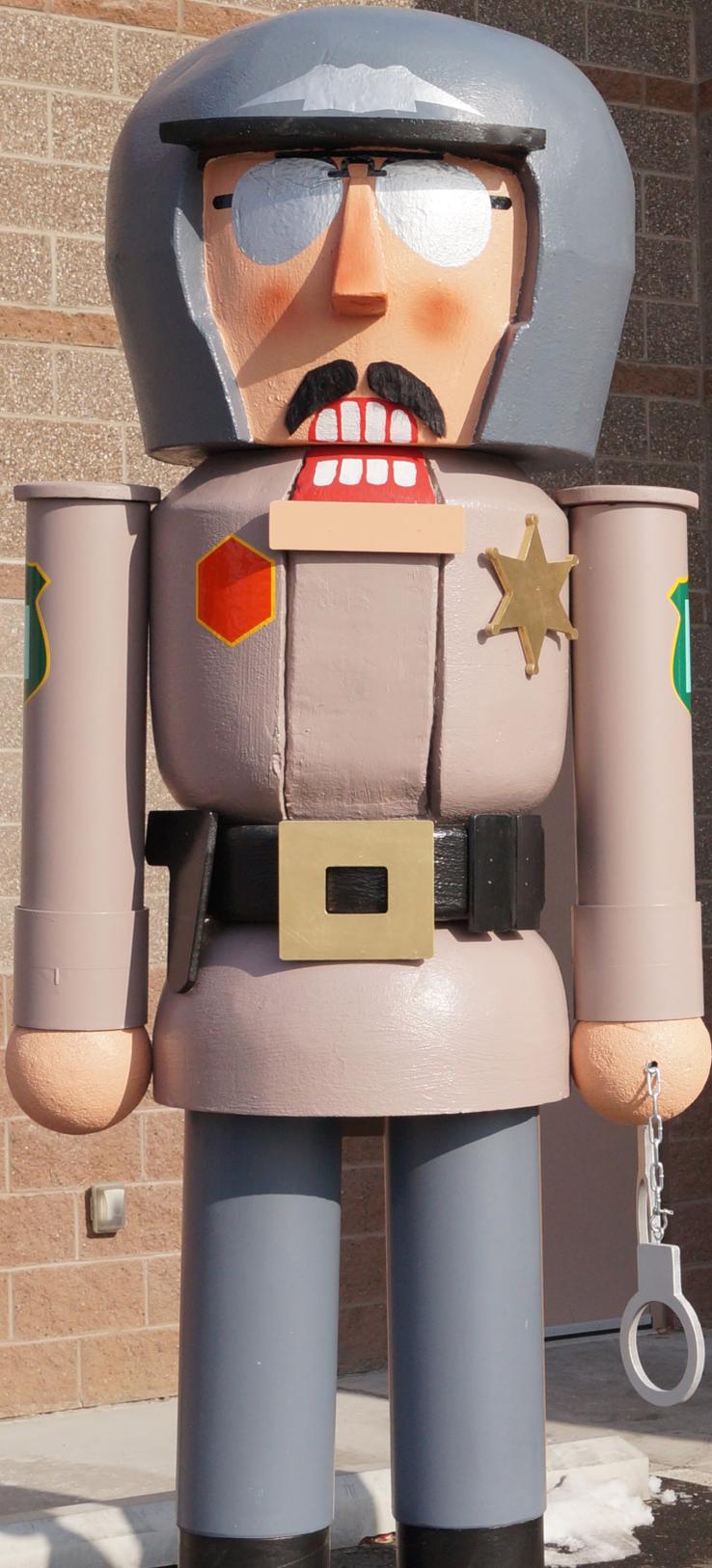


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**UTAH
DEPARTMENT OF PUBLIC SAFETY
HIGHWAY SAFETY OFFICE**



2014 Annual Report

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ON THE COVER

For the 2013 Holiday Impaired Driving Crackdown media event, larger than life nutcrackers emphasized the message of Utah's law enforcement: "We're cracking down on drunk drivers."

Executive Summary

FFY2014 represented the first complete year of operating under the new paradigm presented by MAP-21, and through the implementation of projects and activities addressing identified traffic safety focus areas, Utah's highway safety program worked to continue the downward trend in traffic fatalities. A general description of the projects and activities includes the following:

Occupant Protection – The pilot project to increase seat belt use in rural areas entered its second year and a new campaign promoted seat belt use among Utah's Hispanic community. Existing campaigns and projects enhanced their focus on identified low-use populations.

Alcohol Program – In addition to high visibility enforcement efforts along the Wasatch Front, a pilot project helped address impaired driving in Utah's rural areas utilizing crash data to identify communities to be targeted by partnerships between the Utah Highway Patrol and local law enforcement agencies.

Community Traffic Safety – Nine community-based traffic safety programs addressed seat belt use, impaired driving, distracted driving and older drivers. Through private partners and partnerships with law enforcement agencies messages about safe driving reached high school students, work sites and many members of the public.

Motorcycle Safety – Through public information and education efforts, including a media campaign, messages highlighting sharing the road and promoting rider education were shared with Utah's drivers and riders.

Pedestrian and Bicycle Safety – Partnerships with community organizations, advocacy groups, schools and police departments and a participatory media campaign helped share messages about pedestrian and bicycle safety throughout Utah.

Police Traffic Services – Three multi-agency task forces supported statewide traffic safety campaigns throughout the year, equipment and training helped law enforcement agencies strengthen their traffic safety enforcement efforts, and three demonstration projects addressed distracted driving.

Traffic Records – With 100% electronic crash reporting in place, the focus turned to increasing accuracy of records. Through analysis and elimination of unnecessary validation fields and technical outreach, the accuracy of records showed marked improvement.

Planning and Administration – Advanced problem identification, choosing which highway safety program areas to focus on, and the proportional use of the limited resources available were center stage during the planning process, and culminated in the creation and implementation of the Highway Safety Plan.

Utah's sustained, year-round high visibility enforcement effort highlights include:

During the May Click It or Ticket mobilization, 42 law enforcement agencies pledged support and another 81 agencies worked overtime shifts for a participation level approaching 90% of agencies within the State. Officers worked 1,682 overtime hours, issuing 1,784 seat belt, 90 child restraint, and 1,243 speeding citations. Officers also made 5 DUI arrests, 3 drug arrests, apprehended 16 fugitives and issued 183 other citations.

A second high-visibility Click It or Ticket enforcement mobilization was conducted during the Thanksgiving 2013 holiday period when travelers were reminded that officers would be ticketing unrestrained motorists. A total of 85 county, municipal and state law enforcement agencies (or over 60% of those in the State) supported the campaign by declaring zero tolerance for unbuckled motorists. An example of the commitment during this 5-day enforcement campaign is the Utah Highway Patrol which worked 1,096 UHP-funded overtime hours focusing on occupant restraint, impaired driving

and speed. During these shifts, troopers stopped 2,036 vehicles and issued 68 seat belt citations, 1,557 speed citations and made 18 DUI arrests. In addition, troopers assisted with 11 crashes, 139 public assists and made 45 other arrests.

Enforcement and media campaigns were targeted to address low-use populations such as young males, pickup truck drivers and passengers, Hispanic and rural motorists and the hard core non-users.

In 2014, over 1,400 DUI overtime shifts were worked by law enforcement officers throughout the State. These shifts resulted in the following: 55 DUI arrests; over 2,100 other citations; 399 designated drivers; and 271 warrants in the total amount of \$457,569.00 were served. During these shifts law enforcement drove 78,116 miles and worked 6,972 hours.

Lessons learned:

- Advanced problem identification is critical as the buying power of the federal highway safety monies dwindles due to inflation.
- A one-time random event is not a reason to direct scarce highway safety resources towards it.
- Most sub-grantees need additional training and subsequent support regarding effective problem identification.

Occupant Protection Program

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (220).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes was 21,500. The most current complete annual data is for 2013 and shows Utah is experiencing an increase in this area (22,740).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .80. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (.81).

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 68. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (59).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger in Utah Fatal Crashes was 25. The most current complete annual data, which is for 2013, shows Utah is experiencing an increase in this area (33).

Utah's performance target for B-1 Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles was 85%. The most current seat belt survey, which is for 2014, showed Utah is on track to meet this target (83.4%).

Utah's activity measure for A-1 Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities was 3,591 for calendar year 2013, which indicates an increase from 2012.

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

K2/2HVE140401 Click It or Ticket STEP Support

The Click It or Ticket enforcement and education campaign has been conducted for the past 15 years in Utah. Since its inception, an estimated 1,738 lives have been saved because someone was belted in a motor vehicle crash. To commemorate this, the Highway Safety Office (HSO) created a large display, which was unveiled at the media event to kick-off the National Click It or Ticket May Mobilization. During the campaign, 42 law enforcement agencies pledged support and 81 agencies worked overtime shifts. Officers worked 1,682 overtime hours, issuing 1,784 seat belt, 90 child restraint, and 1,243 speeding citations. Officers also made 5 DUI arrests, 3 drug arrests, apprehended 16 fugitives and issued 183 other citations.

A second high-visibility Click It or Ticket enforcement mobilization was conducted during the Thanksgiving 2013 holiday period when travelers were reminded that officers would be ticketing unrestrained motorists. A total of 85 county, municipal and state law enforcement agencies supported the campaign by declaring zero tolerance for unbuckled motorists. During this 5-day enforcement campaign, the Utah Highway Patrol worked 1,096 overtime hours focusing on occupant restraint, impaired driving and speed. During these UHP-funded shifts, troopers stopped 2,036 vehicles and issued 68 seat belt citations, 1,557 speed citations, and made 18 DUI arrests. In addition, troopers assisted with 11 crashes, 139 public assists, and made 45 other arrests.

Enforcement of Utah'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 2013 rate of 82.4 percent to 83.4 percent in 2014. This means that an additional 25,000 Utahns are buckling up this year. It is estimated that of these new restraint users, 975 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 and A-1.

K2/2PE/OP140402 Rural Seat Belt Use Program

The Rural Seat Belt Program entered its second year of a multi-year pilot project to increase seat belt usage in Box Elder, San Juan and Sanpete Counties using the Positive Community Norms model. This comprehensive approach incorporates three critical areas including leadership, communication campaigns and strategic allocation of resources to cultivate transformation of driver culture. It is positive-oriented and engages a variety of stakeholders including public health, traffic safety, local government, education, private business and law enforcement. During the year, there were continued efforts to introduce and support the implementation of the behavior-change model with key leaders within the pilot counties. Baseline surveys were completed to measure existing positive norms, perceived norms and critical gaps regarding seat belt usage, related attitudes, and enforcement among adults, key stakeholders and members of law enforcement. A communications plan was formalized to address identified gaps among multiple levels of the social ecology, based upon the key findings from surveys of the specific focus audience. Last, the piloting of newly created messaging was continued to ensure all messages are culturally competent.

While the pilot project will not be completed until the end of FFY2017, improvements in seat belt use is continuing to show within the target counties. Seat belt use rates have increased an average of 9 percent over the past two years in the pilot counties, whereas usage in the other rural counties increased 3 percentage points.

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.

2CPS/OP140403 Utah Child Passenger Safety Program

This project supported Utah's comprehensive child passenger safety program that includes training, education and outreach programs conducted throughout the State. During FFY2014, the project supported an Occupant Protection Training Coordinator who worked to administer two Child Passenger Safety Technician Certification Courses and two certification renewal courses, in which 54 students obtained their national certification as technicians. These individuals are located throughout Utah and will join with the State's other 268 technicians to educate families on the correct installation and use of their child's car seat. In addition, two Operation KIDS, one Transporting Children with Special Health Care Needs, one Traffic Occupant Protection Strategies, and four technician update trainings were taught to 371 students.

Technician retention efforts worked to maintain the number of certified child passenger safety technicians in Utah. The mentor program, Meet in the Middle, entered its second year by pairing new and seasoned technicians who embark on a supporting partnership to encourage more engagement in the field of child passenger safety. In addition, the incentive program awarded 71 technicians with a gift for their involvement in at least four car seat inspection clinics during the year.

During the year, three new car seat inspection stations joined with 93 others to provide expert assistance on car seat proper seat selection, installation and use. When compared to the previous year, this demonstrates an increase of 44 total inspection stations; however, most of these stations have been operating for some time and were discovered during a review of child passenger safety resources being offered throughout the State. These stations are located in 24 of Utah's 29 counties, with 72 having established dates and times they are open to serve the public. The other 24 stations serve targeted or at-risk populations such as hospital patients, homeless families and refugee families. Much of the support provided to the inspection stations was in the form of resources available at the HSO including time committed by the training coordinator. Six fitting stations received child safety seats. All seats purchased through this project were provided to low-income families identified at established car seat inspection stations and clinics that serve extremely low-income, homeless or refugee families and acquired no project income. The project also supported car seat inspection clinics and classes held by community partners. During the year, an estimated 10,000 car seats were inspected for proper use at 45 car seat clinics, 350 community classes, and 3,450 individual appointments through one of the State's inspection stations.

The project supported 11 mini-grants with local health departments and other partners that represented 98% of Utah's geographic area. Through these mini-grants, 218 child passenger safety events were held, 3,333 car seats were inspected,

and 33,587 pieces of educational material were provided to the population. In addition, 7 trainings were conducted, supporting the retention and recertification of at least 157 certified technicians. With the support of these partners, 36 individuals became new CPS technicians and 18 individuals renewed their lapsed certification. The program also provided education through clinics and media interviews with child passenger safety experts. Evaluation methods included child passenger safety checklist data, observational survey data, online and in-class knowledge and opinion surveys.

To encourage booster seat and seat belt use among school-aged children, the State created the Click It Club program. During the year, the program was implemented in 18 schools, reaching nearly 10,000 students and their families. Participating schools conducted regular activities that encouraged students and teachers to buckle up. They were provided with monthly bulletins that contain educational articles, resources that support school and student activities, as well as tips for families. School signage and messaging was also provided and charged students with reminding all passengers in the vehicle to buckle up. As a result, seat belt use rates increased among students and faculty. The top award was presented to long-time participant, North Park Elementary in Cache County, with a 91 percent usage rate. Seat belt use rates increased 21 percent at Mountain Trails Elementary and Eastlake Elementary saw an increase from 48 percent to 72 percent. The average increase among all schools was approximately 10 percent.

This project also supported Utah's involvement in National Child Passenger Safety Week and National Seat Check Saturday. During the campaign, all certified technicians, local health departments, Safe Kids coalitions and car seat inspection stations were engaged in activities and asked to promote the state and national theme. In addition to a non-traditional media campaign, an electric height and weight scale was customized with car seat information and placed in a major retail outlet during the week. This scale will continue to be used by partner organizations and has been added to the many resources available to community partners. Partner kits were created and distributed to 14 Old Navy stores and the twelve local health departments for use in other retail stores. Kits included posters, messaging, campaign artwork, signage and educational materials. During the week, 18 car seat inspection clinics were held, where 521 seats were inspected for proper use, 160 unsafe seats were replaced, and 893 pieces of educational material were distributed.

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, C-4 and C-9.

K2/OP140404 Occupant Protection Media, Materials and Support

This project promoted campaigns and outreach projects to assure the occupant protection message was delivered to identified low-belt populations (young male, pickup truck drivers and passengers, Hispanic and rural motorists, hard core non-users) throughout the year. More specifically, this project helped develop and implement media and outreach campaigns and produce printed material and training tools. In addition, the project supported the Saved By The Belt program, Click It Utah website, Traffic Occupant Protection Strategies training for law enforcement, employer outreach initiatives, and the occupant protection tracks at the Zero Fatalities Safety Summit.

During FFY2014, six campaigns were promoted. 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 was used to promote the buckle up message.

In February, a new campaign was rolled out during Valentine's Day and targeted hard-core male non-users that only buckle up when a loved one asks them to. A total of 115 campaign kits were created and distributed through various partners, including local health departments, several high schools and law enforcement agencies. The campaign targeted floral shops, as the kits had the tools necessary to decorate flower arrangements with seat belt messages. Kits included 25,000 lenticular Valentine's Day cards, a poster, seat belt bellybands for flower vases, and information about seat belts. A

strong earned media plan was implemented, as no paid placement was used to promote the campaign. Law enforcement officials hand-delivered specially prepared floral arrangements and kits to all major media outlets which lead to several on-air interviews and follow-up stories. This generated 11 news stories reaching an estimated audience of 1,093,144 and a total added value of \$41,000.

The Click It or Ticket May Mobilization is the largest high-visibility effort focusing on occupant protection issues that the State oversees. This year, the planning team determined that new media approaches were necessary to encourage low-belt use groups to wear their seat belt. In addition to media, such as website takeover ads and social media posts, media partners were asked to engage their audiences in new and creative ways for their added value. The Click It or Ticket message was found on a demolition derby car in northern Utah (winning 1st place!), on a QZZR Survey (Can you click it for a U92 Summer Jam ticket?), as well as Memorial Day weekend promotions on radio and various radio interviews. Utah's media turned out for a press conference, which was held at a popular truck dealership in effort to reach pickup truck drivers and passengers who buckle up the least often in the State. This event generated 30 television, 8 radio and 10 print stories. Paid media was used to inform the public about the seat belt enforcement mobilization. During the two-week campaign, a total of five billboards and 1210 radio advertisements were placed. Total estimated impressions reached 25,431,572 at a total cost of \$46,144. Media partners matched this investment by providing \$45,101 in bonus spots.

The Rural Seat Belt Pilot Program entered its second year and finalized the communication plan which included a newly designed "Together For Life" logo, outdoor creative, radio spot and web page. In addition, guerilla marketing and non-traditional media was used to increase awareness of the campaign and help brand the message. Residents received door hangers and the message could be seen on gas pump toppers and convenience store ice chests and doors.

A new seat belt campaign was developed that focused on Hispanic motorists, and radio spots were created and placed as public service announcements on the State's four Spanish-language stations. In support of the media campaign, Utah Highway Patrol troopers who speak Spanish were recruited to become ambassadors and the voice for the campaign by providing media interviews and assisting with community events.

Utah joined the nation in celebrating Child Passenger Safety Week in September. For the second year, the State partnered with Old Navy Stores to provide a unique message to families shopping for children's clothing. Clothing was matched with information on correct child safety seat selection by clothing size. To kick-off the campaign, a media event was held at the Farmington store, which resulted in 8 television stories and five print articles. Paid media was placed using a state-created radio spot with 450 spots airing on radio stations across Utah. The 14 Old Navy stores and 12 local health departments received kits that contained campaign messaging, artwork, 3D floor graphics, signage, and educational materials to be used in any retail outlet. The state also utilized NHTSA materials and promoted the national theme by encouraging parents to register their child's safety seat.

To support these various campaigns and activities, five new resources were developed including a law enforcement palm card, poster, web-based infographic, flier and visor wrap.

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

By targeting populations known to have 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 1.0 percent to 83.4 percent in 2014. In addition, the study showed a 3.1 percent increase in rural areas.

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 and A-1.

2PE140405 Seat Belt Observational Survey

The annual Utah Safety Belt Observational Survey was conducted in June and the 17 counties chosen for the Utah observations were as follows: Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Washington, and Weber. A contractor and four surveyors assisted the HSO in completing this project. A total of 25,080 vehicle occupants, including 19,558 drivers and 5,522 outboard passengers were observed. The seat belt use rate among motor vehicle occupants was determined to be 83.4 percent, which demonstrates an increase of 1.0 percent from the 2013 rate of 82.4 percent. When examining usage by vehicle type, the study found that 85.7 percent of the front seat outboard car occupants were belted, 87.8 percent of SUVs, 88.1 percent of vans, and 71.9 percent of truck occupants were using seat belts. Differences in seat belt use rates was also found when comparing urban and rural counties, as well as gender. Motorists in urban areas buckled up 85.8 percent of the time, whereas only 73.8 percent of rural motorist used seat belts. In addition, the seat belt use rate among females was found to be 86.4 percent, whereas the rate among males dropped to 78.4 percent.

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

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

Alcohol Program

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (220).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes was 21,500. The most current complete annual data is for 2013 and shows Utah is experiencing an increase in this area (22,740).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .80. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (.81).

Utah's performance target for C-5 Number of Utah Fatalities Involving a Driver with a BAC of .08 or Above was 25. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (23).

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

M6OT140301 Statewide DRE, ARIDE and Phlebotomy Program

This project provided training to officers in order to enhance their ability to detect, arrest and help prosecute drunk and impaired drivers, and serve as an expert within their agency. To expand the program in Utah, a drug recognition expert (DRE) instructor school was conducted which allowed 11 officers from 10 different agencies to become certified as DRE trainers for the State of Utah, and a regular DRE course was held resulting in 25 officers becoming DRE certified. To bridge the gap between the SFST training and DEC program, six Advanced Roadside Impaired Driving Enforcement (ARIDE) courses were held with 138 officers receiving the training. A total of 33 officers from 20 different agencies participated in the three phlebotomy courses and joined the ranks of certified Utah phlebotomists within their agencies.

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

M6OT140302 SIP/TRACE and Youth Alcohol Suppression

This project worked to reduce the over-service of alcohol to patrons, service to minors, impaired driving and alcohol-related crashes by assisting local law enforcement agencies in finding the source of alcohol for minors and reducing the incidence of youth gaining access to alcohol at large gatherings. The State Bureau of Investigation's Alcohol Enforcement Team (AET) attended 14 large-scale youth gatherings and successfully conducted enforcement and education for youth, adults and local law enforcement agencies. These operations resulted in 144 youth alcohol citations, 27 citations to adults for providing alcohol to minors and 19 other citations. The operations also provided officers with the opportunity to educate approximately 900 adults and 1200 minors about the dangers of underage drinking and impaired driving.

A lack of knowledge about the TRACE program kept many local law enforcement agencies from contacting the AET for assistance in source investigations. The AET plans to actively promote the service available to all local law enforcement agencies within the State.

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

M6OT140303 DUI Enforcement, Checkpoints and Equipment

In FFY2014, almost 1,400 DUI overtime enforcement shifts were worked by law enforcement officers throughout the State to target impaired drivers during saturation patrols, DUI checkpoints, special event and holiday enforcement activities.

Highlights from these overtime shifts include the following: 355 DUI arrests, over 2,100 other traffic citations, 399 designated drivers; and 271 warrants were served totaling \$457,569. During these shifts law enforcement drove 78,116 miles and worked 6,972 hours.

A pilot project to more effectively address impaired driving in Utah's rural areas utilized crash data to identify communities with high incidence of impaired driving and then to foster DUI task force partnerships between the Utah Highway Patrol and the local law enforcement agencies. This project was implemented to stimulate working, cooperative relationships within the local law enforcement community to fight DUI, and encouraged participation by giving members a sense of ownership of task force activities and common goals to reduce the incidence of impaired driving in Utah's rural areas.

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

M6OT140304 DUI Court Davis County

This project continued to work to reduce the incidence of recidivism among impaired drivers in Davis County. The DUI Court coordinator ensured all participants complied with program parameters, including urinalysis testing, alcohol abuse treatment, DNA testing and not participating in criminal activities. During FFY2014, there were 8 new participants added to the program, 18 graduations, and one person was unsuccessful in completing the program. At the end of the reporting period, there were 10 active participants.

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

M6OT140305 DUI Court Riverdale

During FFY2014, this project worked to reduce the incidence of recidivism among people arrested for impaired driving. Four members of the Riverdale Substance Abuse Court (RSAC) staff attended the DWI Court Training Tune-Up in Denver to help them continue operations using the latest science and best practices related to the DWI/Drug Court field. During the reporting period, the RSAC added 10 new participants, 11 participants successfully graduated, while three were terminated or quit the program.

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

M6OT140306 Traffic Safety Resource Prosecutor

The Traffic Safety resource Prosecutor (TSRP) continued to offer training and assistance to a wide variety of audiences, including driver license hearing officers, law enforcement officers and prosecutors on subjects including DUI blood draw practice and law, new case law and trending issues such as impairment from spice and bath salts. The TSRP, along with the Utah Highway Patrol, Driver License Division and the Utah Bureau of Forensic Toxicology have transitioned from existing in separate "silos" to co-development of materials and cross training for prosecutors as well as law enforcement. The TSRP facilitated regional meetings featuring DUI case law updates and report writing throughout the State with over 650 law enforcement officers and prosecutors in attendance. He conducted or sponsored training courses for prosecutors such as "DUI Homicide Lethal Weapon", "Prosecuting the Drugged Driver", IACP DRE Annual Meeting and ARIDE. The TSRP responded to 156 requests for assistance from prosecutors and law enforcement during this reporting period. The TSRP continued to be on the forefront of implementing the Optokinetic nystagmus (OKN) drum training/tactic in 9 counties, including legal support in the form of a legal pleading, supporting 32 OKN demonstrative exhibit uses throughout Utah during criminal proceedings.

New, innovative ideas were introduced this year with production and distribution of DUI silhouettes for use in court, the performance of preliminary legal groundwork for introduction of the Drager 5000 drug testing instrument and the

creation and distribution of a flash drive containing TSRP work product to prosecutors containing training/demonstrative exhibit training video, motions in support of their use, NDAA monographs, motions, pleadings and case law summaries, 2013 NHTSA manual and other materials useful to prosecutors.

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

M6OT140307 Impaired Driving Education and Media Campaign

The HSO's Drive Sober or Get Pulled Over media campaign worked to educate Utahns about the lasting harms and dangers of drunk driving, and to provide Utahns with the proven skills, tools and information needed to prevent it, while also supporting high visibility enforcement efforts. To reach several audiences with a limited advertising budget, the HSO implemented the campaign with a combination of paid advertising, non-traditional earned media and a public education campaign. To reach motorists, outdoor and radio advertising were used as the backbone of the campaign, with active negotiating resulting in radio ads receiving a minimum of a 1-for-1-bonus match and billboards receiving over a 2-for-1 match.

Aggressive non-traditional advertising was instrumental in communicating with drinkers at the moment of decision whether to drive drunk or not, utilizing local bars, taverns, universities and private partnerships across the Wasatch Front to convey the message. These non-traditional elements included zombies, 8-foot nutcrackers, a custom-wrapped police cruiser, full-length movie trailers and even custom-wrapped boat docks. The Drive Sober or Get Pulled Over campaign has created far more attention, recognition and media coverage than its budget would indicate. Media tracking reflects that through earned media efforts, the campaign was covered in 105 news stories, had almost 8 million impressions and received coverage worth almost \$400,000. The 2013/2014 estimates show that for every dollar spent on the impaired driving prevention campaign, including production dollars and agency fees, the campaign received over three-and-a-half dollars in return.

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

Community Traffic Safety Program

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (220).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes was 21,500. The most current complete annual data is for 2013 and shows Utah is experiencing an increase in this area (22,740).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .80. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (.81).

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 68. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (59).

Utah's performance target for C-5 Number of Utah Fatalities Involving a Driver with a BAC of .08 or Above was 25. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (23).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger in Utah Fatal Crashes was 25. The most current complete annual data, which is for 2013, shows Utah is experiencing an increase in this area (33).

Utah's performance target for B-1 Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles was 85%. The most current seat belt survey, which is for 2014, showed Utah is on track to meet this target (83.4%).

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

CP140201 Davis County Community Traffic Safety Program

This project addressed traffic safety issues in Davis County with a focus on seat belt use, impaired driving prevention, reducing distracted driving, promoting safe driving behaviors in older drivers, and educating all driver's about responsibility behind the wheel. The Davis County Health Department (DCHD) worked closely with high schools in the county to educate teen drivers about the importance of using seat belts. Seat belt observations conducted in the fall at local high schools gave student body officers data to help them create a campaign to encourage their peers to use their seat belts, and observations conducted in the spring allowed the DCHD to record the improvement of use.

The project also provided education and information to high schools and the community in general about the Yellow Dot program, Utah's graduated driver license laws, distracted driving and impaired 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, C-5 and C-9.

CP140203 Weber/Morgan Counties Community Traffic Safety Program

This project worked to address traffic safety issues in Weber and Morgan Counties with a focus on seat belt use, impaired driving, distracted driving and older drivers. The Weber/Morgan Health Department (WMHD) conducted 10 events highlighting these traffic safety issues during the reporting period, contacting 9,400 people. The project promoted the Yellow Dot program to the community and to their internal safety coalition. At local high schools, the WMHD conducted parent-teen classes to educate parents about their new teen drivers and the importance of parent involvement. Through these classes, they reached more than 1,850 parents and student drivers. High school seat belt use observations were conducted in April at all the high schools. The overall usage rate for teen drivers in Weber-Morgan Counties was 72%. Additional high school seat belt use observations were conducted in May at graduation for the high schools that WMHD had partnered with for the parent night classes. The results were overall very positive: total usage rate was 86%.

The project added both traditional and new media elements to help promote its traffic safety awareness messages, utilizing a full-page ad in the Ogden Raptors season program as well as Facebook and web-based promotional messages. Information and education about the dangers of distracted driving was presented at numerous community events throughout the reporting period.

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 and C-9.

CP140204 Bear River Community Traffic Safety Program

This project worked to address traffic safety issues in Cache, Rich and Box Elder Counties with a focus on seat belt use, impaired driving, distracted driving and older drivers.

The Bear River Health Department (BRHD) was the agency implementing the project and capitalized on outreach activities to share traffic safety messages with the public. At high schools, work sites, local businesses, health and community fairs, BRHD shared important messages about seat belts, distracted driving and impaired driving prevention throughout the reporting period. The project also utilized media, including social media channels and traditional media channels such as newspaper articles and radio interviews. The project also partnered with law enforcement to support HSO campaigns for impaired driving and seat belt enforcement.

Through partnerships with local agencies, the BRHD promoted the Yellow Dot program and other aspects of safe driving for senior drivers.

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 and C-9.

CP140205 Summit County Community Traffic Safety Program

This project worked to address traffic safety issues in Summit County with a focus on seat belt use, impaired driving, distracted driving and older drivers. To address impaired driving, the project conducted activities at local high schools and utilized the local cable company, movie theater and newspaper to publish messages about safe driving.

The project supported HSO campaigns with earned and paid media and distribution of materials for Thanksgiving, Valentine's Day and the May Click It or Ticket mobilization. Seat belt usage was also promoted at the local high schools and middle schools, with pre- and post-surveys showing progress was made. The results of the surveys show the following: South Summit High – fall 2013: 78%, spring 2014: 78%; South Summit Middle School – fall 2013: 29%, spring 2014: 50%; and Kamas Adult – fall 2013: 63%, fall 2014: 75%. The project also supported the presentation of the Alive at 25 class, an evidence-based program that promotes safe driving for teens.

Distracted driving was addressed at local high schools with a cell phone use observation survey – which indicated very low use rates of 2% - and with presentations and participatory activities. Messages encouraging drivers to "Park Your Phone" were placed on the local cable channel.

The project promoted the Yellow Dot program at two community events during the reporting period.

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 and C-9.

CP140206 Tooele County Community Traffic Safety Program

This project worked to address traffic safety issues in Tooele with a focus on seat belt use, impaired driving and distracted

driving. The Tooele County Health Department (TCHD), the agency implementing the project, coordinated all efforts with local law enforcement and the local substance abuse authority, amplifying the reach and credibility of its messages. TCHD conducted the Alive at 25 safe driving curriculum every other month and hosted an annual Parent Night for the local school district. At health fairs, community activities and through social media channels, the TCHD promoted safe driving behaviors throughout the year.

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

CP140207 Utah County Community Traffic Safety Program

This project worked to address traffic safety issues in Utah County with a focus on seat belt use, impaired driving, distracted driving and older drivers. The Utah County Health Department (UCHD), the agency implementing the project, worked to increase seat belt usage by supporting HSO Click it or Ticket campaigns throughout the year. The sustained efforts included participating in the following: Buckle Up Valentines' Day campaign promoting the "Love me, Love me not" floral insert, distributing 2,325 Click It or Ticket visor wraps in May and June, promoting the "Buckle Up your Most Precious Cargo" message at several health fairs throughout the year including the most recent Salem Days, Pleasant Grove Safety Fair and at multiple work site locations. During these campaigns the UCHD public information officer posted a social media message on our Facebook and Twitter pages.

A partnership with Utah Valley University, HSO and Zero Fatalities increased proper seat belt and booster seat use at elementary schools with the Click It Club program, which helped reach more than 2,500 kids in Utah County multiple times throughout the school year with this message about buckling up.

Seat belt observations were conducted in the fall of 2013 at both Springville and Salem Hills High Schools. Due to time constraints, the project only conducted end of the school year observations at Salem Hills in May of 2014, recording a 16% increase in usage at Salem Hills. In September 2014, the project re-evaluated as the teens came back to school. During the summer Salem's usage decreased by 5% to a 77% usage. To help remind students who may of gotten lax with their seat belt use over the summer, the project conducted a lunch time activity at the school featuring the "BUCKLE UP" message and "Stop5" with a decal for their vehicles and prize drawing.

The UCHD promoted the Yellow Dot program, reaching more than 1,000 senior drivers with this important information.

To address impaired driving in their community, UCHD conducted an impaired driving mock crash in conjunction with the Utah Highway Patrol in May 2014 and also created a brochure for impaired driving. The project supported the HSO St. Patrick's Day campaign by placing posters and table tents in restaurants regarding impaired driving.

Distracted driving was addressed through a survey and at numerous health fairs, at local high school and through a local work site presentation.

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 and C-9.

CP140208 Southeastern Community Traffic Safety Program

This project worked to address traffic safety issues in Carbon, Emery, Grand and San Juan Counties with a focus on seat belt use, impaired driving, and distracted driving.. The project helped host the 7th annual regional traffic safety summit, which brought together traffic safety advocates from the Four Corners area to address emerging traffic safety issues, such as impaired driving, seat belt use, child passenger safety and distracted driving, and identify best practices for effective countermeasures.

Impaired driving was addressed through activities at the local high schools, particularly around prom season. The general

community also received impaired driving messages when an elk, featuring a message about avoiding impaired driving, was positioned at various spots throughout the community.

The project partnered with local law enforcement to help get messages about seat belt safety and distracted driving at local high schools throughout the year.

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

CP140209 Central Utah Community Traffic Safety Program

This project worked to address traffic safety issues in Sanpete, Wayne, Piute, Sevier, Millard and Juab Counties with a focus on seat belt use and impaired driving. At local high schools, the project promoted seat belt use and provided information and education about impaired driving. Staff members from the Central Utah Health Department, the agency implementing the project, attended the Zero Fatalities Safety Summit and received training and information about occupant protection and impaired driving campaigns and prevention. At a car seat checkpoint in Gunnison, many parents received information about the proper use and installation of their children's car seats.

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 and C-9.

CP140210 Wasatch County Community Traffic Safety Program

This project worked to address traffic safety issues in Wasatch County with a focus on seat belt use, impaired driving and older drivers. Wasatch County Health Department, the agency implementing the grant, utilized active community outreach to communicate messages about safe driving to high schools, the general public and senior drivers.

The project promoted seat belt use and impaired driving prevention at the local high schools, a highlight of which was a mock DUI crash and the results of seat belt observations, which revealed a 12% increase in usage.

To address older drivers, WCHD conducted presentations and information booths at five agencies that care for older drivers. They discussed the importance of seat belt use, provided education about how medications can be a cause of impaired driving and provided information about the Yellow Dot program.

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 and C-9.

CP140214 Rural Traffic Safety Coordinator

The Highway Safety Office's (HSO) rural traffic safety coordinator continued efforts to reduce traffic crashes and related deaths and injuries on Utah's rural roadways. Using a variety of proven countermeasures, the coordinator provided outreach to 18 of the State's rural and frontier counties through high schools, hospitals, day care centers and workplaces. Education and information was provided on various traffic safety issues including the following: the proper and consistent use of seat belts and child car seats, reducing impaired, distracted, and drowsy driving and working with young drivers to improve safe driving behaviors. The coordinator supported or oversaw numerous activities including the following: eight car seat inspection clinics where 235 seats were checked for proper use; nine high school presentations to 620 students; sixteen seat belt observational surveys; three prenatal car seat classes to 45 new parents; and two presentations reaching 145 adults. In addition, the coordinator worked to increase the number of certified child passenger safety technicians and trained educators that serve rural communities by assisting with nine trainings taught to 235 students.

According to the 2014 Seat Belt Observational Study, the number of motorists who buckle up on rural roadways was found to be 73.8 percent, which is an increase of 3.9 percentage points from the previous year. Still, rural pickup truck

motorists continue to have the lowest seat belt use rates and crashes in rural areas are more than three times as likely to result in a fatality. In turn, the coordinator continued to build partnerships and provide resources to these communities to work to increase seat belt usage.

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 and B-1.

CP140215 Public Information and Education Project

This project funded the printing, purchasing and distribution of educational and promotional materials for requestors and key stakeholders in the traffic safety community. Materials were used to increase awareness of traffic safety-related issues and engage with drivers during selective activities and events statewide.

Through the sharing of educational resources with partnering and supporting organizations, the HSO is able to provide 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.

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

CP140216 Traffic Safety Summit

The 2014 Zero Fatalities Safety Summit was held April 2-3, 2014, at the South Towne Exposition Center, with a pre-conference on the 1st. The conference provided an opportunity for more than 400 traffic safety officials and advocates to share opportunities, best practices, effective countermeasures and successes in improving traffic safety in Utah's communities. The Summit featured 23 workshops and three general sessions. In addition, two pre-conference tracks were offered including crash reporting for law enforcement officers and training for child passenger safety technicians. Session topics covered impaired driving, occupant protection, bicycle and pedestrian safety, young drivers, engineering issues, enforcement, emergency medical services, communications and diversity considerations among others.

While the State made progress in several areas, traffic crashes continue to be a leading killer of Utahns. The Summit provides a forum for traffic safety officials and advocates to network and helps guide the traffic safety community toward implementing proven strategies that work towards the common goal of zero 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-5 and C-9.

CP140218 UHP PI&E/Adopt A High School

The Utah Highway Patrol (UHP) is a leader in educating motorists about traffic safety through its Public Information and Education branch, which supports outreach efforts in thirteen sections reaching nearly all of Utah's 29 counties. This project supported traffic safety education with a primary focus on high-risk teenage drivers, occupant protection, distracted driving and older drivers. This year, UHP Colonel Fuhr announced an initiative that required every trooper to participate in at least one public information and education activity. In turn, troopers increased the number of presentations nearly three-fold from the previous year, providing 2,345 with an estimated reach of 76,500 people. In addition, the Seat Belt Convincers were featured at 80 events reaching more than 17,000 individuals. Through the Adopt-a-High School program troopers reached approximately 90 percent of Utah's schools with traffic safety information and adopted ten schools where year-round activities were conducted. An award was given to the top performing school which achieved a seat belt usage rate of 88%.

The fatality rate for motor vehicle crashes in Utah has declined, which is due in part to the efforts of the Utah Highway Patrol. Through its Public Information and Education program, where troopers educate the public on a consistent and

regular basis about the importance of seat belts and safe driving behavior, injuries and fatalities are being prevented.

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

CP140219 Utah Safety Council Traffic Safety Program

The Utah Network of Employers for Traffic Safety (NETS) continued to help reduce employee traffic-related injuries and deaths while saving companies time and money. During FFY2014, Utah NETS assisted more than 1,000 businesses in implementing traffic safety-related policies, programs, and activities in the workplace. A primary focus was increasing seat belt use among employees with recognition being given to sixteen companies that achieved seat belt use rates above 95 percent. In support of these activities numerous resources were provided, 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.

Through the Alive at 25 program, which is also administered by the Utah Safety Council, traffic safety partners throughout the State worked to reduce the incidence of teen driver crashes and fatalities. During FFY2014, 1,707 students successfully completed this course, which was offered through high schools and courts located across Utah. 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.

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

CP140220 Utah Yellow Dot

This project worked to reduce the incidence of crashes and fatalities among older drivers by promoting the Yellow Dot program. Supplies to support and promote the program were shared with traffic safety partners throughout the State as the program expanded its reach and helped first responders address important medical needs at traffic crashes.

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

CP140222 Teen Driving Outreach

This project worked to decrease teen crashes and fatalities by providing support to programs and activities that promote parental involvement in teen driving and increase teen driver skills. Courses provided by the Utah Highway Patrol taught teen drivers skills such as hazard recognition, vehicle handling, space management and awareness of distracted driving and impaired driving. Earned media was utilized to expand the reach of this information and these classes beyond just those teens who attended. Earned and social media during national Teen Driver Safety Week helped share information about the importance of increased parental involvement in teen driving, and how it can help reduce crash risk. In conjunction with the Utah Department of Health, the project helped promote information about Utah's graduated driver license laws and how they can help protect teen drivers.

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

Motorcycle Safety Program

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (220).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes was 21,500. The most current complete annual data is for 2013 and shows Utah is experiencing an increase in this area (22,740).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .80. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (.81).

Utah's performance target for C-7 Number of Motorcyclist Fatalities was 26. The most current complete annual data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (31).

Utah's performance target for C-8 Number of Utah Unhelmeted Motorcyclist Fatalities was 9. The most current complete annual data is for 2013 and shows Utah is experiencing an increase in fatalities in this area (19).

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

MC140901 Motorcycle Safety Media and PI&E

This project worked to reduce motorcycle crashes and fatalities by addressing motorcycle safety awareness among riders and drivers. The project developed a media campaign designed to increase driver awareness of motorcyclists, emphasize the importance of rider education, promote helmet use and the use of personal protective equipment. The campaign included the development of a website featuring easily accessible information about sharing the road with motorcycles, rider education providers and schedules, personal protective equipment and impaired riding prevention. The website and its information were promoted through the media campaign that featured billboards, radio ads and two earned media events.

These grant funded activities contributed to Utah's highway safety targets C-1, C-2, C-3, C-7 and C-8.

Pedestrian and Bicycle Safety Program

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (220).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes was 21,500. The most current complete annual data is for 2013 and shows Utah is experiencing an increase in this area (22,740).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .80. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (.81).

Utah's performance target for C-10 Number of Utah Pedestrian Fatalities was 28. The most current complete annual data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (30).

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

PS140701 Pedestrian and Bicycle Safety PI&E

This project supported outreach activities focused on reducing the pedestrian and bicycle injury and fatality rate. Pedestrian and bicycle safety were promoted through partnerships with community organizations, advocacy groups, schools, police departments and the newly formed Pedestrian Safety Task Force. The task force was formed in August of 2014 and includes members from Utah Department of Transportation, Utah Department of Public Safety, Utah Highway Patrol, Utah Transit Authority, law enforcement, engineers and transportation planners. The task force started development of a State Pedestrian Safety Action Plan and worked closely with community partners and identified high-risk intersections to improve conditions while addressing pedestrian safety issues.

An Operation Crosswalk Enforcement effort targeted intersections in Salt Lake City, where a high incidence of motor vehicle/pedestrian crashes occur. Enforcement, education and media outreach brought immediate attention to the problem with emphasis placed on drivers yielding to pedestrians. Salt Lake City Police Department participated in the effort and reported an average of 2 citations issued per hour to drivers violating pedestrian laws and 4 citations per hour to drivers violating other traffic laws. In addition, pedestrians received verbal warnings for walking distracted or crossing in an unsafe manner.

The project provided outreach and education to over 50 elementary schools, secondary and high schools and encouraged participation in various activities such as Green Ribbon Month, Walk and Bike to School Days, pedestrian safety around school buses, pedestrian rodeos, bicycle rodeos, safety presentations, and "Share the Road with Bicycles" programs at driver education classes. Pedestrian Safety efforts including Green Ribbon Month, Walk to School Day, pedestrian rodeos, walking school buses and safety presentations impacted more than 12,000 children, grades K-6. A total of 64 bicycle rodeos reaching 5,400 children were conducted utilizing the bicycle rodeo trailers. An additional 24 rodeos in Weber County took place through a partnership with the Ogden City Police Department and the rodeos reached nearly 1,000 children. In addition to working with the schools, efforts also focused on businesses with a Bike to Work Day Initiative. A total of 260 participants from 78 businesses participated in this safety initiative focused on promoting alternative forms of transportation and to raise awareness of bicycle safety practices. Media efforts included social media, radio interviews, newsprint and web-based messages.

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

Road Respect Program

This project supported a high visibility public information and education campaign promoting bicyclist safety that

included two high visibility car-bike tours. Road Respect “Cars & Bikes Rules to Live By” campaign supporters peddled over 400 miles through seven counties including Washington, Garfield, Grand, Summit, Morgan, Cache and Box Elder impacting thousands of people in the 23 communities visited. Campaign efforts included a high profile press event on the steps of the state capitol with state dignitaries from Utah’s Legislature, Utah Highway Patrol, Utah Department of Public Safety, Utah Department of Transportation, Utah Transit Authority, local government leaders and even private sector entities such as Bike Utah. Program efforts also included law enforcement trainings and community forums as well as the Road Respect Community Program which provided support for local government bicycle planning efforts by providing resources and generating ideas that will ultimately lead to a more bicycle friendly community. Road Respect efforts have helped Utah achieve a Top 10 ranking as a League of American Bicyclists Bike Friendly State.

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

Police Traffic Services Program

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (220).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes was 21,500. The most current complete annual data is for 2013 and shows Utah is experiencing an increase in this area (22,740).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .80. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (.81).

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 68. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (59).

Utah's performance target for C-5 Number of Utah Fatalities Involving a Drives with a BAC of .08 or Above was 25. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (23).

Utah's performance target for C-6 Utah Number of Speeding-Related Fatalities was 65. The most current complete annual data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (76).

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

PT140101 Police Traffic Services and Equipment

This project continued to provide valuable resources for law enforcement agencies in Utah to enhance their traffic safety enforcement capabilities. Agency requests were required to be based on data driven problem identification. Highlights for FFY2014 include providing two Harley Davidson motorcycles to the Summit County Sheriff's Office to help expand this agency's ability to effectively address speeding. Northwestern University conducted a "Heavy Vehicle Crash Reconstruction" course which was attended by 38 officers from 8 different agencies. The project provided traffic safety enforcement equipment to eleven different agencies. This equipment will enable them to more effectively and efficiently address impaired driving, speeding and distracted driving in their communities.

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

PT140102 Salt Lake/Davis County Multi-Agency Task Forces

This project and the two traffic safety task forces it supports continued to be a major asset in promoting traffic safety campaigns and efforts among law enforcement agencies and various partners along the Wasatch Front. Members of the task forces received training and education regarding enforcement and education efforts that they could then share with their respective agencies, amplifying the reach of this information. Officers participated in media campaigns, including appearing at earned media events as well as in original photography for paid media elements. These task forces enable the Highway Safety Office (HSO) to conduct enforcement events throughout the year, including DUI saturation patrols, DUI check points, seat belt enforcement and distracted driving enforcement. The task forces convened eight times during the year and stood as an integral part of the HSO's enforcement plan.

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

PT140103 Utah County Multi-Agency Task Force

This project was again a major asset in promoting traffic safety campaigns and efforts among law enforcement agencies and various partners on the southern end of the Wasatch Front. The participating law enforcement agencies met eight times during the year and were joined by the Utah County Health Department, which supports various HSO traffic safety campaigns and which will benefit from regular interaction with the county's law enforcement agencies. Traffic safety campaigns and enforcement efforts including DUI saturation patrols, DUI check points, seat belt enforcement and distracted driving received support and amplified reach from the task force member agencies.

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

PT140104 Operation Lifesaver

This project worked to reduce injuries and fatalities occurring in Utah at railroad crossings through education and information efforts throughout the State. Over 20,000 Utah citizens were reached through just over 500 presentations in classrooms, safety fairs, visual displays and media events. The project expanded its messaging this year with public service announcements that were run in movie theaters, on radio stations and on television stations. In conjunction with its partners the Utah Transit Authority and Union Pacific Railroad, the project was able to assist with the completion of a new railroad safety educational display.

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

M8*PT140105 Logan City Distracted Driving Program

This project continued to work to reduce crashes caused by distracted driving through both educational and enforcement efforts. Presentations given to high schools, community groups, business groups and religious groups helped the Logan City Police Department to educate the public about the dangers of distracted driving and Utah's distracted driving laws. The project engaged with private partners, including local insurance companies, gas stations and community groups to help expand the reach of the project's message. Seven local radio stations aired distracted driving public service announcements throughout the year and at community events, officers provided education and engaged the public on the topic of distracted driving prevention. Officers continued to conduct mobile device use enforcement efforts which were enhanced by the closing of a loophole in Utah's handheld device use law. Officers issued 74 citations on Main Street during the grant period, and Logan City Police Department reported a 5.1% drop in crashes – from 1,398 in FFY2013 to 1,327 in FFY2014.

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

M8*PT140106 Murray City Distracted Driving Program

This project worked through both education and enforcement to reduce the number of traffic crashes and related injuries due to distracted driving on State Street, a primary thoroughfare in the Salt Lake Valley. It focused on reaching both the entire community and also placed a special focus on the city's high school students. The campaign kicked off at a local high school and included a live radio broadcast and provided interactive education for the students about distracted driving. Distracted driving traffic signs were posted at the exits of the city's two high schools and at various spots throughout the city. Newspaper ads and signage at city hall also helped remind drivers to focus on the road. During the grant period, law enforcement officers worked 11 high visibility distracted driving enforcement shifts and stopped 54 motorists – 42 of them were either cited or issued a warning for distracted driving, all of them received information about distracted driving.

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

M8*PT140107 St. George City Distracted Driving Program

To implement this project, the St. George Police Department titled their distracted driving education and enforcement campaign “Heads Up Thumbs Up” – reminding drivers to keep their heads up, eyes on the road and their thumbs off their electronic devices. A media campaign helped increase community awareness of the campaign and message, and included a participatory kick off event and a public service announcement which played at movie theaters and on local television channels. Through presentations at high schools, community groups and colleges, the project helped educate people about the dangers and consequences of distracted driving. The police department worked 79 high visibility distracted driving enforcement shifts and garnered statewide media attention through these efforts, greatly expanding the reach of the project.

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

Traffic Records Program

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 212. The most current complete data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (220).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes was 21,500. The most current complete annual data is for 2013 and shows Utah is experiencing an increase in this area (22,740).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .80. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (.81).

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 68. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (59).

Utah's performance target for C-5 Number of Utah Fatalities Involving a Drives with a BAC of .08 or Above was 25. The most current complete annual data, which is for 2013, shows Utah is on track to meet this target (23).

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

K9140501 Crash Information Systems Management

Accuracy and completeness of Utah's crash data repository has been the primary focus of the project during this reporting period. Crash timeliness and overall completeness has significantly improved in FFY2014. Lawmakers enacted a state law effective in July 2013 that required all law enforcement agencies to submit crash reports electronically, and for most agencies, it wasn't a difficult process to begin submitting electronically. However, a few of the larger agencies had to work through various technological and political obstacles. Because of these challenges, it took some of these agencies several months to get caught up from the backlog created in July 2013. In October 2013, the average number of days from crash event to submission was well over 85 days. By the end of FFY2014, this had decreased to an average of 7 days putting Utah above 99% for electronic crash reporting. The only agencies that are not submitting electronically are the Indian Reservations, from which Utah receives an average of 10 reports a year.

The most effective and efficient means to resolve the challenges regarding crash data accuracy and completeness is to begin with those who provide the data, in other words, begin at the road. The crash project has taken this approach in two ways: first, by resolving the inconsistencies in the state system crash validations, or business rules; and secondly, by providing technical outreach to the local law enforcement agencies.

The state validations, or business rules, for crash reporting were reviewed by the crash team at the Highway Safety Office (HSO), and out of the 247 validations listed, it was determined that only a few were effective in providing accurate data. As a result, sixty or so validations were removed from the list, and the remaining validations were changed so that only a "warning" or a "not acceptable" would be returned to the reporting officer. The officer will no longer be able to submit a crash report if a "not acceptable" has been returned as a validation. The majority of the changes to the validations were implemented in August 2014, and a complete analysis of all affected data elements has not been completed. However, a comparison of a few data elements shows a significant decrease in errors since the changes were implemented. For example, the "Manner of Collision" field has shown a decrease in errors from 10.9% to 4.3% and the "Harmful Events" field has shown a decrease from 7.9% to 0.4%.

The second approach to increasing crash data accuracy has been to provide technical outreach to local law enforcement agencies and other traffic record communities. Throughout the fiscal year, the law enforcement liaison assigned to the crash project has conducted approximately 50 training sessions with local law enforcement agencies at their locations. The HSO sponsored a 4-hour crash reporting workshop in April as a pre-conference event to its Zero Fatalities Safety Summit and

45 officers attended. Other technical outreach opportunities utilized include the TAC Conference, Prosecution Council Conference, DUI Workshop and the Judicial Outreach Conference.

Activities and initiatives described above, this project contributed to Utah's Highway Safety targets C-1, C-2, C-3 and C-4.

K9140502 EMS Pre-Hospital Data Reporting

Focus on the timeliness of the state trauma records repository continued this project year with a goal of having submissions to the trauma repository occur within 90 days of the event. A total of 3,764 records were received in the state trauma repository during the year, and reported calculations show the mean lag time was 59.5 days and the median was 55 days. The most effective method in increasing data accuracy is to provide training to the users who are entering the initial information, and the project took this approach with their pre-hospital data. Roughly 400 personnel received training through various opportunities during the project year. For some, training was provided through the quarterly pre-hospital user groups, 10 site visits and webinars. Many received their training through Performance Improvement workshops geared to data collection and analysis, while other events included the New Instructors Workshop, Medical Directors' Annual Conference, Juab County EMS and the Training Instructors Seminar.

Efforts to integrate the pre-hospital and crash data moved forward with a plan developed and approved by Bureau of Emergency Medical Services and the HSO. The web service protocol for data transfer was completed by HSO IT staff and is awaiting final testing and approval, with full implementation of the data exchange between POLARIS and CRASH expected by November 1, 2014.

Activities and initiatives described in the EMS Pre-Hospital Data Reporting Project contributed to Utah's Highway Safety targets C-1, C-2, C-3 and C-4.

Planning and Administration Program

Planning and Administration Project Descriptions and Contributions to Utah's Highway Safety Targets

PA141001 Planning and Administration

This project provided the core essence of direction, long range planning, program assessments, evaluation and an office location for Utah's Highway Safety Program. To accomplish this, a portion of the director and other planners' compensation were paid, appropriate office space was rented and insurance provided, staff shuttle vehicles were leased from State Fleet and association memberships were kept current. The project assisted the Highway Safety Program through the long range planning, evaluation, the effective office space provided, 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 in various areas.

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

CP140213 Personnel (402), K9140213 Personnel (408), 6OT140213 Personnel (405d)

This project secured 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, the resulting work performed by the dedicated staff certainly had 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.

CP140217 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, printing, and maintenance and upgrades to the Office's electronic grant management system. 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 had an effect in reducing the number and severity of Utah traffic crashes.

**Highway Safety Projects
FFY2014**

Occupant Protection

	Project Name	Total Expenditures
OP140402	Rural Seat Belt Program	\$62,000.00
OP140403	Utah CPS Program	\$83,100.00
OP140404	Occupant Protection Media, Materials & Support	\$95,200.00
K2140402	Rural Seat Belt Program	\$65,100.00
K2140401	CIOT Step Support	\$65,000.00
K2140404	Occupant Protection Media, Materials & Support	\$102,300.00
M2CPS140403	Utah CPS Program	\$95,800.00
M2PE140404	Occupant Protection Media, Materials & Support	\$81,900.00
M2PE140405	Seatbelt Observational Survey	\$22,400.00
	Total	\$672,800.00

Impaired Driving

K8140307	Impaired Driving Media Campaign	\$206,900.00
M6OT140213	Personnel	\$66,600.00
M6OT140301	DRE / ARIDE/ SFST / Phlebotomy	\$47,200.00
M6OT140302	SIP/TRACE, Youth Alcohol Suppression	\$35,000.00
M6OT140303	DUI Enforcement/Checkpoints/Equipment	\$291,200.00
M6OT140304	DUI Courts - Davis County	\$15,900.00
M6OT140305	DUI Courts - Riverdale	\$8,000.00
M6OT140306	Traffic Safety Resource Prosecutor	\$128,100.00
M6OT140307	Impaired Driving Media Campaign	\$172,800.00
	Total	\$971,700.00

Community Traffic Safety - 402

CP140201	Davis County	\$9,300.00
CP140203	Weber / Morgan	\$9,000.00
CP140204	Bear River	\$7,200.00
CP140205	Summit County	\$4,800.00
CP140206	Tooele County	\$6,300.00
CP140207	Utah County	\$12,000.00
CP140208	Southeastern Utah	\$3,100.00
CP140209	Central Utah	\$3,600.00
CP140210	Wasatch County	\$4,800.00
CP140214	Rural Traffic Safety Coordinator	\$30,900.00
CP140215	PI&E	\$3,400.00
CP140218	UHP PI&E / Adopt-a-High School	\$18,200.00
CP140219	Utah Safety Council	\$33,000.00
CP140220	Yellow Dot	\$6,100.00
CP140222	Teen Driving Education & Outreach	\$23,000.00
	Total	\$174,700.00

Community Traffic Safety - 405d

M6OT140201	Davis County	\$6,200.00
M6OT140203	Weber / Morgan	\$6,000.00
M6OT140204	Bear River	\$4,800.00
M6OT140205	Summit County	\$3,200.00
M6OT140206	Tooele County	\$4,200.00
M6OT140207	Utah County	\$8,000.00
M6OT140208	Southeastern Utah	\$2,100.00
M6OT140209	Central Utah	\$2,400.00
M6OT140210	Wasatch County	\$3,200.00
	Total	\$40,100.00

Motorcycle Safety Program

K6140901	Motorcycle Safety Media Campaign	\$109,000.00
	Total	\$109,000.00

Pedestrian and Bicycle Safety

PS140701	Pedestrian & Bicycle PI&E	\$94,800.00
	Total	\$94,800.00

Police Traffic Services

PT140101	PT Services & Equipment	\$133,800.00
PT140102	Salt Lake / Davis MATF	\$7,600.00
PT140103	Utah MATF	\$2,100.00
PT140104	Operation Lifesaver	\$20,000.00
PT140105	Logan City Distracted Driving Program	\$12,600.00
PT140106	Murray City Distracted Driving Program	\$6,300.00
PT140107	St. George City Distracted Driving Program	\$24,600.00
	Total	\$207,000.00

Amounts rounded to the nearest \$100

**Highway Safety Projects
FFY2014**

Traffic Records

K9140213
K9140501
K9140502

Project Name

Personnel
Crash Information Systems Management
EMS Pre-Hospital Data Reporting

Total Expenditures

\$92,700.00
\$272,200.00
\$147,100.00

Total \$512,000.00

Planning and Administration

PA141001
CP140213
CP140217
CP140216

402 - Administration (Federal)
402 - Personnel
Technology Transfer and Electronic Grant Mngmnt
Traffic Safety Summit

\$219,500.00
\$770,600.00
\$160,800.00
\$40,000.00

Total \$1,190,900.00

FARS

201217

FARS, Year 3 Award

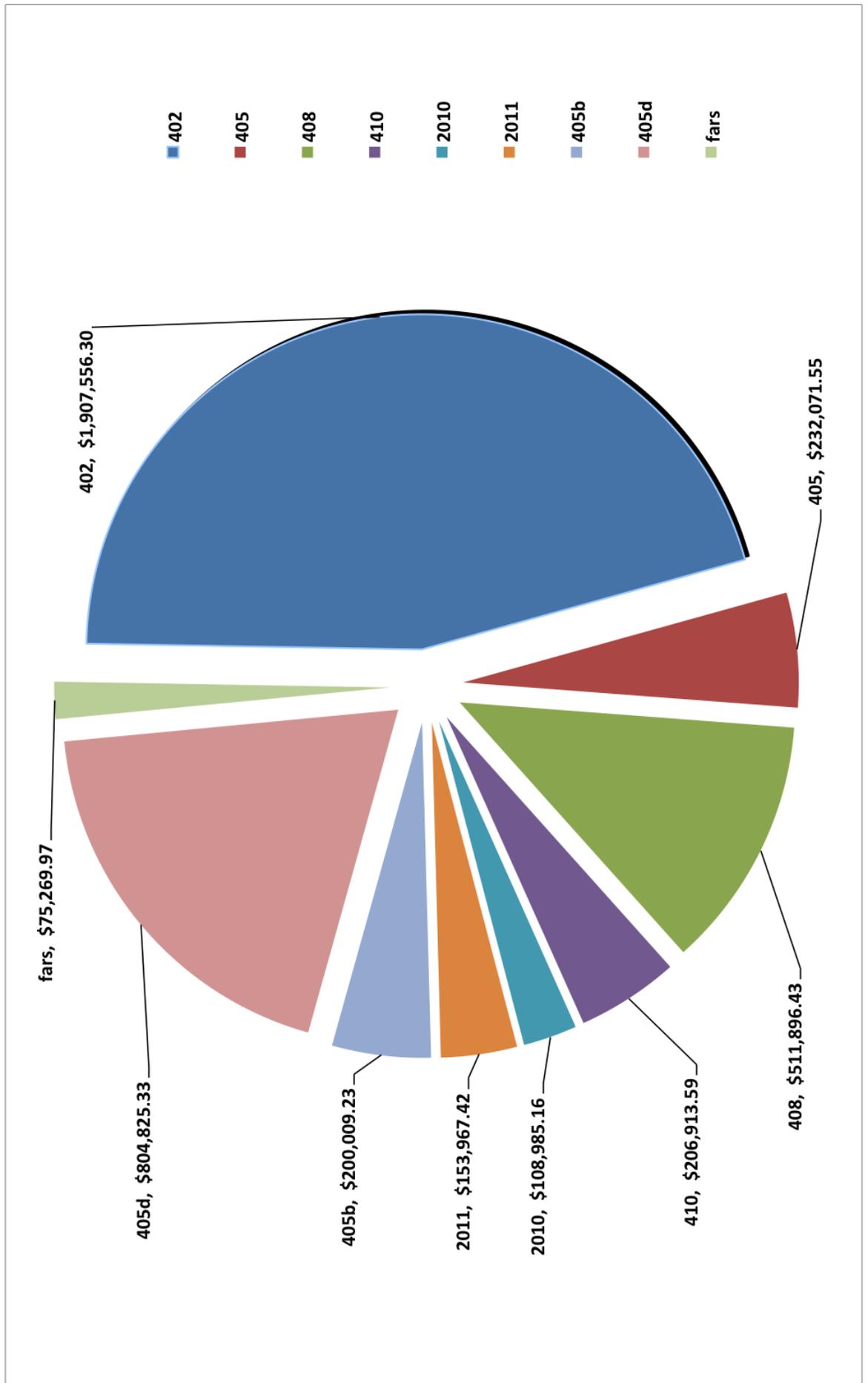
\$75,300.00

Total \$75,300.00

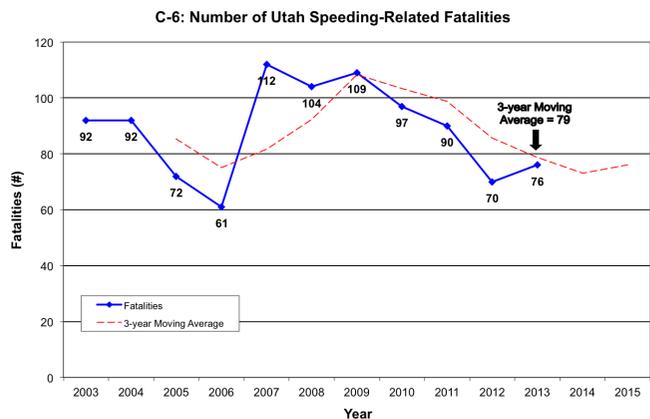
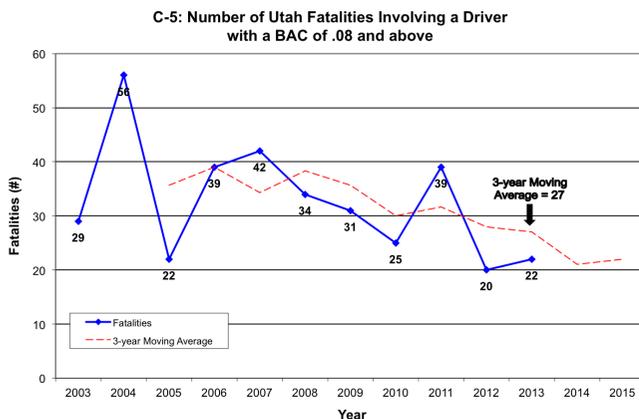
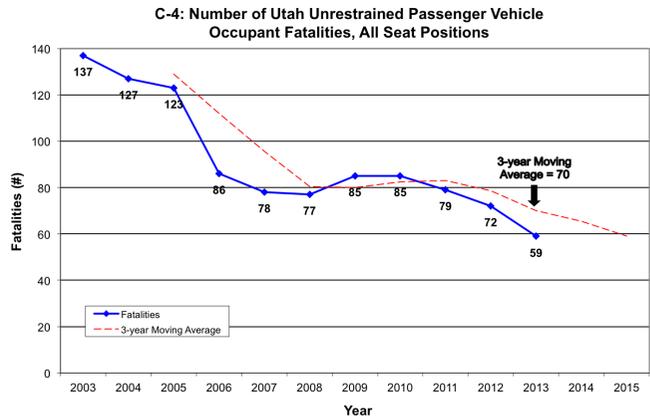
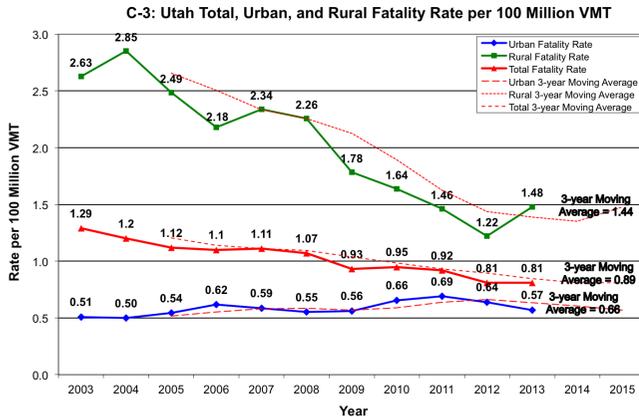
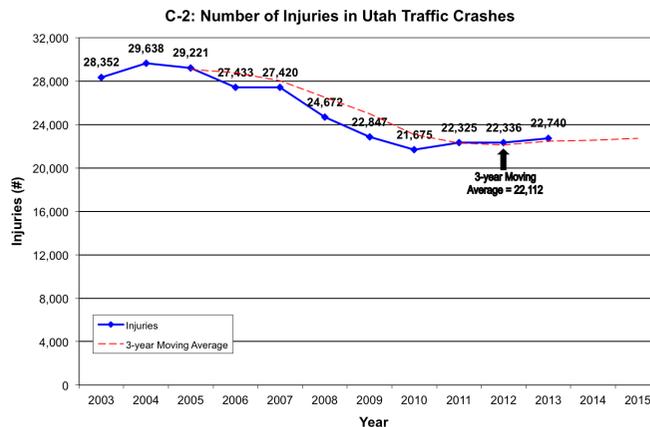
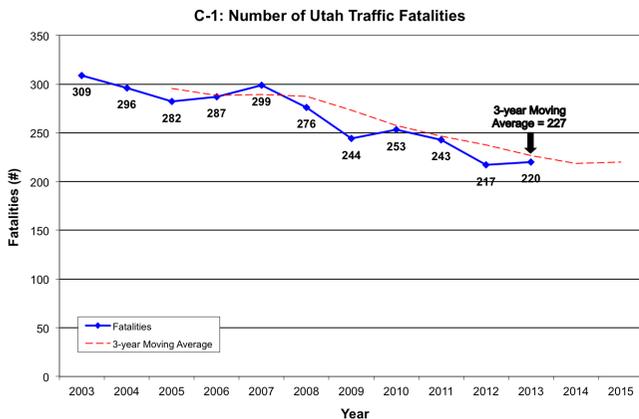
***Total expenditures are rounded to the nearest hundred dollars*

Total \$4,048,300.00

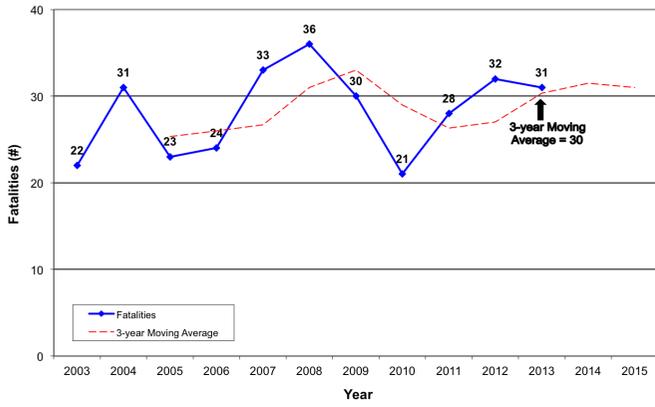
Total Spent By Fund - Utah Highway Safety FFY2014



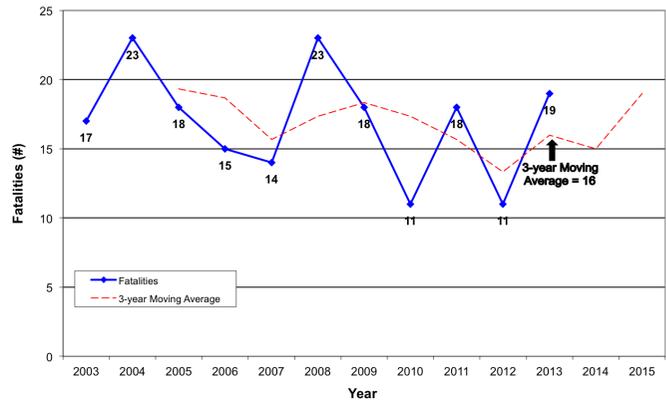
Core Performance Measures



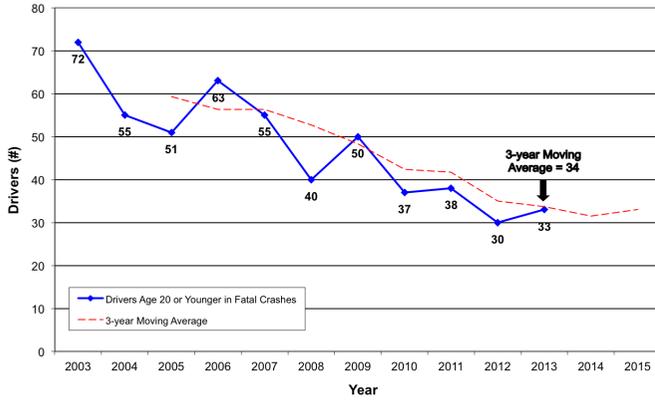
C-7: Number of Utah Motorcyclist Fatalities



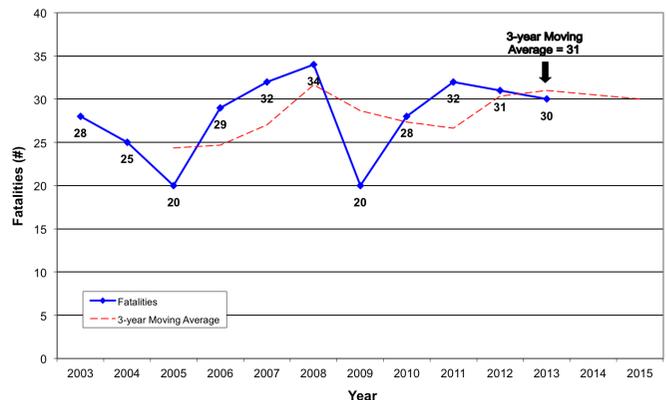
C-8: Number of Utah Unhelmeted Motorcyclist Fatalities



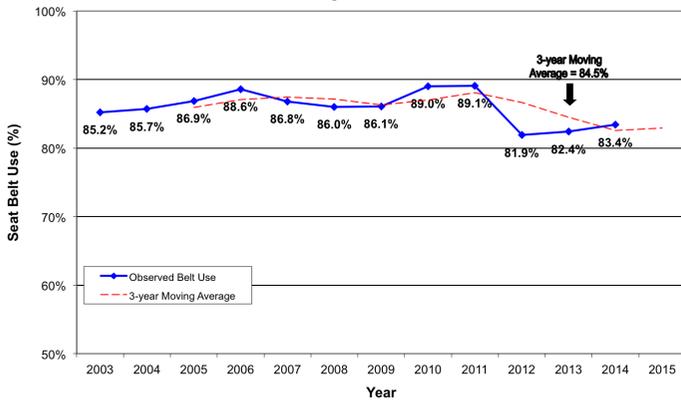
C-9: Number of Drivers Age 20 or Younger in Utah Fatal Crashes



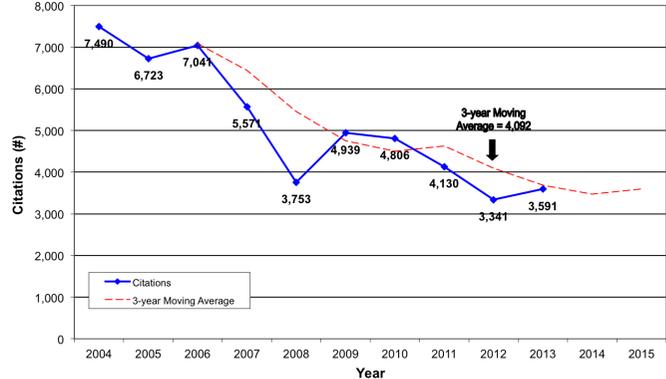
C-10: Number of Utah Pedestrian Fatalities



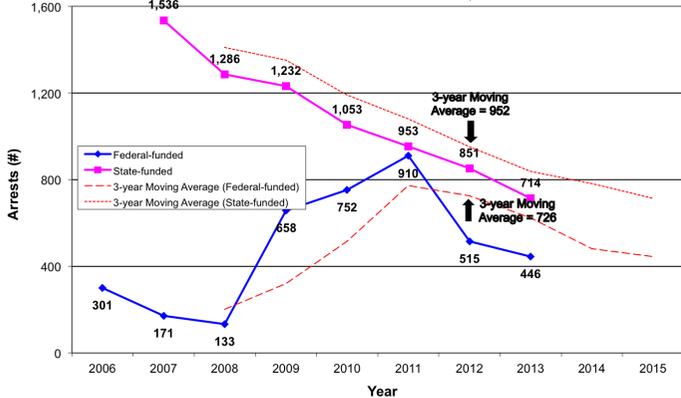
B-1: Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles



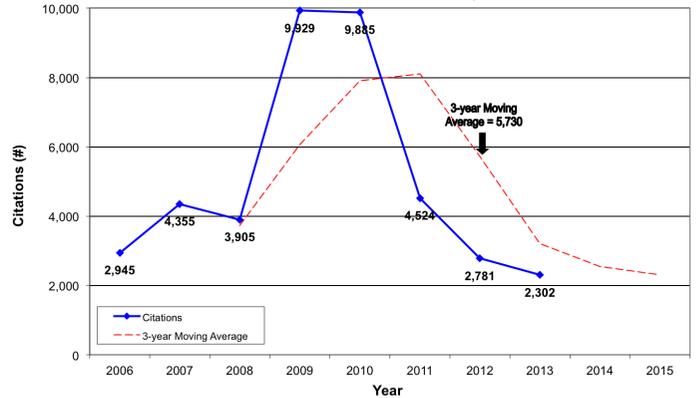
A-1: Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities, Utah



A-2: Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities, Utah



A-3: Number of Speeding Citations Issued During Grant-funded Enforcement Activities, Utah



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

These performance measures contain the latest available data in the state of Utah. Data for the year 2013 is included for all of the performance measures. Observed seat belt use contains data for 2014 as the survey was conducted in the middle of the year.

While compiling the national and state performance measures a few points stand out.

Traffic fatalities continued a downward trend. Traffic fatalities in Utah were the second lowest since the year 1959, trailing only 2012. This is an incredible trend when you consider that the population in Utah has tripled since that time and eight times more miles are driven every year in Utah. It is also interesting to note that Utah has twice as many crashes in 2013 as in 1959 yet more people survive crashes now. As could be expected with a decreasing trend in fatalities most traffic safety areas would also see a downward trend with a few exceptions.

While the overall fatality rate per vehicle mile traveled has been lowering for many years and is now at an all-time low, most of this decrease is occurring in rural areas. Rural areas have seen a drastic decrease in the fatality rate per mile traveled. Surprisingly urban areas have seen an increasing fatality rate per vehicle mile traveled. The decrease of fatalities in rural areas, the decrease of fatalities involving drivers age 20 or younger, and the decrease in unrestrained passenger vehicle occupant deaths are the three areas with the most dramatic declining trends.

Major strides were made in lowering the number of unrestrained passenger vehicle occupant fatalities from 2005-2006. Unfortunately this number remained relatively stable from 2006-2010. However the last few years have once again seen major strides as unrestrained passenger vehicle occupant fatalities decreased by 26 deaths from 2010-2013.

Speeding and being unrestrained have been the largest contributing factors in fatalities. Speeding and restraint use are far and away the two biggest factors in fatalities in Utah with no other factors a close third. These two areas are the key in continuing to reduce fatalities in Utah. Speeding-related fatalities have shown a decreasing trend since 2007.

Motorcycle fatalities and pedestrian fatalities have remained relatively stable over the last ten years and are two areas that have not been part of the decreasing fatality trend.

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