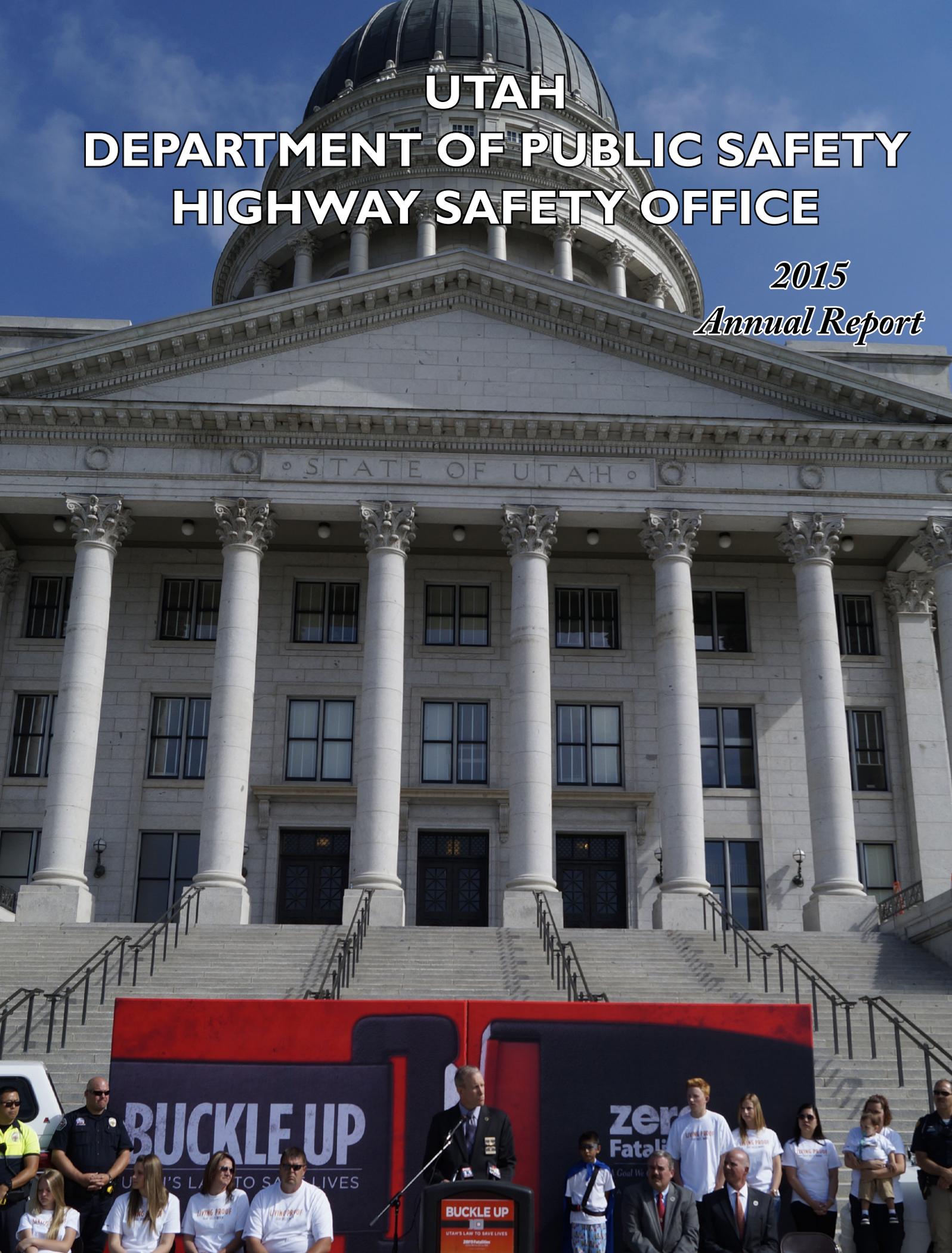


# UTAH DEPARTMENT OF PUBLIC SAFETY HIGHWAY SAFETY OFFICE

2015  
*Annual Report*



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### ON THE COVER

Commissioner Squires speaks at a press conference to announce Utah's primary seat belt law in May 2015.

# Executive Summary

Changes are simultaneously rewarding and challenging. Fiscal year 2015 was a year of change for Utah's Highway Safety Office (HSO). The most significant change came with the appointment of a new Director and Deputy Director. Both appointments came from existing internal positions, which, coupled with an additional senior level manager retiring, sparked a domino effect of transitions and new employees hired which took ten months to complete. In the end, out of the 15 employees on staff, 13 employees are either new to the Division, new to their positions or at the very least have had significant changes in job responsibilities. There were five new program manager positions filled, three of which were senior level managers for the Occupant Protection, Traffic Records and the Impaired Driving Programs. The three senior level program manager positions were filled internally. Challenges emerged as staff worked in dual positions for extended periods of time or trained replacements while maintaining project activities and meeting National Highway Traffic Safety Administration (NHTSA) deadlines.

The rewards have developed in the opportunities to transform existing programs, enabling them to become even more effective and efficient in the use of available resources. The most notable opportunity was the change made to the Police Traffic Services program, which was previously managed by a law enforcement liaison (LEL). To maximize the law enforcement liaisons' ability to focus on networking, training and coordinating enforcement activities with statewide local law enforcement agencies, the HSO hired a non-sworn program manager for the Police Traffic Services program. This individual focuses on managing the program and related grants, evaluating grants, reports and data, thus giving the LEL team more time to work directly with law enforcement agencies in the field. A second major change came with the creation of a Vulnerable Roadway Users Program, through the combination of the Pedestrian, Bicycle and Motorcycle Safety Programs. Safety issues and crash contributors are similar in each of these focus areas, which lead to the decision to combine them under one umbrella. Both the Police Traffic Services and Vulnerable Roadway Users Program Managers were filled externally with new staff.

Partnership programs with the Utah Department of Transportation (UDOT) have been expanded during the past fiscal year. An agreement was signed that designated funding from UDOT for the next fiscal year for key program areas that had either experienced historically low funding levels or significant increases in fatalities or severe injury crashes. The agreement supported the motorcycle, pedestrian and occupant protection programs.

Utah's Highway Safety Office planning efforts in the past year have been focused on data-driven approaches, using the prescribed NHTSA core performance measures and additional Utah measures as guidance. This annual report provides an update to each project conducted in FFY2015 and how they relate to the Highway Safety Plan and performance measures. The following are some program highlights.

## **Occupant Protection**

The passage of a primary seat belt law stands as the most significant development in Utah's occupant protection program in FFY2015. The law featured several nuances which required education for Utah's law enforcement agencies, which the HSO addressed aggressively. Providing education and information to the public about the new law was equally important and promoted through both paid and earned media. The HSO and UDOT formed a committee to help implement a strategic plan aimed at training law enforcement and informing the public about this new law.

## **Vulnerable Roadway Users Program**

To combat the rising pedestrian fatalities in Utah, a multi-agency committee was tasked with developing Utah's Pedestrian Action Plan. Stakeholders from Utah's traffic safety community met to discuss the growing problem and identify potential resolutions. The committee took much of the year to gather and research the data which helped it identify strategies and tactics which it utilized to develop a multi-year plan. The plan focuses on legislation, education and outreach, communication and training and features time lines and specific activities for the designated agency or agencies involved to accomplish.

## **Traffic Records Program**

A partnership with the HSO, UDOT and the University of Utah was forged to create a transportation institute. The name of the institute is Utah Transportation and Public Safety-Crash Data Institute and will be the first of its kind in the western United States. Utah's crash data has been 100% electronically submitted since 2013 and housed within the Utah Department of Public Safety. The first goal is to build the integrated database that will house the crash data, which is well underway. The University will house the crash data and conduct database maintenance and quality checks. Ultimately the University staff will be responsible for large scale reporting, research and traffic and behavior studies. One of the first planned accomplishments will be the coordination of fatality and serious injury crash reporting between the Departments of Public Safety and Transportation.

## **Communication Program**

Several of the HSO's media campaigns capitalized on the capabilities of social media to target specific audiences. The campaigns for motorcycle safety, Click It or Ticket and Hispanic outreach all utilized online advertising to enhance the reach of their messages and reach exactly the individuals who need to receive the messages.

Click It or Ticket utilized ads on Pandora radio, YouTube and promoted posts on Facebook during the March nighttime enforcement efforts and during the May mobilization. Through these channels, that campaign ensured the posts appeared to the focus demographic - some reported seeing the posts and videos multiple times.

For motorcycle safety, individuals who expressed an interest in motorcycles received promoted Facebook posts and online advertisements on the popular KSL.com website. Promoted Facebook posts also appeared in counties and cities with a large number of registered motorcycles and motorcycle crashes.

A new series of public service announcements focusing on the importance of seat belts was produced for the Hispanic seat belt campaign. The spots were shared with local Spanish-language media stations and were also promoted through Facebook. Facebook enabled the campaign to specifically target Hispanics in Utah with the seat belt messages.

## **Enforcement Programs**

The HSO supported three high visibility Click It or Ticket seat belt enforcement mobilizations in FFY2015. The first was held during the Thanksgiving 2014 holiday period. During this 5-day enforcement campaign, officers worked 755 overtime hours focusing on occupant restraint, impaired driving and speed. During these shifts, officers issued 589 seat belt citations with 86 warnings, 54 child restraint citations with 16 warnings, 126 speeding citations with 262 warnings, stopped 27 individuals with \$144,489 in warrants, made 4 DUI and 3 drug arrests and issued 11 other citations. The May Click It or Ticket mobilization came after Utah's primary seat belt law went into effect. The caveat in the law declaring that motorists must first receive a warning resulted in a much smaller number of citations, but according to the Utah Traffic Records Database, law enforcement statewide issued 6,180 seat belt warnings, 276 seat belt citations, 171 child restraint warnings and 7 child restraint citations during the mobilization. Also during the campaign, 67 law enforcement agencies worked 3,332 overtime hours and issued 173 speeding citations, stopped 120 individuals with \$268,090 in warrants, made 3 DUI arrests, 3 drug arrests, apprehended 1 fugitive and issued 53 other citations.

The third mobilization was held in September and resulted in the following: a total of 58 agencies participated, working 3980 overtime hours. This mobilization resulted in 577 seat belt citations with 7124 warnings, 16 child restraint citations with 164 warnings, 192 speeding citations with 370 warnings, stopped 111 individuals with \$299,911 in warrants, made 12 DUI and 7 drug arrests and issued 53 other citations.

In FFY2015, more than 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: 363 DUI arrests, over 2,900 other traffic citations, 479 designated drivers; and 211 warrants were served totaling \$319,1365,000.

# Occupant Protection Program

## Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 221. The most current complete data, which is for 2014, shows Utah is experiencing an increase in fatalities in this area (256).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes (Level 4 only) was 1062. The most current complete annual data is for 2014 and shows Utah is experiencing an increase in this area (1431).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .81; Urban Fatality Rate per 100 Million VMT was .67; and Rural Fatality Rate per 100 Million VMT was 1.19. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in the first category (.93) and third category (1.71) but is on track to meet the second category (.65).

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 49. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in this category (72).

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 2014, shows Utah is experiencing an increase in this area (38).

Utah's performance target for B-1 Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles was 83.4%. The most current seat belt survey, which is for 2015, showed Utah is on track to meet this target (87.2%).

Data for 2014 shows that there were 1,756 citations issued for Utah's performance measure A-1 Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities.

Utah's performance target for U-5 Percent of Utah Deaths to People with Hispanic Ethnicity was 13%. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in this area (17%).

Utah's performance target for U-9 Percent of Children in Utah Crashes in Child Safety Seats was 82% for Ages 0-1; 87% for Ages 2-4; and was 54% for Ages 5-8. The most current complete annual data, which is for 2014, shows Utah is exceeding this goal for Ages 0-1 (92.7%) but is below the goal for Ages 2-4 (84.2%) and Ages 5-8 (41.9%).

Utah's performance target for U-10 Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 That Were Restrained was 28%. The most current complete annual data, which is for 2014, shows Utah is exceeding this goal (57.7%).

Utah's performance target for U-27 Percent of Utah Motor Vehicle Crash Occupant Fatalities Occurring at Night (restrained) was 35%. The most current complete annual data, which is for 2014, shows Utah is falling short of this goal (29.7%).

Utah's performance target for U-28 Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes was 70% for Rural and 81% for Urban. The most current complete annual data, which is for 2014, shows Utah is falling short of this goal for Rural (65%) but exceeding this goal for Urban (84%).

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

### 2HVE150401 Click It or Ticket STEP Support

The Click It or Ticket enforcement and education campaign has been conducted for the past 16 years in Utah. This was

a very special year for the campaign, as it coincided with the signing of Utah's Primary Seat Belt Law. The media event to kick-off the National Click It or Ticket May Mobilization was held at the state capitol to commemorate this momentous occasion. The law includes a 3 year warning period while the effectiveness of the law is determined by the state legislature. Motorists can only receive a warning on the first offense, regardless of age (including Child Safety Seat Citations). After the warning is given, citations may be given on subsequent offenses. This new caveat in the law resulted in a much smaller number of citations, but according to the Utah Traffic Records Database, law enforcement statewide issued 6,180 seat belt warnings, 276 seat belt citations, 171 child restraint warnings and 7 child restraint citations during the mobilization. Also during the campaign, 67 law enforcement agencies worked 3,332 overtime hours and issued 173 speeding citations, stopped 120 individuals with \$268,090 in warrants, made 3 DUI arrests, 3 drug arrests, apprehended 1 fugitive and issued 53 other citations.

The first high-visibility Click It or Ticket enforcement mobilization during FFY2015 was conducted during the Thanksgiving 2014 holiday period when travelers were reminded that officers would be ticketing unrestrained motorists. A total of 41 county, municipal and state law enforcement agencies supported the campaign by declaring zero tolerance for unbuckled motorists and 29 agencies worked overtime shifts. During this 5-day enforcement campaign, officers worked 755 overtime hours focusing on occupant restraint, impaired driving and speed. During these shifts, officers issued 589 seat belt citations with 86 warnings, 54 child restraint citations with 16 warnings, 126 speeding citations with 262 warnings, stopped 27 individuals with \$144,489 in warrants, made 4 DUI and 3 drug arrests and issued 11 other citations.

This year a September enforcement mobilization, modeled after the May mobilization, was added to increase the effectiveness of the primary belt law on seat belt usage statewide and encourage law enforcement to maintain high-visibility enforcement year-round. A total of 58 agencies participated, working 3980 overtime hours. This mobilization resulted in 577 seat belt citations with 7124 warnings, 16 child restraint citations with 164 warnings, 192 speeding citations with 370 warnings, stopped 111 individuals with \$299,911 in warrants, made 12 DUI and 7 drug arrests and issued 53 other citations.

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 2014 rate of 83.4 percent to 87.2 percent in 2015. This equates to 111,000 more Utahns buckling up this year. It is estimated that of these new restraint users, 5,061 will be involved in a motor vehicle crash this year where their choice to be restrained might be the difference between life and death.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, A-1, U-9, U-10, U-27 and U-28.

## **2PE/OP150404 Rural Seat Belt Use Program**

The Rural Seat Belt Program entered its third year of a multi-year pilot project to increase seat belt use 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 traffic safety culture- specifically seat belts. It is positive-oriented and engages a variety of stakeholders including public health traffic safety, local government, education, private business and law enforcement.

Accomplishments this year include conducting baseline data through surveys for adults (community), law enforcement, key leaders, and student surveys. Together for Life toolkits were developed for identified audiences (adult, key leader, student, law enforcement, and workplace). Toolkits will be finalized and distributed to participating rural counties beginning FFY2016. Media development and outreach was put on hold for FFY2015 due to a necessary change in concept and approach. Messaging will be reevaluated for FFY2016 efforts with a plan to implement in conjunction with the toolkits. 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 4 percent over the past three years in the pilot counties, whereas usage in the other rural counties increased 7 percent.

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

## **2CPS/150403 Utah Child Passenger Safety Program**

This project supports Utah's comprehensive child passenger safety program that includes training, education and outreach programs conducted throughout the state. During FFY2015, the project supported an Occupant Protection Training Coordinator who worked to administer five Child Passenger Safety Technician Certification Courses where 80 students obtained their national certification as technicians and renewed 6 technicians at a certification renewal course. These individuals are located throughout the state and will join with the state's other 230 technicians to educate families on the correct installation and use of their child's car seat. In addition, one School Bus Training, one Operation KIDS, and six technician update trainings were taught to 180 students.

Technician retention efforts were funded in order to maintain the number of certified child passenger safety technicians in the state. The mentor program, Meet in the Middle, entered its third 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 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 99 others to provide expert assistance on car seat proper seat selection, installation and use. These stations are located in 24 of the state's 29 counties, with 78 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, and refugee families. Much of the support provided to the inspection stations was through resources available at the HSO including time committed by the training coordinator. Project funding was also used to provide two fitting stations with child safety seats. All seats purchased through this project were provided to low-income families identified at established car seat inspections stations and clinics 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 the community partners.

The project supported 13 mini-grants with local health departments and other partners that represented 98% of the state's geographic area. Through these mini-grants, 2,532 car seats were inspected for proper use during 1,552 individual appointments at 45 car seat clinics, 139 child passenger safety events were held and over 10,000 pieces of educational material were provided to the population. In addition, 8 trainings were conducted, supporting the retention and recertification of at least 180 certified technicians. With the support of these partners, 80 individuals became new CPS technicians and 6 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 24 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, Fillmore Elementary in Millard County, with a 94 percent usage rate. The seat belt use rate increased 14 percent at new participant, Diamond Ridge Elementary. The average increase among all schools was approximately 10 percent.

The program 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. Partner kits were created and distributed to Associated Foods' Fresh Market grocery 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, 25 car seat inspection clinics were held, where 449 seats were inspected for proper use, 257 unsafe seats were replaced, and 885 pieces of education were distributed.

The program joined forces with Primary Children's Hospital, Zero Fatalities, and Safe Kids Utah to create a new program focused on pediatrician's offices. New studies show that not all pediatricians are following or are aware of the newest guidelines from the American Academy of Pediatrics. The new program, Safe Seats Save Lives, will reach physicians, nurses and office staff. A few pediatrician's offices hosted the presentation in September, reaching 17 individuals with many more scheduled for October and November.

Efforts to support community events such as the Care Fair made it possible for 230 seats to be distributed. In addition to getting technicians there, the CPS Training Coordinator gave Junior League car seat recommendations so they could order the \$10,000 worth of seats, using other funding sources. Technicians were available to check seats at the Auto Show and supported Safe Kids Worldwide for the checkpoint during the National LULAC convention. In January, AAA Insurance awarded Safe Kids Utah 200 car seats to distribute throughout Utah. All the coalitions were given seats that were given away this year. Several areas had specific events to distribute the car seats.

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, C-9, A-1, U-9, U-10, U-27 and U-28.

### **OP150402 Occupant Protection Media, Materials and Support**

This project promoted campaigns and outreach projects to assure the occupant protection message was delivered to identified populations with low-belt use (young 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, the newly developed and implemented Safe Seats Safe Lives initiative and a highly focused media and educational outreach campaign to educate motorists on the primary seat belt law.

During FFY2015, seven campaigns were promoted. The first campaign targeted all motorists during the Thanksgiving Holiday Click 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.

Click It or Ticket Day and Night efforts took place during the month of March. Law enforcement placed special emphasis on seat belt enforcement during regular weekend nighttime patrols when part-time users are less likely to buckle up. Paid media was placed the first and third weekends of March using radio, Facebook, and YouTube to spread the message to buckle up day and night. A total of 643 radio spots generated 834,000 impressions; Pandora radio was used in the rural areas and generated 1,507,009 impressions; YouTube had 32,415 views; and people were reached an average of 2 times on Facebook with the Click It or Ticket Day and Night message for a total of 133,591 views. Paid media efforts totaled \$25,000 with \$5,490 received in bonus value.

The Click It or Ticket May Mobilization is the largest high-visibility effort focusing on occupant protection issues that the State oversees. This year, with the passage of the primary seat belt law on May 12, 2015, focus was placed on educating law enforcement as well as the public on the new law. Efforts were successful in providing over 150 law enforcement agencies with the necessary tools to effectively enforce and educate motorists on the new law. This tool kit included: squad room posters and tri-fold law card, seat belt flyer (handout card for the public) with key facts, primary seat belt law key messages

document, example press release, example opinion article, as well as social media tools to promote the seat belt message. Over 25,000 seat belt flyers were distributed to law enforcement partners to give to motorists on traffic stops and use as an educational tool about the importance of buckling up and the value of Utah's seat belt law.

Paid media efforts included using both new and previously created media messaging. Because part-time seat belt usage substantially outnumbers drivers who rarely or never buckle up, the messaging strategy was to engage part-time seat belt users (males 21-49) with humorous excuses for not wearing a seat belt and then persuade them to Click It or Ticket with behavior changing crash statistics. During the two-week campaign, a total of 1,036 radio spots ran garnering a total of 1,319,000 impressions. Additionally, Pandora radio and streaming video was used in rural areas reporting 896,773 impressions with an average click through rate of .70%. A Facebook video promotion reached 256,962 people an average of 5.16 times and YouTube had a total of 70,497 video views. Paid media efforts totaled \$55,000 with \$10,577 provided in added value by media partners. Seat belts were a big news media topic in May. The media covered a press event held on the steps of the state capital to kick-off the new primary seat belt law and Click It or Ticket mobilization. The seat belt conversation continued the following week when media covered the gubernatorial signing of House Bill 79 into law.

In September, Click It or Ticket efforts took on a unique strategic approach and partnered with a local social change program, Zero Fatalities, to create and spread a similar message—"If you love someone, tell them to buckle up." This message was developed based on information gathered in focus groups held with non-seat belt users. They identified 'loved ones' as the only reason they would buckle up. The campaign targeted influencers, women 18-49 and teens, instead of the non-seat belt user. With the partnership in place, Click It or Ticket purchased terrestrial and online radio only, but reaped the benefits of Zero Fatalities paid media placement including TV (KSL, Fox and NFL), metro and rural theater, sports marketing (Utah Jazz and Utah State basketball) and YouTube promoted video. The radio portion of the campaign included metro radio (iHeart and Capital). The spots ran in the metro area reached 86.2 percent of the audience 4.5 times for a total of 3,470,000 impressions. In the rural markets, 543 spots ran. Each station, metro and rural, matched at least 1:1 in paid to bonus spots, with many of them over doubling their promise for bonus spots. iHeart went above and beyond in added value efforts with all of their stations by making social media posts, sending e-blasts and placing banner ads on websites. In addition, iHeart conducted Click It for Tickets contest that received 38,214 landing page views and 1,701 contest entries. On Pandora, Click It or Ticket received 979,705 impressions for men/women 18-49 and 258,689 impressions for teens 13 to 17. The total radio buy came to \$85,122. Added value associated with the radio buy for Click It or Ticket was \$85,300 with \$23,700 in additional added value from the Zero Fatalities partnership.

The Rural Seat Belt Pilot Program entered its third year with emphasis being placed on developing the Together of Life toolkits for the three pilot counties. Efforts began by collecting baseline data through surveys for adults (community), law enforcement, key leaders, and student surveys. Together for Life toolkits were developed for identified audiences (adult, key leader, student, law enforcement, and workplace). Toolkits will be finalized and distributed to participating rural counties beginning FFY2016. Media development and outreach was put on hold for FFY2015 due to a necessary change in concept and approach. Messaging will be reevaluated for FFY2016 efforts with a plan to implement in conjunction with the toolkits.

The Hispanic seat belt campaign, Ponte el Cinturon, completed its second year with efforts placed on media outreach and engagement with the seat belt message. Message focus was on understanding the Latino community and their habits and behaviors on seat belt usage. Media efforts included production of two TV and four radio spots targeting Hispanic teens and a Ponte el Cinturon Facebook page. The \$48,000 project generated over \$200,000 in TV value and \$125,000 in radio value. Social media strategy and implementation worked extremely well having never previously engaged with the Hispanic community on a focused campaign. In fifteen days, 46,737 people were reached via Facebook with the Ponte el Cinturon video. There were a total of 36,572 views and 152,445 impressions. Additionally, three live interviews and TV news segments aired on Telemundo and Univision, and live coverage of the TV spot filming from Telemundo, Univision, and KSL. The contractor was very helpful with trans-creation of seat belt flyers, pledge cards and Click It or Ticket messaging for the Hispanic audience. Further, Utah Highway Patrol troopers who speak Spanish attended community events and provided media interviews promoting the Ponte' el Cinturon message.

The Father's Day Holiday was chosen to target part-time seat belt users including fathers that only buckle up when a

loved one asks them to. Safety advocates, local law enforcement and Utah Mr. Mac stores partnered together to remind fathers statewide to buckle up. Seat belt themed neckties with a safety message told fathers, "A seat belt complements any outfit" and "seat belts go with everything." Father's Day is a great day to tell dad you love him. One of the best ways you can truly demonstrate your love for your father is to remind him to buckle up, every trip, every time. A total of 120 seat belt ties were distributed to traffic safety partners including health departments, government officials, news anchors, and law enforcement to wear and share the seat belt message. The campaign partnered with Mr. Mac, a Utah owned men's suit store where a press event was held at the SLC location and Mr. Mac himself, a famous Utah icon, spoke in support of wearing seat belts. The press event generated 19 news stories garnering 485,827 impressions with a total earned media value of \$45,706. A total of 400 seat belt themed ties were sent to 10 Mr. Mac stores to be given away and were included with any purchase to give to a loved one on Father's Day.

A new partnership was formed with Fresh Market and Associated Foods, a Utah-based grocery store chain, to promote Child Passenger Safety Week and Seat Check Saturday. Posters, hanging car seat scales in the produce aisle, and pull-up banners adorned Fresh Market stores to remind families that 1 in 4 car seats is installed incorrectly and provided them with guidelines on how to properly install a car seat. A 30-second PSA also played over the stores sound system with the important safety message. To kick-off the campaign, a media event was held at a Fresh Market store in Salt Lake City which resulted in 9 news stories generating 571,467 impressions and a total added value of \$25,312. Paid media was placed using a state-created radio spot with 455 spots airing on radio stations and in grocery stores across Utah. Partner kits were created and distributed to Associated Foods' Fresh Market grocery stores and the twelve local health departments for use in other retail stores. Kits included posters, messaging, campaign artwork, signage, and educational materials.

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 3.8 percent to 87.2 percent in 2015. In addition, the study showed a 3.7 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, A-1, U-9, U-10, U-27 and U-28.

### **OP150405 Weber/Morgan Hispanic Occupant Protection**

This project worked to address traffic safety issues in Weber County with a focus on seat belt use among the Latino population. The Weber-Morgan Health Department promoted the Ponte el Cinturon project through Parent Night Classes taught in Spanish at Ben Lomond and Ogden High Schools. Traffic safety laws including the primary seat belt law, risky driving behaviors such as speed and distracted driving were discussed to parents and their teenage drivers. Over 100 students and their parents participated. Additional outreach efforts included community events, surveys, and distribution of educational materials with the Ponte el Cinturon logo and buckle up message reached nearly 5,000 people in the Latino Community.

Efforts to partner with the Weber State University Hispanic Coalition proved to be less than successful. Communication with the student government has been difficult and the project director made a change in direction. A partnership with the Multicultural Center at Weber State University is proving to be a better connection for the Ponte program and future efforts will involve working with this group.

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

## **OP150406 Salt Lake County Hispanic Occupant Protection**

This project worked to address traffic safety issues in Salt Lake County with a focus on seat belt use among the Latino community. The project was directed by the Salt Lake County Health Department who created a culturally appropriate Traffic Safety class, "Ponte el Cinturon" and car seat Spanish curriculum entitled "Sabias Que" or "did you know?" The Ponte el Cinturon/Sabias Que project addressed traffic laws including seat belts, distracted driving, and car seat education including car seat checkpoints. A pre and post survey was provided as an evaluation tool to identify critical areas to cover as well as comprehension. During the course of the grant, a total of 4 classes were held (3 sessions/class) where 134 Latino families attended. Social media was used by class participants to communicate with their loved ones (son's, husbands, fathers) to encourage them to buckle up. The goal was to use the Latino family dynamic and have a loved one ask their male family member to buckle up. The social media effort proved to be successful as family members would respond to a text or facebook message saying they would put their seat belt on.

Additional outreach efforts took place at multiple events in Salt Lake County including: Cinco de Mayo, Festival del Nino, Clinical Familiar, Centro Civico, Utah Latino Soccer League, Victors Tires, Mujeres en accion, and Auto Insurance Company impacting over 500 Latino families. Paid and earned media efforts promoting the Ponte campaign and asking loved ones to buckle up had a positive impact on the Latino community. Efforts included two stories published in La Bala Newsprint that serves over 10,000 readers in the Latino community; 25 Ponte radio spots aired on Spanish radio station 1490 AM, as well as one live interview with Trooper Dave Moreno promoting Ponte el Cinturon and the primary seat belt law.

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

## **OP150407 Utah County Hispanic Occupant Protection**

This project worked to address proper car seat and seat belt use among Hispanic families in Utah County. The Utah County Health Department (UCHD) worked to increase seat belt usage through key partnerships with law enforcement, Migrant Head Start, Provo Parks and Recreation, Brigham Young University's (BYU) Salsa Club, Centro Hispano, and local businesses. During the grant period, the health department taught monthly car seat classes to 134 families and provided 100 car seats to participants. The Ponte el Cinturon message, "Buckle Up," and outreach efforts educating people on the life saving device was featured at a popular weekly Latin dance, "Afuego Fridays" as well as through a partnership with the BYU Salsa Club and Centro Hispano.

To influence the target audience, males ages 18-34, the health department worked with Provo City Parks and Recreation to promote the Ponte el Cinturon message during soccer and football leagues that are well attended by the Latino community. The Provo City Police Department held an event "Latino-Americano" where officers played soccer with families and promoted seat belts and safe driving through conversation and educational materials. During the year, surveys were conducted to assess the awareness of the Ponte message and Super Click commercials at community events as well as at local businesses. It was determined that the Ponte message and Super Click commercials need to be better promoted through business partnerships and through social media in the future.

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

## **2PE150408 Seat Belt Observational Survey/ Occupant Protection Program Evaluation**

The annual Utah Safety Belt Observational Survey was conducted in June in 17 counties including: Box Elder, Cache, Carbon, Davis, Grand, Iron, Millard, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Washington, and Weber. A contractor and four surveyors assisted the HSO in completing this project. A total of 25,204 vehicle occupants, including 19,387 drivers and 5,817 outboard passengers were observed. The seat belt use rate among motor vehicle occupants was determined to be 87.2 percent, which demonstrates an increase of 3.8 percentage points from the

2014 rate of 83.4 percent demonstrating that education, enforcement and policy change were key influencers on such a significant increase in seat belt usage. When examining usage by vehicle type, the study found that 89 percent of front seat outboard occupants were belted, 91 percent for SUVs, 91 percent for vans, and 78 percent of truck occupants were using seat belts. Truck occupants, once again, had the lowest rate for any of the vehicle categories; however it increased 6 percent over last year. Differences in seat belt use rates were also found when comparing urban and rural counties, as well as gender. Motorists in urban areas buckled up 89.6 percent of the time, whereas only 78 percent of rural motorists used seat belts. In addition, the seat belt use rate among females was found to be 90.4 percent, whereas the rate among males dropped to 84.6 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 activities and initiatives described above, this project contributed to Utah's highway safety target B-1.

# Impaired Driving Program

## Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 221. The most current complete data, which is for 2014, shows Utah is experiencing an increase in fatalities in this area (256).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes (Level 4 only) was 1062. The most current complete annual data is for 2014 and shows Utah is experiencing an increase in this area (1431).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .81; Urban Fatality Rate per 100 Million VMT was .67; and Rural Fatality Rate per 100 Million VMT was 1.19. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in the first category (.93) and third category (1.71) but is on track to meet the second category (.65).

Utah's performance target for C-5 Number of Utah Fatalities Involving a Drives with a BAC of .08 or Above was 21. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in this category (45).

Utah's data shows in 2014, there were 1,756 arrests for performance target A-2 Number of Impaired Driving Arrests Made During Grant Funded Activities.

Utah's performance target for U-24 Number of Drivers in Fatal Crashes testing Positive or Drugs was 43. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in this category (47).

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

### 6OT150303 Statewide DRE, ARIDE and Phlebotomy Program

This project provided training to Utah peace officers to enhance their abilities to detect, arrest and assist with the prosecution of drunk and other impaired drivers, and to serve as experts within their agency. One DRE school was held with 18 officers from 11 agencies. To support the DRE program and offer hands-on experience for DRE-trained officers, six DRE certification nights were held in partnership with Utah Adult Probation and Parole. To bridge the gap between the SFST training and DRE program, Advanced Roadside Impaired Driving Enforcement (ARIDE) courses were held throughout the year, which trained 164 officers representing 35 different agencies. A total of 36 officers from 16 different agencies participated in the five 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, C-5 and U-24.

### 6OT150302 SIP/TRACE and Youth Alcohol Suppression

Through this project, the State Bureau of Investigation's Alcohol Enforcement Team (AET) worked to reduce the incidence of underage drinking and over service to patrons and to conduct source investigations for alcohol-related crashes. During the grant period, the AET conducted nine TRACE investigations throughout the state. Officers conducted 27 youth alcohol suppression operations at special events like the Sundance Film Festival, raves, outdoor concerts and even on the Weber River. These operations resulted in more than 100 minor in possession citations and citations for adults providing alcohol to minors, too. The AET also helped educate local law enforcement agencies about their programs and the assistance they can offer during special events and for nuisance establishments.

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.

## **6OT150301 DUI Enforcement, Checkpoints and Equipment**

In FFY2015, more than 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: 363 DUI arrests, over 2,900 other traffic citations, 479 designated drivers; and 211 warrants were served totaling \$319,136. During these shifts law enforcement drove over 65,000 miles and worked almost 7500 hours.

The majority of overtime shifts were distributed to agencies in highly populated areas where the greatest number of crashes, accidents, and fatalities involving impaired drivers are occurring. Multi-agency task forces were utilized to discuss pertinent issues related to drunk driving and to strengthen and build strong partnerships with law enforcement and encourage more participation and support of 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.

## **6OT150305 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. National trends arise, like the one this year involving drivers not cooperating at traffic stops. The TSRP, along with the Utah Highway Patrol (UHP), Driver License Division (DLD), and the Utah Bureau of Forensic Toxicology (UBFT) have transitioned from existing in separate "silos" to co-development of materials and cross training for prosecutors as well as law enforcement.

The TSRP arranged to have UHP put on a wet lab at the Utah Misdemeanor Prosecutors Association annual meeting in August, where 53 prosecutors were taught the wet lab content. He contributed 42 practice notes, emails, or postings on the UPC prosecutor forum and the UPC website about numerous DUI/traffic safety subjects. The TSRP responded to 182 requests for assistance covering a broad spectrum of DUI/traffic safety subjects. He continued interacting with TSRPs and traffic safety professionals in Utah and the USA to learn and implement strategies to improve the safety of Utah's highways. Conducted 13 regional toxicology trainings for prosecutors throughout the State. The TSRP taught "DUI case law update / cops in court / report writing" to more than 18 law enforcement agencies, with prosecutors in attendance at some of the trainings, totaling 313 combined attendees and distributed jump drives to 18 counties containing pertinent information on blood draw procedures and evidence handling; toxicology lab accessioning procedures; HGN video; and memoranda on other points of law responsive to defense challenges in DUI. He also continued production and distribution of DUI silhouettes for use in court with 54 silhouettes being delivered to prosecutor offices. Five OKN drums were also delivered to prosecutor offices.

The TSRP applied for and was awarded a NAPC/NHTSA mini-grant to resolve Utah's high rejection rate of biological samples submitted to UBFT. Working together, the Utah Highway Safety Office (HSO), UBFT, UHP and the Utah Prosecution Council (UPC) conceived a four-part, one-hour class that was taken to law enforcement training rooms statewide. 24 trainings were conducted with 467 attendees. The rejection rate was reduced from 18-23% to 3.8%. The TSRP wrote an article that was published in Newsbreak, the newsletter of the National Assoc. of Prosecutor Coordinators (NAPC). Also, in conjunction with HSO personnel, the TSRP developed a presentation called "Uncooperative Drivers at Traffic Stops", which was taught widely throughout the State.

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.

## **6OT150304 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 multiple 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 a 25-foot tribute Christmas tree, custom football jerseys and partnerships with both Maverik gas stations and Scheels retail stores. 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 109 news stories, had more than 18 million impressions and received \$230,000 in earned media coverage. There were also almost 4 billion impressions from billboard ads. The 2014/2015 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.

### **6OT150307 Community PI&E Projects**

This was a new project that provided resources to law enforcement and traffic safety advocates in an effort to enhance and support high-visibility enforcement mobilizations and to provide education in order to increase public awareness about the dangers and consequences of impaired driving and underage drinking. Community traffic safety advocates shared media provided by the HSO and dispersed it within their communities in a variety of ways. Articles were written and shared with local media and newsletters; social media posts were displayed throughout the year, especially during holidays and high-visibility enforcement events via Twitter, Google plus, Facebook, and both county and city web pages; the Drive Sober message was taught at local high school through drivers education classes and also at parent/student night; posters, fact sheets, news releases, a-frames, billboards, and designated driver cards were shared at health fairs and community events and also with local businesses in an effort to encourage them to create/strengthen their policies regarding the prevention of underage drinking and impaired driving. School activities were implemented using fatal vision goggles to educate about the effects of impairment. Mock crashes were also presented at high schools to show the devastation of impaired driving crashes.

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.

### **6OT150302 Rural Targeted MATF's**

This project aimed at promoting the formation of select Rural Task Forces in Duchesne, Uintah, Summit, Wasatch, Tooele and Washington Counties, with an initial focus on reducing impaired driver injury and fatal crashes and later a more integrated enforcement approach regarding traffic safety behaviors. HSO planned to work directly with the administration of the Utah Highway Patrol (UHP). UHP was to assign lieutenants in areas to coordinate DUI task forces in targeted areas to work sustained DUI enforcement shifts.

The reality of this project never reached fruition. This could have been due to several different reasons, but ultimately UHP is utilizing their resources and working on these areas on a more informal internal basis. One DUI task force was held in Heber City early in the grant year and there were no subsequent activities.

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

## Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 221. The most current complete data, which is for 2014, shows Utah is experiencing an increase in fatalities in this area (256).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes (Level 4 only) was 1062. The most current complete annual data is for 2014 and shows Utah is experiencing an increase in this area (1431).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .81; Urban Fatality Rate per 100 Million VMT was .67; and Rural Fatality Rate per 100 Million VMT was 1.19. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in the first category (.93) and third category (1.71) but is on track to meet the second category (.65).

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 49. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in this category (72).

Utah's performance target for C-5 Number of Utah Fatalities Involving a Drives with a BAC of .08 or Above was 21. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in this category (45).

Utah's performance target for C-6 Utah Number of Speeding-Related Fatalities was 59. The most current complete annual data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (88).

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 2014, shows Utah is experiencing an increase in this area (38).

Utah's performance target for B-1 Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles was 83.4%. The most current seat belt survey, which is for 2015, showed Utah is on track to meet this target (87.2%).

Utah's performance target for U-9 Percent of Children in Utah Crashes in Child Safety Seats was 82% for Ages 0-1; 87% for Ages 2-4; and was 54% for Ages 5-8. The most current complete annual data, which is for 2014, shows Utah is exceeding this goal for Ages 0-1 (92.7%) but is below the goal for Ages 2-4 (84.2%) and Ages 5-8 (41.9%).

Utah's performance target for U-10 Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 That Were Restrained was 28%. The most current complete annual data, which is for 2014, shows Utah is exceeding this goal (57.7%).

Utah's performance target for U-27 Percent of Utah Motor Vehicle Crash Occupant Fatalities Occurring at Night (restrained) was 35%. The most current complete annual data, which is for 2014, shows Utah is falling short of this goal (29.7%).

Utah's performance target for U-28 Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes was 70% for Rural and 81% for Urban. The most current complete annual data, which is for 2014, shows Utah is falling short of this goal for Rural (65%) but exceeding this goal for Urban (84%).

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

### CP150214 Rural Traffic Safety Coordinator

The Utah 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 drowsing driving and working with young drivers to improve safe driving behaviors. The coordinator supported or oversaw numerous activities including the following: ten car seat inspection clinics where 210 seats were checked for proper use; five high school presentations to 130 students; five seat belt observational surveys; three prenatal car seat classes to 45 parents. In addition, the coordinator worked to increase the number of certified child passenger safety technicians and as a CPS Instructor, trained educators that serve rural communities by assisting with seven trainings taught to over 200 students. As a member of the Teen Driving Task Force, the coordinator provides presentations to high school driver education classes on distracted driving and proper seat belt use. This year the coordinator assisted with mock crash scenes at four rural high schools impacting over 1,000 young drivers with a mock crash scene demonstrating the deadly consequences of driving distracted and not buckling up. This real-to life event involved key partners from fire/EMS, law enforcement and medical helicopters. The crash scene was followed by a presentation on responsible driving and the importance of seat belts.

The rural traffic safety coordinator plays a key role in working with San Pete and San Juan Counties as part of the Positive Community Norms project. He met on a regular basis with rural partners and law enforcement to promote seat belt use and support for seat belt enforcement among rural law enforcement agencies.

According to the 2015 Seat Belt Observational Study, the number of motorists who buckle up on rural roadways was found to be 80.1 percent, which is an increase of 6.3 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, B-1, U-9, U-10, U-27 and U-28.

### **CP150215 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.

Project funds allowed for the printing of a key traffic safety resource, the 2015 Traffic Code Quick Guidebook. Numerous requests for traffic code guidebooks were fielded by the HSO following the 2015 legislative session, which enacted many changes to traffic laws including the primary seat belt law. To meet this need, one of the HSO law enforcement liaisons updated the code quick guidebook and this project covered the costs associated with printed. Requests for the guidebooks come to the HSO on a continual basis as word of mouth spreads regarding the utility of the books during traffic enforcement.

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.

### **CP150218 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 enforcement sections reaching nearly all of Utah's 29 counties. This project supported traffic safety education with a primary focus on the high risk driving behaviors, such

as distraction, speed, impairment due to alcohol, drugs, or sleep deprivation, and no seat belt use. Target audiences for outreach and education included teens and older drivers in addition to the general driving public.

UHP Troopers reached approximately 97,000 people through roughly 1,500 presentations or outreach events. The Seat Belt Convincers continue to be in high demand throughout the state and were featured at 71 events. Improved tracking mechanisms allowed the scope of activities conducted through this project to be better captured than previous years. To reach teen drivers, a concerted effort was made to reach high school driver education classes across the state. Approximately 85% of all Utah driver education classes received a safe driving presentation from a UHP Trooper. The Adopt-a-High School program also reaches teen drivers and focuses on high risk behaviors in general as well as specific safety messages, such as buckling up, distracted driving, and drunk driving. This year seven high schools fully participated with one school achieving 92% seat belt use rate at end of the school 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 and C-9.

### **CP150219 /6OT150207 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 FFY2015, Utah NETS assisted more than 1,080 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 FFY2015, 1,806 students successfully completed this course, which was offered through high schools and courts located across Utah. The Utah Safety Council was recognized for their great efforts and received the "Trendsetter" Award for the Alive at 25 program from the National Safety Council in September 2015.

As part of House bill 79, Utah's primary seat belt law allows for the seat belt fine to be waived upon completion of an online, 30-minute seat belt safety course. The HSO worked with the Utah Safety Council to develop the curriculum and the Safety Council is the administrator of the online course. A total of 209 people have completed the course since June 25, 2015, when the course was made available.

Through the activities and initiatives described above, this project contributed to Utah's highway safety targets C-1, C-2, C-3, C-4, C-5, C-9, U-10 and U-27.

### **CP150210 Teen Driving Education and Outreach**

The project provided funding for a video "Utah's GDL Made Simple," which was created and produced by the group Impact Teen Drivers. It aims to help safety partners, educators, parents and teens understand the elements of Utah's graduated driver license laws and to explain the reasons behind them. The project supported eight sessions of the Utah Highway Patrol's Teen Driving Challenge, which helped more than 100 students from around the state gain valuable driving knowledge, skills and abilities, focusing on risk and hazard identification and provides specific education about distracted driving. On surveys, participating students reported they were very likely to share the information they learned with family and friends.

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

# Motorcycle Safety Program

## Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 221. The most current complete data, which is for 2014, shows Utah is experiencing an increase in fatalities in this area (256).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes (Level 4 only) was 1062. The most current complete annual data is for 2014 and shows Utah is experiencing an increase in this area (1431).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .81; Urban Fatality Rate per 100 Million VMT was .67; and Rural Fatality Rate per 100 Million VMT was 1.19. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in the first category (.93) and third category (1.71) but is on track to meet the second category (.65).

Utah's performance target for C-7 Number of Motorcyclist Fatalities was 28. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in fatalities in this area (45).

Utah's performance target for C-8 Number of Utah Unhelmeted Motorcyclist Fatalities was 14. The most current complete annual data is for 2014 and shows Utah is experiencing an increase in fatalities in this area (25).

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

### MC150901/9MA150901 Motorcycle Safety Media Campaign and PI&E

The project provided funding for several forms of media as part of its efforts to reduce motorcycle crashes and fatalities. Billboards aimed at raising motorist awareness of motorcyclists were placed in counties with the most motorcycle crashes and most population. Additionally, promoted posts on Twitter and Facebook reached riders and drivers throughout the State. The HSO partnered with Hill Air Force Base for their annual "See Me Save Me" motorcycle awareness ride, and promoted it through the media and in a video produced following the event. As riding season began, the project partnered with Zero Fatalities to help ensure coverage of and garner earned media for motorcycle safety. The project capitalized on funding from other sources to provide funding for large portions of the media and education campaign.

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**

## **Performance Measures**

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 221. The most current complete data, which is for 2014, shows Utah is experiencing an increase in fatalities in this area (256).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes (Level 4 only) was 1062. The most current complete annual data is for 2014 and shows Utah is experiencing an increase in this area (1431).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .81; Urban Fatality Rate per 100 Million VMT was .67; and Rural Fatality Rate per 100 Million VMT was 1.19. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in the first category (.93) and third category (1.71) but is on track to meet the second category (.65).

Utah's performance target for C-10 Number of Utah Pedestrian Fatalities was 28. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in fatalities in this area (27).

Utah's performance target for C-11 Number of Utah Bicyclist Fatalities was 5. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in fatalities in this area (9).

Utah's performance target for U-25 Number of Utah Bicyclist Fatalities was 5. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in fatalities in this area (9).

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

### **PS150701 Pedestrian Safety PI&E**

Pedestrian safety was promoted through partnerships with community organizations, advocacy groups, schools, police departments, local health departments and Pedestrian Safety Task Force partners. Such activities and outreach efforts were focused on reducing the pedestrian injury and fatality rate. The Pedestrian Safety Task Force is currently in the process of completing a comprehensive State Pedestrian Safety Action Plan. Completion and implementation of the plan was delayed due to changes in staff as well as identifying and including additional key partners to the table. Once the plan is approved, full implementation will begin during FFY2016.

Project funds supported Operation Crosswalk Enforcement efforts at intersections in Salt Lake City and West Valley City where a high incidence of motor vehicle/pedestrian crashes occur. Enforcement, education and media outreach brought immediate attention to pedestrian safety with emphasis placed on drivers yielding to pedestrians and educating pedestrians to cross attentively. One particular enforcement effort conducted by West Valley City reported 32 violations within a 2 hour period- primarily failure to yield to pedestrians. Additionally, Salt Lake City Police Department conducted four officer line-up trainings focused on pedestrian and bicycle safety issues present on city streets with increased traffic from vehicles, light rail, pedestrians and bicyclists. Crosswalk enforcement shifts proved to be very effective in educating motor vehicle drivers as well as pedestrians on traffic laws. An average of 2.75 citations were issued per hour to drivers failing to yield the right of way to pedestrians. In addition, pedestrians received verbal warnings for walking distracted or crossing in an unsafe manner. Many of these enforcement efforts also garnered earned media, meaning the message reached people throughout the state.

The project provided outreach and education to over 55 elementary, secondary and high schools and encouraged participation in pedestrian focused activities such as Green Ribbon Month, Walk and Bike to School Days, Pedestrian Safety around school buses, pedestrian rodeos, walking school bus initiatives, safety presentations, and driver education classes. These efforts impacted more than 12,000 children, grades K-6.

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.

### **PS150702 Bicycle Safety PI&E**

This project supported outreach activities focused on reducing the bicycle injury and fatality rate. Bicycle safety was promoted through partnerships with community organizations, advocacy groups, schools, and police departments. Bicycle safety skills including how to ride safely on the road, bike handling, hand signals, education about roadway signs and rules of the road were taught to more than 5,600 children through the Highway Safety Bicycle Rodeo Program. A total of 69 bicycle rodeos were conducted utilizing the bicycle rodeo trailers and an additional 26 rodeos took place through a partnership with the Ogden City Police Department reaching an additional 1,000 children. Additional outreach efforts included Brigham Young University's Y-Bike campus event, Bike to Work Day Initiatives, and Road Respect campaign efforts and partnerships. Media efforts included social media, radio interviews, newsprint and web-based messages focused on bicycle safety.

This project supported a high visibility public information and education campaign promoting bicyclist safety throughout the year. Special emphasis was placed on two car-bike safety high visibility campaigns that brought together key partners and communities and generated a lot of media coverage and grass roots participation. Road Respect "Cars & Bikes Rules to Live By" ambassadors visited communities across the state educating roadway users on the rules of the road, encouraging bicycle friendly communities, planning and development of bicycle master plans, education, enforcement, and infrastructure improvement. A total of six counties participated in the 2015 campaign, including Garfield, Washington, Kane, Davis, Weber, and Box Elder impacting thousands of people in the 18 communities visited. Campaign efforts 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. Representatives from the Utah Department of Public Safety, Utah Highway Patrol, Utah Department of Transportation, Utah Transit Authority, Utah Office of Tourism, Utah State Legislature, local law enforcement, Bike Utah, Southern Utah Bicycle Alliance, local government (health departments, mayors, city planners), and local businesses all partnered together to make each community event and forum a success and continue ongoing efforts towards bicycle friendly communities. Road Respect just celebrated its fifth year and since then, Utah has moved up in the League of American Bicyclists Bike Friendly State ranking from #18 in 2010 to the 5th most bicycle friendly state in 2015.

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

# Police Traffic Services Program

Utah's performance target for C-1 Number of Utah Traffic Fatalities was 221. The most current complete data, which is for 2014, shows Utah is experiencing an increase in fatalities in this area (256).

Utah's performance target for C-2 Number of Injuries in Utah Traffic Crashes (Level 4 only) was 1062. The most current complete annual data is for 2014 and shows Utah is experiencing an increase in this area (1431).

Utah's performance target for C-3 Utah Total Fatality Rate per 100 Million VMT was .81; Urban Fatality Rate per 100 Million VMT was .67; and Rural Fatality Rate per 100 Million VMT was 1.19. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in the first category (.93) and third category (1.71) but is on track to meet the second category (.65).

Utah's performance target for C-4 Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions was 49. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in this category (72).

Utah's performance target for C-5 Number of Utah Fatalities Involving a Drives with a BAC of .08 or Above was 21. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in this category (45).

Utah's performance target for C-6 Utah Number of Speeding-Related Fatalities was 59. The most current complete annual data, which is for 2013, shows Utah is experiencing an increase in fatalities in this area (88).

Data for 2014 shows that there were 2,881 citations issued for Utah's performance measure A-3 Number of Speeding Citations Issued During Grant-Funded Enforcement Activities.

Utah's performance target for U-15a Number of Fatalities Involving a Distracted or Drowsy Driver was 40. The most current complete annual data, which is for 2014, shows Utah is experiencing a decrease in fatalities in this area (22).

Utah's performance target for U-24 Number of Drivers in Fatal Crashes Testing Positive for Drugs was 43. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in fatalities in this area (48).

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

### PT150101 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. The project provided traffic safety enforcement equipment to two agencies, Orem Police Department and Draper Police Department. The equipment will enable the departments to more effectively address speeding and aggressive driving issues in their communities. Additionally, to assist agencies with crash investigation work, Northwestern University conducted a "Traffic Crash Reconstruction 2" course which was attended by 19 officers from 4 different agencies; eleven troopers from the Utah Highway Patrol attended this training, adding to their skills in crash investigation as this agency bears a large burden for high-profile and complex crashes.

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.

### PT150102, PT150103, PT150104 Salt Lake/Davis/Utah and Weber/Morgan County Multi-Agency Task Forces

The multi-agency traffic safety task forces continued to provide invaluable support to the HSO's traffic safety enforcement

and education programs throughout FFY2015. The task forces met 8 times during the year, and featured training, opportunities for networking and information about Utah's traffic safety campaigns and programs. With the passage of Utah's primary seat belt law, the task forces provided an ideal way for the HSO to communicate information about the new law, share resources with officers and garner support for additional Click It or Ticket mobilizations throughout the year. Through these task forces, agencies were again able to strengthen and streamline their traffic safety programs and contribute to Utah's effort to reach Zero Fatalities.

This marked the first year for the Weber/Morgan Task Force and as the other county task forces have done in the past, this one served to strengthen traffic safety initiatives and partnerships in both Weber and Morgan Counties. It completed the task force coverage of the entire Wasatch Front. Both DUI and seat belt enforcement increased in the counties due to the task forces. Ogden Police Department held its first DUI checkpoint, supported by neighboring law enforcement agencies and utilizing the HSO DUI trailer materials. As traffic safety programs increase in reach and importance, this task force will help ensure the law enforcement agencies have the information and resources they need to implement initiatives effectively.

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.

### **PT150203 Operation Lifesaver**

Throughout FFY2015, the project worked to provide public educational programs to prevent collisions, injuries and fatalities at highway-rail grade crossings. At 645 presentations, more than 22,400 people in Utah were reached with educational information about safely interacting at highway-rail grade crossings. The project attended 28 special events which helped it reach another 17,800 people with their safety messages. In order to keep its volunteers up-to-date on training information and techniques, the project conducted 5 train-the-trainer sessions. Media outreach included radio and television spots as well as movie theater advertisements.

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

### **DD150801 Centerville City Distracted Driving Program**

The Centerville Police Department combined enforcement and education to communicate the risks associated with distracted driving and to reduce crashes. The focus area for enforcement was along Parrish Lane, which is a main road in the community leading to popular restaurants and shopping locations as well as a major interchange I-15, and other targeted roadways in the vicinity. Centerville PD worked 45 two-officer enforcement shifts during this grant year, making over 250 distracted driving violation contacts with drivers. Year over year crash data for the same areas showed about a 10% reduction in crashes.

Pairing this enforcement with community outreach and education expanded the reach of the program and moved it toward a high visibility enforcement campaign. Centerville PD's outreach activities included interactive booths at high profile events, social media messaging and partnering with UDOT to display a distracted driving message on a portable VMS board.

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

### **DD150802 St. George City Distracted Driving Program**

The St. George Police Department continued their high visibility enforcement campaign on distracted driving for a second year. St. George PD focused their distracted driving patrols on crash hot spots in the city to maximize effectiveness and influence. One hundred and one distracted driving enforcement shifts were worked during this grant year, making

562 stops with over 360 distracted driving violation contacts. During these high visibility enforcement shifts, there were no documented crashes on the targeted intersections and roadways, indicating the enforcement combined with the signs and notifications of the patrols affected driver behavior.

The coordinated outreach conducted by the St. George Police Department greatly expanded the reach of the project. The campaign used the “Heads Up Thumbs Up” slogan to remind drivers to keep their heads up with eyes on the road and their thumbs off their electronic devices. Media utilized to support the campaign featured ten live radio station spots and 4,300 ‘Heads Up Thumbs Up’ PSAs on cable stations, which amounted to over \$100,000 in in-kind contributions. Other educational elements included street banners, interactive booths at community events and presentations for schools, community groups, and religious organizations.

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

# Traffic Records Program

## Performance Measures

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 21. The most current complete annual data, which is for 2014, shows Utah is experiencing an increase in this category (45).

Utah's performance target for U-11 Percent of Drivers in Utah Fatal Crashes With Known BAC Results was 53.3%. The most current data shows Utah is exceeding this goal (55.1%).

Utah's performance target for U-29 Average Number of Days to Submit Crash Report was 24.5. The most current data shows Utah is on track to meet this target (8.06).

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

### 3DA150501/K9150501 Crash Information Systems Management

This project worked to improve the accuracy, completeness and accessibility of the crash file database, using a multi-tiered approach. The traffic information system law enforcement liaison continued with technical outreach and education, including the following: conducting 25 training sessions provided to law enforcement agencies statewide; presentations at the annual TAC conference, National Traffic Records Forum, annual UDOT conference, and UHP Leadership in Police Organizations course; data support and participation in Primary belt law committee, Impaired Driving committee and Occupant Protection Committee.

During FFY2015 Utah saw a decrease in the mean number of days from the crash date to submission to the crash repository from 28.65 days to 8.18 days. Utah also saw an increase in accuracy as the crash reports with errors in alcohol/drugs, manner of collision, first harmful event/location, sequence of events, and speed all decreasing. Completeness of the crash data was also observed as there was a decrease in the percentage of crash reports with unknowns or blanks in the critical data elements of first harmful event, crash severity, and manner of collision.

The HSO kicked off its partnership with the Utah Department of Transportation and the University of Utah to create a Transportation Safety Institute (UTAPS), to be housed at the University of Utah. This project entails integrating crash databases from both Departments for data analysis to a single source, thus removing redundancy in accuracy and completeness cross-checking and ensuring all Departments are reporting the same numbers of fatalities and severe injuries. The first step in the process was to hire to staff members to work at the University that will head the integration and development of the data analysis tools. This was accomplished in FFY2015, furthermore, these two individuals have begun the process creating the new integrate data system to be housed at the University of Utah. In FFY2016, the data system should be moved to test and production. At that point, the work of analyzing the crash data at the University will

begin.

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

### **3DA150502 EMS Pre-Hospital Data Reporting**

The Emergency Medical Services and Preparedness Bureau completed the update of the 2016 data dictionary and submitted required changes of the trauma registry to their vendor. Major efforts were made in monitoring data compliance among hospitals and EMS agencies. Several training initiatives were undertaken to improve timeliness of data reporting as well as accuracy. EMS worked with several large agencies to submit missing data after an audit of EMS data showed significant lapses.

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.

### **3DA150503 DDACTS Mapping**

Utah's Automated Geographic Reference Center (AGRC) created a digital mapping application. It can be seen at [crashmapping.utah.gov](http://crashmapping.utah.gov). This map indicates where crashes have occurred over the past three years based on choices of several parameters. Queries can be developed using: date, location, age, time of day or contributing factor. The map indicates the locations and frequency of the maps using dots and colors and is available to the public. Project was funded through the Utah Highway Patrol with no additional funds being need from the Utah Highway Safety Office.

### **201217 Fatality Analysis Reporting Systems (FARS)**

Fatal crash information was researched, collected, interpreted, and analyzed. Information was entered into the FARS database for state and national statistical analysis, and information was provided to fulfill requests from the news media, governmental agencies and other requestors regarding Utah traffic fatalities and statistics.

# **Planning and Administration**

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

### **PA151001 Planning and Administration**

Planning and Administration 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's and other planners' compensation were paid, appropriate office space was rented and insurance provided, staff shuttle vehicles were leased from State Fleet and association memberships were kept current. With this project's assistance a firm foundation and stable working environment enabled administration and other planners to conduct its long range planning and evaluation. These logistical items and participation in national highway safety planning groups all played a vital role in the overall program successes as the Highway Safety Office staff worked toward meeting their performance targets with the goal of ultimately achieving Zero Fatalities.

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

### **CP150201 Personnel (402), 3DA150201 Personnel (405c), 6OT150201 Personnel (405d)**

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

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

### **CP150202 Administrative Support**

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.

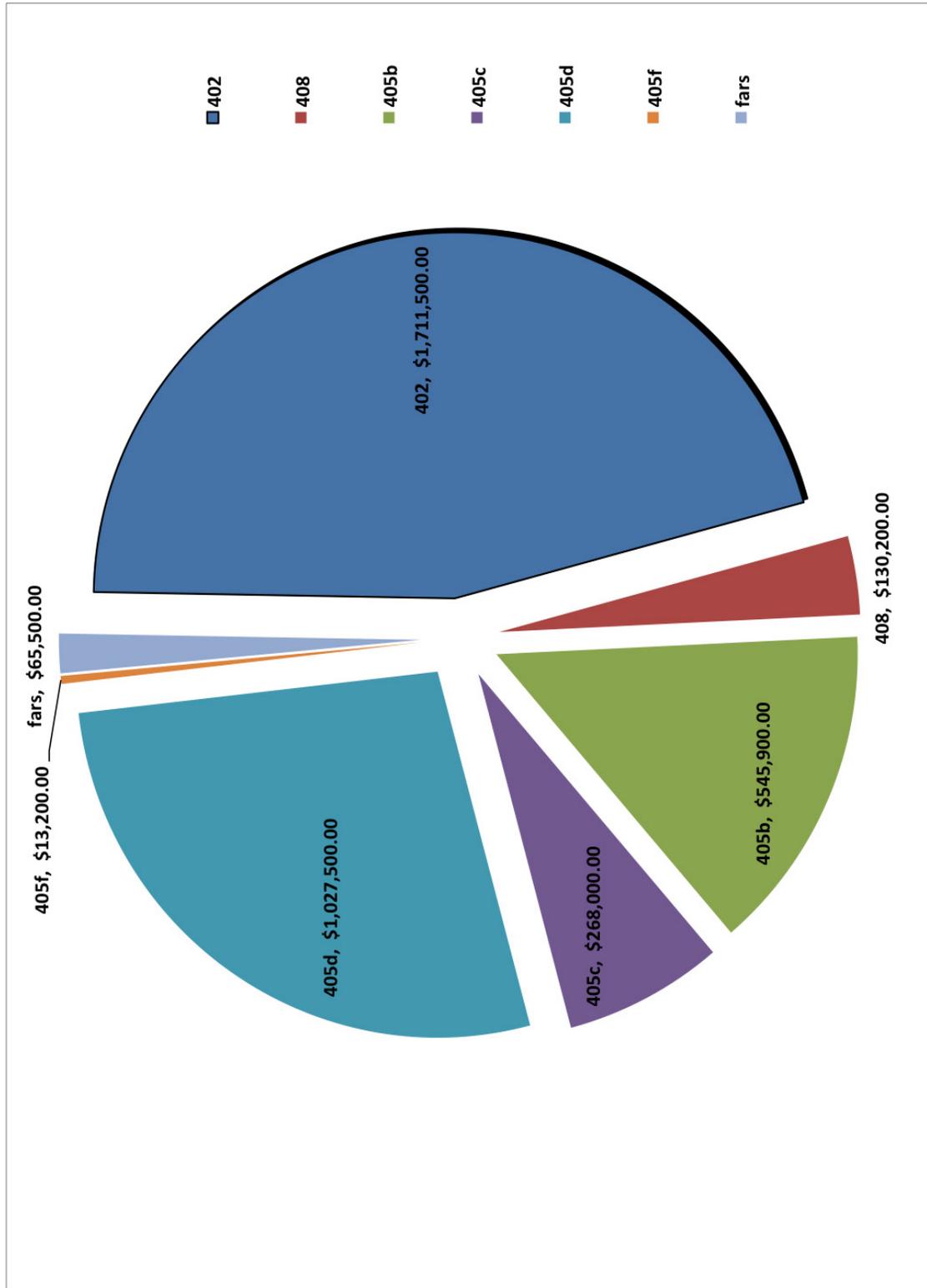
While it is difficult to connect support projects to meeting Utah's performance targets, providing the Utah Highway Safety staff with the tools to direct their programs enabled them to work towards their performance targets and more importantly to change behavior and save lives.

**Funds Expended In FFY2015  
FFY2015**

<b>Project Name</b>	<b>Total Expenditures</b>
<b>Occupant Protection</b>	
OP150402	Occupant Protection Media, Materials & Support \$110,100.00
OP150404	Rural Seat Belt Program \$130,800.00
OP150405	Weber / Morgan Hispanic Occupant Protection \$22,300.00
OP150406	Salt Lake County Hispanic Occupant Protection \$13,600.00
OP150407	Utah County Hispanic Occupant Protection \$17,800.00
2PE150204	UHP PI&E / Adopt -a- High School \$1,600.00
2PE150209	Rural Traffic Safety Coordinator \$15,900.00
2HVE150401	CIOT Step Support \$180,000.00
2PE150402	Occupant Protection Media, Materials & Support \$138,200.00
2CPS150403	Utah CPS Program \$173,200.00
2PE150404	Rural Seat Belt Program \$14,900.00
2PE150408	Occupant Protection Program Evaluation \$22,100.00
	<b>Total \$840,500.00</b>
<b>Impaired Driving</b>	
6OT150201	Personnel \$75,200.00
6OT150207	Utah Safety Council Traffic Safety Program \$17,300.00
6OT150301	DUI Enforcement & Checkpoint Support \$314,700.00
6OT150302	Rural Targeted MATF's \$1,900.00
6OT150303	DRE/ARIDE/SFST/Phlebotomy \$50,500.00
6OT150304	Impaired Driving Media Campaign \$368,100.00
6OT150305	Traffic Safety Resource Prosecutor \$130,000.00
6OT150306	SIP/TRACE, Youth Alcohol Suppression \$32,700.00
6OT150307	Community PI&E Projects \$37,100.00
	<b>Total \$1,027,500.00</b>
<b>Community Traffic Safety - 402</b>	
CP150202	Administrative Support \$187,800.00
CP150203	Operation Lifesaver \$20,000.00
CP150204	UHP PI&E / Adopt-a-High School \$17,000.00
CP150207	Utah Safety Council Traffic Safety Program \$17,300.00
CP150208	PI&E \$4,850.00
CP150209	Rural Traffic Safety Coordinator \$17,100.00
CP150210	Teen Driving Education & Outreach \$24,600.00
	<b>Total \$288,650.00</b>
<b>Motorcycle Safety Program</b>	
9MA150901	Motorcycle Safety Media Campaign \$13,200.00
MC150901	Motorcycle Safety Media Campaign - 402 \$100.00
	<b>Total \$13,300.00</b>
<b>Pedestrian and Bicycle Safety</b>	
PS150701	Pedestrian & Bicycle PI&E \$26,600.00
PS150702	Bicycle Safety PI&E \$53,500.00
	<b>Total \$80,100.00</b>
<b>Police Traffic Services</b>	
PT150101	PT Services & Equipment \$44,200.00
PT150102	Salt Lake / Davis MATF \$7,500.00
PT150103	Utah MATF \$2,850.00
PT150104	Weber / Morgan County MATF \$3,400.00
DD150801	Centerville City DD Program \$17,800.00
DD150802	St George City DD Program \$19,500.00
	<b>Total \$95,250.00</b>
<b>Traffic Records</b>	
K9150501	Crash Information Systems Management \$130,200.00
	<b>Total \$130,200.00</b>
<b>Data Program</b>	
3DA150201	Personnel \$29,200.00
3DA150501	Crash Information Systems Management \$19,000.00
3DA150502	EMS Pre-Hospital Data Reporting \$189,800.00
3DA150503	DDACTS Mapping \$30,000.00
	<b>Total \$268,000.00</b>
<b>Planning and Administration</b>	
PA151001	402 - Administration (Federal) \$252,100.00
CP150201	402 - Personnel \$700,700.00
	<b>Total \$952,800.00</b>
<b>FARS</b>	
201217	FARS, Year 4 Award \$65,500.00
	<b>Total \$65,500.00</b>

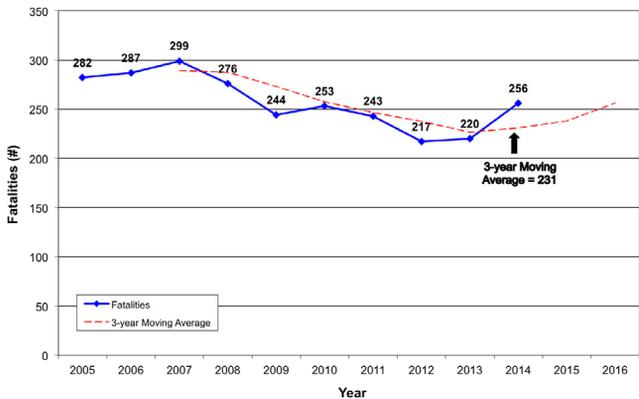
*\*\*Total expenditures are rounded to the nearest hundred dollars*

# Total Spent By Fund - Utah Highway Safety FFY2015

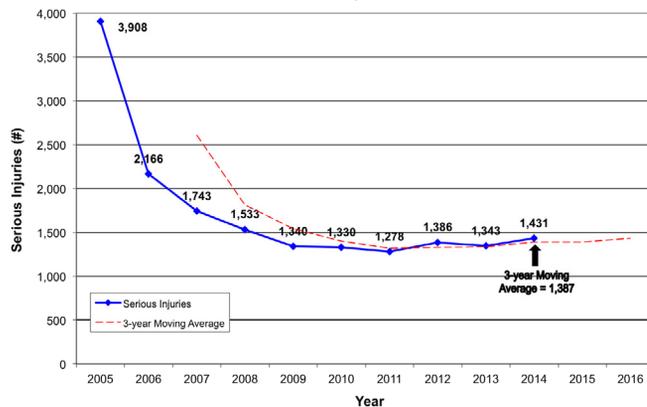


# Core Performance Measures

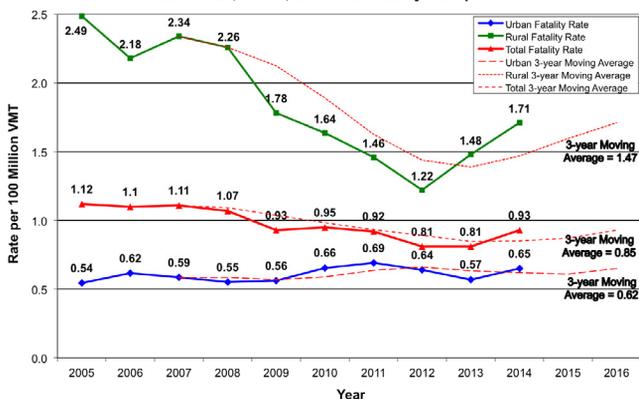
C-1: Number of Utah Traffic Fatalities



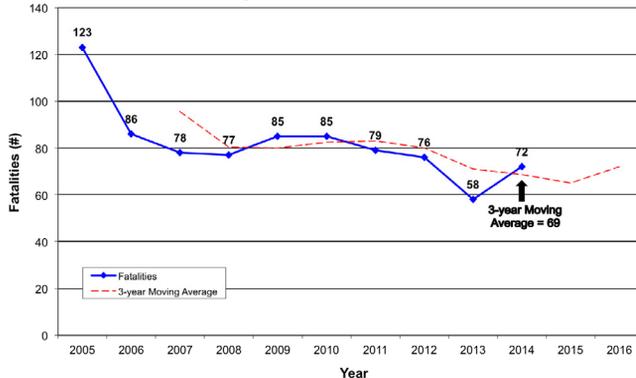
C-2: Number of Serious Injuries in Utah Traffic Crashes



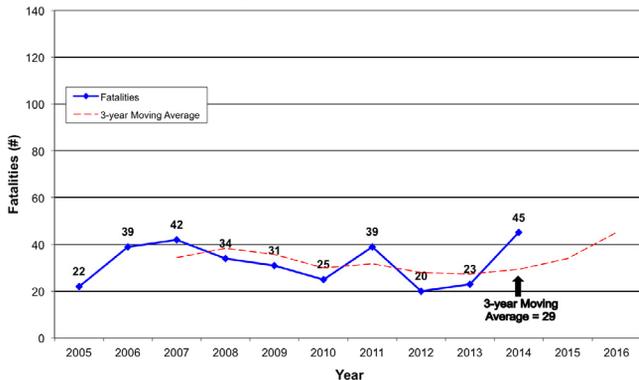
C-3: Utah Total, Urban, and Rural Fatality Rate per 100 Million VMT



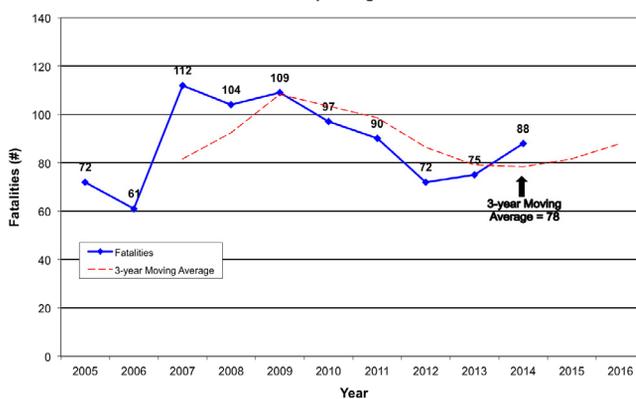
C-4: Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions



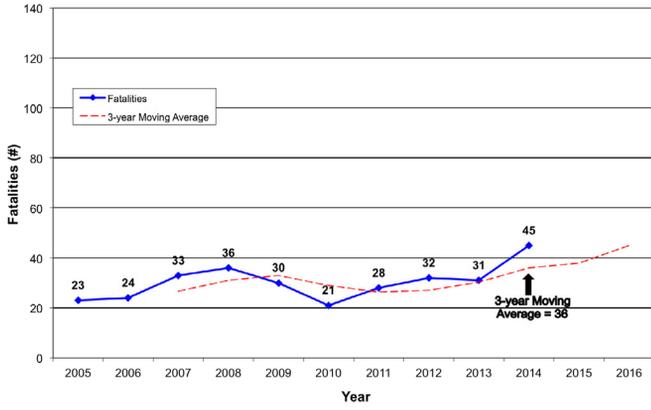
C-5: Number of Utah Fatalities Involving a Driver with a BAC of .08 and above



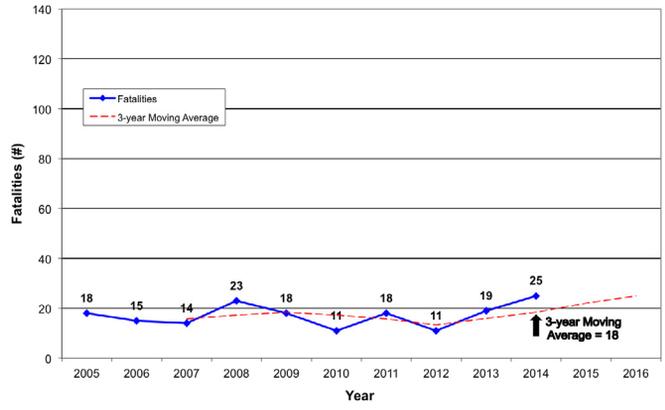
C-6: Number of Utah Speeding-Related Fatalities



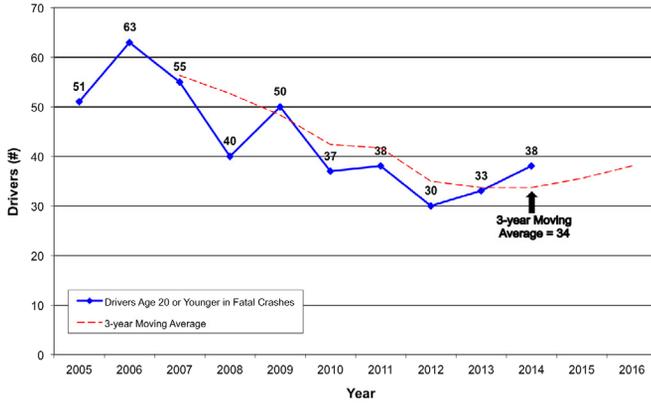
**C-7: Number of Utah Motorcyclist Fatalities**



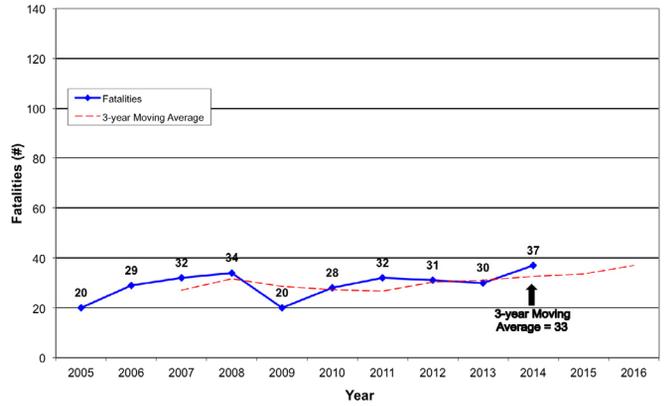
**C-8: Number of Utah Unhelmeted Motorcyclist Fatalities**



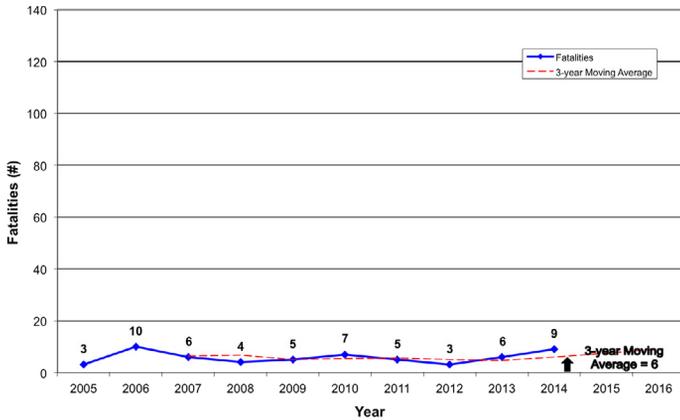
**C-9: Number of Drivers Age 20 or Younger in Utah Fatal Crashes**



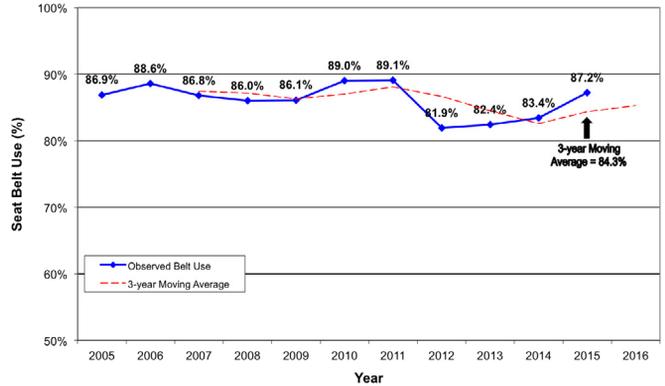
**C-10: Number of Utah Pedestrian Fatalities**



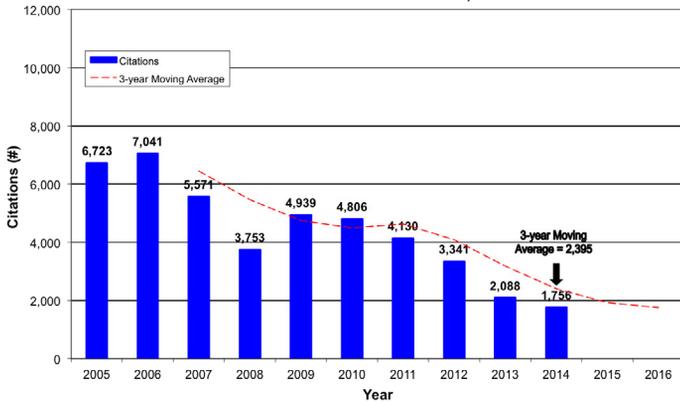
**C-11: Number of Utah Motor Vehicle-Bicycle Crash Fatalities**



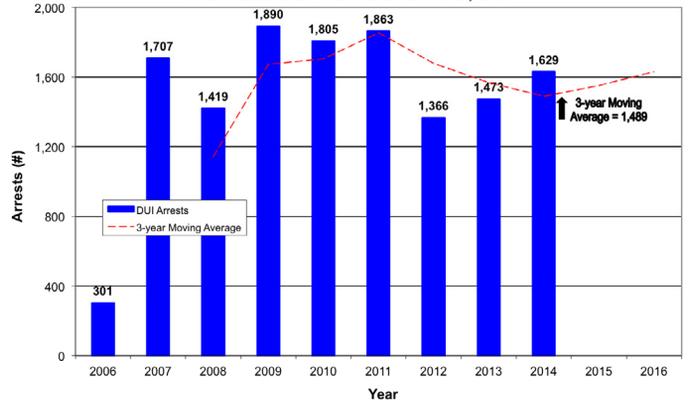
**B-1: Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles**



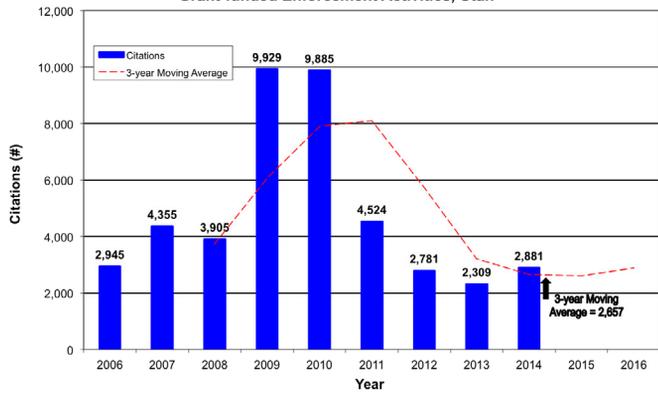
**A-1: Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities, Utah**



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

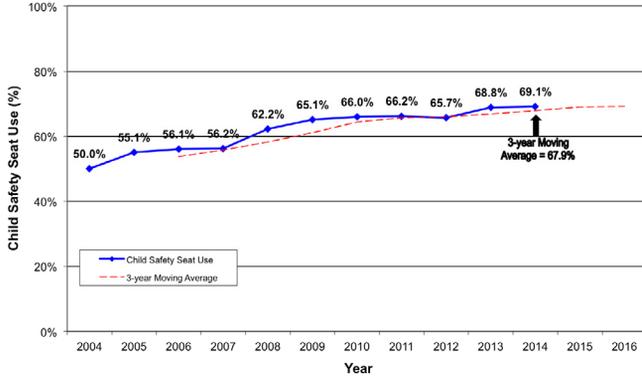


**A-3: Number of Speeding Citations Issued During Grant-funded Enforcement Activities, Utah**

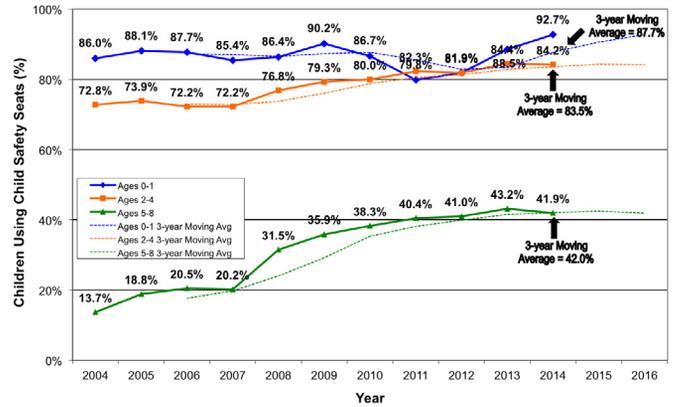


# Utah Performance Measures

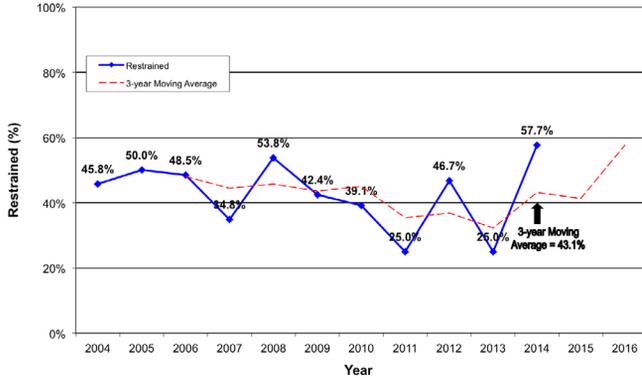
**U-1: Utah Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes**



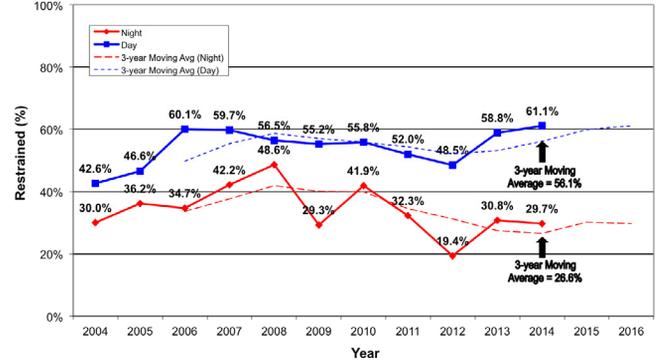
**U-2: Percent of Children in Utah Crashes in Child Safety Seats**



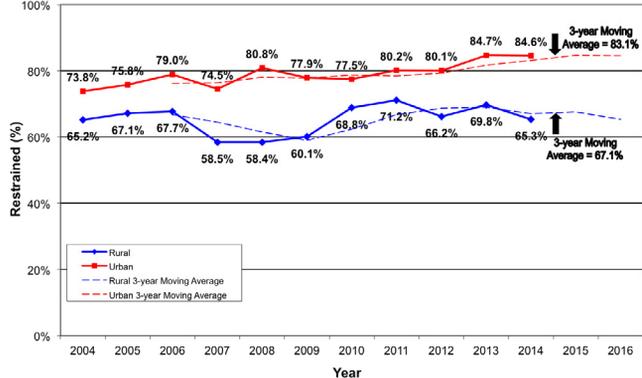
**U-3: Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 Years That Were Restrained**



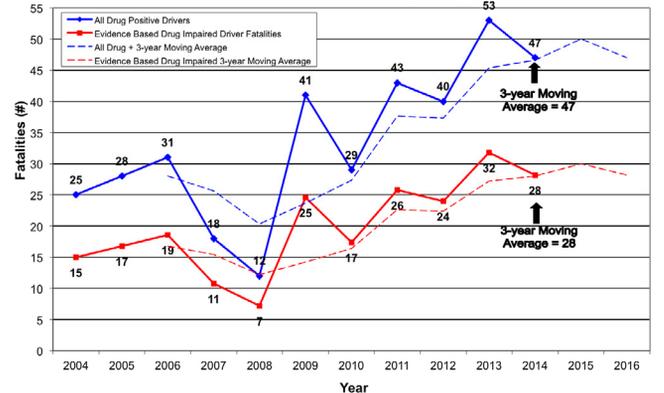
**U-4: Percent of Utah Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Restrained, Night (10 p.m.-5:59 a.m.) Compared With Day (6:00 a.m. - 9:59 p.m.)**



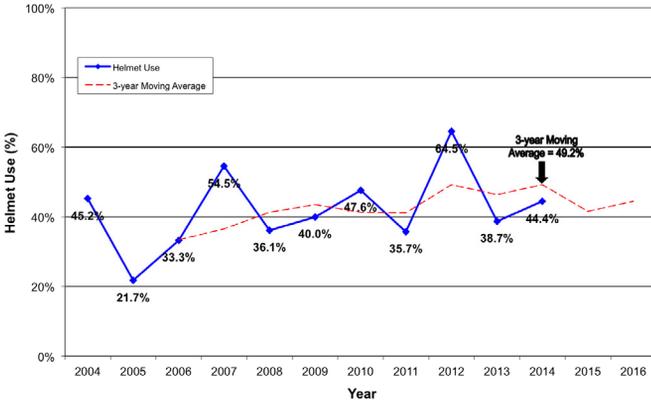
**U-5: Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes, Rural vs. Urban**



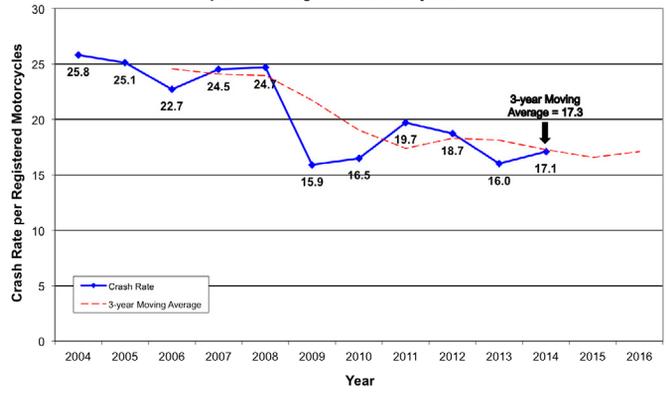
**U-6: Number of Utah Fatalities Involving a Drug Positive Driver**



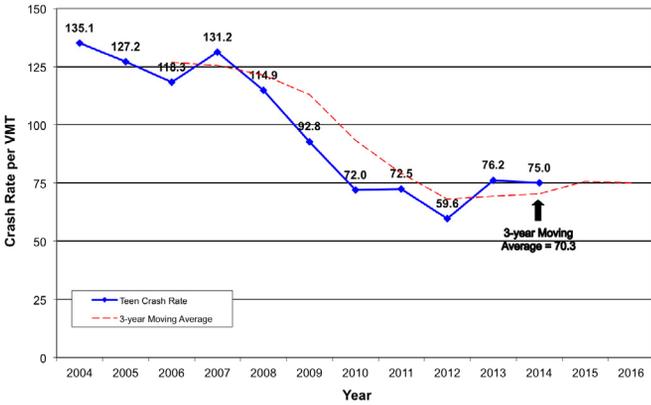
**U-7: Percent of Utah Helmeted Motorcycle Fatalities**



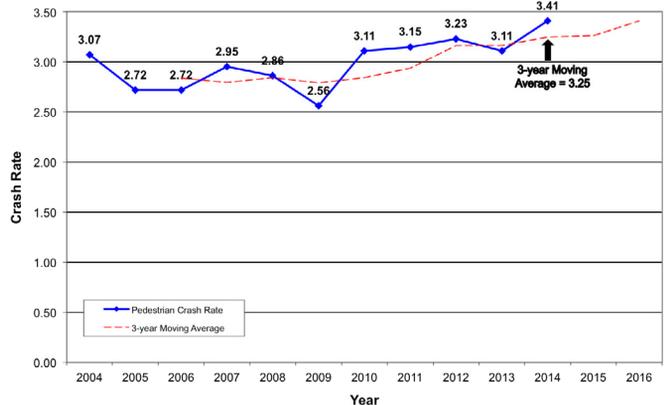
**U-8: Overall Rate of Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles**



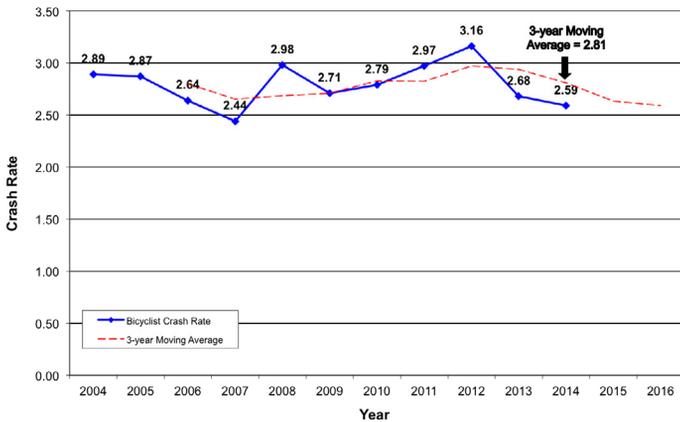
**U-9: Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers**



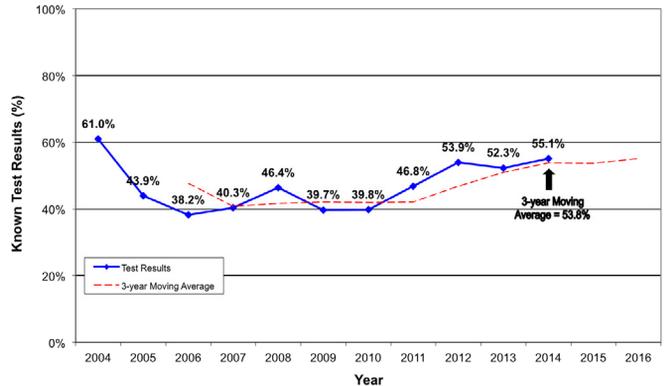
**U-10: Rate of Pedestrians in Utah Crashes per 10,000 Population**



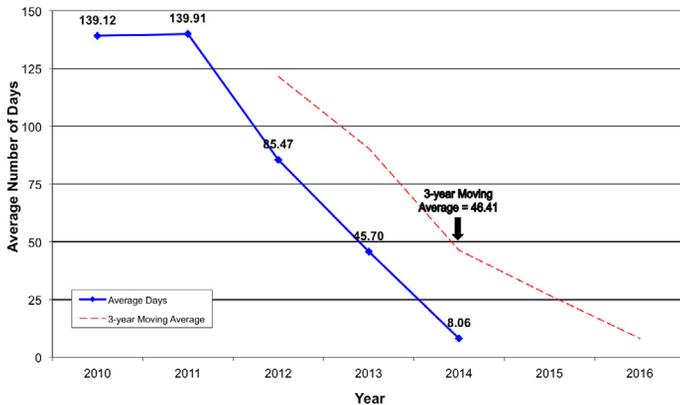
**U-11: Rate of Bicyclists in Utah Crashes per 10,000 Population**



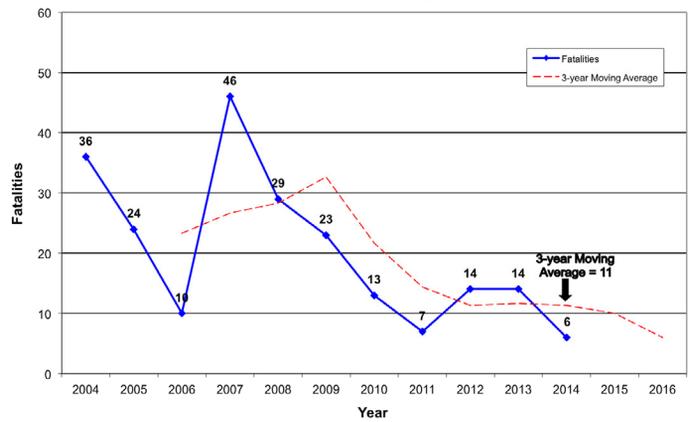
**U-12: Percent of Drivers in Utah Fatal Crashes With Known BAC Results**



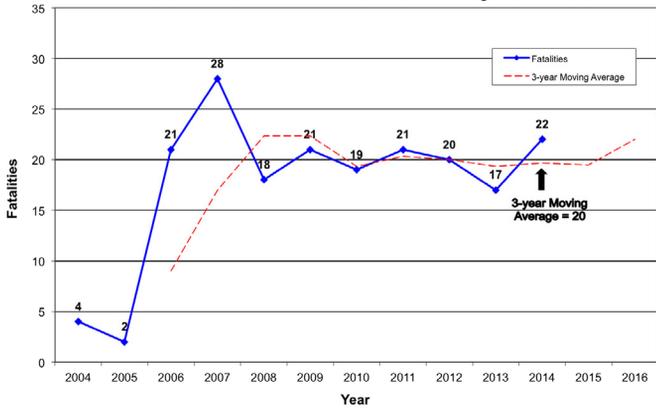
**U-13: Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes**



**U-14: Number of Utah Drowsy Driving-related Fatalities**



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



U-16: Number of Drivers Age 65 or Older in Utah Fatal Crashes

