) Speeding-Related Fatalities	5 year	2019-2023	71.7	2018–2022 FARS 85.0	N	67.3	2018–2022	2017-2021 FARS 72.4	N
C-7) Motorcyclist Fatalities (FARS)	5 year	2019-2023	40.4	2018–2022 FARS 43.0	N	38.1	2018–2022	2017-2021 FARS 40.8	Y
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2019-2023	19.5	2018–2022 FARS 19.2	Y	18.9	2018–2022	2017-2021 FARS 19.8	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2019-2023	43.1	2018–2022 FARS 24.4	Y	42.7	2018–2022	2017-2021 FARS 43.4	N
C-10) Pedestrian Fatalities	5 year	2019-2023	40.4	2018–2022 FARS 43.2	N	39.0	2018–2022	2017-2021 FARS 41.0	Y
C-11) Bicyclist Fatalities	5 year	2019-2023	5.7	2018–2022 FARS 7.6	N	4.4	2018–2022	2017-2021 FARS 5.8	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	89.1	State survey / 92.4	Y	91.1	2021	State survey/91.8	Y
(U-1) Percent of children ages 0-8 in crashes who were restrained in a child safety seat	3 year	2021–2023	66.5	2020–2022 FARS 64.05	N	69.6	2020–2022	2019–2021 FARS 75.1	Y
(U-2a) Child Safety Seat Use for	3 year	2021–2023	89.5	2020–2022 FARS 87.93	N	94.5	2020–2022	2019–2021 FARS 90.2	N

Children Ages 0-1 Years in Traffic Crashes									
(U-2b) Child Safety Seat use for Children Ages 2-4 Years in Traffic Crashes	3 year	2021–2023	81.6	2020–2022 FARS 80.75	N	86.5	2020–2022	2019–2021 FARS 87.7	N
(U-2c) Child Safety Seat Use for Children Ages 5-8 Years in Traffic Crashes	3 year	2021–2023	41.5	2020–2022 FARS 39.86	N	44.4	2020–2022	2019–2021 FARS 43.7	N
(U-3) Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years That Were Unrestrained	3 year	2021–2023	38.5	2020–2022 FARS 32.91	Y	42.3	2020–2022	2019–2021 FARS 46.1	Y
(U-4a) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 pm to 5:59 a.m.)	3 year	2021–2023	59.1	2020–2022 FARS 41	Y	55.3	2020–2022	2019–2021 FARS 56.5	Y
(U-4b) Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6	3 year	2021–2023	35	2020–2022 FARS 29.76	Y	29.4	2020–2022	2019–2021 FARS 31.9	Y

a.m. to 9:59 pm)									
(U-5a) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Rural	3 year	2021–2023	22.2	2020–2022 FARS 20.20	Y	24	2020–2022	2019–2021 FARS 26	N
(U-5b) Unrestrained Among Seriously Injured and Killed Occupants in Crashes Urban	3 year	2021–2023	12.1	2020–2022 FARS 9.67	Y	15.5	2020–2022	2019–2021 FARS 13.7	Y
(U-6a) Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers	3 year	2021–2023	67 *target was incorrect in HSP; correct target is 130	2020–2022 FARS 132	Y	96.5	2020–2022	2019–2021 FARS 95.7	N
(U-7) Utah Helmeted Motorcycle Fatalities	3 year	2021–2023	43.9	2020–2022 FARS 40.06	Y	48.5	2020–2022	2019–2021 FARS 54.3	N
(U-8) Motorcyclists in Utah Crashes per 1,000 Registered Motorcyclists	3 year	2021–2023	12.7	2020–2022 FARS 18.4	N	14	2020–2022	2019–2021 FARS 15.4	N
(U-9) Teen Driver Crash Rate per 1,000 Licensed Driver	3 year	2021–2023	83.1	2020–2022 FARS 94.9	N	74.2	2020–2022	2019–2021 FARS 85.5	N

(U-10) Pedestrian in Utah Crashes per 10,000 Licensed Driver	3 year	2021–2023	1.9	2020–2022 FARS 2.43	N	2.7	2020–2022	2019–2021 FARS 2.9	N
(U-11) Bicyclists in Utah Crashes per 10,000 population	3 year	2021–2023	1.13	2020–2022 FARS 1.45	N	1.57	2020–2022	2019–2021 FARS 1.62	N
(U-12) Drivers in Utah Fatal Crashes with Known BAC results	3 year	2021–2023	38.2	2020–2022 FARS 56.3	Y	50.1	2020–2022	2019–2021 FARS 52.5	N
(U-13) Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes	3 year	2021–2023	7.8	2020–2022 FARS 8.3	Y	5.9	2020–2022	2019–2021 FARS 7.7	N
(U-14) Utah Drowsy Driving-relate d Fatalities	3 year	2021–2023	5.6	2020–2022 FARS 7.0	N	8.17	2018–2020	2019–2021 FARS 8.7	N
(U-15) Utah Traffic Fatalities Involving a Distracted Driver	3 year	2021–2023	9.2	2020–2022 FARS 16.3	N	15.07	2018–2020	2019–2021 FARS 12.7	N
(U-16) Driver Age 65 or Older in Utah Fatal Crashes	3 year	2021–2023	47.6	2020–2022 FARS 62.0	N	51.2	2018–2020	2019–2021 FARS 64.7	N

(U-17) Number of fatalities in crashes involving a driver with a BAC of .05 and above	3 year	2021-2023	35.2	2020-2022 FARS 56.3	N		U-17 was new for FY2023, no previous measure was set.		
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Core Performance Measures- Data source 5-year rolling average in National performance measures
 ***Use the most up to date data.

Utah Performance Measures- Data source 3-year rolling average in Utah performance measures ***Use the most current date data.

Data Source/FY23 Progress Results are based on 2018-2022 to get a full 5-year rolling average.

**Although we used FARS 2018 - 2022 or 2020 - 2022 data for FY23 results, we answered the questions for FY23 using a rolling average based on available data as of November 21, 2023

Program Area Expenditures

Occupant Protection

OP230401	CIOT Step Support	\$143,450.00
OP230402	Occupant Protection Media, Materials & Support	\$206,940.00
OP230404	Rural Seat Belt Program	\$125,350.00
OP230405	Occupant Protection Program Evaluation	\$33,860.00
OP230409	Hispanic Traffic Safety Program	\$40,920.00
OP230411	402 Utah CPS Program	\$9,920.00
OP230412	Rural Seatbelt -Cache County-BRHD	\$11,460.00
OP230413	Rural Seatbelt -Box Elder County-BRHD	\$12,600.00
OP230414	Rural Seatbelt -Carbon County-SEHD	\$14,390.00
OP230415	Rural Seatbelt -IronCounty-SEHD	\$7,150.00
OP230416	Rural Seatbelt -Tooele County-TCHD	\$13,990.00
OP230417	Rural Seatbelt -Sanpete County-CUHD	\$10,750.00
OP230418	Rural Seatbelt -Sevier County-CUHD	\$10,300.00
OP230419	Rural Seatbelt -Unitah County-TCHD	\$13,670.00
OP230420	Rural Seatbelt - San Juan County-SJHD	\$4,970.00
OP230421	Primary Children's Passenger Safety - IHC	\$10,000.00
OP230422	Shriner's SLC Special Needs Car Seat Clinic-SH	\$24,480.00
OP230423	CPS Certification & HD Inspection Station-SafeKids	\$11,080.00
1PE230402	Occupant Protection Media, Materials & Support	\$130,820.00
1CPS230403	Utah CPS Program	\$77,710.00
1CPS230404	Safe Kids CPS Cert & Health Dept Inpection Stations	\$245,470.00
Total		\$1,159,280.00

Impaired Driving

6OT230201	Personnel	\$91,900.00
6OT230301	DUI Enforcement & Checkpoint Support	\$369,950.00
6OT230303	DRE/ARIDE/SFST/Phlebotomy	\$97,130.00
6OT230304	Impaired Driving Media Campaign	\$496,560.00
6OT230305	Traffic Safety Resource Prosecutor	\$175,440.00
6OT230306	SIP/TRACE, Youth Alcohol Suppression	\$46,880.00
6OT230309	24/7 Sobriety Program	\$149,990.00
F24X230310	405d 24/7 Sobriety Funds	\$45,820.00
Total		\$1,473,670.00

Community Traffic Safety

CP230202	Administrative Support	\$269,490.00
CP230203	Operation Lifesaver	\$20,000.00
CP230204	UHP PI&E / Adopt-a-High School	\$16,000.00
CP230205	Senior Driver Safety	\$37,830.00
CP230207	Utah Safety Council Traffic Safety Program	\$23,120.00
CP230210	Teen Driving Education & Outreach	\$40,000.00
CP230211	Zero Fatalities Safety Summit	\$21,180.00
CP230212	DPS Crash Reduction Task Force	\$543,950.00
Total		\$971,570.00

Motorcycle Safety Program

11X230903	Motorcycle Safety Media Campaign	\$52,282.00
MC230901	Motorcycle Safety Media PI&E	\$283,240.00
MC230902	Riderz Foundation Motorcycle Safety Program	\$5,000.00
Total		\$340,522.00

Pedestrian and Bicycle Safety

PS230701	Pedestrian & Bicycle PI&E	\$110,000.00
PS230702	Bicycle Safety PI&E	\$69,710.00
PS230705	Youth Bicycle Education & Safety Training	\$36,040.00
PS230706	Cedar City active Transportation	\$5,220.00
PS230707	Ogden Bike and Ped Safety	\$5,540.00
PS230708	SL County Health Dept Pedestrian Education	\$12,040.00
PS230709	Washington City Active Transportation Safety	\$3,500.00
PS230710	Weber Morgan Bike,Ped Safety Program	\$18,790.00
Total		\$260,840.00

Police Traffic Services

PT230101	PT Services & Equipment	\$238,580.00
PT230102	Weber/Salt Lake / Davis/Utah Co - MATF Groups	\$6,580.00
PT230103	Law Enforcement Liasion Expansion	\$33,890.00
Total		\$279,050.00

Distracted Driving Programs

DD230806	SLCPD Distracted Driving Campaign	\$14,110.00
DD230808	Distracted Driving Media & Enforcement	\$37,860.00
Total		\$51,970.00

Traffic Records Program

3DA230201	Personnel	\$90,380.00
3DA230501	Crash Information Systems Management	\$44,540.00
3DA230503	Traffic Records Coordinating Committee-UTRCC	\$4,450.00
Total		\$139,370.00

Non-Motorized Safety Programs

FHX230201	405h - Pedestrian Safety PI&E	\$120,800.00
FHX230202	405h - Pedestrian Safety PI&E	\$59,980.00
Total		\$180,780.00

Planning and Administration

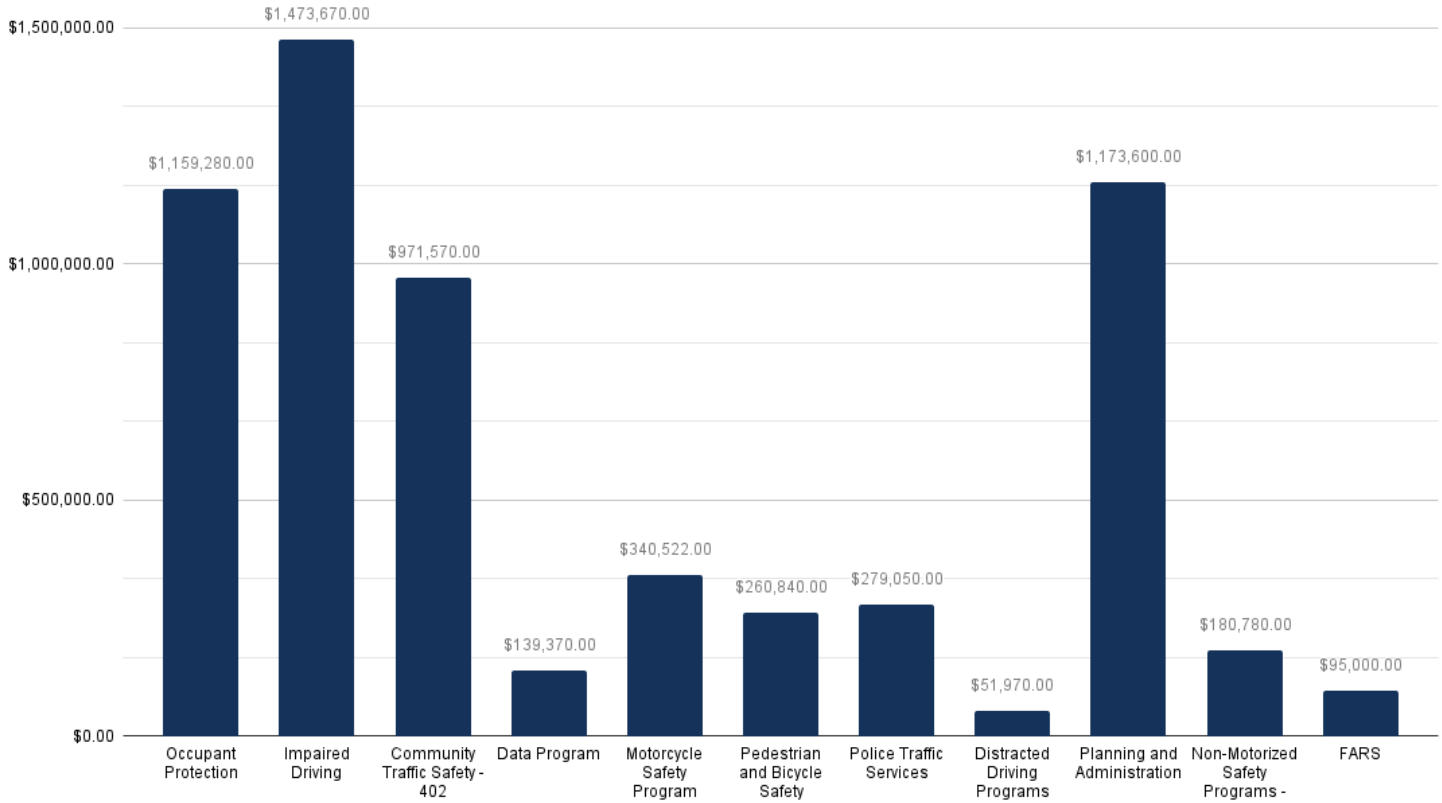
CP230201	Personnel	\$998,230.00
PA231001	402 - Administration (Federal)	\$175,370.00
Total		\$1,173,600.00

FARS23

202223	FARS, Year 5 Award	\$95,000.00
Total		\$95,000.00

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

Program Area Projects Chart



Occupant Protection	\$1,159,280.00
Impaired Driving	\$1,473,670.00
Community Traffic Safety - 402	\$971,570.00
Data Program	\$139,370.00
Motorcycle Safety Program	\$340,522.00
Pedestrian and Bicycle Safety	\$260,840.00
Police Traffic Services	\$279,050.00
Distracted Driving Programs	\$51,970.00
Planning and Administration	\$1,173,600.00
Non-Motorized Safety Programs - 405h	\$180,780.00
FARS	\$95,000.00

Total Spent By Fund

Total Spent By Fund

