

# UTAH DEPARTMENT OF PUBLIC SAFETY HIGHWAY SAFETY OFFICE



*2013 Annual Report*

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### ON THE COVER

For the 2013 Click It or Ticket Mobilization Kick Off media event, the Utah Highway Safety Office utilized a unique method to demonstrate the strength and power of seat belts. With the help of several private partners, a truck was suspended from a crane right in front of the state capitol building.

# Executive Summary

In FFY2013, Utah's highway safety program focused on continuing the downward trend in State traffic fatalities with projects and activities in most of the major traffic safety focus areas. It was a challenging year as the National Highway Traffic Safety Administration and the states worked through the details of implementing the most recent transportation authorization, Moving Ahead for Progress in the 21st Century, or MAP-21. A general description of the projects and activities includes:

- Police Traffic Services – Assisted law enforcement agencies with traffic enforcement equipment purchases such as speed trailers, lidar and traffic enforcement motorcycles, with all supplements based on a definable need. The multi-agency law enforcement task force projects fostered planning and resource sharing among member agencies, and promoted the benefits of sustained seat belt, impaired driving and speed enforcement to reduce overall crime.
- Community Traffic Safety – Twelve regional community traffic safety projects served as ambassadors for the Highway Safety Program in local communities on a wide range of traffic safety focus areas, and two internal project provided staffing and operations for the Highway Safety Office (HSO).
- Impaired Driving Prevention – High visibility saturation and checkpoint enforcement pinpointed impaired drivers and included related media, two DUI courts worked to prevent the cycle of recidivism regarding impaired driving, youth alcohol prevention projects worked to educate about the dangers of underage drinking and also enforced related laws, and DRE/ARIDE training worked to assure officers have the training needed to identify impaired drivers.
- Occupant Protection – High visibility enforcement mobilizations with related media were conducted to get vehicle occupants to buckle up, and targeted programs were used to reach or affect specific demographics (teens, parents, rural drivers, children under 8, etc.).
- Traffic Records – The transition of law enforcement agencies statewide to all electronic crash reporting was completed in FFY2013 and the backlog of paper crash reports entered. The accuracy of BAC reporting for fatal crashes was improved, and the accuracy of geo-location was increased.
- Pedestrian and Bicycle Safety – Pedestrian safety activities and training were conducted by the regional health districts and through the PI&E project, and bicycle safety was promoted with through the Road Respect program.
- Roadway Safety – A wide range of projects were implemented, including railroad crossing safety, teen driving improvement activities, information at sports marketing events on a wide range of traffic safety issues, and the Yellow Dot program was launched to assist crash occupants in getting timely treatment.
- Motorcycle Safety – Rider training was used to promote safer motorcycle operation, and driver education class training was offered to increase driver awareness, especially among new drivers.
- Planning and Administration – In addition to the staff needed to manage and coordinate the Highway Safety Program, extensive planning activities were conducted related to MAP-21. Also, a seat belt and an attitude survey were conducted.

Utah's highway safety program also focused on utilizing high-visibility enforcement and media to support the national seat belt and impaired driving campaigns, promoting speed enforcement by all law enforcement agencies, all to effect a reduction in traffic crash injuries and deaths on Utah's roads.

Two high-visibility Click It or Ticket (CIOT) enforcement mobilizations were conducted. The Thanksgiving Holiday CIOT Mobilization was conducted over a 5-day period, with eight agencies along the Wasatch Front working 315 overtime hours focusing on occupant restraint. Officers stopped 829 vehicles, issued 271 seat belt and 9 child restraint citations, 188 speed citations and 123 other citations. The May CIOT Mobilization included 50 law enforcement agencies working 2,140 overtime hours, with officers issuing 2,179 seat belt and 242 child restraint citations, 1,390 speeding citations, and 3,211 other citations.

Enforcement of a state'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 increased from the 2012 rate of 81.9 percent to 82.4 percent in 2013. This means that 14,263 more Utahns are buckling up this year.

It is estimated that of these new restraint users, 629 will be involved in a motor vehicle crash this year where their choice to be restrained might be the difference between life and death.

The Drive Sober or Get Pulled Over saturation patrols and checkpoints were conducted during the Halloween celebration, Christmas/New Year's Eve, St. Patrick's Day, July 4 and Labor Day holidays. Officers worked 6899 hours, stopped 13,251 vehicles, arrested 517 drunk drivers with an average BAC level of 0.141, and issued 97 seat belt, 556 speeding and 2795 other tickets.

#### Lessons learned:

- Despite a 20% decrease in the number of participating agencies and hours worked from 2012 to 2013 on the Click It or Ticket mobilizations, the number of citations issued per hour worked increased from 2 in 2012 to 3.5 in 2013. A total of 6,095 citations/arrests were issued in 2012; whereas, 7,414 were issued in 2013. In addition, in 2013, there was a 41 percent increase in the number of child restraint citations issued, 34% increase in the number of speed citations issued, and 44% increase in the total number of "other" citations issued, from the previous year.
- Multi-agency task forces have increased the voluntary participation of member agencies in highway safety mobilizations, and also set a new level of resource sharing previously unknown.
- While the DUI arrests at checkpoints have not met the same levels as years past, the high visibility aspect continues to pay off with earned media and the resulting social conversations.
- Long-standing media messages and campaigns require creative and innovative approaches to garner earned media.
- While the HSO analyzes the information from the attitude survey, limited budgets have prevented doing multiple surveys during the year to best measure penetration. A decision has been made to do a more extensive survey every two years.

# Occupant Protection Program

Utah's performance goal for the occupant protection program was to sustain the favorable conversion trend of unbelted drivers and improperly restrained children through continued support of prevention, educational and enforcement programs.

## Annual Performance Targets

- Continue the favorable trend by reducing the number of unrestrained passenger vehicle occupant fatalities in all seating positions to 78 in CY2013. (C-1, C-2, C-3, A-1, B-1, C-4)
- Maintain seat belt usage about 85% in CY2013. (B-1)
- Continue the upward trend in child safety seat use for ages 0-8 involved in traffic crashes to 70% in CY2013. (U-2)
- Continue the favorable upward trend of children ages 0-8 involved in a traffic crash who were restrained in a child safety or booster seat to 90% for ages 0-1, 82% for ages 2-4 and 42% for ages 5-8 in CY2013. (U-9)
- Increase the percentage of Utah motor vehicle crash occupant fatalities ages 10-19 that were restrained to 50% in CY2013. (U-10)

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

### OP130401 Safe Kids Utah Campaign Coordinator

The funding helped provide the funding for a Safe Kids Utah coordinator. The mission of Safe Kids Utah is to make Utah a safer place for children by preventing injuries and fatalities through: raising community awareness; influencing policies, promoting safety and establishing public and private partnerships. In working to fulfill the mission, the coordinator worked with the 14 Safe Kids coalitions throughout the state to spread messages concerning children and traffic safety.

Multiple car seat checkpoints are held throughout the state every year as well as various health and safety fairs. Safe Kids Utah has been working with various partners such as Primary Children's Hospital, the Highway Safety Office and Utah Poison Control to spread various messages to help increase the safety of children in Utah.

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

### OP130402 Click It or Ticket Step Support

This project supported two high-visibility Click It or Ticket (CIOT) enforcement mobilizations. During the Thanksgiving 2012 holiday period, travelers were reminded that officers declared zero tolerance for unbuckled motorists. During a five-day period, eight agencies worked 315 overtime hours focusing on occupant restraint. During the saturation patrols, officers stopped 829 vehicles, and issued 271 seat belt and 9 child restraint citations, along with 15 warnings. In addition, 188 speed citations, 123 other citations, and 359 warnings were issued. The second mobilization occurred in May-June when 50 law enforcement agencies pledged their support for the CIOT campaign. Agencies worked 2,140 overtime hours, issuing 2,179 seat belt, 242 child restraint, and 1,390 speeding citations. Officers also made 7 DUI arrests, 2 felony arrests, 5 drug arrests, apprehended 16 fugitives, and issued 3,211 other citations. Despite a 20% decrease in the number of participating agencies and hours worked from 2012 to 2013, the number of citations issued per hour worked increased from 2 in 2012 to 3.5 in 2013. A total of 6,095 citations/arrests were issued in 2012; whereas, 7,414 were issued in 2013. In addition, in 2013, there was a 41 percent increase in the number of child restraint citations issued, 34% increase in the number of speed citations issued, and 44% increase in the total number of "other" citations issued, from the previous year.

Enforcement of the state's seat belt laws 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 increased from the 2012 rate of 81.9 percent to 82.4 percent in 2013. This means that 14,263 more Utahns are buckling up this year. It is estimated that of these new restraint users, 629 will be involved in a motor vehicle crash this year where their choice

to be restrained might be the difference between life and death.

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

### **OP130403 Safety Belt Observational Survey**

The annual Utah Safety Belt Observational Survey was conducted in June and the 17 counties chosen for the Utah observations were: Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Washington, and Weber. Funds were used to support a contractor and four surveyors who assisted the HSO in completing this project. A total of 26,123 vehicle occupants, including 20,033 drivers and 6,090 outboard passengers were observed. The seat belt use rate among motor vehicle occupants was determined to be 82.4 percent, which demonstrates an increase of 0.5 percent from the 2012 rate of 81.9 percent. When examining usage by vehicle type, the study found that 85.1 percent of the front seat outboard car occupants were belted, 86.1 percent of SUVs, 86.7 percent of vans, and 71.3 percent of truck occupants were using seat belts. The study found that 86.7 percent of female occupants buckled up, whereas only 78.9 percent of males used seat belts. In addition, the urban counties saw usage rates of 85.6 percent, whereas only 70.0 percent of rural motorists buckled up.

The National Highway Traffic Safety Administration (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 used for the 2012 and 2013 studies. This survey provides the state with a valuable tool that is used to help evaluate state and local occupant protection programs and the official results were submitted to NHTSA.

This project contributed to Utah's highway safety target B-1.

### **K3130404 CPS Fitting Station Support**

The project supported Utah's 47 permanent car seat inspection stations by providing training, resources, and support. Utah also added one new inspection station in Tooele County that focuses specifically on low-income or homeless families serviced through the local relief center.

Much of the support provided was through resources available at the HSO including time dedicated to organizing and holding the courses by the training coordinator. Project funding was also used to provide six fitting stations with child safety seats. All seats purchased through this project were provided to low-income families identified at established car seat inspections stations and clinics. Only one inspection station, located at the Tri-County Health Department, collected program income through the sale of low-cost seats and this income was re-invested in program supplies. All others served extremely low-income, homeless or refugee families and acquired no project income. The project also supported car seat inspection clinics and classes held by the community partners. During the year, an estimated 10,000 car seats were inspected for proper use at 42 car seat clinics, 350 community classes, and 3,100 individual appointments through one of the state's inspection stations.

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 child passengers to develop the habit to buckle up. As infants grow into adulthood, feeding this habit through continual education is essential in reducing the number of traffic-related deaths and injuries among all motorists.

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

### **OP130405 Utah Safety Council Traffic Safety Program**

The Utah Network of Employers for Traffic Safety (NETS) is a traffic safety program that helps to reduce employee traffic



injuries and deaths with the added benefit of increasing productivity. During FFY2013, Utah NETS assisted employers in implementing policies, programs, and activities in the workplace focused on various traffic safety topics by providing them with numerous resources, including fact sheets, safety talks, presentations, seminars, newsletters, and more. The diverse resources offered allowed each employer to design their own traffic safety program suited to fit the needs of their employees. There were over 1,000 Utah companies that participated in the Utah NETS program in FFY2013.

Through the Alive@25 program, which is administered by the Utah Safety Council, traffic safety partners throughout Utah worked to reduce the incidence of teen driver crashes and fatalities. Of the students who have taken the course in Utah since it was first implemented in 2007, 99% said that Alive at 25 will make them a safer driver and 98% would recommend that their peers take the course as well. The course was offered in various high schools and through courts throughout Utah. During FFY2013, several courts were contacted and additional locations were added to the course schedule to meet the needs of new courts referring youths with traffic offenses to the program.

Buckle Up For Love is a statewide effort which aims to educate and increase awareness of the importance of child safety seats and seat belt use as well as Utah's occupant protection laws including the "Boost 'til 8" law. Since its launch in 1995, Buckle Up For Love has sent out approximately 30,000 education packets with lifesaving information regarding child restraints to families. The program provided critical information to protect children, resources to obtain child safety seats, as well as providing parents and caregivers' helpful ideas and tips for handling the common difficulties parents encounter with keeping their children in a child safety seat or seat belt. This neighbor-to-neighbor program is designed to actively involve Utah citizens in the protection of Utah's children.

The Buckle Up for Love program is administered by the Utah Safety Council and continued to work to provide education about and increase awareness of the importance of child safety seats and seat belt use. During FFY2013, approximately 180 individuals were reported on the Buckle Up for Love hot line and 142 received educational materials on the importance of using child safety seats and safety belts.

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-6, C-9, U-2, U-4 and U-9.

#### **CP130216 Rural Traffic Safety Coordinator**

The Highway Safety Office's rural traffic safety coordinator continued to bring important traffic safety messages to Utah's rural areas in FFY2013. He assisted traffic safety partners in rural Utah communities with reducing the incidence of traffic-related death and injury by providing education and information about the proper and consistent use of seat belts, reducing impaired and drowsy driving and working with high schools and teens to increase their seat belt use and safe driving behaviors. The coordinator continued to build partnerships, and provide resources to these communities, by teaching in high schools, hospitals, day care centers and the workplace. Recent seat belt surveys have shown that restraint usage is lower in rural communities and this includes seat belts and child restraints.

The coordinator worked to increase the number of CPS technicians in these rural communities and provided trainings in their communities so they will be teaching updated materials and offered trainings to help them maintain their certification.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-9, B-1, U-2, U-4, U-9, U-10, U-15 and U-17.

#### **K2130406 Occupant Protection Training and Support**

The project helped sustain the statewide occupant protection program by funding various campaigns, projects and child passenger safety training. More specifically, funds were used to purchase printed material, educational and promotional items, and training supplies. In addition, travel expenses associated with Occupant Protection Program Assessment and the seven child passenger safety trainings held during the year were supported. The Click It Club elementary school program, Saved By The Belt campaign, CPS Technician Incentive program, Click It Utah website, Zero Fatalities Safety

Summit, National Child Passenger Safety Week activities, and Click It or Ticket campaign were also supported through this project.

By providing the resources made available through this project, the program has been able to increase awareness regarding the importance of buckling up, which saves lives and reduces injuries on our roadways. In turn, the use of safety restraints increased from the 2012 rate of 81.9 percent to the 2013 rate of 82.4 percent. Additionally, the 14 Click It Club schools experienced increases in seat belt use up to 17 percent and achieved rates as high as 86 percent.

This project contributed to Utah's highway safety targets C-1, C-2, C-3, B-1, C-4, U-2, U-9 and U-10.

#### **K3130407 PCMC Special Needs Child Passenger Safety Program**

Primary Children's Hospital serves Utah and the Intermountain Region as the main resource for families that need assistance with transportation of children with special healthcare needs. The Child Advocacy Department maintains an Inspection Station and supports Utah's Occupant Protection Projects and Child Passenger Safety Technician development.

During the past fiscal year, staff fielded 839 calls on the car seat help line. The inspection station checked 842 seats, provided 308 seats at low or no cost, assisted 148 families of children with special healthcare needs and was involved with over 20 media events throughout the year that supported the state goal of Zero Fatalities on Utah's roads. All eight child advocacy staff members are certified technicians and during the grant period, six additional hospital employees became certified technicians. The hospital hosted two checkpoints at the end of national Child Passenger Safety Technician certification courses. The project distributed over 20,550 educational car seat safety items, assisted the HSO with Click It Club in the elementary schools, served as committee members for the Zero Fatalities Safety Summit, and staff members served on the state Occupant Protection Advisory Committee, the Committee for Employer Traffic Safety, the Teen Driving Task Force, and assisted the HSO in planning National Child Passenger Safety Week events.

This project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, U-2 and U-9.

#### **K3130408 Training Coordinator Contract**

Utah's HSO administers the Child Passenger Safety Technician Certification Courses statewide to prepare individuals to assist families in their own communities. These trainings are held in an effort to help community members become Nationally Certified and qualified to check seats. These trainings support many agencies from health educators to hospital personnel to law enforcement.

During FFY2013, 53 CPS technicians were trained who will in turn serve their agencies, communities and an indeterminable number of children. In addition, continuing education was provided through 5 miscellaneous trainings reaching 204 current technicians. Utah has many certified technicians and its 47 fitting stations make it possible to have expert assistance with car seat issues and concerns throughout many communities. The Mentor Program and the Incentive Program supported new as well as seasoned technicians. Update trainings which include a CPS Pre-Conference at the Zero Fatalities Safety Summit helped keep all the technicians up to date and well educated.

This project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, U-2 and U-9.

#### **K3130410 Salt Lake County CPS Program**

The project provided car seat education and car seats to residents in Salt Lake County, the most populous in Utah. Seventy two car seat classes were taught with over 475 people attending, four car seat checkpoints were held with over 370 people reached, 336 car seats were checked, 259 car seats were distributed at low cost to clients, and 153 car seats were distributed at no cost during checkpoints in communities found in need. Fifteen additional car seats were distributed at no cost to homeless and domestic shelter clients. Car seat recycling sheds also remained very busy bringing in over 6,000 seats for recycling during the year.



By teaching clients about child passenger safety, demonstrating proper seat use, providing a low cost car seat distribution program, and providing convenient locations to recycle car seats the project continue to meet the need for an ever increasing immigrant, refugee and /under employed families in Salt Lake County.

This project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, U-2, U-9 and U-5.

### **K2130411 Rural Seat Belt Program**

For nearly three decades the majority of Utah's occupant protection programs and campaigns have been designed to target the urban motorist and have proven to be successful. Unfortunately, duplicating these programs in rural counties may prove to be less effective in long-term behavior change. Additionally, rates of seat belt non-use are three-times higher in rural areas. To address these discrepancies, the HSO took a different approach by piloting a project aimed at gaining awareness of the rural culture surrounding seat belts and developing a tailor-made campaign that speaks directly to the motorists in a voice that is believable and one that supports the positive norms of the rural community. The project supported the initial planning stages of a pilot program targeting Box Elder, Sanpete, and San Juan county motorists. The project includes all elements of program planning and utilizes the Positive Community Norming model to transform the beliefs and behaviors surrounding seat belts. Several major action items were accomplished during the year and include: the formation of a statewide planning committee; law enforcement and community surveys in all three pilot counties to establish baseline data on community norms, beliefs and behaviors; a three-day Positive Community Norms Institute for stakeholders; and development of a project-specific website for program partners. These action items supported the design of the strategic communications and outreach plan in this multi-year project, which will be finalized in FFY2014.

These grant-funded activities contributed to Utah's highway safety targets C-1, C-2, C-3, C-4 and B-1.

### **CP130217 Occupant Protection Public Information and Education**

This project funded the printing and distribution of educational and promotional materials to be used as tools that can be combined with presentations, safety fairs, and traffic safety activities that work to reduce the number of motor vehicle related deaths and injuries. Approved materials were used to increase awareness of traffic safety-related issues and distributed during selected activities and events statewide to draw participants and attendees into meaningful conversations or interventions about traffic safety issues.

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

# Alcohol Program

Utah's performance goal for the alcohol program was to maintain Utah's position as a low alcohol-related fatality rate state through sustained support of prevention, educational and enforcement programs.

## Annual Performance Targets

- Reduce the upward swing in the number of fatalities involving a driver with a BAC of .08 or higher to 30 in CY2013. (C-1, C-2, C-3, C-5)
- Increase the number of DUI arrests made during state-funded overtime enforcement shifts to 1048. (A-2)
- Reduce the percent of students by grade who used alcohol within the past 30 days to 1% for 6th grade, 5.5% for 8th grade, 10.5% for 10th grade and 15% for 12th grade in CY2013. (U-6)
- Reduce the alcohol impaired crash rate per 100 million vehicle miles traveled to 6.0 in CY2013. (U-7)
- Increase the number of grant-funded DUI checkpoints to 30 in CY2013. (U-8)
- Reduce the rate of Utah fatalities involving alcohol-impaired drivers per 100 million vehicle miles traveled to 0.085 in CY2013. (U-21)

## K8130301 Youth Support

Two prominent conferences for law enforcement officers featured information and education about underage drinking through the Youth Support project in FFY2013. The project supported the Utah Council for Crime Prevention's annual conference and the 15th annual Northern Utah Gang Conference to help ensure youth alcohol use, enforcement and prevention were included among the topics discussed.

Through the activities and initiatives described above, this project contributed to Utah's traffic safety targets C-1, C-2, C-3, C-5, U-7 and U-21.

## K8130302 PI&E

Utah law enforcement agencies continued to aggressively enforce the state's impaired driving laws in FFY2013, and this project helped ensure the public was well aware of these enforcement efforts. Incentives branded with the "Drive Sober or Get Pulled Over" logo and message helped remind law enforcement officers and the public of Utah's impaired driving prevention efforts and activities and generate esprit de corps. Booths at the Autorama car show and Utah Sheriff's Association served the same purpose. The project also supported the translation into Spanish of the "Lives Affected" video.

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-7 and U-21.

## K8130303 DRE/ARIDE/SFST/Phlebotomy

The DRE/ARIDE/SFST and Phlebotomy project continued to be very instrumental in helping train and certify law enforcement officers statewide in a variety of programs relating to detecting, arresting and prosecuting drunk and impaired drivers. During FFY2013, seven ARIDE courses were conducted statewide which resulted in 152 officers being trained. Four phlebotomy classes were taught which certified 37 officers to draw blood for their respective agencies, enabling them to gather evidence for impaired driving cases.

The annual Utah DRE conference was conducted on April 18, 2013, with close to 100 officers attending to receive valuable training on drug recognition information and trends. A DRE training course was also conducted in which 24 officers were able to pass the class and complete their required evaluations.

Additional trainings courses were conducted in SFST and intoxilyzer training which certified or re-certified over 400

officers statewide. This allows officers to conduct field sobriety tests on a suspected impaired driver as well as administering the breath test in accordance with Utah policy and procedures so the results will stand up in court.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-5, U-7 and U-21.

#### **K8130304 SIP/TRACE/Youth Alcohol Suppression**

The State Bureau of Investigation Alcohol Enforcement Team (AET) was very successful in the implementation of the SIP/TRACE and Youth Alcohol Suppression project in FFY2013. The Alcohol Enforcement Team planned and held 75 Serving Intoxicated Patrons (SIP) operations throughout Utah. These operations targeted over service of alcohol to patrons. The operations were coordinated with local agencies and with available intelligence, the operations targeted licensees and businesses that had been known to possibly over-serve patrons.

The AET conducted six Targeting Responsibility for Alcohol Connected Emergencies (TRACE) investigations throughout Utah. Agents from the alcohol team attended monthly task force meetings and worked on relations with local agencies, offering assistance with any TRACE investigation needed. The working relationship between the AET and the local agencies has improved and is continuing to grow.

On and off premise compliance checks were conducted weekly throughout Utah. During this reporting period, 995 businesses were checked with underage buyers. The alcohol team also worked closely with several local agencies in providing enforcement at events where youth alcohol was a problem. Seven of these events were worked, resulting in citations to 86 minors in possession and 17 adults supplying alcohol to minors.

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-7 and U-21.

#### **K8130305 DUI Enforcement/Checkpoints/Equipment**

More than 1350 overtime enforcement shifts were provided to officers throughout the state to target impaired drivers during saturation patrols, DUI checkpoints and special event and holiday enforcement activities. These shifts results in 517 DUI arrests along with many other arrests and over 3400 other citations.

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-7 and U-21.

#### **K8130306 DUI Courts – Davis County**

In FFY2013 the Davis County DUI Court worked to reduce the incidence of recidivism among impaired driving offenders. Participants are required to reside in an alcohol and drug-free residence, and random checks were performed at homes and work places to assure compliance with program requirements. During the year there were 13 new people admitted to the program, nine participants graduated, and three people were terminated without success from the program.

Through the activities and initiatives mentioned above, this project contributed to Utah's highway safety targets C-5, U-7 and U-21.

#### **K8130307 DUI Courts – Riverdale**

The Riverdale DUI Court's goal was to reduce the incidence of recidivism among impaired driving offenders. During FFY2013, there were 17 new participants (14 males and 3 females) ranging in age from 18 to 50, and four other participants were terminated or quit unsuccessfully. Five participants successfully graduated from the program with an average of 409 days clean from any drugs or alcohol, but one of the graduates later re-offended when a citation was received for

intoxication.

Through the activities and initiatives mentioned above, this project contributed to Utah's highway safety targets C-5, U-7 and U-21.

#### **K8130308 Traffic Safety Resource Prosecutor**

The project provided training to police officers, prosecutors, driver license hearing officers, and alcohol enforcement officers in the areas of DUI law as it applies to their respective duties, court room or driver license hearing testimony, police report writing, and alcohol enforcement. Total attendance for all trainings: 644. The project provided 134 responses to requests for assistance (RFAs) from prosecutors, police, driver license, toxicology lab, and other personnel.

In conjunction with HSO personnel, and Peace Officer Standards Training personnel, the project produced a blood draw training video demonstrating proper blood draw procedures and evidence packaging and handling. The project funded attendance of 11 Utah prosecutors at the IACP DRE annual conference, and attendance of two out-of-area prosecutors to ARIDE trainings. The project liaised with UHP to facilitate attendance of in-area prosecutors at ARIDE trainings and at the annual UHP annual DRE meeting. The project engaged in problem-solving for toxicology lab/prosecutor office subpoena issues, and driver license hearing/police officer issues. The project funded distribution of 26 optokinetic nystagmus (OKN) drums to prosecutor offices around the state for use as demonstrative exhibits to counter the OKN defense. All of the above activities are aimed at improving detection, enforcement, and prosecution of DUI violations and closely related goals.

Through the activities and initiatives mentioned above, this project contributed to Utah's highway safety targets C-5, A-2, U-7 and U-21.

#### **K8130309 Watch It In Wasatch, Over the Limit Under Arrest K8130312 Heber – Decreasing Youth Alcohol Use Through Education**

Through these projects, residents of and visitors to Wasatch County received important information and education about the harms of underage drinking and impaired driving throughout FFY2013. At special events like the Sundance Film Festival, a Concert in the Park and a Demolition Derby, the projects shared information about impaired driving prevention, consequences and harms with the public. Students at schools throughout the county learned about the dangers of underage drinking and impaired driving at activities and presentations hosted monthly by the projects.

Through the activities and initiatives described above, these projects contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, U-6, U-7 and U-21.

#### **K8130319 Sandy – Youth Alcohol Suppression**

The Sandy Youth Alcohol Suppression project targeted the retail supply of alcohol to minors by conducting compliance checks at both on- and off-premise retailers throughout the city.

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-7 and U-21.

#### **K8130311 Logan – Youth Alcohol Education, Prevention and Enforcement**

Through this Youth Alcohol Education, Prevention and Enforcement project, Logan has seen a substantial reduction from the previous year's arrests for youth alcohol violations. This was achieved through numerous efforts of education coupled with aggressive enforcement.

Logan City Police Department conducted two shoulder tap operations during the year and only three persons agreed to

purchase alcohol for underage persons. Despite numerous attempts by the decoys only three persons were arrested. Officers worked the Halloween Howl on 10/27/12 at Utah State University Campus and surrounding area. Officers assisted in the arrest of 13 offenders and they wrote 12 incident reports. Logan City Police Department assigned detectives to work throughout the year at special events and random evenings looking for youth alcohol violations. During these, nine alcohol violators were arrested along with five drug violators, and three others for other various offenses. Officers conducted quarterly retail compliance checks during the year to curtail the retail supply of alcohol to minors.

Detectives conducted safety fairs at various businesses throughout the community. They conducted numerous safety presentations at the local elementary, middle, and high schools. These safety presentations covered alcohol use and abuse prevention as well as the dangers of impaired driving. Officers taught the Nurturing Opportunities Values and Accountability (NOVA) prevention curriculum to 417 5th graders in the Logan City School District. Over 400 Logan City School District 4th graders and 440 6th grade students were also taught NOVA concepts and follow up lessons. Logan City School District students produced a video on underage alcohol use and driving. This video was then shown in local movie theaters before the feature films.

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-7 and U-21.

### **K8130313 University of Utah – High Risk Drinking Prevention**

Through this project, the Prime for Life class was provided to students who received sanctions for violating the school's or the state's alcohol rules and laws. The class was taught July through April, and there were 122 students who were sanctioned to attend. The program covers the physical and mental effects of alcohol and other drugs, risk factors associated with high risk use and ways to prevent future problems.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-5, U-7 and U-21.

### **K8130314 Unified Police Department Multi-Agency Youth Alcohol and Drug Enforcement Task Force**

The Multi-Agency Youth Alcohol and Drug Enforcement Task Force worked to reduce underage drinking and underage drinking and driving by conducting proactive operations to apprehend minors in violation. The task force conducted eight party patrol operations throughout the Salt Lake Valley, issuing more than 100 citations not only to minors, but also to adults who provided alcohol to minors. The task force also targeted rave events held at the Salt Air venue as well as parking lot surveillance at large youth gatherings.

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-7 and U-21.

### **K8130315 Dixie State University Campus Program**

The Dixie State University Campus Program provided information and education about the harms of underage drinking and impaired driving to students throughout the year.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-5, U-7 and U-21.

### **K8130317 Utah Valley University Campus Program**

The Utah Valley University Campus Program provided information and education about the harms of underage drinking and impaired driving to students throughout the year through 38 classroom presentations, five prevention health fairs and 15 substance abuse trainings.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-5, U-7 and U-21.

#### **K8130318 Salt Lake Community College Safe Alternatives Program**

The Salt Lake Community College Health and Wellness Services provided information and education about the harms of underage drinking, overconsumption and impaired driving throughout the year. Peer educators attended the National Bacchus Gamma Assembly to strengthen their leadership skills and learn new strategies for underage drinking, alcohol abuse and impaired driving prevention. Health & Wellness staff members provided eleven presentations on alcohol prevention and identifying safe alternatives to drinking to 174 students. The four events that the peer educators hosted had 377 students attend. At the events, the peer educators distributed brochures on alcohol abuse prevention, alcohol education, impaired driving, BAC cards, and alternatives to drinking.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-5, U-7 and U-21.



# Community Traffic Safety Program

The performance goal for the community traffic safety program was to partner with health districts and other traffic safety partners to foster a downward trend in Utah's traffic-related fatality rates.

## Annual Performance Targets

- Continue the favorable downward trend in the overall motor vehicle crash fatalities rate to 0.94 in CY2013. (C-1, C-2, C-3)
- Continue the favorable downward trend in the motor vehicle crash fatalities rate in rural areas to 1.58 in CY2013. (C-1, C-2, C-3, C-3a)
- Continue the favorable downward trend in the motor vehicle crash fatalities rate in urban areas to 0.60 in CY2013.
- Maintain seat belt usage above 85% in CY2013. (C-1, C-2, C-3, B-1)
- Continue the favorable upward trend of children ages 0-8 involved in a traffic crash using a child safety seat to 70% in CY2013. (U-2)
- Reduce the urban pedestrian/bicycle crash rate per 10,000 population to 6.0 in CY2013. (C-10, U-3)
- Reduce the rural pedestrian/bicycle crash rate per 10,000 population to 3.2 in CY2013. (C-10, U-3)
- Reduce the rate of teen drivers crashes per 1,000 licensed drivers to 65 in CY2013. (C-9, U-4)
- Continue the downward trend in the alcohol impaired crash rate per 100 million miles traveled to 6.0 in CY2013. (U-7)
- Reduce the percentage of Utah traffic deaths involving a person of Hispanic descent to 10% in CY2013. (U-5)
- Increase the percentage of Utah traffic deaths for ages 10-19 who were restrained to 50% in CY2013. ((U-10)
- Continue the favorable upward trend of children ages 0-8 involved in a traffic crash who were restrained in a child safety seat or booster seat to 90% for ages 0-1, 82% for ages 2-4 and 42% for ages 5-8 in CY2013. (U-9)

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

### CP130201 Davis County Community Traffic Safety Program

Through this project, the Davis County Health Department addressed seat belt safety for teens and children, impaired driving prevention and pedestrian and bicycle safety. The project held three car seat checkpoints, including one on National Seat Check Saturday in September, and regular fitting station activities throughout the year.

The project worked closely with the county's eight high schools to educate teen drivers about the importance of using seat belts. Seat belt observation surveys were conducted in the fall, with the results shared with the student body officers so they could create a campaign for their peers to encourage seat belt use. Follow up surveys in the spring demonstrated the increased usage rate. Teens learned about the dangers of impaired driving through several activities with Fatal Vision goggles and were educated about the dangers of driving impaired by doing several activities with the impaired vision goggles.

Pedestrian and bicycle safety were promoted through bike rodeos and special events held in conjunction with 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-10, U-2, U-3, U-4, U-6, U-7, U-9, U-10, U-13, U-14, and U-21.

### CP130203 Weber/Morgan Community Traffic Safety Program

This project sustained long-standing and valuable partnerships and continued to provide valuable information and education about bike and pedestrian safety, occupant protection, and parent and teen drivers' education to the residents of Weber and Morgan Counties. The coalition successfully organized an event that contained over ten traffic safety-related booths, as well as many others to educate families, with an estimate of 6,500 people in attendance. Furthermore, the project

taught 11 two-hour occupant protection classes, which reached 46 parents and caregivers and distributed 32 low-cost car seats to lower-income families. They partnered with three local high schools and provided hour-long presentations to parents and their teen drivers about the five most common crash-causing behaviors, in which they were able to reach 1,888 people. Lastly, the project distributed 470 parent/teen driver homework packets to two of the driver education programs, and as a result there has been a 16% increase in seat belt usage among teens in Weber and Morgan Counties.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-9, C-10, U-2, U-3, U-4, U-9, U-10, U-13 and U-14.

#### **CP130204 Bear River Community Traffic Safety Program**

The Bear River Community Traffic Safety project primarily focused on occupant protection education in Box Elder, Cache and Rich Counties in Northern Utah. Education regarding adult restraint use and dangers of impaired driving was provided at 20 community events. Education to parents and caregivers regarding child passenger safety was provided at 45 events with 153 car seats checked (75% found incorrect) and 59 low cost seats distributed. Much of the education was promoted or reinforced through media avenues including area newspapers, school and community newsletters, coordination of community message boards and social media (web page, Face Book, Twitter.) Educational activities included health fairs, inclusion of messaging in other existing classes, car seat checkpoints, outreach to on-premise alcohol retailers and ongoing partnerships with coalition members and other community agencies. Bear River's efforts reinforced safe driving behaviors, state law and provided resources to empower communities to adopt healthier driving habits.

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, U-2, U-7, U-9 U-10 and U-21.

#### **CP130205 Summit County Community Traffic Safety Program**

This project provided occupant protection and teen driver education for residents in Summit County. Partnering with Zero Fatalities, the Don't Drive Stupid program was presented in two of the three county high schools. The program's focus is to encourage seat belt use and to discourage distracted, drowsy, aggressive, and impaired driving. Over 900 teenage drivers were reached with this program. Observational data collected at both schools showed a 4% increase in seat belt use among students. Teen driver education was enhanced by 170 teens participating in the Alive at 25 class taught by local law enforcement personnel.

Partnering with Zero Fatalities and Utah's HSO, the Click-it-Club program was implemented in two of the county's elementary schools. The program's focus is to encourage children to get everyone in the car to use proper restraints on every trip. This program reached over 1000 students and their parents. This project also encouraged the proper use of child restraints by supporting regular fitting stations as well as participating in CPS week activities. Throughout the course of the project, 110 seats were checked and 70 reduced-cost seats were distributed.

By teaching youth, teens, and parents the importance of proper restraint use every time they ride in a vehicle, this project has increased the use of proper restraint use to help reduce the number of injuries and deaths on Utah roads.

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

#### **CP130206 Tooele County Community Traffic Safety Program**

The Tooele County Community Traffic Safety Program provided education and low-cost car seats to low-income families through improved partnerships. Two car seat checkpoints were held in the community during the year, and a full time car seat inspection station is available year round. Child Passenger Safety certification classes were promoted to community partners. One officer was trained and is included in car seat distribution activities.

The project promoted bicycle safety as well. One bicycle rodeo was held in the community with over 25 kids attending and one bicycle safety presentation was given at a local elementary school reaching over 500 children.

To address teen driving, a parent/student safe teen driving presentation was held for the Tooele County School District at the Annual Youth Summit. There were three breakout sessions during the summit concerning safe teen driving and approximately 40 parents/students attended each session, reaching a total of 120 persons. The Alive at 25 driver awareness course designed by the National Safety Council for young drivers age 15-24, was provided six different times in the community throughout the year, reaching over 50 students. An agreement was made with the local district court that allowed for motorists who receive a car seat violation or seat belt violation to take an educational class provided by the health department that would allow their fine to be reduced. Articles about injury prevention were posted regularly on the health department's social media sites.

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

### **CP130207 Utah County Community Traffic Safety Program**

The Utah County Community Traffic Safety Program provided pedestrian and bicycle, occupant protection, impaired driving, and teen driver education for those in Utah County (population 530,000). Thirty-eight bicycle rodeos were held throughout the communities with over 2000 kids attending. The health district partnered with UTA to sponsor Bike to Work Day in Provo, Orem, and Springville educating adult cyclists and drivers on the importance of "Road Respect". Pedestrian safety activities were conducted at 22 of our elementary schools. A Walk to School Day event was held at Dixon Middle School reaching 1100 teens who benefitted by raising their awareness of walking distracted.

A Click it or Ticket event was held at the local Sonic Drive-In reminding teen drivers to buckle up. Springville High student council was there to spread the message to 250 people who attended that evening. This project provided for 24 car seat information classes offered in both English and Spanish at two locations in Utah County, educating 73 people, and distributing 83 low cost car seats to families on WIC, Medicaid or food stamps who completed the class. Over 200 car seats were checked (free of charge) for proper installation.

"Buzzed Driving is Drunk Driving" social media campaign reached college students at the Utah Valley University with specific messaging.

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-2, U-3, U-4, U-5, U-7, U-9, U-10, U-13 and U-14.

### **CP130208 Southeastern Utah Community Traffic Safety Program**

The Southeastern Utah Community Traffic Safety project partnered with traffic safety specialists in the Four Corners area to conduct traffic safety outreach and educational activities. At a regional traffic safety summit, the project brought together safety advocates from the Four Corners area to share best practices for traffic safety on our shared highways. Two car seat checkpoints were conducted in the San Juan community as part of the summit.

The Southeastern Utah CTSP also addressed teen driving safety issues. A delivery truck for the Sun Advocate newspaper was wrapped with the "Don't Drive Stupid" message, making a mobile billboard that traveled hundreds of miles a week on local highways. Two high schools implemented the Don't Drive Stupid campaign, providing for at least monthly messages promoting safe driving.

The program also addressed occupant protection issues in the area, sending buckle up information and booster seat information to all four counties served by the health district for Head and Early Head Start programs. Two booster seat training classes for parents and students were held in Grand County Head and Early Head Start Program. Child passenger safety was also promoted during CPS week and at checkpoints.

At five bicycle rodeos, bicycle safety information and helmets were provided to area residents.

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

#### **CP130209 Central Utah Community Traffic Safety Program**

The Central Utah Community Traffic Safety program promoted occupant protection for teens and children. Through car seat checks conducted throughout the year, parents learned the correct way to install car seats and booster seats. All five high schools in the health district participated in the Don't Drive Stupid program, providing for traffic safety messages on at least a monthly basis. Surveys were done at four of the high schools and the student seat belt use at the beginning was 39% and was 63% at the end of the year, demonstrating the success of these initiatives.

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

#### **CP130210 Wasatch County Community Traffic Safety Program**

The Wasatch County Community Traffic Safety Program held monthly "Don't Drive Stupid" activities at Wasatch High School encouraging safe driving and buckling up. Seat belt surveys showed an increase of 15 percentage points from the beginning to the end of the school year (63% to 78%). Bicycle safety and helmet promotion activities included 2 bike rodeo events and the provision of incentives that law enforcement could reward kids for wearing helmets. More than 200 students participated in bike rodeos, 200 incentives were given out, and 92 helmets were distributed for free or reduced cost to children that were in need of one. Ninety-four child safety seats were distributed and/or inspected by certified technicians. A health and safety fair was held in May in conjunction with a Kids Mile by Mile Marathon and Special Olympic Torch Run, and 28 exhibitors and approximately 900 people attended. To promote pedestrian safety, the project promoted Green Ribbon Month and Walk to School Day events at five elementary schools and one charter school.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-9, C-10, U-3, U-4, U-10, U-13 and U-14.

#### **CP130211 Southwest Utah Community Traffic Safety Program**

The Southwest Utah Community Traffic Safety Program addressed occupant protection for children and teens, teen driving safety and pedestrian and bicycle safety during FFY2013. The project held 13 car seat checkpoints throughout the Southern Utah region and created partnerships with both retail and non-profit organizations that request Safe Communities/Safe Kids to provide checkpoints at their public events.

To address teen seat belt use and teen driving issues, the project partnered with the Zero Fatalities campaign to help implement the Don't Drive Stupid program in the local schools.

The project hosted multiple bike rodeos in Washington and Iron Counties. The project promoted bicycle, pedestrian, and occupant protection in schools by partnering with law enforcement agencies, including the Santa Clara /Ivins Police and St. George Police Departments, assemblies at Vista and Red Mountain Elementary Schools and at a private pre-school. Several safety patrol groups from schools in St. George learned more about pedestrian, bicycle and vehicle safety by visiting the St. George Police Department.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-9, C-10, U-3, U-4, U-10, U-13 and U-14.

#### **CP130213 San Juan County Community Traffic Safety Program**

The San Juan County Community Traffic Safety Program promoted occupant protection for children, teens and adults. The Friday before spring break, there was an assembly at San Juan High, one of the topics was driving safe, distracted driving, and the dangers of unbuckled passengers to those who are buckled up. Students from San Juan High school began talking to the passengers in their vehicles about the importance of buckling up. During a health fair, Zero Fatalities displayed the crashed car, which emphasizes the fact that seat belts save lives. Deputy Lacy was present at the health fair and provided the public with educational instructions about seat belt, and car seat safety. Through four seat belt surveys conducted by Deputy Lacy, it was revealed that the percentage of young adults wearing their seat belts increased by 8%, and countywide, the seat belt usage was raised by 7%. There were two car seat checkpoints held in conjunction with the Four Corners Traffic Safety Summit – one was held on the Navajo Reservation and the other in Blanding.

The Four Corners Traffic Safety Summit brought together traffic safety advocates from the Navajo Nation, Utah, New Mexico, Colorado and Arizona to discuss best practices and promote traffic safety in what is historically an under served area.

To address the issue of speeding, deputies completed nine speed shifts, which resulted in to 30+ speeding citations, many other misdemeanor citation and warrants.

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-6, C-9, A-3, B-1, U-2, U-4, U-9, U-10 and U-15a.

# Motorcycle Safety Program

Utah's performance goal for the motorcycle safety program was to support training and educational programs to reduce motorcyclist traffic fatalities.

## Annual Performance Targets

- Continue the downward trend in the number of motorcycle crash fatalities to 20 in CY2013. (C-1, C-2, C-3, C-7)
- Reduce the number of non-helmeted motorcyclist fatalities to 13 in CY 2013. (C-8)
- Increased the percentage of helmeted motorcycle fatalities to 50% in CY2013. (U-18)
- Reduce the rate of motorcyclists in Utah crashes to 14 per 1,000 registered motorcycles in CY 2013. (U-19)

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

### MC130901 Motorcycle Safety PI&E

This project provided funding for materials used by the ABATE of Utah team to teach the Motorcycle Safety Foundation's Share the Road curriculum in driver education classes. This course educates new drivers about how to drive around motorcycles and effectively share the road with these smaller, more vulnerable vehicles. It also provided funding for the new motorcycle safety coordinator to take the Motorcycle Safety Foundation's Basic Rider Course. This enabled the coordinator to gain valuable experience and knowledge about motorcycle riding, which was utilized in the implementation of the motorcycle safety program throughout the year. This included updated information on the HSO's website and social media channels. For the first time, the HSO's website featured information about and links to the MSF course providers in Utah as well as information promoting helmet use.

These grant-funded activities contributed to Utah's highway safety targets C-1, C-7, C-8, U-18 and U-19.



# **Pedestrian and Bicycle Safety Program**

The performance goal for the pedestrian and bicycle safety program was through support of prevention, educational and enforcement programs, reduce pedestrian and bicyclist traffic fatalities and injuries.

## **Annual Performance Targets**

- Reduce the number of pedestrian fatalities to 25 in CY2013. (C-1, C-2, C-3, C-10)
- Reduce the rate of pedestrians in traffic crashes to 2.5 per 10,000 population in CY2013. (U-13)
- Reduce the combined rate of pedestrians and bicyclists in urban traffic crashes per 10,000 population to 6.0 in CY2013. (U-3)
- Reduce the combined rate of pedestrians and bicyclists in rural traffic crashes per 10,000 population to 3.2 in CY2013. (U-3)
- Reduce the rates of bicyclists in traffic crashes per 10,000 population to 2.5 in CY2013. (U-14)

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

### **PS130701 Pedestrian and Bicycle Safety PI&E**

This project supported pedestrian and bicycle safety outreach in effort to decrease the pedestrian and bicycle injury and fatality rate. Funding was used for Operation Crosswalk Enforcement projects with local police departments. Such efforts provided education and awareness to communities served pertaining to the safety of pedestrians and crosswalks. Enforcement, education and media outreach including news, print and radio brought immediate attention to the problem, with much of the focus being placed on high visibility school crosswalks. This approach proved to be valuable in the participating communities, including Logan City and Heber City. Stats from this high visibility enforcement effort resulted in 1.85 citations issued per hour to drivers violating pedestrian laws and 4 citations per hour to drivers violating other traffic laws.

Opportunities to promote bicycle and pedestrian safety were provided through partnerships with community organizations, advocacy groups, schools and police departments. HSO worked closely with over 30 elementary schools, secondary and high schools, to encourage participation in various activities such as Green Ribbon Month, Walk to School Day, pedestrian safety around school buses, pedestrian rodeos, bicycle rodeos, safety presentations, and "Share the Road with Bicycles" program at driver education classes. A total of 49 bicycle rodeos impacting more than 4,395 children were conducted utilizing the bicycle rodeo trailers. An additional 23 rodeos impacting 1,000 children in Weber County were conducted through a partnership with Ogden Police Department.

### **ROAD RESPECT PROJECT**

This project supported a high visibility public information and education campaign that included two high visibility car-bike tours. Road Respect, "Cars & Bikes Rules to Live By" campaign supporters peddled over 420 miles through six counties including Salt Lake, Utah, Iron, Kane, Washington, and Weber County impacting thousands of people in the 22 communities visited. Campaign efforts included a high profile press event with state dignitaries from the Utah's Legislature, Highway Patrol, Department of Public Safety, Department of Transportation, and Utah Transit Authority.

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-10, U-3, U-13 and U-14.

### **PS130702 Salt Lake Valley Health Pedestrian/Bicycle Safety**

The project conducted: bike helmet observational surveys for ages K-6; provided education for elementary schools; assisted local task forces, youth groups, and school administration in bike and pedestrian safety activities; and partnered with the Salt Lake County Bike Advisory Council to promote events and activities in under served communities.

A Walking School Bus program was also successfully implemented in an elementary school in Holladay and walking rates increased by 112%.

By educating elementary aged students, parents, key decision makers, and community partners on safe bike and pedestrian practices, the project continues to lay the foundation necessary for reducing the number of emergency room for bike and pedestrian related-injuries as well as fatalities.

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-10, U-3, U-13 and U-14.

### **PS130703 Salt Lake City Pedestrian/Bicycle Safety**

This project was created to increase safe pedestrian and bicycle practices within the city as well as increase enforcement of illegal actions that lead to injury and death of pedestrians and bicyclists. Salt Lake City Police Department focused on both education and enforcement through bicycle rodeos, safety presentations, and enforcement of traffic laws as they pertain to cyclists. As a result of their efforts, 16 bicycle rodeos were conducted impacting over 1,500 children and adults where bicycle lights and 500 helmets were distributed to reinforce the use of safety equipment. In addition to bike rodeos, media events and multiple safety presentations were conducted aimed at increasing public awareness of auto-bicycles and pedestrian-bicycle safety and legal issues. During the grant period, nearly 1,800 youth and 475 adults were impacted. Enforcement efforts include 44 enforcement shifts that focused on illegal actions that compromise the safety of pedestrians and bicyclists. The data reported for the enforcement shifts is conservative as there were many warnings and enforcement interactions that were not documented. In total the department issued 154 citations and 14 warnings during 144 hours of enforcement.

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-10, U-3, U-13 and U-14.

# Roadway Safety Program

The performance goal for the Roadway Safety program was to support prevention, educational and enforcement programs to reduce the number of speed-related fatalities.

## Annual Performance Targets

- Continue the downward trend in the number of fatalities that were speed-related to 85 in CY2013. (A-3, C-1, C-2, C-3, C-6)
- Continue the downward trend in the number of drivers aged 20 or under involved in a fatal crash to 35 in CY2013. (C-9)
- Reduce the number of motor vehicle crashes involving a train to 25 in CY2013. (U-16)

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

### RS130801 Operation Lifesaver

Operation Lifesaver had another successful year in reaching out to the citizens of Utah, both young and old, to provide education about railway safety and trespassing concerns. At 715 safety presentations, through which over 28,000 individuals were contacted, school aged children, law enforcement, firefighters, driver education classes, school bus drivers and commercial truck drivers learned about the dangers associated with railways. Meetings were held quarterly to discuss ways of improving train, light rail and frontrunner safety within each county. A partnership has also been formed with the Utah Transit Authority to help reduce the number of incidents around grade crossings due to the expansion of rail service throughout the metropolitan areas of Utah.

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.

### RS130803 Teen Driving Education and Outreach

To help address the over-representation of teen drivers in crashes in Utah, this project supported several initiatives directed at teen driver safety. Through a partnership and grant with the GHSA and Ford, the Highway Safety Office and Utah Highway Patrol produced several videos at the Utah Highway Patrol's Teen Driving Challenge course, which teaches teen drivers crash avoidance skills and strategies. The videos were shared with public information and education troopers throughout the state to increase the reach of the vital skills taught in these classes. Eight sessions of the Teen Driving Challenge were held, and more than 100 students gained driving skills to help make them safer drivers. On surveys, many students reported they would share this information with others. Students completed pre- and post-class surveys, answering questions about their skills and perception of risk. They reported an increase in skill level as well as an increased perception of risk with regard to distracted driving. The Zero Fatalities program held a video and poster contest for teen drivers, and the HSO provided support and promotion for this contest as well as for the Utah Department of Health's Teen Memorial booklet, which is used as a teaching tool in driver's education classes.

Through the Ford and GHSA grant, the HSO brought Mark Horowitz to Utah to teach his "The Drive" program to the Jordan School District driver's education staff. He provided valuable information and insights on how to effectively reach 21st century students with information.

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-4.

### RS130804 Sports Marketing

Fans of the Utah Jazz received important traffic safety information while watching basketball games at home, on TV

or while listening to them on the radio through the HSO's sports marketing partnership with the Jazz. The messages focused on distracted driving, seat belt usage, impaired driving and sharing the road with motorcycles. Initial plans for a partnership with a local television station to sponsor high school football games did not reach fruition because of issues with the state's procurement processes. Viewers of movies at the Megaplex string of theaters throughout the state also saw safety messages about distracted driving, seat belt safety and child passenger safety before their select films started.

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-7, B-1, U-2, U-9, U-10 and U-15a.

### **RS130806 Yellow Dot**

The Yellow Dot program worked to provide first responders with vital medical information during the "Golden Hour" following a crash, when the correct treatment can make the difference between a serious injury crash and a fatal one. During FFY2013, the program launched in Salt Lake and Davis Counties and was promoted through traditional and social media.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3 and U-22.

### **RS130807 UHP Public Information and Education/Adopt a High School**

The Utah Highway Patrol's Public Information and Education project provided traffic safety education to communities statewide with a primary focus on both high-risk teenage drivers and occupant protection. The Utah Highway Patrol Public Information and Education Program was successful in giving 926 safety related educational presentations in FFY2013 with an estimated total of 74,046 people contacted/educated. With the Adopt-a-High School program and the Driver Ed Challenge, PI&E was able to successfully target teenagers by increasing seat belt usage as much as 32% in the 5 adopted target high schools and gave 508 safe driving presentations to new drivers in the driver education classes in 93 Utah high schools.

The project also participated in 375 community and business outreach safety presentations and fairs and provided seat belt education with the seat belt convickers at 88 events. The project worked with several other community programs, organizations and task forces to help magnify our traffic safety outreach ability.

The fatality rate for motor vehicle crashes in Utah has declined, especially for teenage drivers. This is in part due to the efforts of the Utah Highway Patrol Public Information and Education program, and interacting with the public on a consistent and regular basis and communicating the importance of seat belts and safe driving.

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

### **RS130808 Vehicle Animal Collisions Media Campaign**

Through this project, a media campaign, focused around a website was created to provide information, education and increased awareness of vehicle-animal collisions in Utah. The website helped educate motorists on how to prevent these collisions, and how to help prevent serious injury or fatal traffic crashes involving an animals in both Utah's urban and rural areas. The website debuted in January and was promoted through a news release and social media. At different times during the year, such as deer migration season and the start or end of daylight savings time, the website was promoted on the HSO's website and through social media channels. The site received coverage by the traditional media and has served as a resource for Utahns and visitors to the state to avoid collisions with animals.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3 and U-20.

# **Police Traffic Services Program**

The performance goal for the police traffic services program was to provide support for police traffic enforcement activities to reduce the incidence of traffic fatalities and serious injuries in Utah.

## **Annual Performance Targets**

- Continue the downward trend in actual traffic fatality numbers to 238 in CY2013. (C-1, C-2, C-3)
- Continue the downward trend in traffic crash and serious injuries to 21,000 in CY2013. (C-1, C-2, C-3)
- Reduce the crash rate in counties with multi-agency task forces to 140 in Davis, 240 in Salt Lake, 190 in Utah and 230 in Weber in CY2013. (U-1)

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

### **PT130101 Police Traffic Services and Equipment**

The Police Traffic Services and Equipment project assisted law enforcement agencies statewide in obtaining necessary equipment to more effectively conduct enforcement and investigative efforts when it comes to traffic safety within their cities, towns and communities. Highlights for FFY2013 include providing two Northwestern University accident reconstruction courses to officers trained in major accident reconstruction. Eight different agencies benefitted this year in receiving funding for equipment based on their problem identification and traffic safety issues. Equipment disseminated to these agencies included two new police motorcycles, radar/lidar units, speed monitor trailers and speed monitor signs.

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

### **PT130102 Salt Lake/ Davis Multi-Agency Task Forces**

These two task forces continued to be very instrumental in helping to disseminate traffic safety information to law enforcement agencies along the Wasatch Front, which is the most populated area of Utah. Through the officers and members that are assigned to these two task forces, the HSO is able to conduct several enforcement events each year, which includes seat belt, DUI, distracted driving and DUI checkpoint enforcement activities.

Between the two task forces, a total of 37 agencies are involved including law enforcement, MADD, Utah Prosecution Council, Utah Council for Crime Prevention, Utah Highway Safety Office and Hill Air Force Base military personnel. Eight meetings were conducted throughout the year in which various training opportunities were provided to the committee members along with discussions on how best to conduct the enforcement, educational and media efforts of the national and state traffic safety campaigns.

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

### **PT130103 Utah/Weber County Multi-Agency Task Forces**

The Utah County Multi-Agency Task Force continued to be very instrumental in helping to disseminate traffic safety information to law enforcement agencies in Utah County, which is one of the most populated counties in the state. Through the officers and members that are assigned to the task force the HSO is able to conduct several enforcement events each year, which included seat belt, DUI, distracted driving and DUI checkpoint enforcement activities. A total of nineteen law enforcement agencies are involved, with MADD and Utah Prosecution Council providing technical support and assistance.

Eight meetings were conducted throughout the year in which various training opportunities were provided to the

committee members along with discussion on how best to conduct the enforcement, educational and media efforts of the national and state traffic safety campaigns. Over two hundred and fifty officers from the task force participated in seven successful DUI checkpoints during the year. These checkpoints resulted in over four thousand seven hundred vehicles stopped and fifty-five DUI arrests. They participated in the Memorial Day Click It or Ticket campaign and the Drive Sober or Get Pulled Over Labor Day and Christmas campaigns too.

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

### **DD130802 Logan City Distracted Driving Program**

The Logan City Police Department continued its successful "Stop the Main Distraction" project during FFY2013, and continued to make great strides at discouraging distracted driving in the city. The education programs in local schools, the university and community groups continued as did the police department's presentation of the Alive@25 driving course. Logan PD partnered with many justice courts throughout the Cache Valley to support the classes. Each month, approximately 35 students attended the classes. Officers continued a cell phone use enforcement campaign address the use of a hand-held wireless communication device while drivers. There were a total of 73 citations issued during FFY2013 on Main Street to people who violated this law. Since the Main Distraction program started, Logan City Police Department reports a 30.5% decrease in traffic crashes, resulting in an estimated \$708,000 in property damage saving and the prevention of many injuries.

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



# Traffic Records Program

The performance goal for the Traffic Records Program was to improve the timeliness, accuracy, completeness, uniformity, integration and accessibility of traffic records data in Utah.

## Annual Performance Targets

- Increase the percentage of known BAC results for drivers in fatal crashes to 50% in CY2013. (U-11)
- Increase the number of law enforcement agencies submitting crash reports electronically to 80 in CY2013. (U-12)

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

### K9130501 UTRAC Coordinator

The Utah Traffic Records Advisory Committee Coordinator has been successful in guiding Utah's traffic records program through the difficult transition to all-electronic crash reporting. From a meager 5 agencies reporting in 2010, by the end of the FFY2013 project year 135+ agencies are now doing electronic crash reporting.

The coordinator's efforts have resulted in Utah reaching an almost real-time analysis ability on crash records statewide, and the improved planning and resource deployment has certainly helped Utah to meet its traffic safety goals of reducing the number and severity of Utah traffic crashes, contributing to Utah's highway safety targets C-1, C-2 and U-12.

### K9130504 EMS Pre-Hospital Data Reporting

The timeliness measure is assessed using a database query, calculating the median difference in days between the hospital arrival date and the date the record was last updated in the state trauma registry system. During the project year, 8185 records were updated in the state trauma registry. Calculations show by the end of the September, a mean timeliness of 141 days. The shortest lag days were 5 with the longest of 262. The median was 143 days. The stated goal is 90 days average lag time. The lag time for the previous quarter was 262. Hospitals began monthly data transfers for 2013 data in June of this year, which we anticipate will reduce the median days significantly.

The training measure is assessed by counting the attendance at all training events related to pre-hospital data. Training was provided to just fewer than 500 people during this past year through the EMS Leadership Summit, the State EMS Medical Directors retreat and agencies migrating to POLARIS from other systems. 3 performance improvement workshops were conducted in August, 2013 targeting more than 100 rural EMS agencies, dispatch centers and critical access hospitals. The same performance improvement workshops were conducted at the EMS training officers/course coordinators semi-annual meeting. A total of 220 attended. Shari Hunsaker presented at the Utah Trauma Network Conference to an audience of 130 and conducted training for 35 staff members at Weber County EMS.

Integration between pre-hospital and trauma registry data is complete and in production. Integration with emergency department data was completed on January 1, 2013. The integration currently covers 715,269 EMS records from 2006 through 2011. A total of 5,720 emergency department records from 2011 were linked in the data warehouse as of September 25, 2013.

Current efforts are underway to exchange data between POLARIS and the department's licensure and certification system. As soon as we are live with NEMSIS version 3, integration between CRASH and POLARIS will begin. We expect to begin accepting NEMSIS v.3.x data during the 1st quarter of 2014. Our pre-hospital vendor is working with DTS on data integration between POLARIS and our licensure and certification system (BEMS) and developing a new user interface, all part of our NEMSIS compliance.

Through the activities and initiatives described above, this project contributed to Utah's highway safety target U-12.

## **K9130505 Increasing BAC Reporting**

Utah's reporting of Blood Alcohol Concentration (BAC) on drivers in fatal crashes was 47% in FFY2012. Historically, Utah has been one of the lowest states for Alcohol related fatal crashes. Due to lack of complete BAC data, NHTSA has in the past-imputed Utah's missing data. Statistically, this is as accurate as a national model can be, however, Utah's data will prove far more accurate with all agencies reporting their own BAC data.

The Bureau of Forensic Toxicology, under the direction of the Utah Department of Health's State Labs, provides the testing of BAC levels for law enforcement agencies. In efforts to produce and report their results more timely and efficient to requesting agencies, the Bureau of Forensic Toxicology has been working to improve their processes. Moving forward from sending results to law enforcement agencies and the Highway Safety Office via e-mail, the lab can now send the results through the Utah Criminal Justice Information System.

Working with the Department of Public Safety's technology staff, the Bureau of Forensic Toxicology has designed and deployed an application, using Utah's Criminal Justice Information System (UCJIS) as the mechanism to electronically receive and send test sample information. With this application, an agency can catalog the incoming sample, providing the lab with all the necessary information. In return, the application can electronically return to the agency the results of the lab tests. This new procedure has reduced errors in test sample documentation, as well as reduced the timeliness in requesting and receiving test information.

Through the initiatives and activities mentioned above, this project contributed to Utah's highway safety target U-11.

## **K9130506 Web Service to Geo-Locate Traffic Records Events**

Crash and citation records submitted to the appropriate state repositories have typically been expressed as street addresses, route and milepost descriptions. In an effort to continually improve upon the accuracy and completeness of both the citations and crash data, the Utah Departments of Public Safety (DPS) and Transportation (UDOT) partnered with Utah's Automated Geographic Referencing Center (AGRC) to create an addressing locator web service for the consumption by state agencies, vendors and local agencies to ensure that crash and citation addresses are precisely and accurately located.

Implementing this web service application has provided the ability to determine the location of street addresses and route and milepost description in geographic coordinates (latitude, longitude). By using an address locator to convert all incident locations to map coordinates it has allowed Geographic Information System (GIS) software to display, query, and analyze the incident data to detect patterns in the data that may point to better roadway design and law enforcement strategies.

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

## **K9130502 & K1013502 Crash Information Systems Management**

The purpose of this project is to centralize the crash data for the State of Utah into one location, the Utah Highway Safety Office. Business practices implemented with this project will cover monitoring local agency crash transmission activity, tracking and improving data quality of the crash information electronically transferred from these local agencies as well as promoting and educating the crash data community on the importance of quality crash data.

This project impacts the completeness, accuracy and ultimately the timeliness of the crash information system. In July, a State Statute went into effect requiring all law enforcement agencies to submit their crash reports electronically. A few outstanding agencies were working through some technological and training challenges after the July deadline, however, by October 2013 all state and local law enforcement agencies were submitting electronically. The agencies that have yet to submit electronically are Reservation and National law enforcement agencies. These two groups account for a very small percentage of the overall crash totals. Crash timeliness has decreased significantly from 88.9 in 2012 to 46.1 in 2013.

Focus has now turned to the accuracy and completeness of the data. In an effort to increase quality in these areas, we have begun creating short training modules covering specific topics from the crash report, such as Roadway Types. The training modules contain diagrams; in-depth definitions and where necessary images that explain to the law enforcement community the purpose and need of the data element. As of September, three new training modules have been placed on the HSO's website.

Through the activities and initiatives described above, this project contributed to Utah's highway safety target U-12.

### **201217 Fatality Analysis Reporting System**

The FARS data, a standardized census of all fatal traffic crashes in the U.S., helps the states and NHTSA to understand and describe the national and state traffic safety environment. FARS data provide a basis for decisions in traffic safety, crashworthiness research, and rule making. Utah has been collecting FARS data since its inception. Utah benefits from FARS because it provides the State with the ability to conduct problem analysis, establish performance goals, and evaluate the impact of their highway Safety countermeasures program.

The FARS data is much more than the state crash report; several other resources are accessed to gather the specific data elements required to show the pre-crash and crash event. In the past year significant efforts to gather the complete Blood Alcohol Concentration data elements in a more timely and efficient manner have been made in Utah. Blood Alcohol Concentration information was previously gathered electronically from the Utah State Labs, from submissions given by the law enforcement agencies only. In a process gap analysis completed during the past year, it was determined that many of the tests were completed by the Medical Examiner's office and were marked in such a way that the State Labs were not collecting the data for their electronic system. The ultimate goal is to collect this information directly from the Medical Examiner's office and deposit it directly to the electronic system used by State Labs. Meeting this goal is to take some time, in the interim, the Utah Department of Health, (UDOH) Injury Prevention Division has agreed to gather the information and provide it to the FARS Analyst in the Highway Safety Office electronically. In doing this, collection of the remaining Blood Alcohol Concentration data has been more complete than ever before in the State of Utah.

Through the activities and initiatives mentioned above, this project contributed to Utah's highway safety target U-11.

# **Planning and Administration Program**

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

### **PA131001 Planning and Administration**

This project provided the essentials for Utah's Highway Safety Program, including a portion of the director and other planners' compensation, office space rental and appropriate insurance, program assessments, staff shuttle vehicles, and association membership. The project assisted the Highway Safety Program through evaluation and long range planning, providing effective office space and appropriate shuttle vehicles for staff to use, actively participating in national highway safety planning groups, and the program's success in sparking a reduction in the number and severity of Utah traffic crashes.

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

### **CP130214 Personnel (402) K2130214 Personnel (405) K8130214 Personnel (410)**

This project secures staff with the 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 meeting Utah's traffic safety goals, it certainly has an effect in reducing the number and severity of Utah traffic crashes.

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

### **CP130219 Technology Transfer and Electronic Grant Management**

This project provided for the day-to-day operational needs of the Highway Safety Office such as office and computer supplies, computer network and telephone expenses, travel to training and professional interaction opportunities, and printing. The project assisted the Highway Safety Program by supporting the staff in coordinating and managing the various projects and programs assigned. While it is difficult to directly connect support projects such as this to meeting Utah's traffic safety goals, it certainly has an effect in reducing the number and severity of Utah traffic crashes.

### **CP130215 Public Awareness Evaluation and Survey**

This project measured the level to which tactics and media campaigns employed by the Highway Safety Office have impacted the public in Utah. The Utah Department of Health and University of Utah Center for Public Policy conducted awareness and opinion surveys, providing valuable information about the Highway Safety Office's programs and messages. The full results of the survey are included in this report.

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

### **CP130218 Traffic Safety Summit**

The 2012 Zero Fatalities Safety Summit was held October 25-26 at the South Towne Exposition Center, with a pre-conference on the 24th. The conference provided an opportunity for safety officials and advocates to share opportunities and successes in improving safety in our communities. The Summit provided 48 workshops during eight breakout sessions to the 400 attendees and included an awards ceremony to recognize leaders in transportation safety. Session topics covered impaired driving, occupant protection, bicycle and pedestrian safety, young drivers, engineering issues, enforcement, motorcycle safety, emergency medical services, communications, diversity considerations, among others.

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

# **Paid Media Program**

The performance goal for the paid media program was to increase public recognition of highway safety-specific campaigns through branding while increasing public awareness of traffic safety issues and concerns.

## **Annual Performance Target**

- Support various highway safety focus areas and campaigns with sustained media messages.

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

### **PM131101 Occupant Protection Program Media Campaign**

This project supported four statewide media campaigns designed to increase the usage of safety restraints among high-risk populations. The first campaign targeted all motorists during the Thanksgiving Holiday Click It or Ticket mobilization when Utahns were advised to drive safely and buckle up, day and night. Only earned media through print and social media outlets were used to promote the buckle up message. The second campaign targeted male pickup truck drivers and passengers during the National Click It or Ticket mobilization. To inform the public about the seat belt enforcement mobilization, new radio spots and billboard artwork were created. In turn, the project funded placement of nine billboards and 1210 radio advertisements. The third campaign targeted our youngest motorists during National Child Passenger Safety Week in September through placement of 420 newly created radio advertisements and non-traditional messaging used to inform the public about the importance of selecting the right size seat for every child. Through a partnership with Old Navy, this important message was displayed in all 14 stores using hanger tags representing the four steps to using car seats.

This project also funded the development of a communications plan and messaging that supports Utah's rural seat belt pilot project. Using results of community and law enforcement surveys conducted in the three pilot counties (Box Elder, Sanpete, and San Juan) a plan was created and includes appropriate marketing and activities designed to increase seat belt usage in rural communities. The campaign will be completed and rolled out in FFY2014.

By targeting populations known to have low seat belt and booster seat usage rates, the project contributed to reaching the goal of increasing the number of motorists who buckle up. Utah's overall seat belt usage increased 0.5 percent to 82.4 percent in 2013. In addition, the study showed a 2.0 percent increase in usage among pickup truck occupants. Still, seat belt use in rural areas is well below that of urban with rates of 70.0 percent and 85.6 percent, respectively, and only 71.3 percent of pickup truck occupants buckle up compared to 86.7 percent of van occupants.

Through these grant-funded activities, this project contributed to Utah's highway safety targets C-1, C-2, C-3, B-1, C-4, U-9 and U-10.

### **K8PM131102 Impaired Driving Media Campaign**

Utah's Drive Sober or Get Pulled Over media campaign worked to continue reducing the incidence of drunk driving in Utah in FFY2013. It continued to create high-visibility communications with the young, difficult-to-reach target audiences of 21-34 year old males and 17-27 year old college students and seniors in high school. It also worked to strengthen the previously released "Drunk Driving" campaign message and direction to show Utah's communities, not just the target audience, why this national message is beneficial to all Utahns. It also worked to mobilize the community, by bringing together law enforcement, media, local businesses and community officials to eliminate drunk driving.

Elements of the campaign in FFY2013 included a billboard campaign, the campaign website ([drivesober.org](http://drivesober.org)), college print and local magazines, radio commercials, a partnership with the car show "Autorama," Utah Transit Authority bus campaign, online interactive ads and several non-traditional media events and promotions designed to garner earned media.

Through the activities described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-5, A-2, U-6, U-7, U-8, U-21.

### **K6131103 Motorcycle Media Campaign**

The contract for the HSO's motorcycle safety campaign expired at the end of federal fiscal year 2012 and with the new transportation authorization pending, the amount of funding Utah would have for its motorcycle safety media campaign remained unknown. In July of 2013, the HSO finalized an on-call media contract and began planning a motorcycle media campaign with the new vendor. The HSO hosted a press conference promoting the MSF training courses in April to encourage riders of all experience levels to commit to safety and lifelong learning. The grant provided funding for a motorcycle safety event hosted by Cottonwood Heights Police Department in May. Throughout the riding season, the HSO promoted the MSF training through its social media channels.

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

**Highway Safety Projects  
FFY2013**

|                                      | Project Name                                       | Total Expenditures |
|--------------------------------------|--|--------------------|
| <b>Occupant Protection</b>           |  |                    |
| OP130401                             | Safe Kids Utah Campaign Coordinator                | \$31,900.00        |
| OP130402                             | CIOT Step-Support                                  | \$83,700.00        |
| OP130403                             | Seat Belt Survey                                   | \$25,900.00        |
| OP130405                             | Utah Safety Council                                | \$42,900.00        |
| PM131101                             | Occupant Protection Media Campaign                 | \$142,000.00       |
| CP130216                             | Rural Traffic Safety Coordinator                   | \$30,200.00        |
| CP130217                             | PI&E   | \$10,400.00        |
| K2130405                             | Utah Safety Council Nets/Alive at 25               | \$23,500.00        |
| K2130406                             | Program Materials & Training                       | \$22,800.00        |
| K2130411                             | Rural Seat Belt Program                            | \$115,800.00       |
| K3130404                             | CPS Fitting Station Support                        | \$13,400.00        |
| K3130406                             | Program Materials & Training                       | \$42,300.00        |
| K3130407                             | PCMC Special Needs CPS                             | \$36,100.00        |
| K3130408                             | Training Coordinator Contract                      | \$30,500.00        |
| K3130410                             | SL County CPS Program                              | \$31,700.00        |
| <b>Impaired Driving</b>              |  |                    |
| K8130301                             | Youth Support                                      | \$5,000.00         |
| K8130302                             | PI&E   | \$21,000.00        |
| K8130303                             | DRE / ARIDE/ SFST / Phlebotomy                     | \$49,000.00        |
| K8130304                             | SIP/TRACE, Youth Alcohol Suppression               | \$35,100.00        |
| K8130305                             | DUI Enforcement/Checkpoints/Equipment              | \$263,800.00       |
| K8130306                             | DUI Courts - Davis County                          | \$20,000.00        |
| K8130307                             | DUI Courts - Riverdale                             | \$9,000.00         |
| K8130308                             | Traffic Safety Resource Prosecutor                 | \$124,100.00       |
| K8130309                             | Watch it in Wasatch, Over the Limit, Under Arrest  | \$10,000.00        |
| K8130310                             | Sandy - Youth Alcohol Suppression                  | \$4,700.00         |
| K8130311                             | Logan - Youth Alcohol Ed, Prevention & Enforcement | \$5,000.00         |
| K8130312                             | Heber - Decreasing Youth Alcohol Use Through Ed    | \$2,500.00         |
| K8130313                             | U of U - High Risk Drinking Prevention             | \$2,500.00         |
| K8130314                             | Unified - Multi-Agency YADETF                      | \$5,000.00         |
| K8130315                             | Dixie - Campus Program                             | \$1,300.00         |
| K8130317                             | UVU - Campus Program                               | \$2,500.00         |
| K8130318                             | SLCC Safe Alternatives Program                     | \$2,500.00         |
| K8PM131102                           | Impaired Driving Media Campaign                    | \$344,100.00       |
| <b>Community Traffic Safety</b>      |  |                    |
| CP130201                             | Davis County                                       | \$26,800.00        |
| CP130203                             | Weber / Morgan                                     | \$27,000.00        |
| CP130204                             | Bear River   | \$20,300.00        |
| CP130205                             | Summit County                                      | \$12,000.00        |
| CP130206                             | Tooele County                                      | \$14,400.00        |
| CP130207                             | Utah County  | \$30,000.00        |
| CP130208                             | Southeastern Utah                                  | \$13,700.00        |
| CP130209                             | Central Utah                                       | \$7,700.00         |
| CP130210                             | Wasatch County                                     | \$12,000.00        |
| CP130211                             | Southwest Utah                                     | \$23,800.00        |
| CP130213                             | San Juan Traffic Safety                            | \$3,500.00         |
| <b>Motorcycle Safety Program</b>     |  |                    |
| MC130901                             | Motorcycle Safety PI&E                             | \$6,100.00         |
| K6131103                             | Motorcycle Media Campaign                          | \$300.00           |
| <b>Pedestrian and Bicycle Safety</b> |  |                    |
| PS130701                             | Pedestrian & Bicycle PI&E                          | \$37,100.00        |
| PS130702                             | SL Valley Health Ped/Bike                          | \$16,900.00        |
| PS130703                             | SLC PD Bike/Ped                                    | \$19,400.00        |
| <b>Roadway Safety</b>                |  |                    |
| RS130801                             | Operation Lifesaver                                | \$25,000.00        |
| RS130803                             | Teen Driving Education & Outreach                  | \$35,100.00        |
| RS130804                             | Sports Marketing                                   | \$75,000.00        |
| RS130806                             | Yellow Dot   | \$9,200.00         |
| RS130807                             | UHP PI&E / Adopt-a-High School                     | \$18,700.00        |
| RS130808                             | Vehicle Animal Collisions Media Campaign           | \$9,800.00         |

Amounts rounded to the nearest \$100

**Highway Safety Projects  
FFY2013**

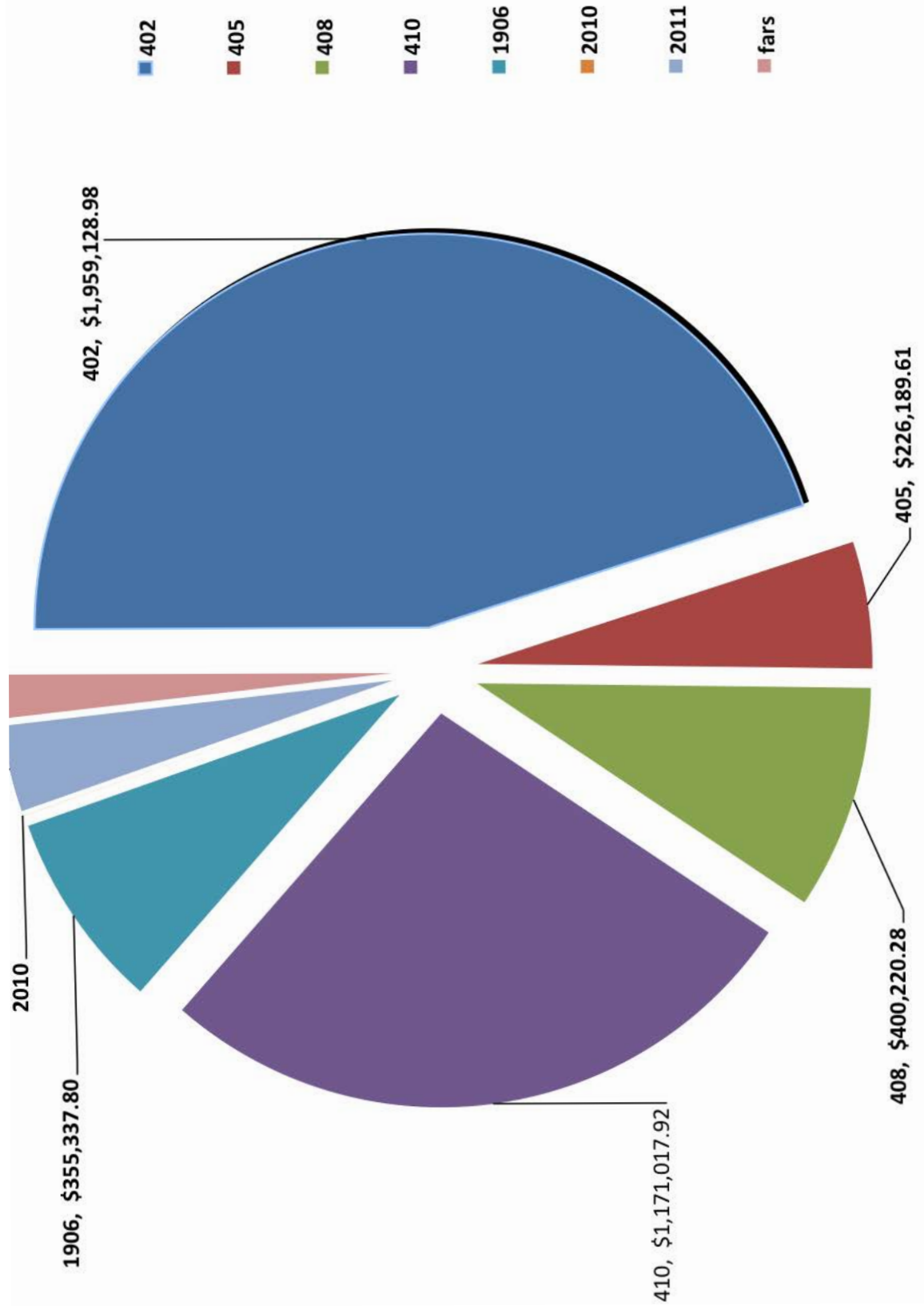
|                                    | <b>Project Name</b>                              | <b>Total Expenditures</b> |
|------------------------------------|--|---------------------------|
| <b>Police Traffic Services</b>     |  |                           |
| <b>PT130101</b>                    | PT Services & Equipment                          | \$206,200.00              |
| <b>PT130102</b>                    | Salt Lake / Davis MATF                           | \$7,200.00                |
| <b>PT130103</b>                    | Utah / Weber MATF                                | \$3,000.00                |
| <b>DD130802</b>                    | Logan PD Distracted Driving                      | \$25,000.00               |
| <b>Traffic Records</b>             |  |                           |
| <b>K9130501</b>                    | UTRAC Coordinator                                | \$88,800.00               |
| <b>K9130502</b>                    | Crash Information Systems Management             | \$104,400.00              |
| <b>K9130504</b>                    | EMS Pre-Hospital Data Reporting                  | \$145,000.00              |
| <b>K9130505</b>                    | Increasing BAC Reporting                         | \$12,000.00               |
| <b>K9130506</b>                    | Web Service to Geo-Locate Traffic Records Events | \$50,000.00               |
| <b>K10130502</b>                   | Crash Information Systems Management             | \$355,300.00              |
| <b>Planning and Administration</b> |  |                           |
| <b>PA131001</b>                    | 402 - Administration (Federal)                   | \$194,900.00              |
| <b>CP130214</b>                    | 402 - Personnel                                  | \$532,000.00              |
| <b>K2130214</b>                    | 405 - Personnel                                  | \$64,000.00               |
| <b>CP130219</b>                    | Technology Transfer and Electronic Grant Mngmnt  | \$132,800.00              |
| <b>K8130214</b>                    | 410 - Personnel                                  | \$269,300.00              |
| <b>CP130215</b>                    | Public Awareness Evaluation & Survey             | \$10,300.00               |
| <b>CP130218</b>                    | Traffic Safety Summit                            | \$39,400.00               |
| <b>FARS</b>                        |  |                           |
| <b>201217</b>                      | FARS, Year 2 Award                               | \$78,000.00               |

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

Amounts rounded to the nearest \$100



# Total Spent By Fund - Utah Highway Safety FFY2013

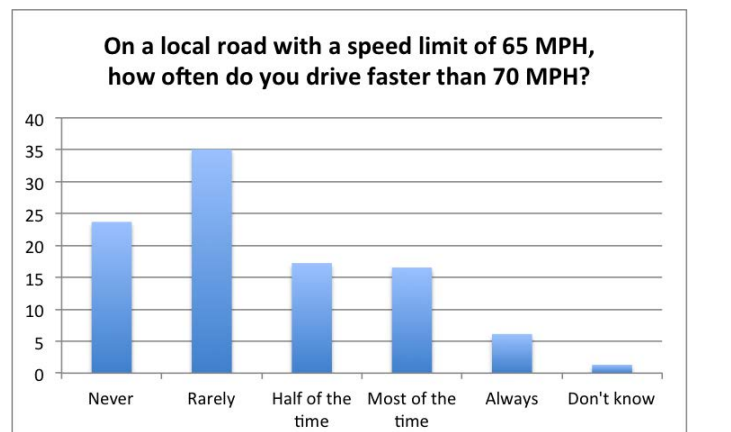
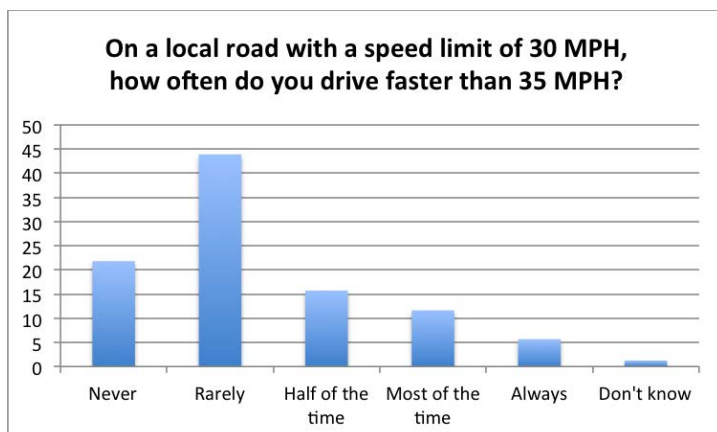
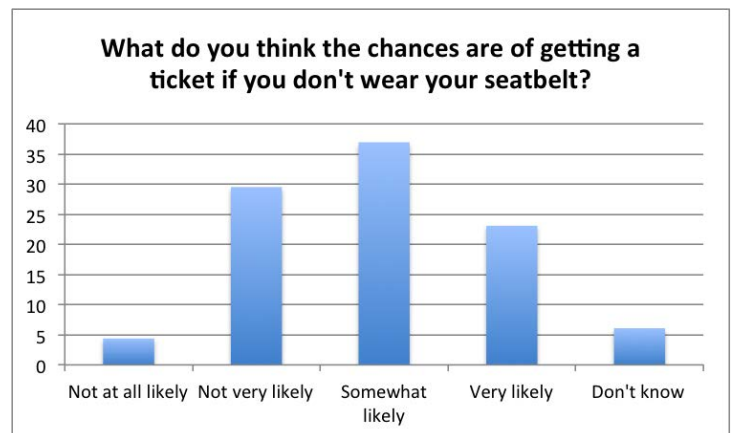
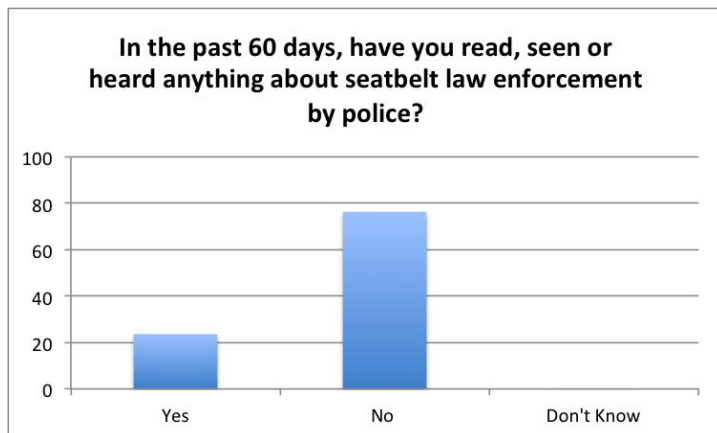
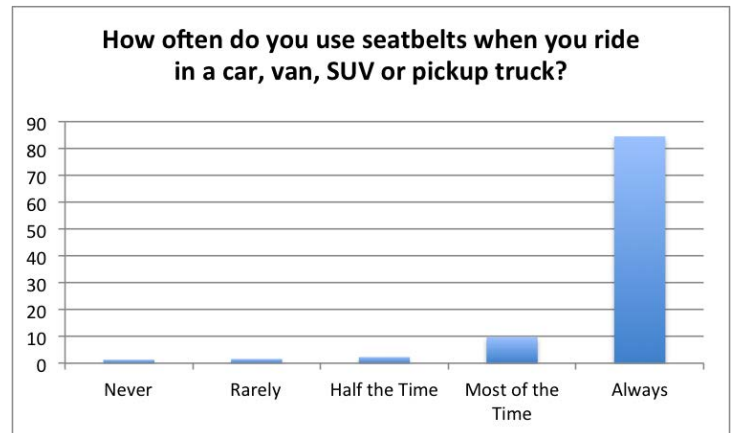
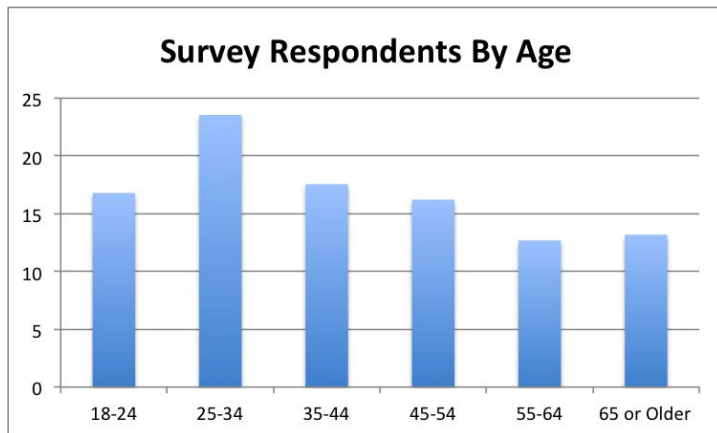


# Driver Behavior & Attitude Survey

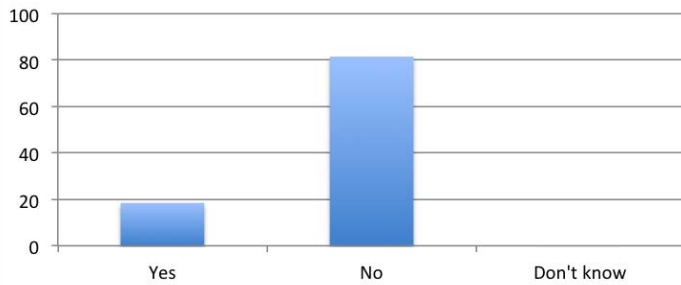
As states continue to develop Traffic Safety Performance Measures to incorporate performance-oriented programs, Utah is committed to a performance-based approach and conduct a statewide attitude survey periodically. The survey collects data following the recommended set of questions distributed by the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA).

The survey questions are designed to track driver attitudes and awareness on impaired driving, seat belt use and speeding issues. A contracted vendor was used to survey the public by telephone to gather this data. The graphs in this section report the sampled data from the vendor's presentation to the HSO.

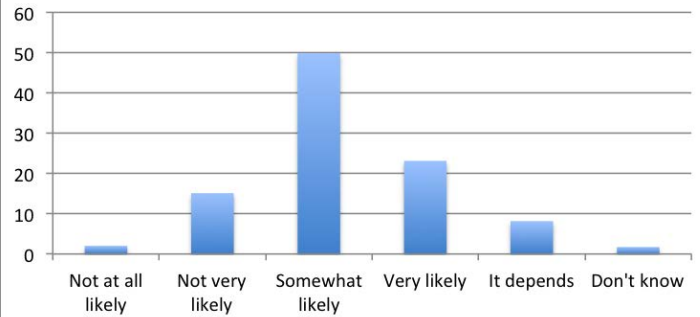
The HSO is pleased to present a summary of the data collected and utilize this information in planning sessions to combat roadway fatalities and injuries.



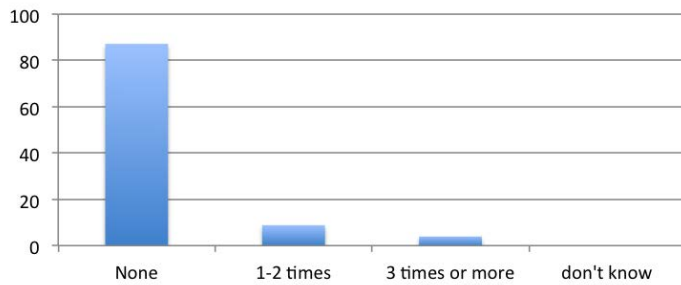
**In the past 30 days, have you read, seen or heard anything about speed enforcement by police?**



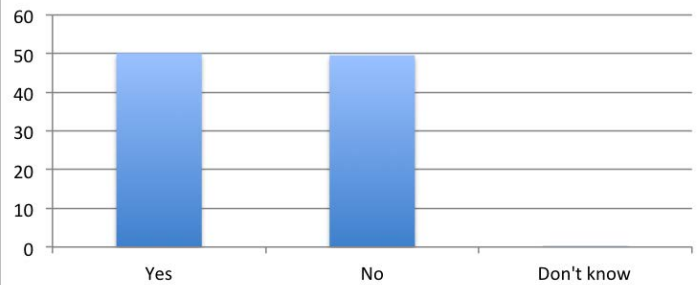
**What do you think the chances are of getting a ticket if you drive over the speed limit?**



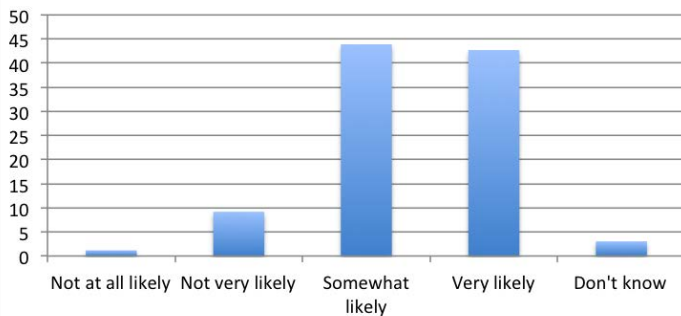
**In the past 60 days, how many times have you driven a motor vehicle within two hours of drinking an alcoholic beverage?**



**In the past 30 days, have you read, seen or heard anything about alcohol-impaired driving or drunk driving enforcement by police?**

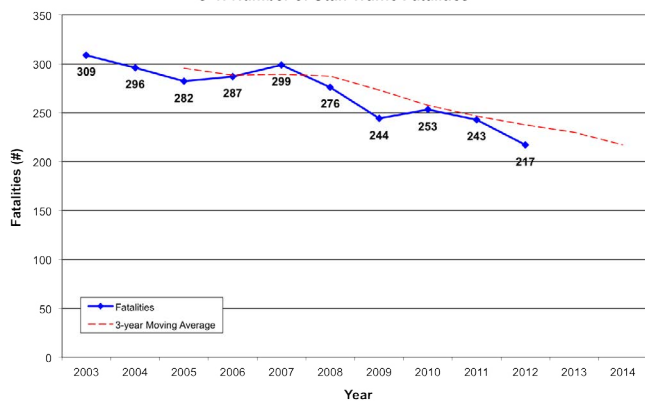


**What do you think the chances are of someone getting arrested if they drive after drinking?**

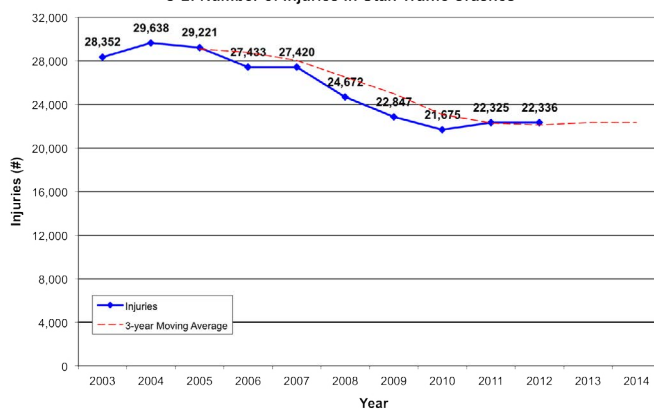


# Core Performance Measures

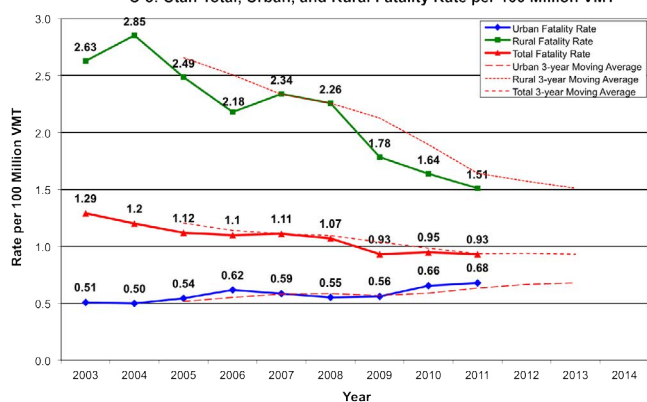
C-1: Number of Utah Traffic Fatalities



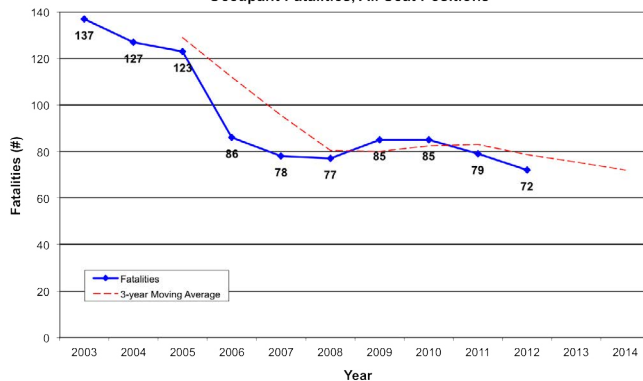
C-2: Number of Injuries in Utah Traffic Crashes



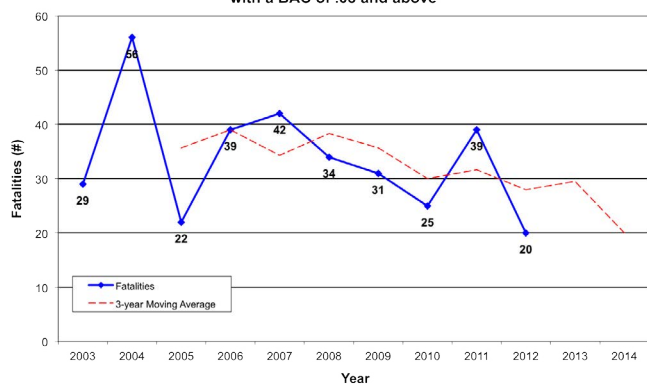
C-3: Utah Total, Urban, and Rural Fatality Rate per 100 Million VMT



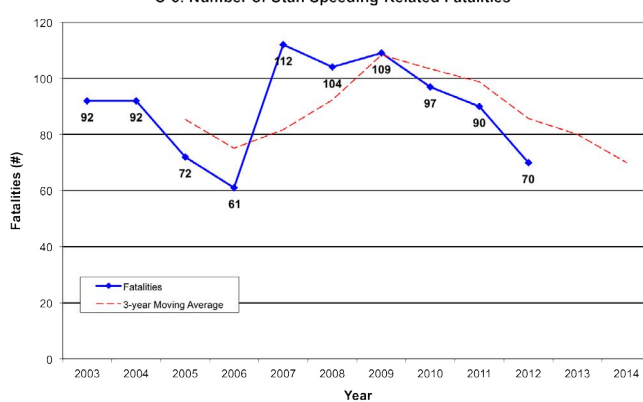
C-4: Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

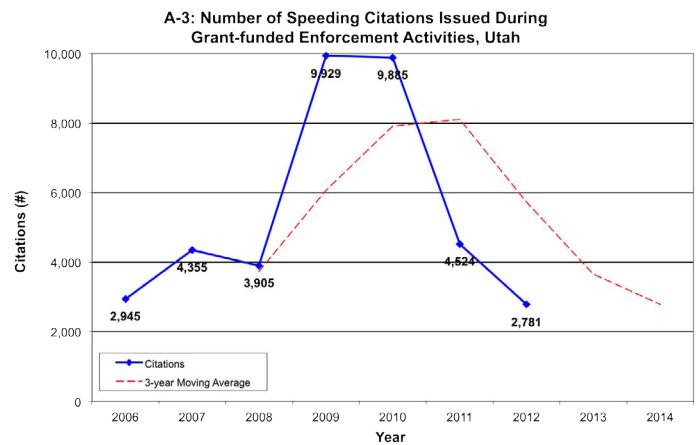
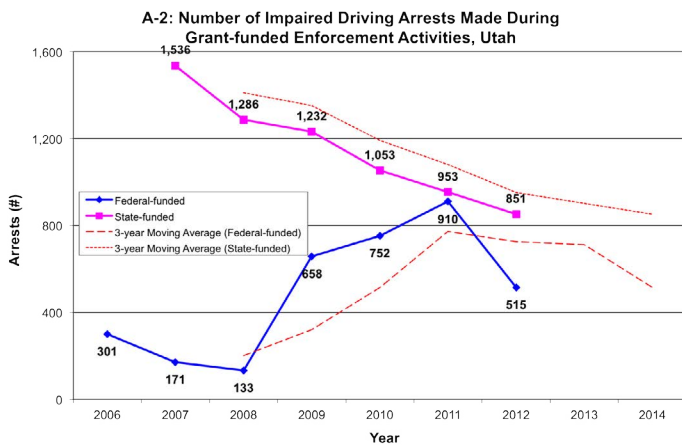
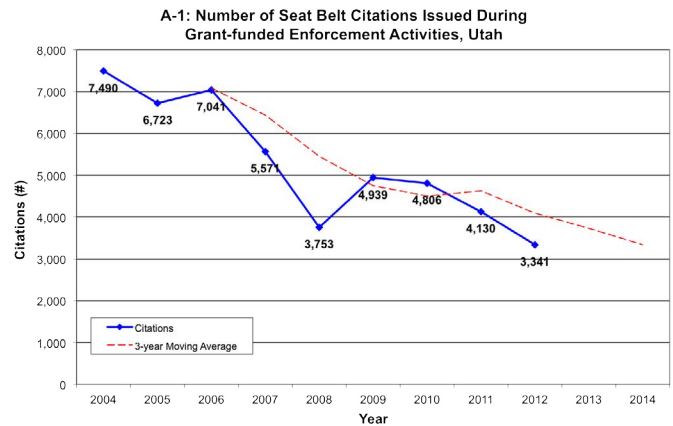
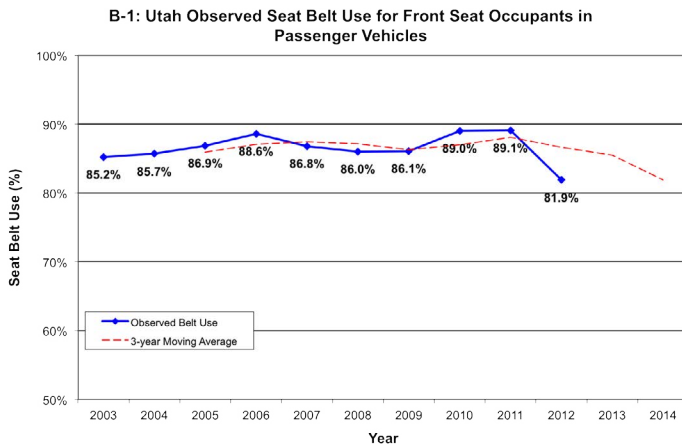
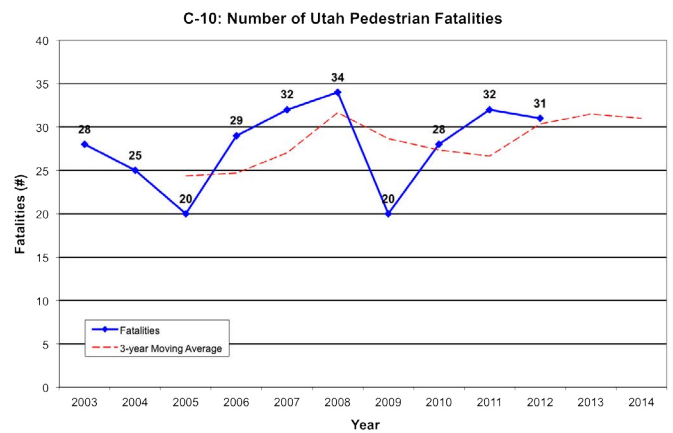
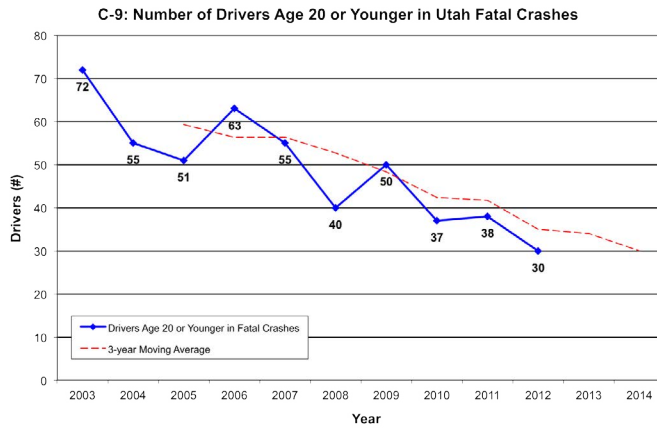
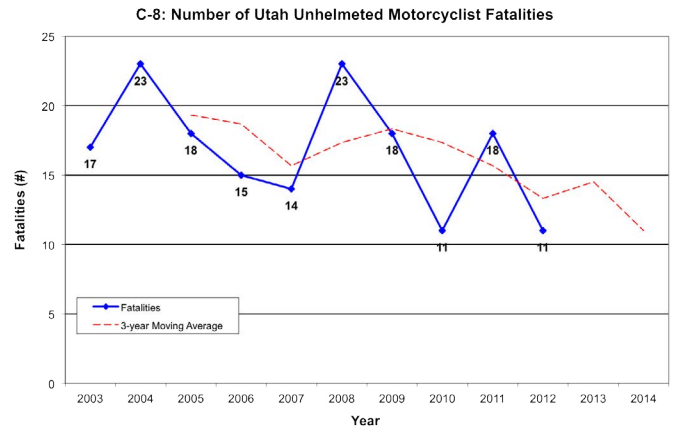
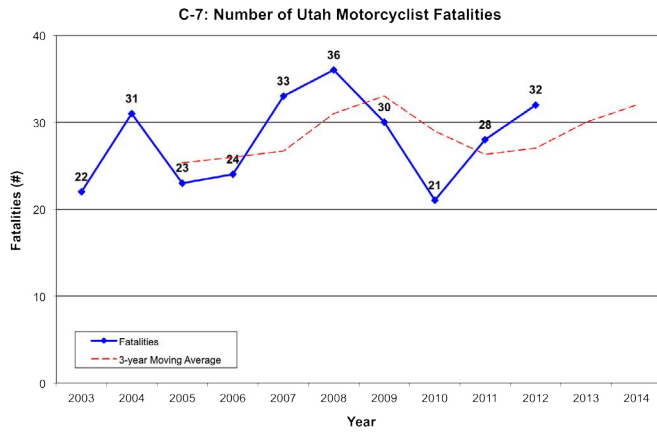


C-5: Number of Utah Fatalities Involving a Driver with a BAC of .08 and above



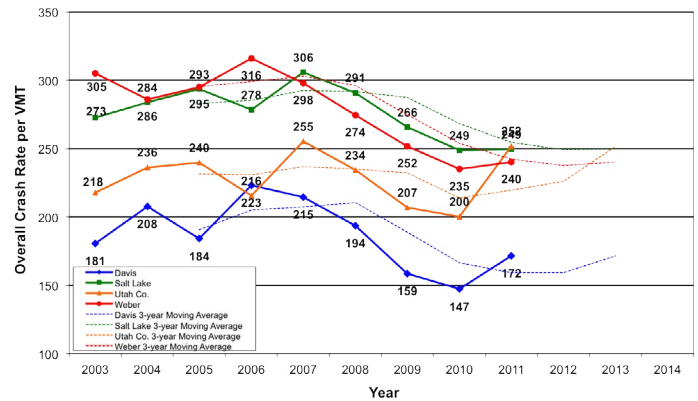
C-6: Number of Utah Speeding-Related Fatalities



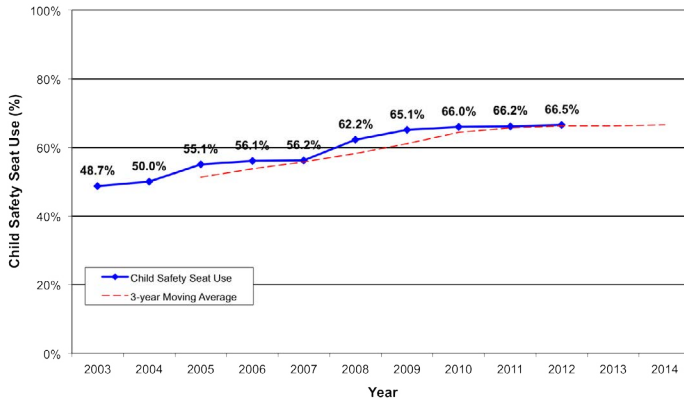


# Utah's Elective Performance Measures

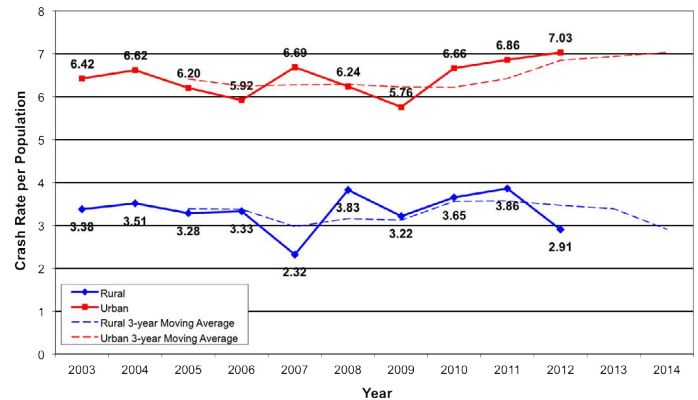
U-1: Overall Crash Rate per 100 Million Vehicle Miles Traveled by Utah Counties With a Multi-Agency Task Force



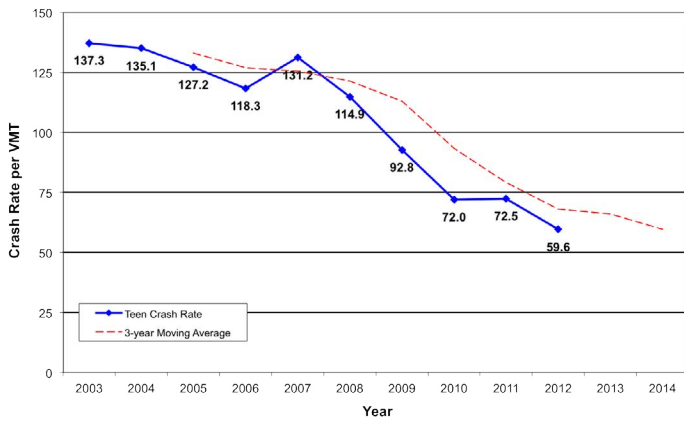
U-2: Utah Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes



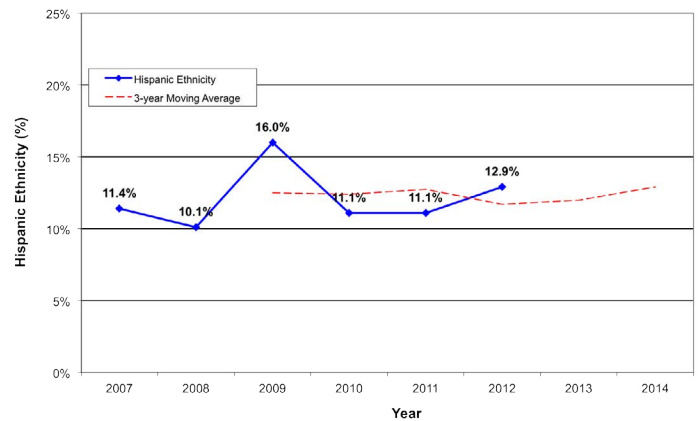
U-3: Bicycle/Pedestrian Crash Rate per 10,000 Population, Rural vs. Urban



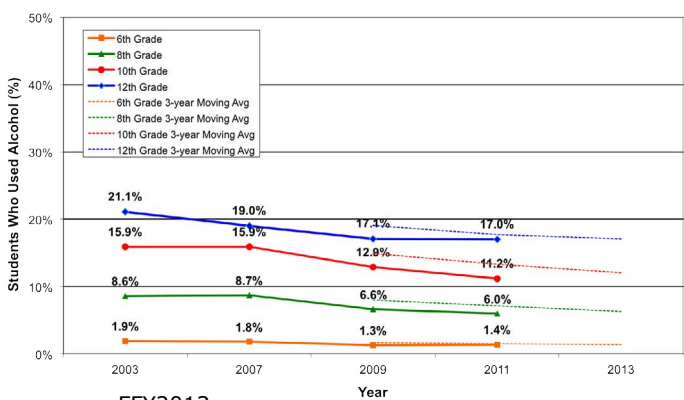
U-4: Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers



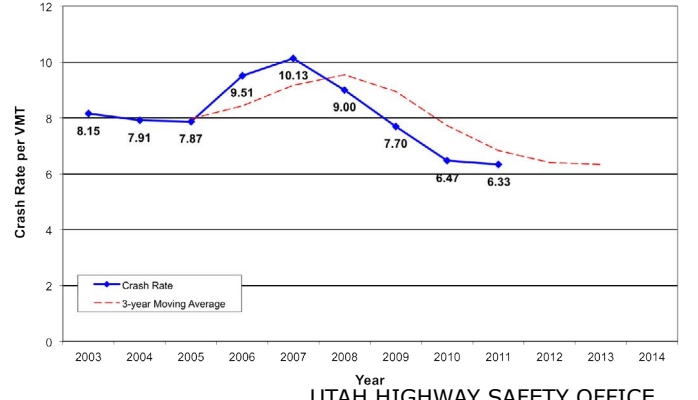
U-5: Percent of Utah Deaths to People With Hispanic Ethnicity



U-6: Percent of Utah Students by Grade Who Used Alcohol During the Past 30 Days

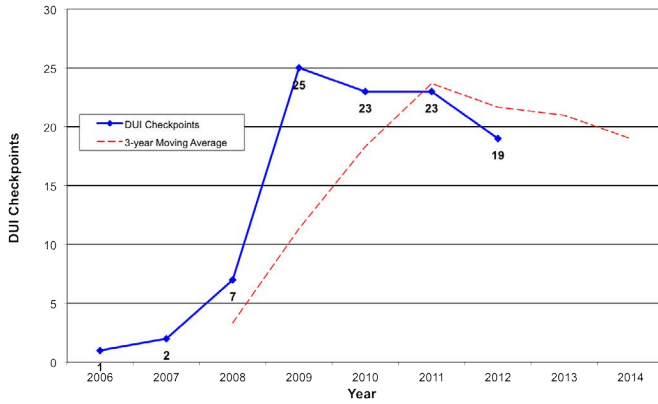


U-7: Utah Alcohol-Impaired Overall Crash Rate per 100 Million Vehicle Miles Traveled

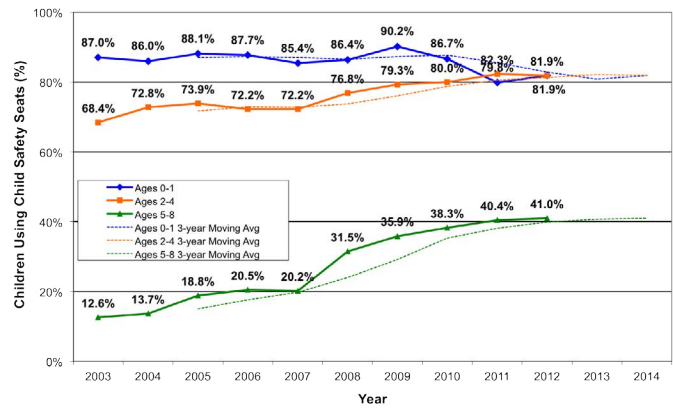




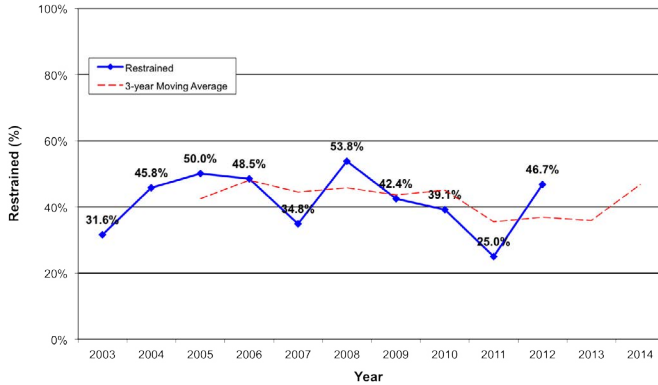
U-8: Number of Grant-funded DUI Checkpoints, Utah



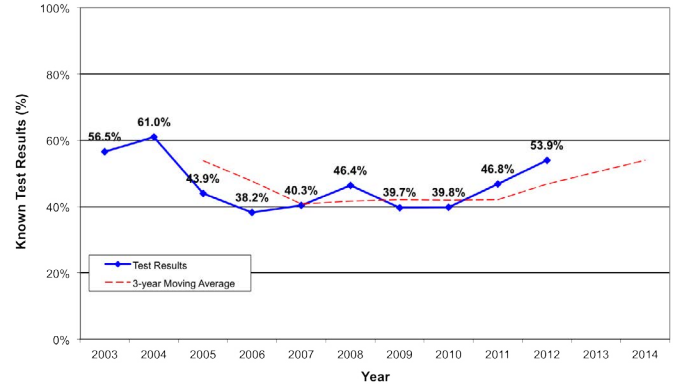
U-9: Percent of Children in Utah Crashes in Child Safety Seats



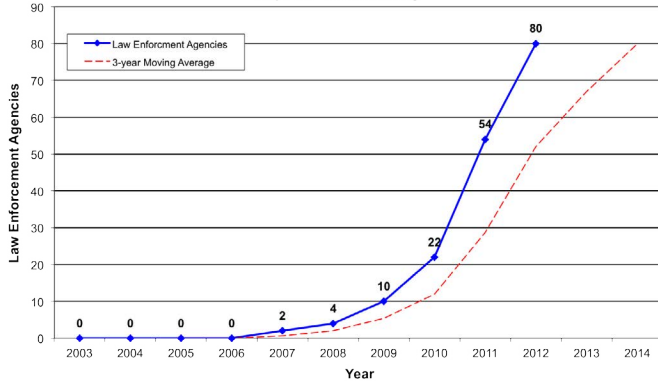
U-10: Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Restrained



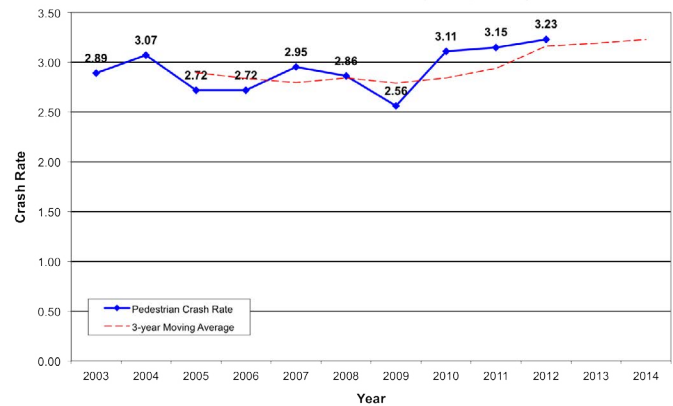
U-11: Percent of Drivers in Utah Fatal Crashes With Known BAC Results



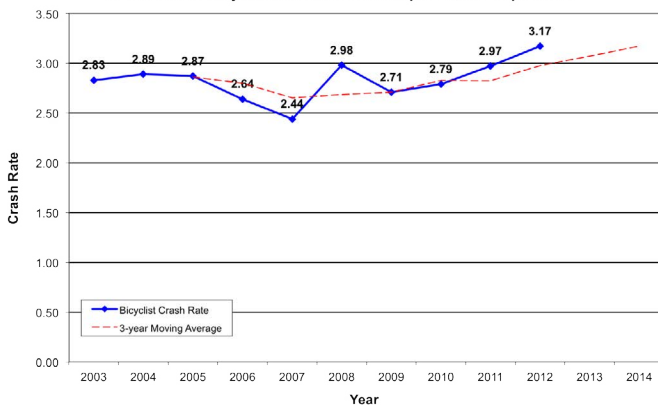
U-12: Number of Utah Law Enforcement Agencies Submitting Crash Reports Electronically



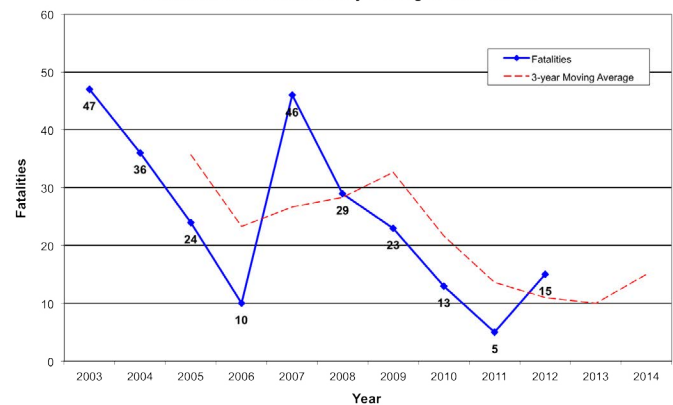
U-13: Rate of Pedestrians in Utah Crashes per 10,000 Population



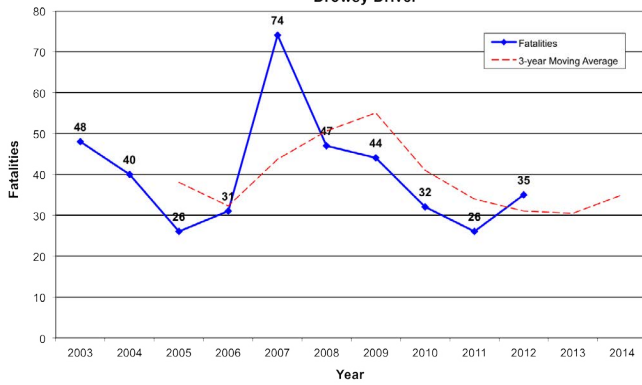
U-14: Rate of Bicyclists in Utah Crashes per 10,000 Population



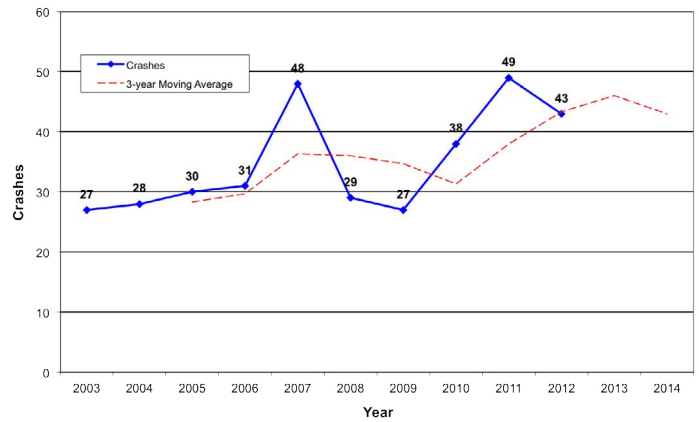
U-15: Number of Utah Drowsy Driving-related Fatalities



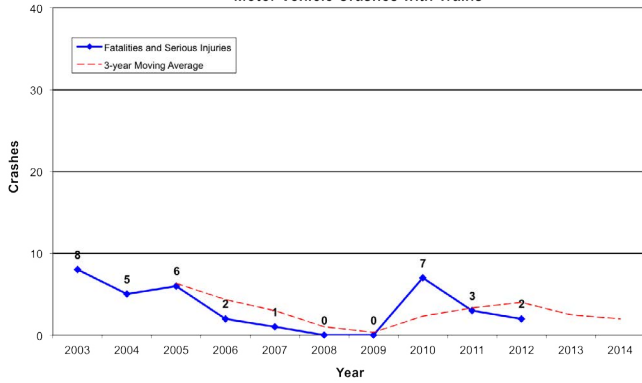
U-15a: Number of Utah Traffic Fatalities Involving a Distracted or Drowsy Driver



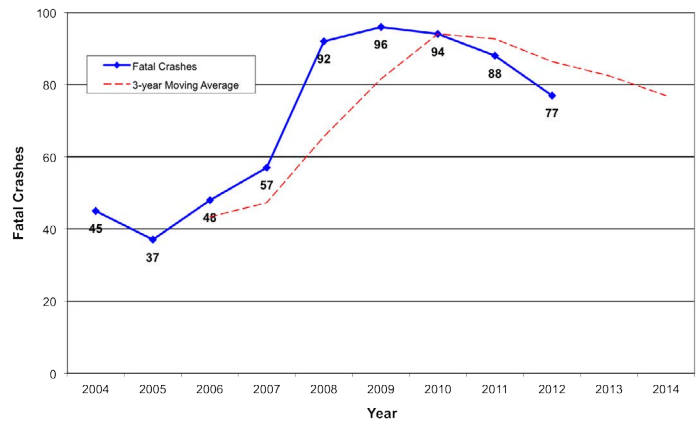
U-16: Number of Utah Motor Vehicle Crashes With Trains



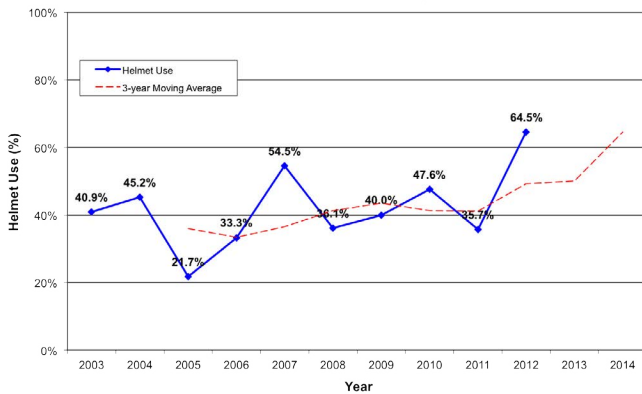
U-16a: Number of Utah Traffic Fatalities and Serious Injuries Involving Motor Vehicle Crashes with Trains



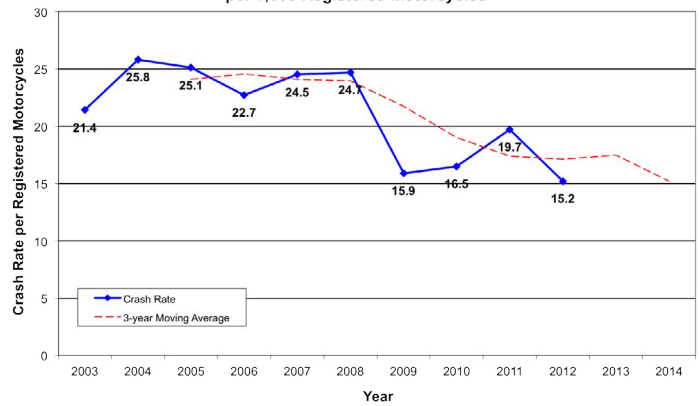
U-17: Number of Single Vehicle Roadway Departure Fatal Crashes



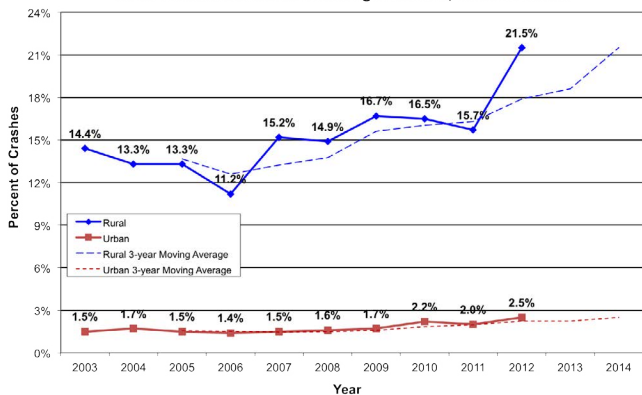
U-18: Percent of Utah Helmeted Motorcycle Fatalities



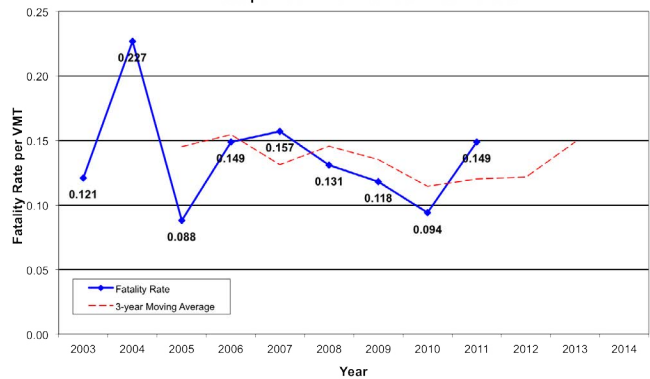
U-19: Overall Rate of Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles



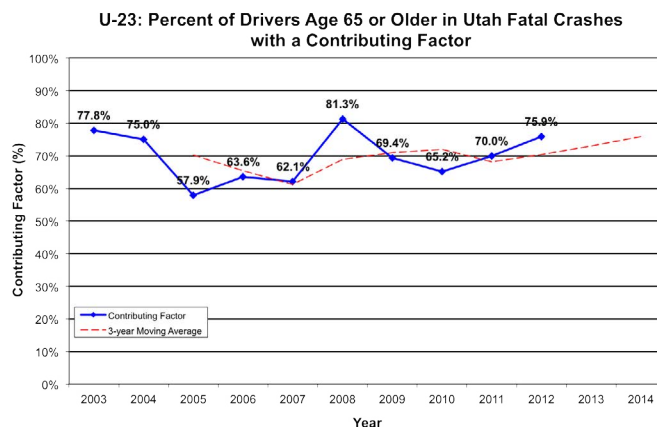
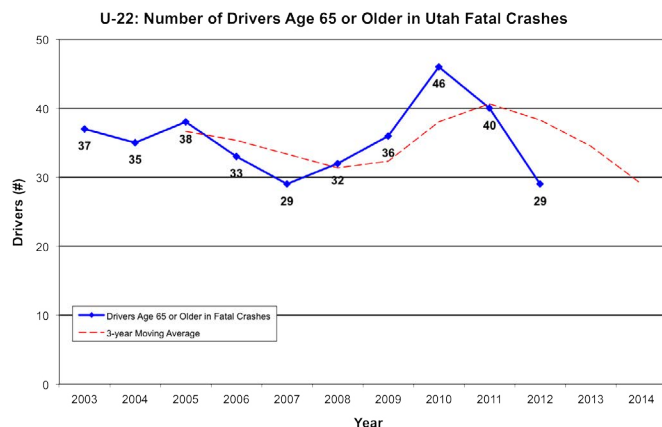
U-20: Percent of Crashes Involving an Animal, Rural vs. Urban



U-21: Utah Fatalities Involving Alcohol-Impaired Drivers, Rate per 100 Million Vehicle Miles Traveled







## General Assessment of Utah's Progress in Achieving Highway Safety Performance Targets

Each year, Utah's HSO collects and analyzes crash data which is then used in many ways, such as for the Highway Safety Plan, the Annual Crash Summary publication, and also this Annual Report to NHTSA. The core outcome performance measures and Utah's elective performance measures reported in this Annual Report contain the latest available data through 2012, while the core behavior measure for observed seat belt offers the 2013 survey results. The following is an assessment of Utah's progress in achieving its performance measures.

Traffic fatalities in Utah continued the downward trend, reaching the lowest number since the year 1959. This is an incredible trend when you consider that Utah's population has tripled in the ensuing 54 years, and vehicles travel eight times as miles each year on the roads in the State. It is also interesting to note that Utah drivers experienced twice as many crashes in 2012 compared to 1959, yet the crash survival rate is higher today. Other interesting observations include:

- The overall fatality rate per vehicle mile traveled has been improving for many years and is now at an all-time low in Utah, with rural areas seeing a drastic decrease in the fatality rate per mile traveled, while urban areas have seen an increasing rate.
- The decrease of fatalities in rural areas and the decrease of fatalities involving drivers age 20 or younger are the two areas with the most dramatic declining trends. Younger drivers have also seen a dramatic decrease in the overall crash rate per licensed driver.
- Major strides were made in lowering the number of unrestrained passenger vehicle occupant fatalities from 2003-2006, but this number has remained relatively level the past seven years.
- It is encouraging to see that the percent of children in traffic crashes who were restrained in a child safety seat increased for the 12th straight year. Most of this increase is with children ages two through eight years.
- Speeding and being unrestrained have been the largest contributing factors in fatalities. For the first time since 2006, the number of unrestrained fatalities surpassed the number of speeding-related fatalities in 2012.
- Speeding and failure to use occupant restraints are the two most prominent factors in traffic fatalities in Utah, with no other factors a close third. These two areas are key in continuing to reduce fatalities in Utah.
- Motorcycle fatalities were one of the few areas that saw an increase in the number of fatalities from 2011 to 2012, following an increase from 2010 to 2011.
- While motorcycle fatalities increased, the number of un-helmeted motorcyclist fatalities decreased to the lowest number of the past 10 years. Clearly motorcycle helmets are not the only factor in motorcyclist fatalities.

Utah is seeing tremendous progress in reducing the number of traffic crash fatalities. To continue the overall reduction in traffic crash fatalities, traffic safety needs to remain a top priority.