

Utah Highway Safety Plan 2017

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MESSAGE FROM THE DIRECTOR

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The mission of the Utah Department of Public Safety's Highway Safety Office (UHSO) is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on the state's roadways. Our ultimate goal is to reach zero traffic fatalities, as the loss of one life is too many. Each year, under the authority and approval of Governor Gary R. Herbert and Governor's Representative and Public Safety Commissioner Keith D. Squires, the Utah Highway Safety Office (UHSO) produces a Highway Safety Plan (HSP) designed to help us reach that goal. This Plan also serves as our 2017 application for federal grant funding from the National Highway Traffic Safety Administration (NHTSA) and represents the state's guide for the implementation of evidence-based highway safety initiatives.

This one-year Plan was developed utilizing the MAP-21 requirements with consideration of changes brought on by the FAST Act. It utilizes four years of federal funding, as allowed by NHTSA including carry-over funds from previous years, and contains an estimate of what may be received in Federal Fiscal Year 2017.

Utah's HSP is directly aligned with the priorities and strategies in the Utah Strategic Highway Safety Plan (SHSP) and includes a wide variety of proven strategies and countermeasures. The HSP is used to justify, develop, implement, monitor and evaluate activities aimed at improving traffic safety throughout the federal fiscal year. National, state and county level crash and injury data along with other information, such as seat belt use rates, are used to ensure that the planned projects are data-driven with focus on areas of greatest need. Some of the improvements to this annual plan include:

- *Four additional applications for federal funding to support the impaired driving (Section 405 Ignition Interlock and 405 24/7 Grants), distracted driving (Section 405e Grant) and non-motorized roadway users (Section 405h Grant) programs;*
- *Description of efforts to educate motorists regarding the dangers of unsecured loads;*
- *Crash data enhancements through a new website, CrashMapping.utah.gov;*
- *Formal application review process, utilizing a newly developed tool;*
- *Expanded Law Enforcement Liaison program to improve outreach and coordination with state, county and municipal law enforcement agencies in the state's rural areas;*

Together with our partners in safety the UHSO staff look forward to another successful year of working towards Zero Fatalities.

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SECTION I – CURRENT CONDITION

As Utah works toward the goal of Zero Fatalities, we are seeing progress in decreasing the number of fatalities from 2014 to 2015 in some categories. There were nine fewer motorcycle deaths, eight fewer deaths involving drunk drivers, and seven fewer speed deaths. Unfortunately, after several years of record-breaking low numbers in roadway deaths, Utah has been experiencing an alarming trend of increased fatalities overall.

In 2015, the state saw an 8 percent increase in traffic fatalities, reaching 276 which is the highest number in seven years. Some of the areas of concern include speeding, unrestrained occupants, and pedestrians. Compared to 2014, 11 more pedestrians and 14 more unrestrained occupants died on our roadways.

To address the increasing number of pedestrian fatalities, a cross section of state agencies formed the Pedestrian Safety Task Force with the goal of identifying strategies to reduce pedestrian fatalities and improve overall safety statewide. The collaboration resulted in a Utah Pedestrian Safety Action Plan, which was finalized this past year. The plan includes goals and tasks specific to the following emphasis areas: data, analysis, and evaluation; driver education and licensing; highway and traffic engineering; law enforcement and emergency services; communications; education and outreach programs; and legislation, regulation, and policy. Several tasks were implemented in 2016, with the plan to deploy the remaining items as scheduled.

One of the most effective countermeasures used to increase the number of motorists who buckle up and ultimately save lives is a Primary Seat Belt Law. With just one year into Utah's Primary Seat Belt Law, we have continued to work diligently to promote and demonstrate the importance of this law. Through partnerships with the Utah Department of Transportation, Utah Department of Health, local health departments, Driver License Division, Utah Safety Council, and other organizations, the UHSO has been able to spread the word that wearing seat belts saves lives. State and local law enforcement agencies have stepped up their efforts to enforce the law, as well. With the law having a provision that requires officers to issue a warning on the first seat belt offense, law enforcement agencies statewide have used this opportunity to provide education to drivers and passengers regarding the importance of wearing seat belts. Outreach material was developed to assist the agencies with these educational efforts.

- **Motorcycle deaths down by 9 in 2015**
- **Drunk driving involved deaths down by 8 in 2015**
- **Pedestrian fatalities had an increase of 11 deaths compared to 2014, for the highest total since 1987**
- **31% of traffic fatalities in Utah were attributed to unrestrained occupants, 14 more since 2014**
- **Speeding continues to be a leading contributing factor, accounting for 37% of the deaths in 2015**

A goal of increasing seat belt use by 10 percent over a three-year period was established in effort to demonstrate the effectiveness of this life-saving legislation. We are on our way to achieving that goal, as the 2015 Utah Seat Belt Survey reported an 87.2 percent seat belt use rate. This demonstrates an increase of 3.8 percentage points from the previous year.

Performance Report

To demonstrate progress and determine the effectiveness of the state's program, Utah has established performance measures, which are tracked on an annual basis. Included are 11 Core Performance Measures, three Activity Measures, and one Behavioral Measure that the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA) agreed upon. Also included are sixteen performance measures specific to Utah's programs.

The table below provides a statistical review of these performance measures, as well as the progress made from year to year and the current target for 2017. Where possible, four years of data is shown. In the measures with only three years of data, the 2015 data was not available at the time this plan was prepared. Core Measures beginning with C-1 through the Utah Non-Motorized Serious Injuries uses a baseline and target established in coordination with the Utah Department of Transportation.

FFY2017 UTAH CORE PERFORMANCE MEASURES A COLLABORATIVE EFFORT BETWEEN THE HIGHWAY SAFETY OFFICE AND THE UTAH DEPARTMENT OF TRANSPORTATION						
Year		Baseline 2012	Baseline 2013	Baseline 2014	Baseline 2015	Target 2017
C-1	Utah Fatalities, 5 Year Average Number of Traffic Fatalities	247 217	235 220	238 256	242 276	242*
C-2	Utah Serious Injuries, 5 Year Average Number of Serious Injuries in Traffic Crashes (level 4 only)	1328 1386	1291 1343	1305 1431	1355 n/a	1355*
	Utah Serious Injury Rate, 5 Year Average	5.04	4.86	4.86	4.97	4.97*
C-3	Fatality Rates, 5 year Average Total Fatality Rate per 100 Million VMT	.94 .81	.89 .81	.89 .93	.89 n/a	.89*
	Urban Fatality Rate per 100 Million VMT (FARS only)	0.64	.57	.65		.64
	Rural Fatality Rate per 100 Million VMT (FARS only)	1.22	1.48	1.71		1.63
	Utah Non-Motorized Fatalities, 5 Year Average	34	33	38	41	41*
	Utah Non-Motorized Serious Injuries, 5 Year Average	172	167	171	167	167*
FFY2017 UTAH CORE PERFORMANCE MEASURES STATISTICS MAINTAINED BY THE UTAH HIGHWAY SAFETY OFFICE ONLY						
C-4	Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions	72	59	72	86	81
C-5	Number of Fatalities Involving a Driver with a BAC of .08 and Above	20	22	42	37	30

C-6	Number of Speeding-Related Fatalities (FARS only)	70	76	88	58	54*
C-7	Number of Motorcyclist Fatalities	32	31	45	36	35
C-8	Number of Unhelmeted Motorcyclist Fatalities	11	19	25	17	15
C-9	Number of Drivers in Fatal Crashes Age 20 or Younger	30	33	38	40	37
C-10	Number of Pedestrian Fatalities	31	30	37	48	42
C-11	Number of Bicycle Fatalities	3	6	9	5	3
B-1	Observed Belt Use for Passenger Vehicles, Front Seat Occupants	0.819	0.824	0.834	.872	0.92
A-1	Number of Seat Belt Citations During Grant-funded Enforcement Activities	3341	2088	1865	1770	N/A
A-2	Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities	1366	1473	1629	1325	N/A
A-3	Number of Speeding Citations Issued During Grant-funded Enforcement Activities	2781	2309	2881	3377	N/A

FFY2017 STATE-IDENTIFIED PERFORMANCE TRENDS AND TARGETS STATISTICS MAINTAINED BY THE UTAH HIGHWAY SAFETY OFFICE ONLY						
Year		Baseline 2012	Baseline 2013	Baseline 2014	Baseline 2015	Target 2017
U-1	Percent of Children in Utah Crashes in Child Safety Seats	65.7%	68.8%	69.1		70%
U-2	Ages 0-1	81.9%	88.5%	92.7		92.7%*
U-2	Ages 2-4	81.9%	84.4%	84.2		84.8%
U-2	Ages 5-8	41.0%	43.2%	41.9		42.4%
U-3	Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 That Were Unrestrained	53.3%	75%	42.3%	61.1%	61.1%*
U-4	Percent of Utah Unrestrained Motor Vehicle Occupant Fatalities Occurring at Night	80.6%	69.2%	70.3%	55.3%	46.9%
U-5	Percent of Unrestraint Use Among Seriously Injured and Killed Occupants in Crashes, Rural	33.8%	30.2%	34.7%		34.7%*
U-5	Versus Urban	19.9%	15.3%	15.4%		13.9%
U-6	Number of Utah Fatalities Involving a Drug Positive Driver	40	53	47	84	69
U-7	Percent of Utah Helmeted Motorcycle Fatalities	64.5%	38.7%	44.4%	48.5%	43.2%
U-8	Overall Rate of Motorcyclists in Crashes per 1,000 Registered Motorcycles	15.2	16.0	17.1		17.1*
U-9	Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers	59.6	76.2	75		74.2
U-10	Rate of Pedestrians in Utah Crashes per 10,000 Population	3.23	3.11	3.41		2.6
U-11	Rate of Bicyclists in Utah Crashes per 10,000 Population	3.16	2.68	2.59		2.15

U-12	Percent of Drivers in Utah Fatal Crashes With Known BAC Results	53.9%	52.3%	54.2%	61.9	65.6%
U-13	Average number of Days Between Submission and Occurrence for Utah MV Crashes	85.47	45.70	8.06	7.89	7.89*
U-14	Number of Utah Drowsy Driving-related Fatalities	15	14	6		5
U-15	Number of Fatalities Involving a Distracted Driver	20	17	22		21
U-16	Number of Drivers in Fatal Crashes Age 65 or Older	29	50	46		44

The significant increase in overall fatalities and serious injuries in the past year negatively impacted the target goals for many performance measures that involved overall fatality and injury statistics such as:

- ◆ Fatalities
- ◆ Injuries
- ◆ VMT rates - Urban vs. Rural

Other performance measures not reaching their goals due to this increase were program specific such as:

- ◆ Speed
- ◆ BAC Related Fatalities
- ◆ Unrestrained Fatalities
- ◆ Motorcyclist Fatalities
- ◆ Unhelmeted Fatalities
- ◆ Teen Fatalities
- ◆ Pedestrian Fatalities

Utah did meet or exceed several performance measures despite the increases as previously mentioned. One of the largest factors for this accomplishment was the result of Utah passing its Primary Seat Belt Law.

- ◆ Number of Bicycle Fatalities
- ◆ Observed Use for Passenger Vehicles, Front Seat Occupants
- ◆ Percent of Utah Motor Vehicle Occupant Fatalities Occurring at Night That Were Restrained
- ◆ Percent of Drivers in Utah Fatal Crashes With Known BAC Results
- ◆ Average number of Days between Submission and Occurrence for Utah Motor Vehicle Crashes
- ◆ Number of Utah Drowsy Driving-related Fatalities
- ◆ Number of Fatalities Involving a Distracted Driver
- ◆ Number of Drivers in Fatal Crashes Age 65 or Older

SECTION II – HIGHWAY SAFETY PLANNING PROCESS

Utah's planning process has four distinct steps to complete this Highway Safety Plan, including:

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



The Utah Highway Safety Office (UHSO) collected data from a variety of sources as a prelude to the planning for the FFY2017 Highway Safety Plan, including:

- ◆ Fatality Analysis Reporting System (FARS)
- ◆ Statewide Crash Repository Database
- ◆ Utah Department of Health
- ◆ Utah GEARS (electronic grant management tracking system)
- ◆ Seat belt and other observational studies
- ◆ Public Attitudinal and Awareness Surveys
- ◆ NHTSA
- ◆ Other information and data from governmental and private sector safety organizations
- ◆ Utah Department of Transportation Safety Management System

Establish Performance Measures

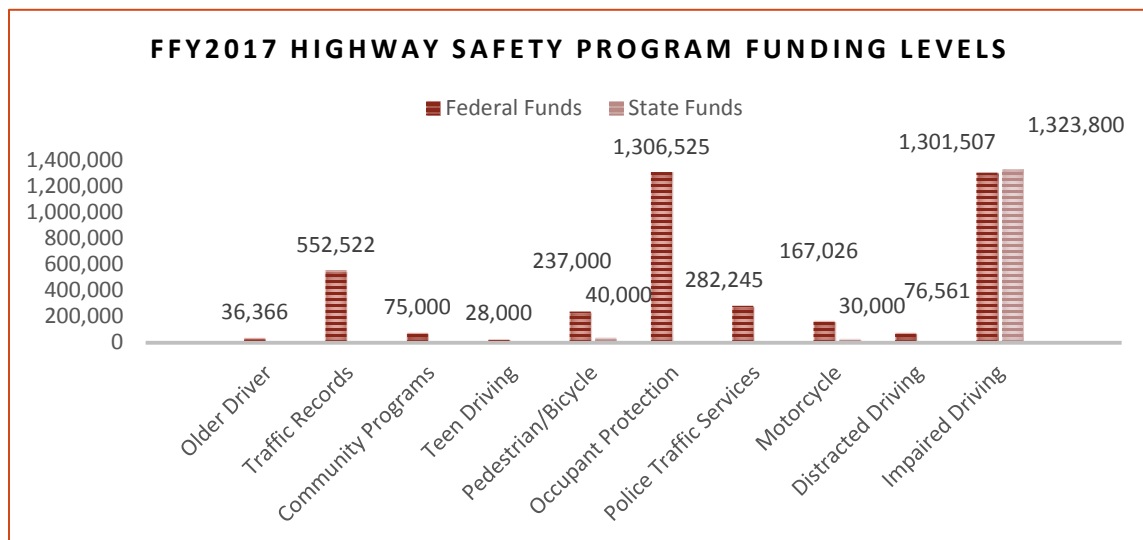
Raw crash and injury data is collected, analyzed and compiled by the UHSO to support the performance measures used in the development and implementation of Utah's Highway Safety Plan and related programs. This includes 11 Core Performance Measures that the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA) agreed upon (C-1 through C-11), as well as three Activity Measures (A-1 through A-3), one Behavioral Measure (B-1), and sixteen performance measures specific to Utah programs (U-1 through U-16). Each Performance Measure includes a graph (located in Section IV of this plan) that illustrates a 3 or 5 year historical trend line reflecting the most current crash data available.

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

Funding Strategy

The state's highway safety program is supported with both federal and state funds with the majority (74 percent) of the funding consisting of awards from the National Highway Traffic Safety Administration (NHTSA). Of the federal NHTSA dollars received, both 402 and 405 grant funds are used to support the state's Highway Safety Plan. Whereas 405 funding is dedicated to specific programs (i.e. occupant protection, impaired driving, traffic records, distracted driving, non-motorized roadway users), 402 funds must be distributed to the various program areas. Utah's strategy for allocating these 402 funds to the programs is based on using a process to identify statewide fatal crash characteristics, especially as they relate to driver behavior performance areas. The seven programs that were identified and include common fatal crash characteristics were speed, unrestrained occupants, older drivers, impaired drivers, pedestrians/bicyclists, motorcycles and distracted drivers. Other programs considered when establishing funding levels include, traffic records, teen driving, and community programs.

To determine the level of funding provided to each of the program areas, the UHSO took into account its role in the individual programs. This was assessed using a five tier rating system ranging from minimal to primary. For example, the UHSO's role in speed enforcement was rated as low since law enforcement statewide are performing this task during normal, daily patrols. While the UHSO's role in pedestrian and bicycle safety is high with the state's Vulnerable Roadway Program Manager housed within the Division and there is minimal support from other agencies in overseeing these program areas. Using this information, each characteristic was weighted and a percentage target of available funding was established. Based on the analysis process, areas that receive enough dedicated 405 and/or state monies to manage the program goals, are given no additional Section 402 funding. After removing such programs, a final available funding split is established. The breakdown of the funding levels by program area is provided below and includes both 402 and 405 allocations. The funding levels include new monies awarded in FFY2017 plus some carry-forward from the previous years.

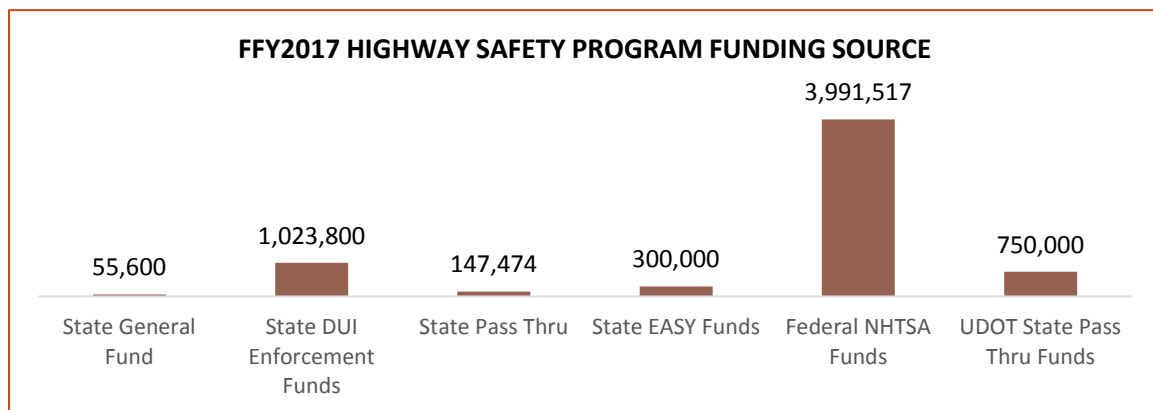


Other Funding Sources

A review of only the federal funding portion of Utah's Highway Safety Program would not give a full picture of the monetary resources available to address traffic safety issues in the state. Other funding sources include:

- ◆ Statewide DUI Enforcement and Equipment (State)
- ◆ Eliminate Alcohol Sales to Youth (State)
- ◆ Motorcycle Rider Education Program (State)
- ◆ Utah Highway Patrol (State)
- ◆ Utah Department of Transportation (Federal and State)
- ◆ Utah Department of Health (Federal)

A description of how each of these funding sources are used to support the state's Highway Safety Program is included in Section V. Funds managed outside of the Highway Safety Office are described within the partnership program descriptions and do not include the level of funding. Whereas, funds managed by the Highway Safety Office are further described within each of the project descriptions. A breakdown of the funding sources managed by the Highway Safety Office is provided below.



Countermeasures and Project Selection

Project selection begins with a request to various agencies and organizations to submit proposals for projects which addressed the UHSO's established problem identification, performance measures and targets, or a subset of them. Once project proposals are submitted and the submission window closed, the grant applications are reviewed by the program management group and assigned a score. The score is based on the following criterion:

- ◆ Responds to the UHSO's identified problem areas
- ◆ Use of evidence-based countermeasures (such as those in [Countermeasures That Work](#))
- ◆ Supports UHSO Performance Measures
- ◆ Realistic goals, objectives and activities

- ◆ Achievable timelines
- ◆ Effective evaluation methods
- ◆ Adequate budget detail
- ◆ Seat Belt Policy Included in application

Applications must achieve a minimum allowable score to be considered. Proposals above the minimum score are further reviewed by the program manager assigned to the application. Additional consideration for approval is based on the following factors:

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

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

Participants in the Planning Process

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

In addition to collaborating on trend data and performance measures, the UHSO has worked diligently to create an open and productive relationship with UDOT and the Utah Highway Patrol to enable frank conversations in regards to planning budgets. Through this collaborative effort, duplication of efforts have been eliminated and underfunded programs have been identified.

On a larger scale, the annual Highway Safety Plan also supports the State's Strategic Highway Safety Plan (SHSP) which sets broad direction for participating agencies and organizations, and also serves as the measure of collaboration in the State. The Utah Highway Safety Office is one of the main contributors in the process to develop and implement the strategic plan and ensures both plans compliment and support each other. Other participants of the planning process include:

- ◆ Utah Department of Public Safety
- ◆ Utah Department of Transportation (UDOT)
- ◆ Utah Department of Health (UDOH)
- ◆ National Highway Traffic Safety Administration (NHTSA)
- ◆ Federal Highway Administration (FHWA)
- ◆ Federal Motor Carrier Safety Administration (FMCSA)
- ◆ Utah Transit Authority
- ◆ Salt Lake City Transportation Department
- ◆ Mountainland Association of Governments
- ◆ Wasatch Front Regional Council
- ◆ Utah Local Technical Assistance Program Center (LTAP)
- ◆ Dixie Metropolitan Planning Organization
- ◆ Cache Metropolitan Planning Organization
- ◆ Operation Lifesaver
- ◆ Primary Children's Hospital
- ◆ Safe Kids Utah
- ◆ Utah Trucking Association

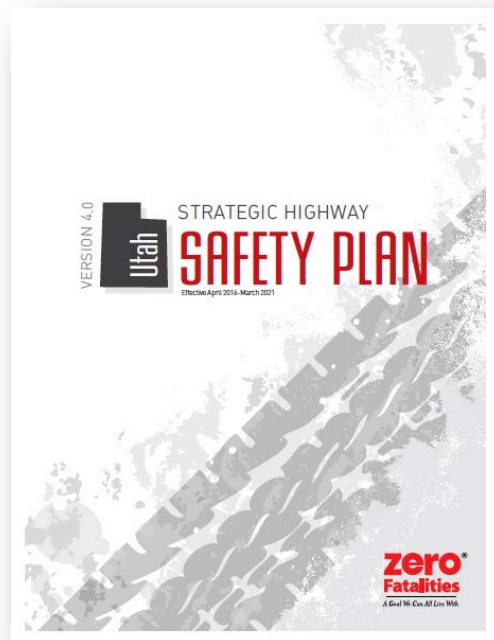
SECTION III – COORDINATION OF EFFORTS

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

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

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

- ◆ Utah Driver and Traffic Safety Association (UDTSEA)
- ◆ Utah Teen Driving Task Force
- ◆ State USAAV DUI Committee
- ◆ ADF Committee
- ◆ Safe Kids Utah Executive and Advisory Committees
- ◆ Coalition for Utah Traffic Safety
- ◆ Utah Operation Lifesaver Board
- ◆ Utah Traffic Records Advisory Committee (UTRAC)
- ◆ Traffic Safety Resource Prosecutor Advisory Board
- ◆ Utah Emergency Medical Services for Children Advisory Committee



The newly formed committees from the previous year continue to work on improved collaboration between the various state agencies including, the UHSO, Utah Highway Patrol, Utah Department of Transportation, and Utah Department of Health. These efforts include:

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

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

With the passage of the primary seat belt law during the 2015 legislative session came the need to create a committee to develop and implement an action plan designed to increase awareness of the new law, coordinate efforts, ensure law enforcement are trained on the nuances of the legislation, and share in-kind and financial resources. This committee meets monthly and includes partners from state and local government, private and non-profit groups, and businesses.

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

Throughout this plan, the reader will be able to identify highway safety projects funded through these coordinated efforts, as they will be listed under “Partnership Programs” in each of the program areas.

SECTION IV – PERFORMANCE MEASURES

Activity and Behavior Performance Measures

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

Core Performance Measures

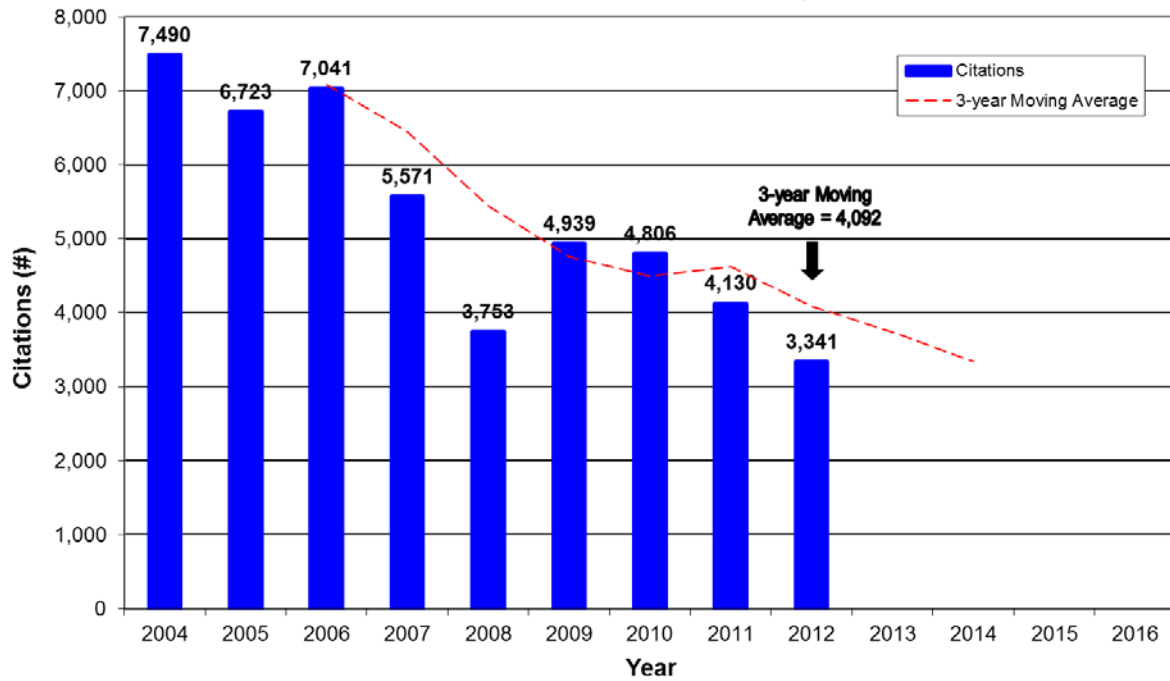
- ◆ C-1) Number of traffic fatalities (FARS)
- ◆ C-2) Number of serious injuries in traffic crashes (State crash data files)
- ◆ C-3) Fatalities/VMT (FARS, FHWA)
- ◆ C-4) Number of unrestrained passenger vehicle occupant fatalities, all seating positions (FARS)
- ◆ C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)
- ◆ C-6) Number of speeding-related fatalities (FARS)
- ◆ C-7) Number of motorcyclist fatalities (FARS)
- ◆ C-8) Number of unhelmeted motorcyclist fatalities (FARS)
- ◆ C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)
- ◆ C-10) Number of pedestrian fatalities (FARS)
- ◆ C-11) Number of bicyclist fatalities (FARS)

State-Specific Performance Measures

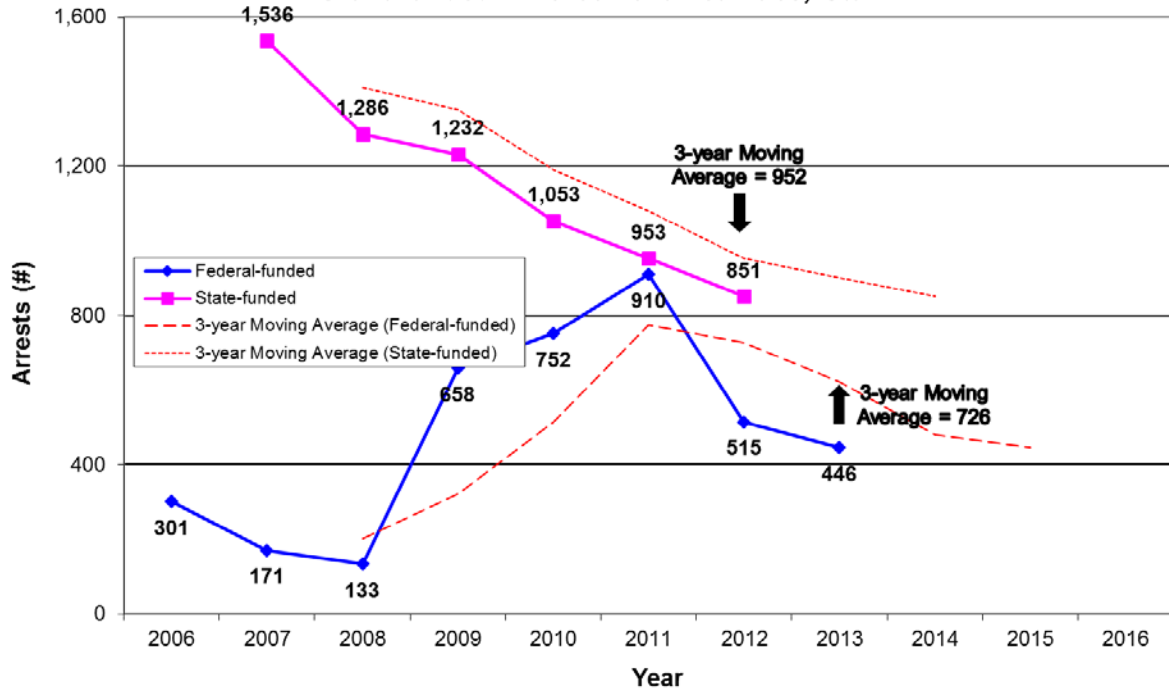
- ◆ U-1) Utah child safety seat use for children ages 0-8 years in traffic crashes
- ◆ U-2) Percent of children in Utah crashes in child safety seats
- ◆ U-3) Percent of Utah motor vehicle (MV) crash occupant fatalities ages 10-19 that were unrestrained
- ◆ U-4) Percent of Utah MV crash occupant fatalities occurring at night (10 p.m. to 5:59 a.m.) that were unrestrained
- ◆ U-5) Percent of restraint use among seriously injured and killed occupants in crashes, rural vs urban
- ◆ U-6) Number of 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 driver
- ◆ 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 MV 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

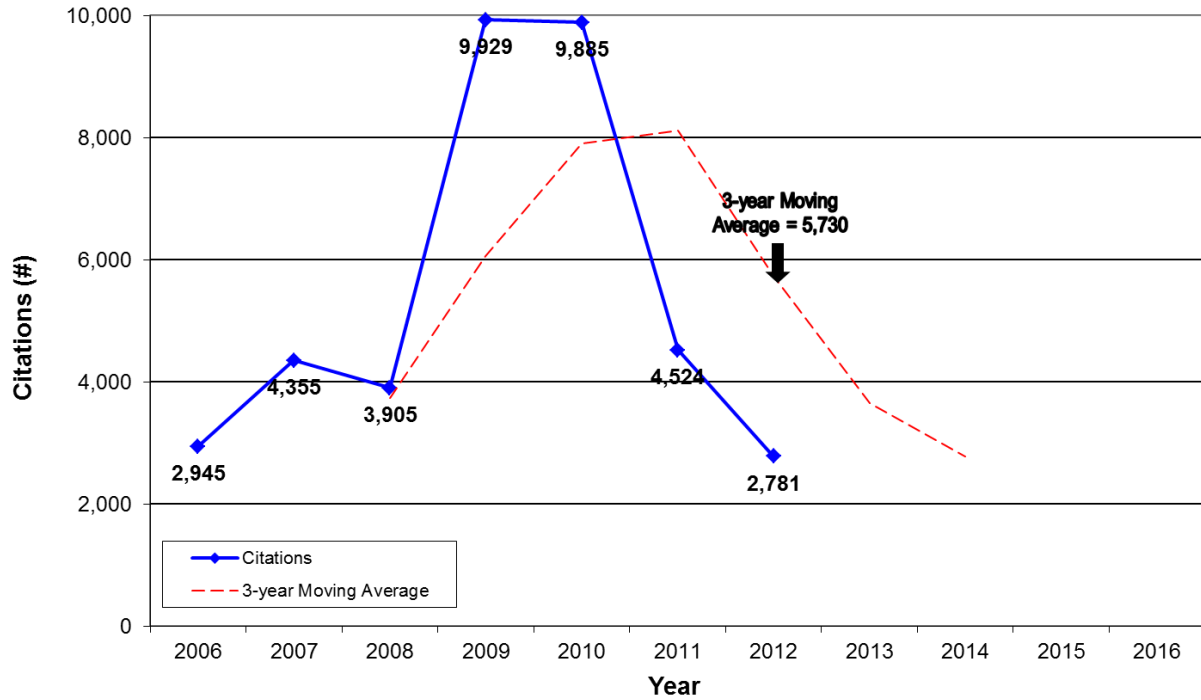
A-1: Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities, Utah



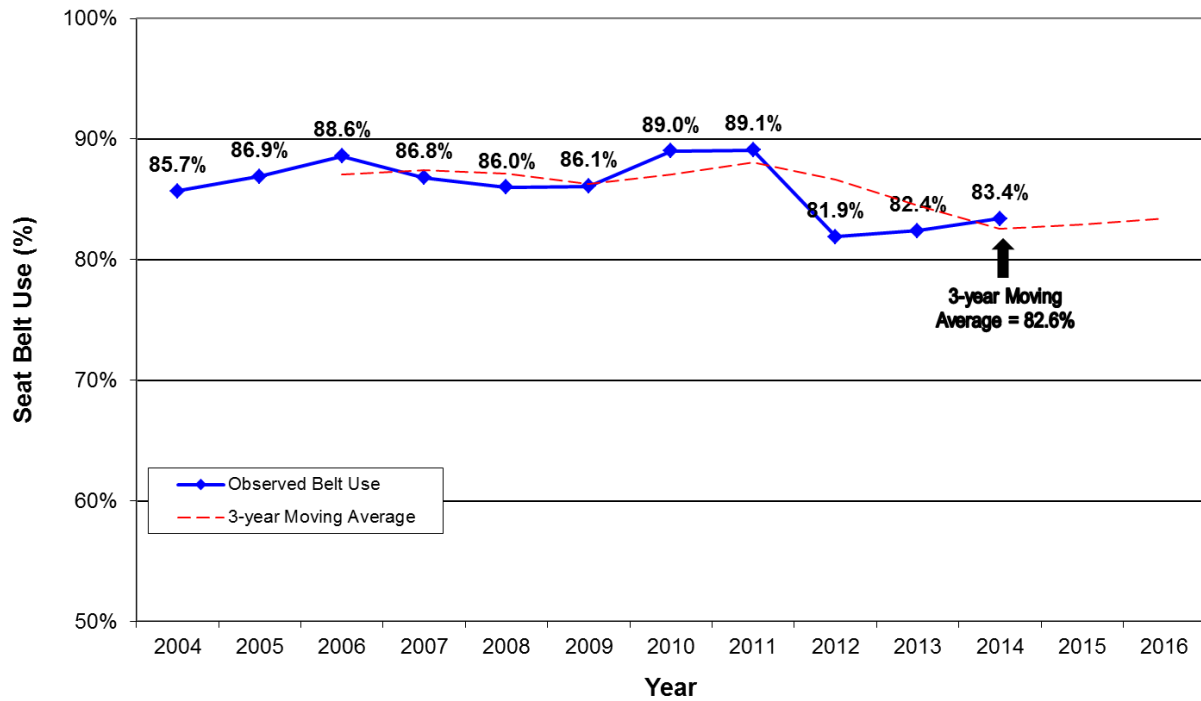
A-2: Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities, Utah



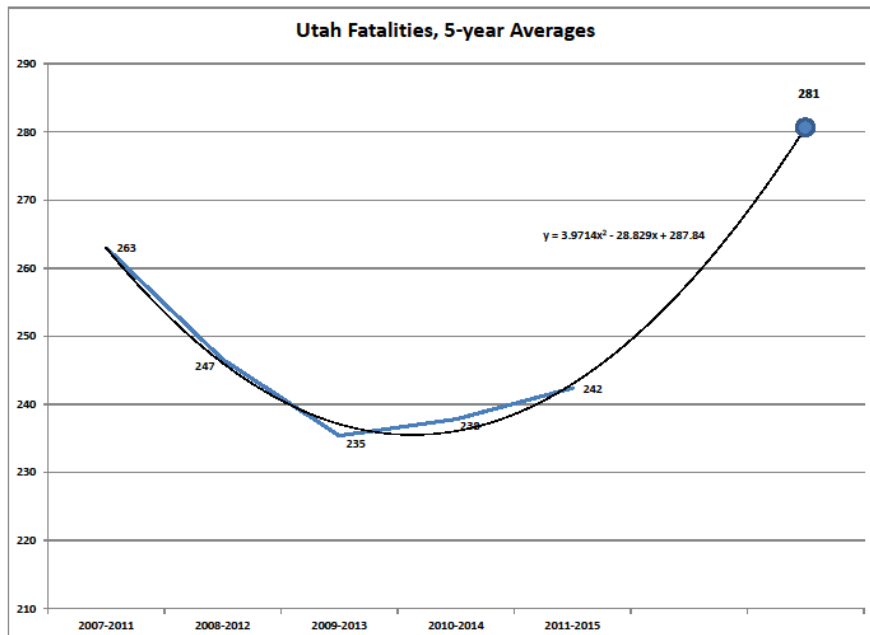
A-3: Number of Speeding Citations Issued During Grant-funded Enforcement Activities, Utah



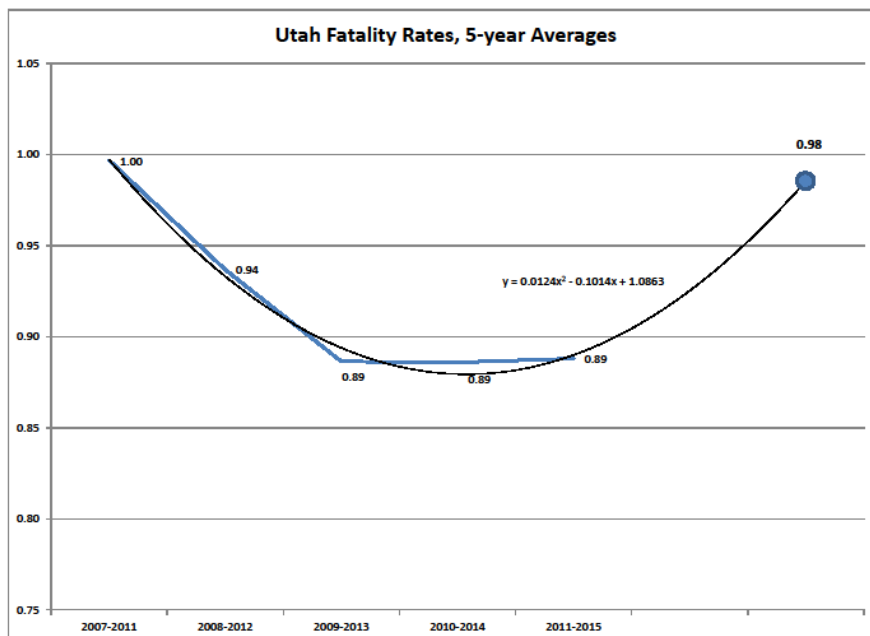
B-1: Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles



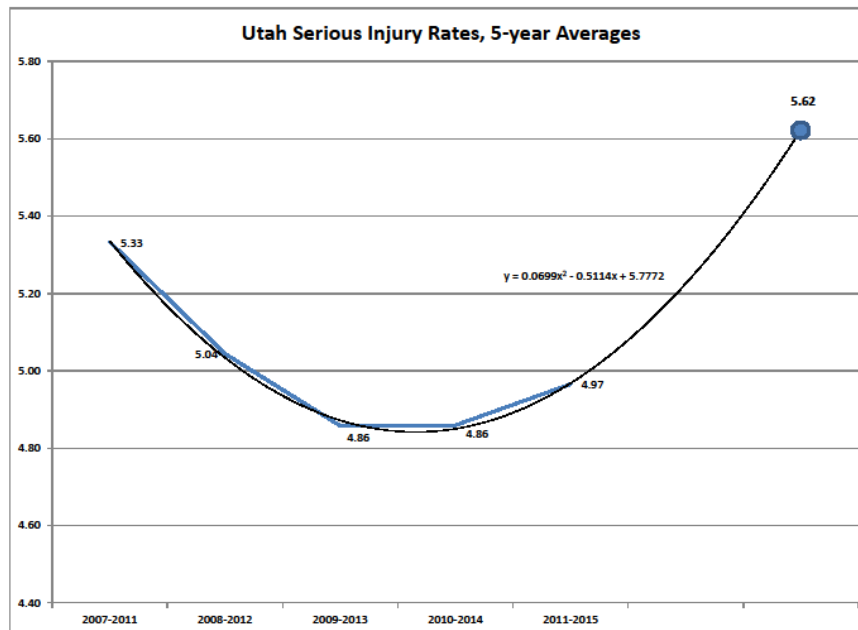
C-1: Number of Traffic Fatalities



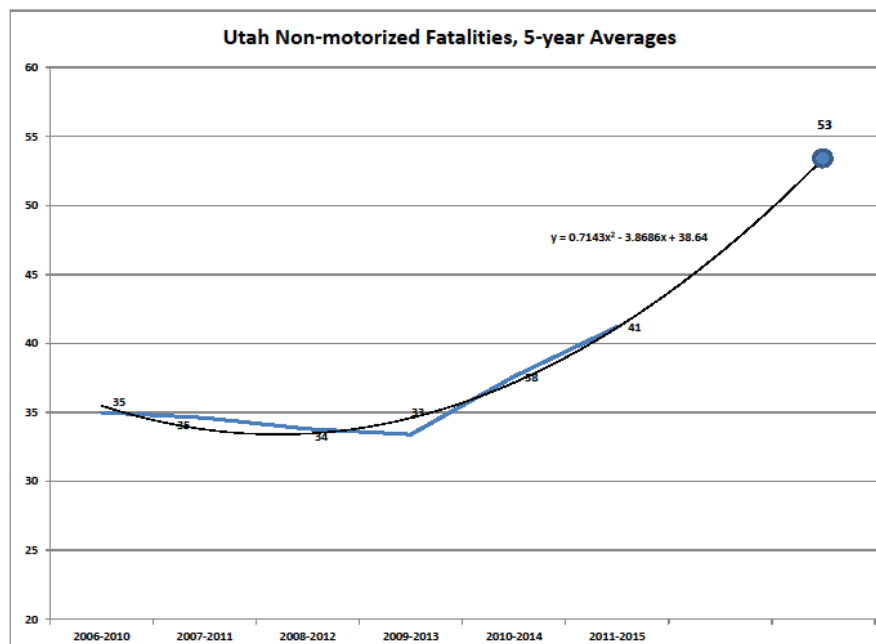
C-3: Total Fatality Rate



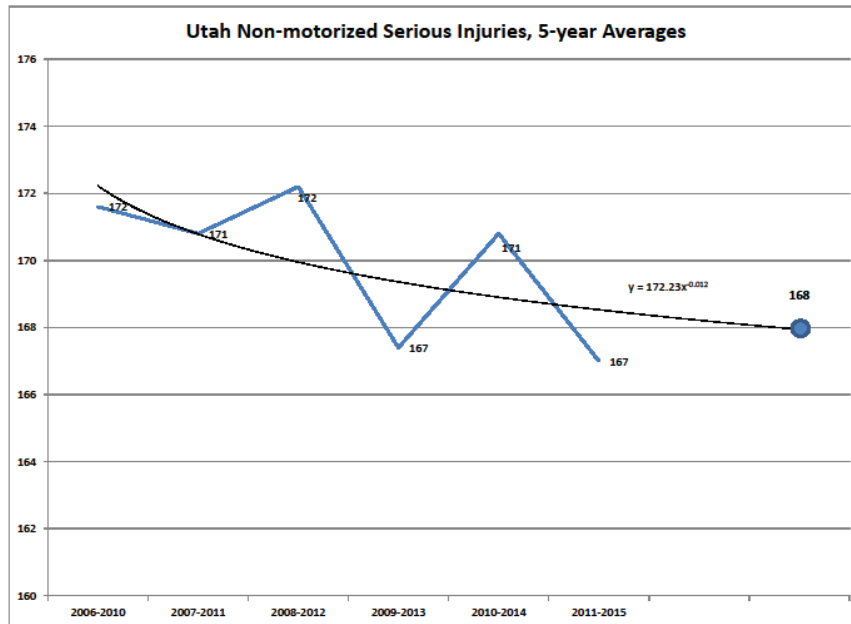
C-2: Number of Serious Injuries in Traffic Crashes



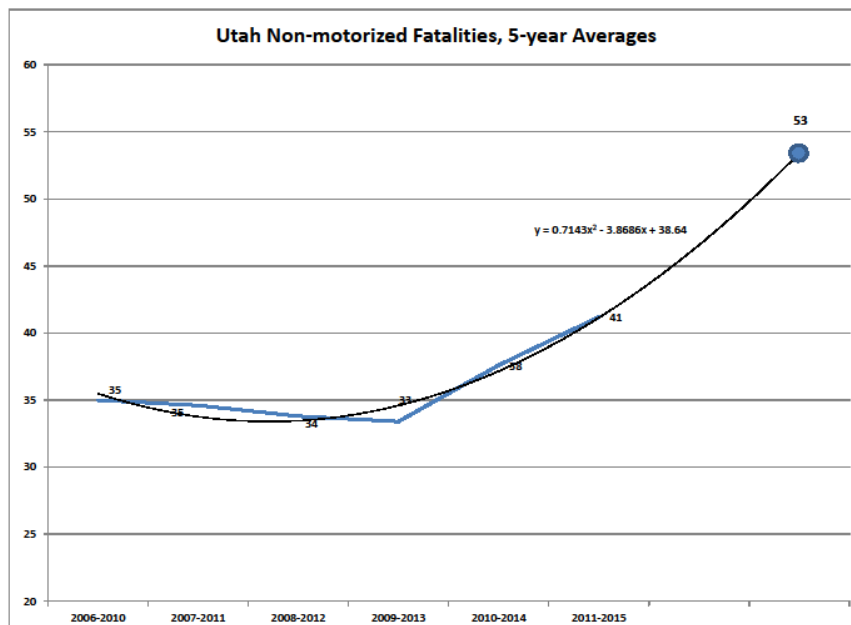
Serious Injury Rate



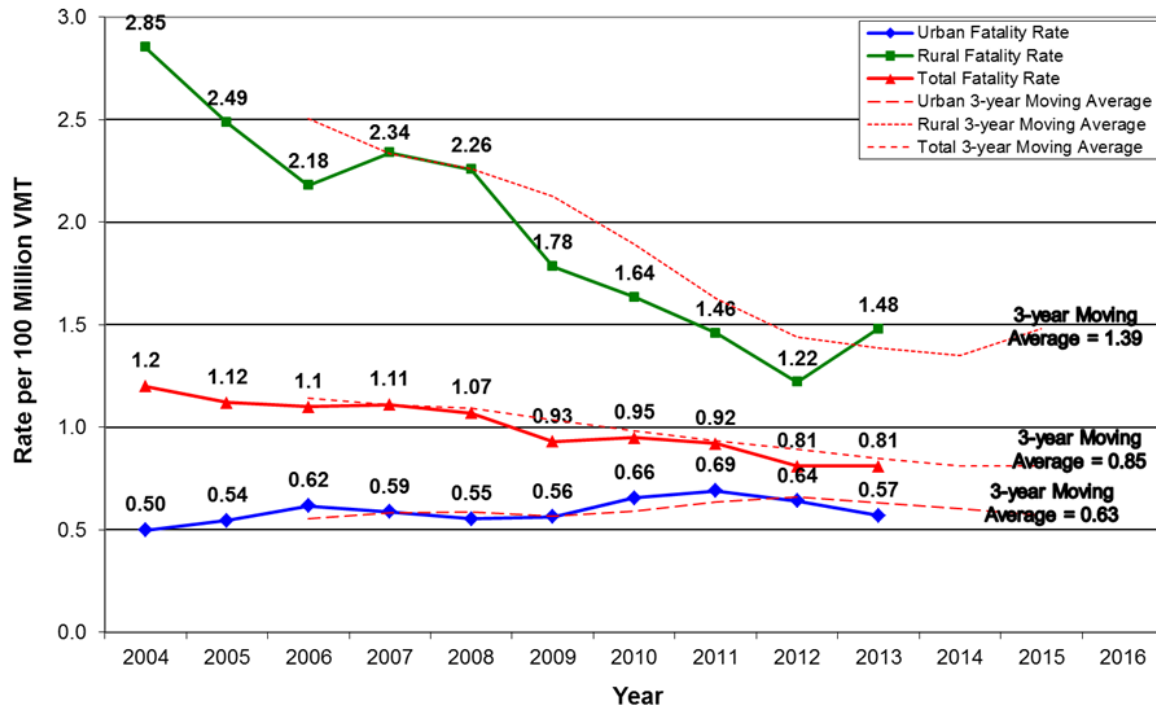
Non-motorist Serious Injury Rate



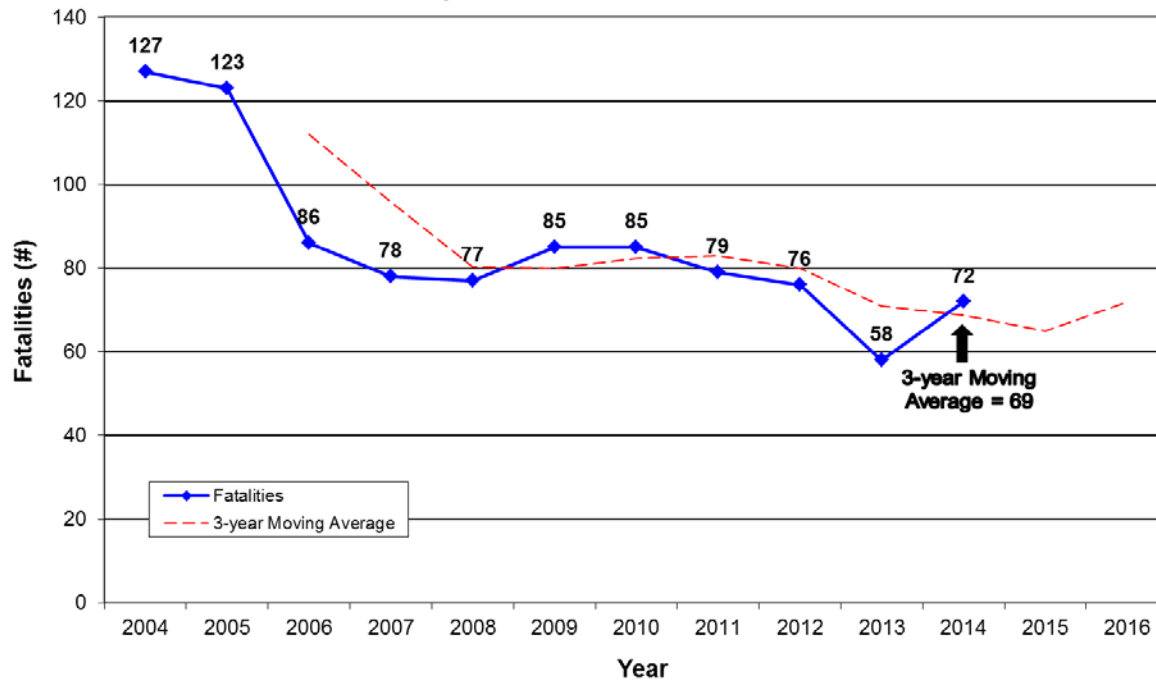
Non-motorist Fatality Rate



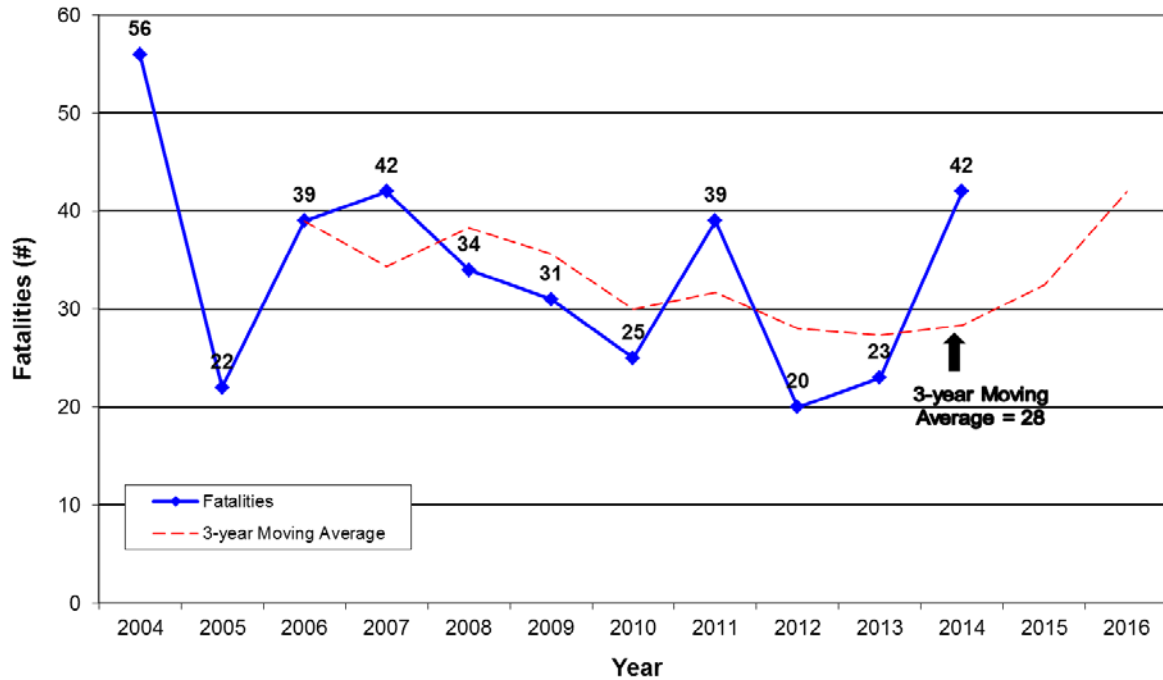
C-3: Utah Total, Urban, and Rural Fatality Rate per 100 Million VMT



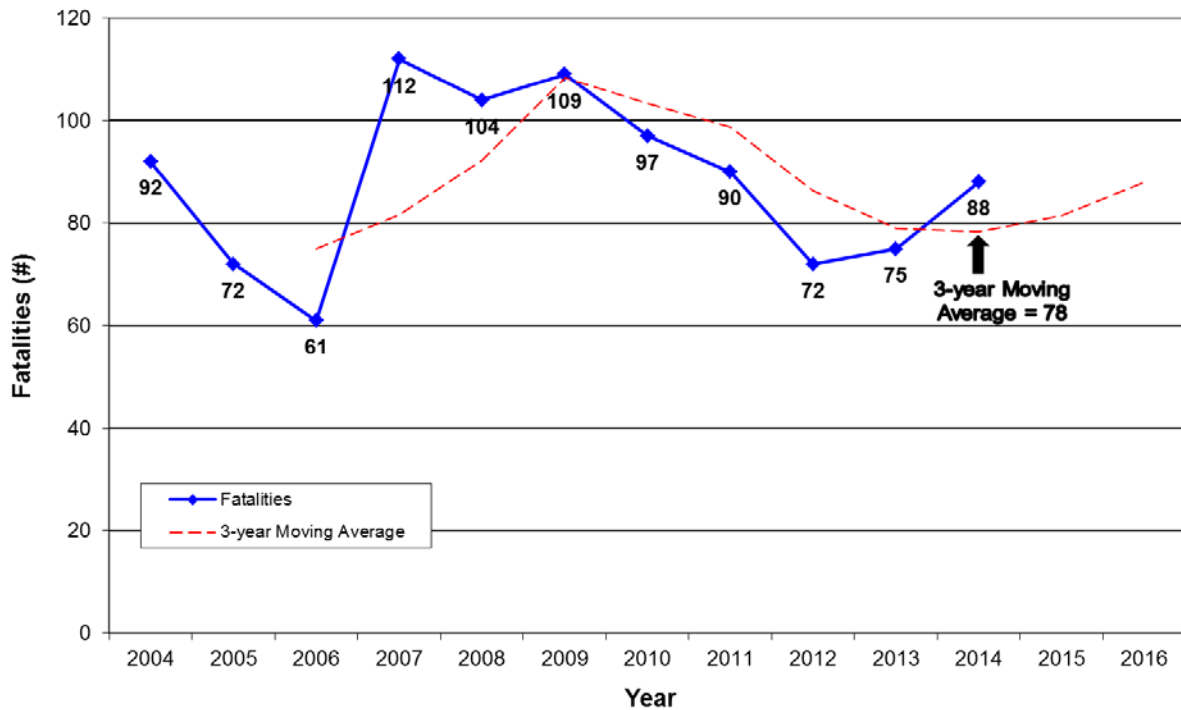
C-4: Number of Utah Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions



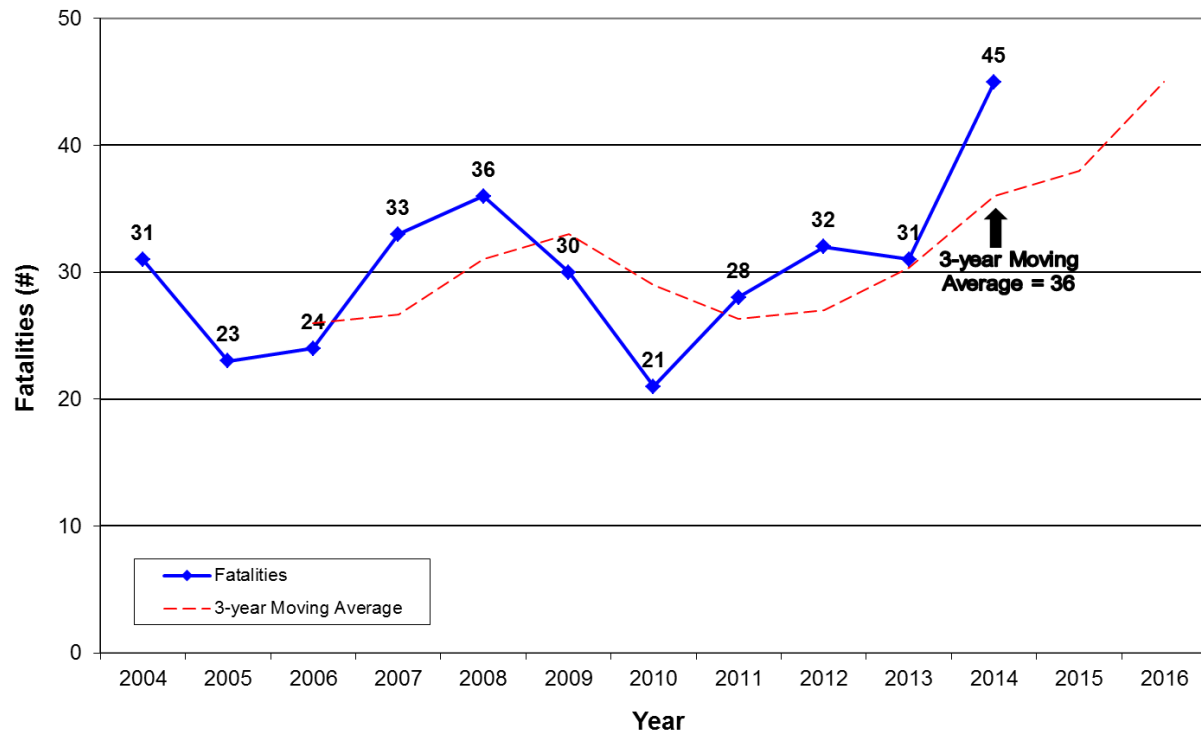
C-5: Number of Utah Fatalities Involving a Driver with a BAC of .08 and above



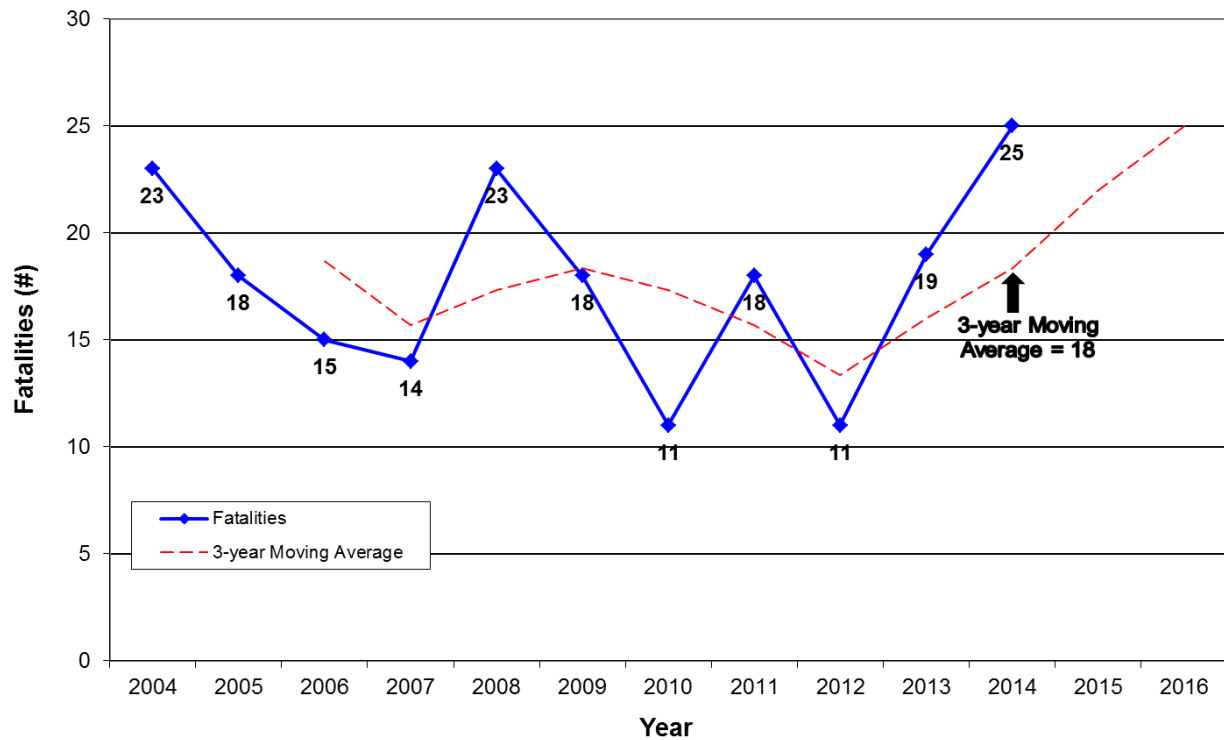
C-6: Number of Utah Speeding-Related Fatalities



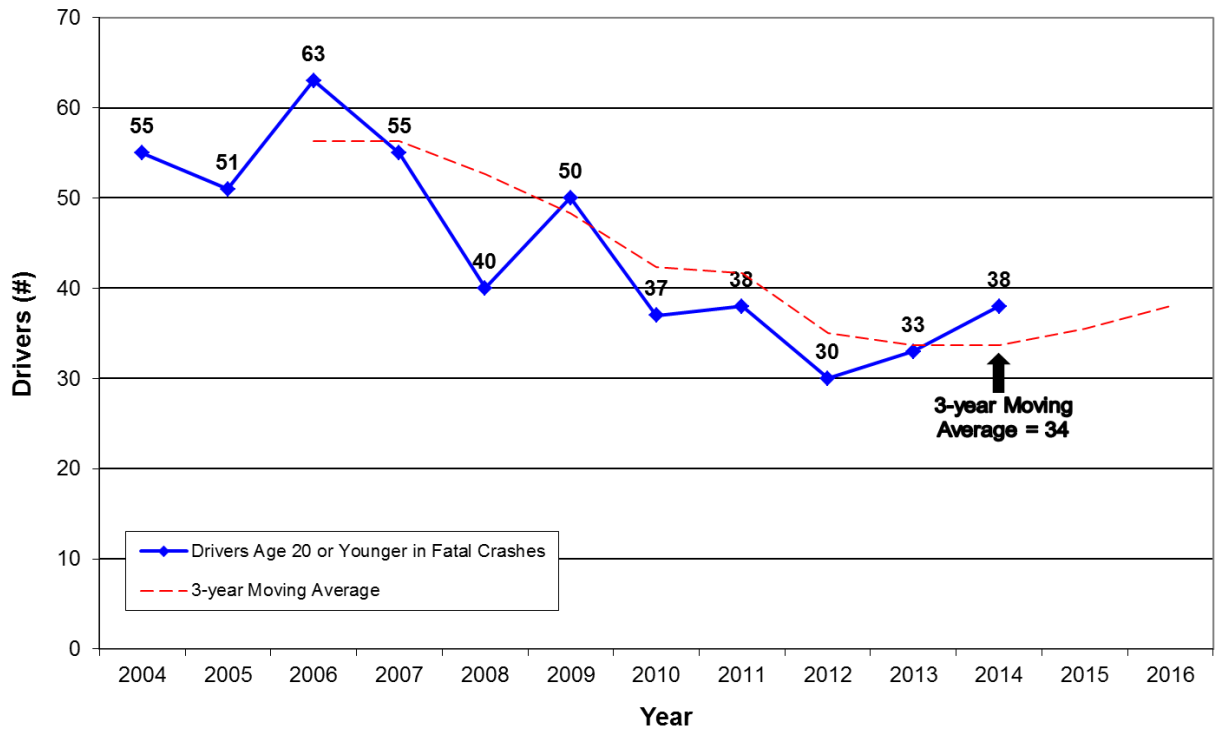
C-7: Number of Utah Motorcyclist Fatalities



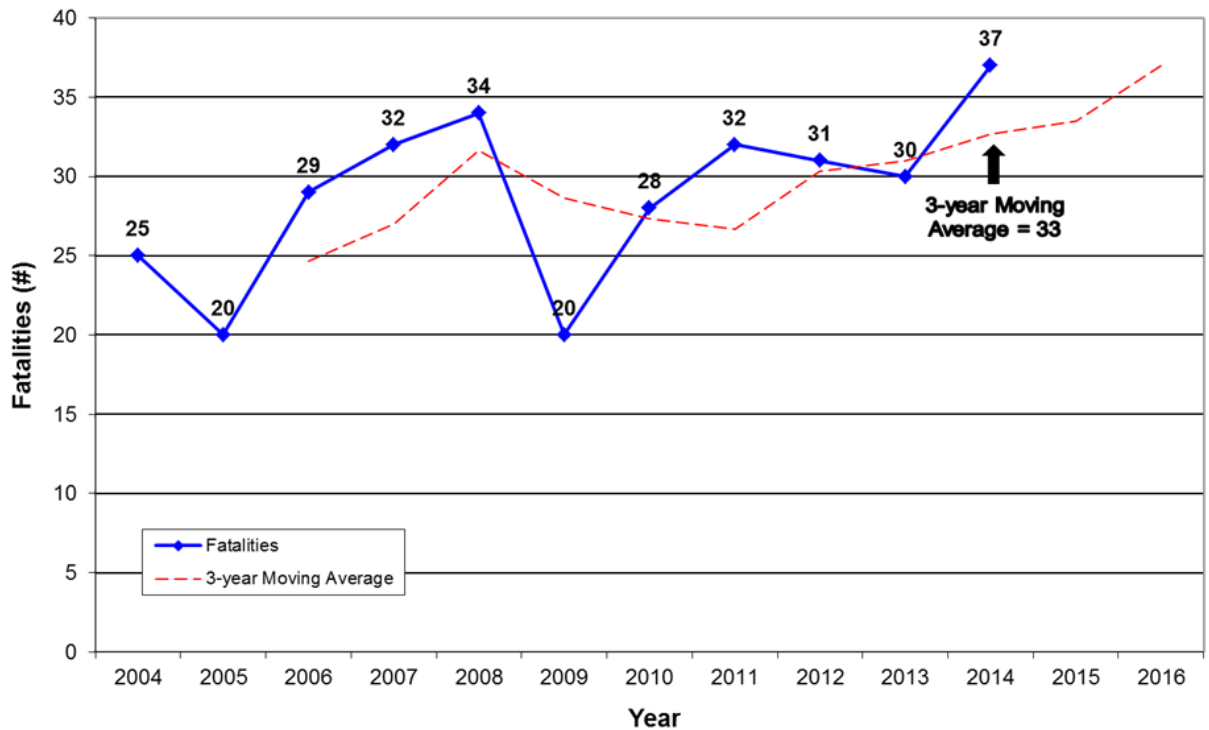
C-8: Number of Utah Unhelmeted Motorcyclist Fatalities



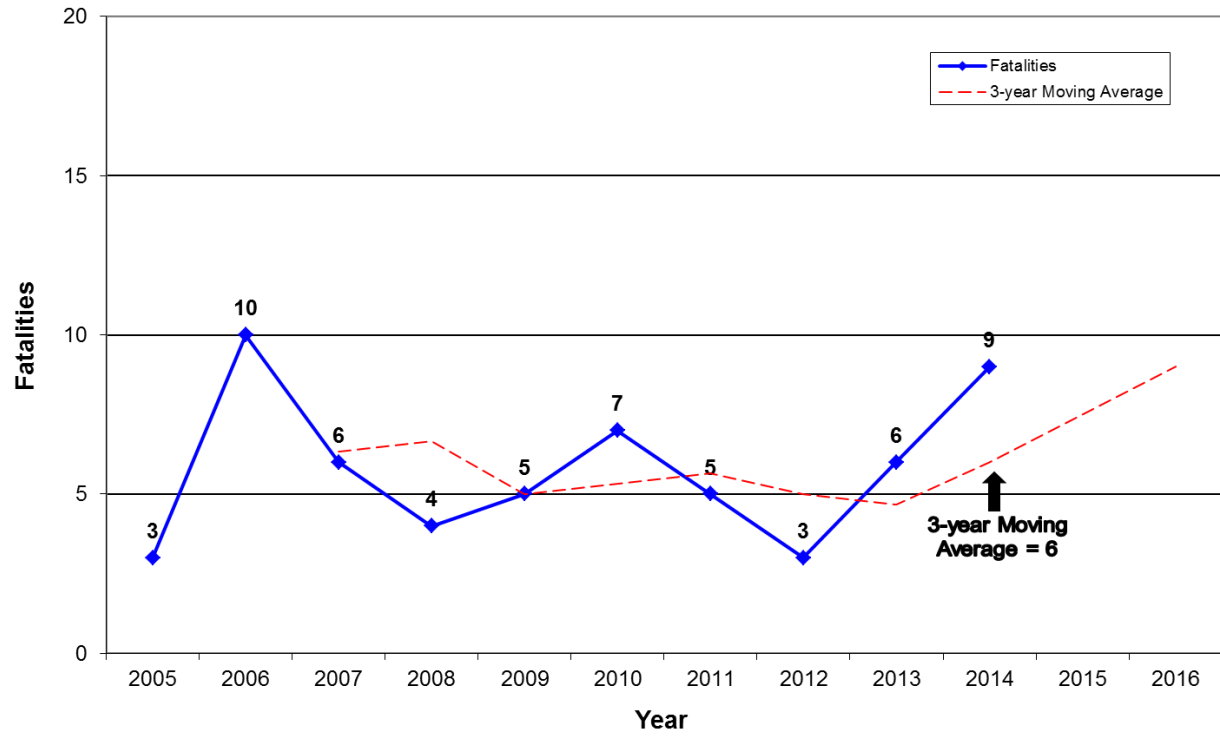
C-9: Number of Drivers Age 20 or Younger in Utah Fatal Crashes



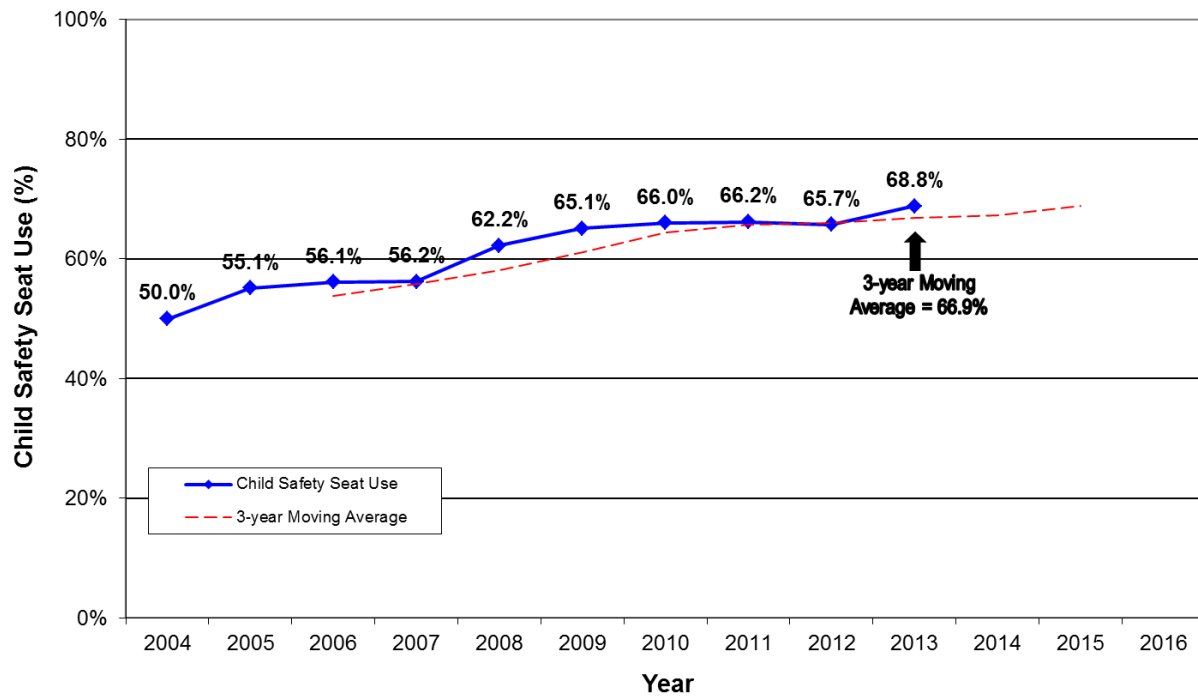
C-10: Number of Utah Pedestrian Fatalities



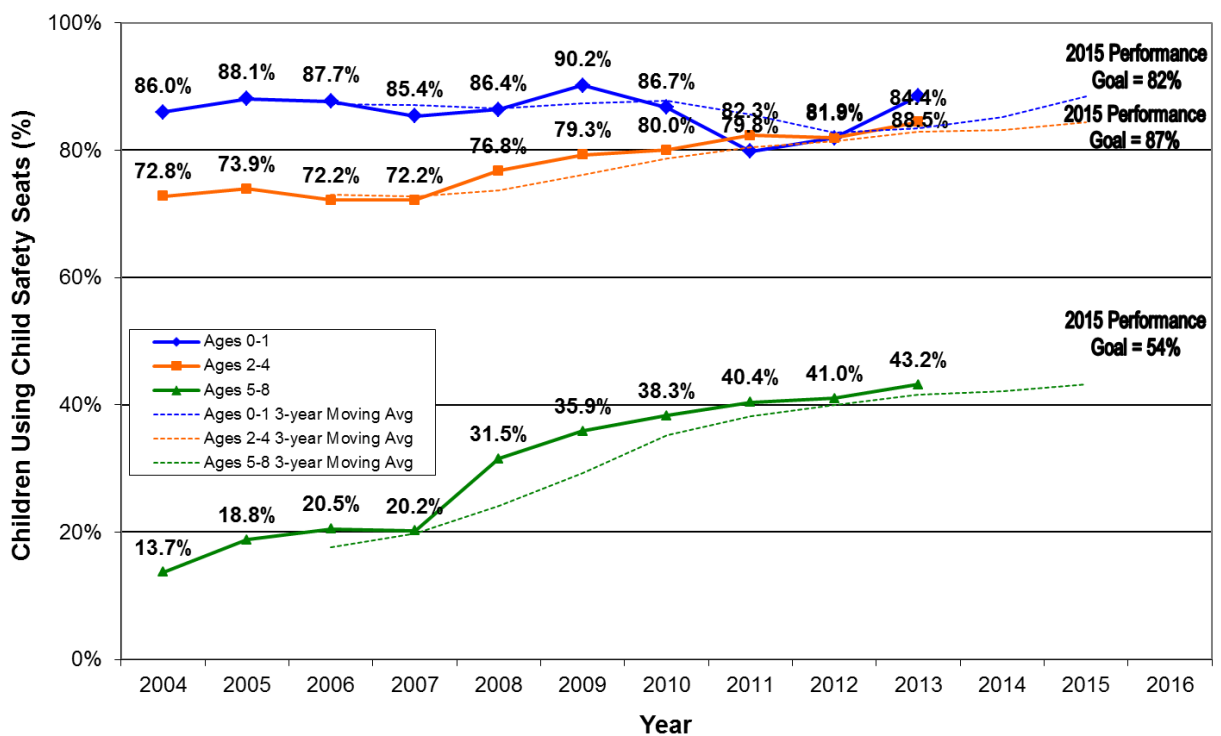
C-11: Number of Utah Motor Vehicle-Bicycle Crash Fatalities



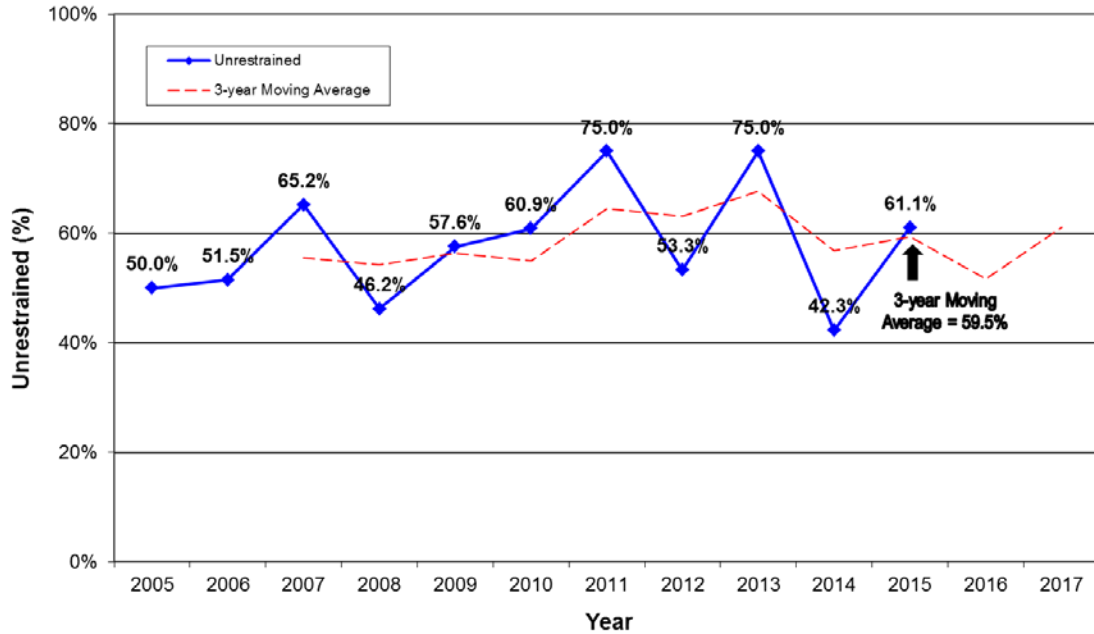
U-1: Utah Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes



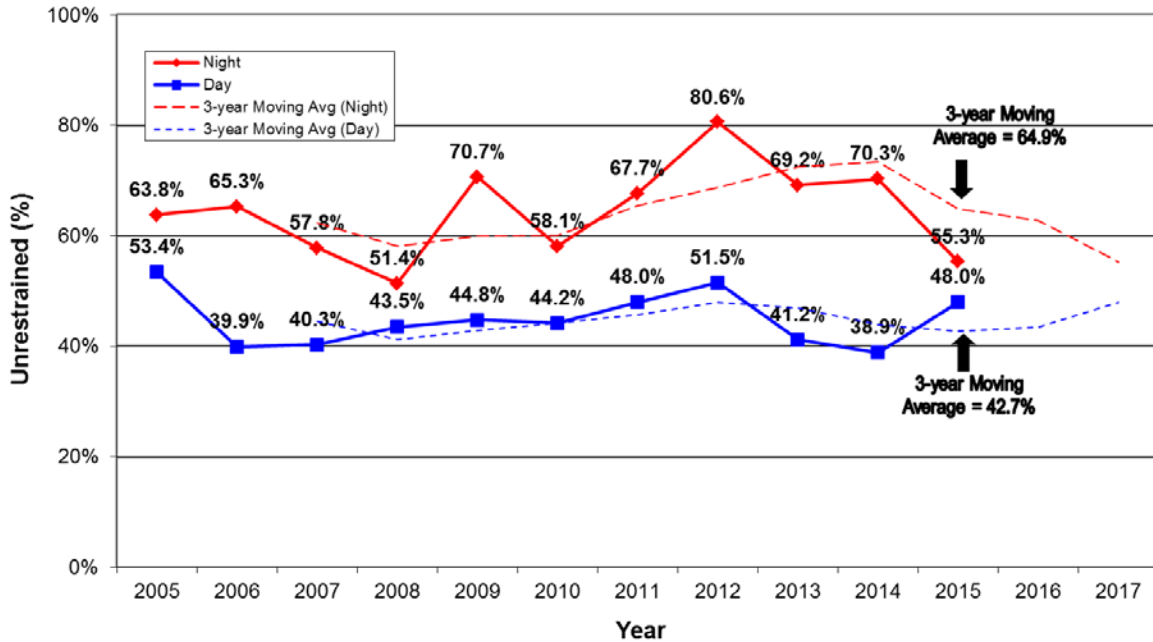
U-2: Percent of Children in Utah Crashes in Child Safety Seats



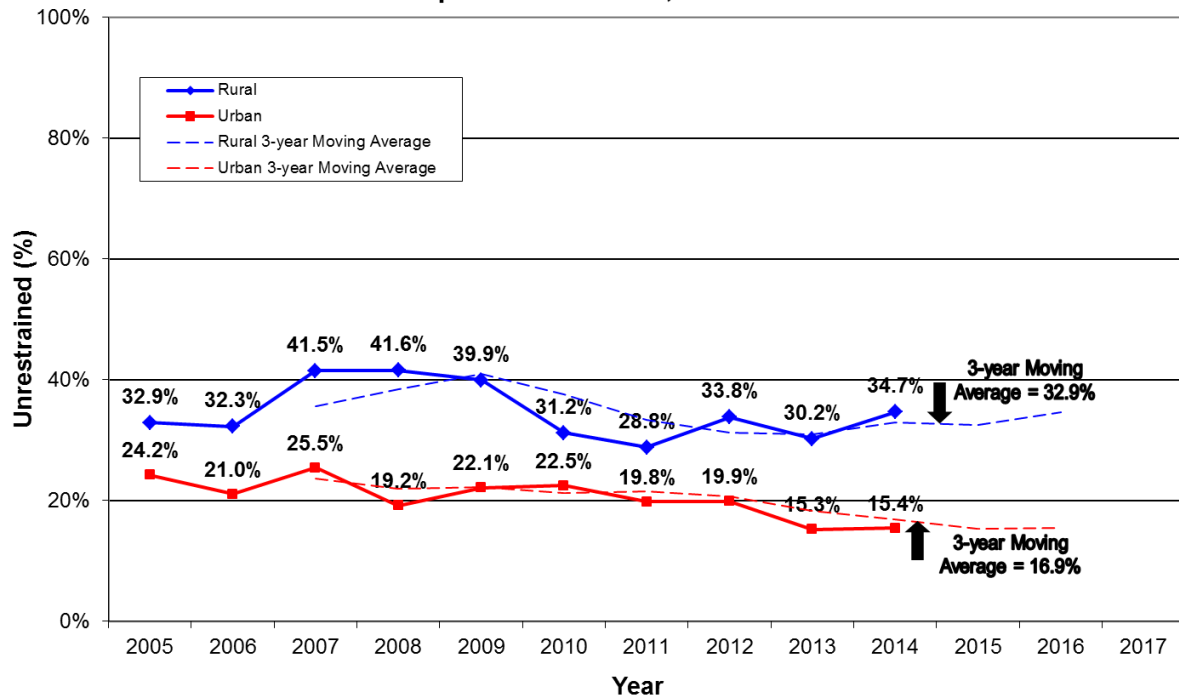
**U-3: Percent of Utah Motor Vehicle Crash Occupant Fatalities
Ages 10-19 Years That Were Unrestrained**



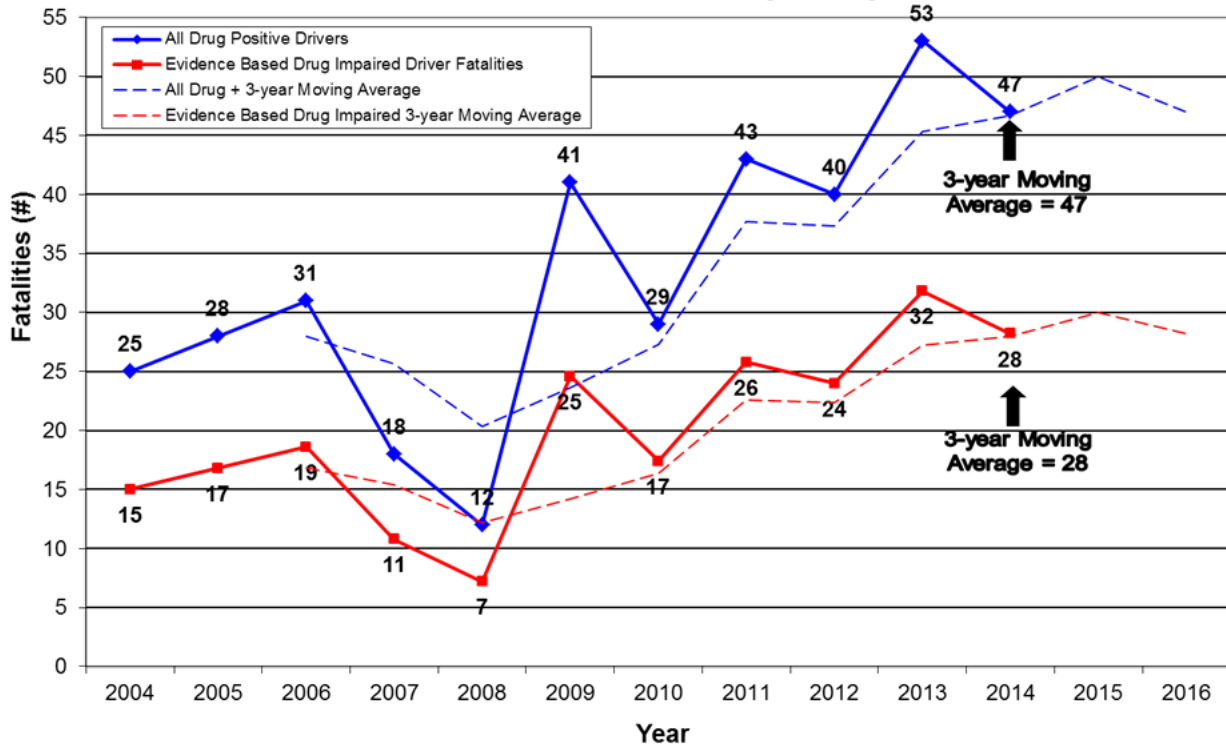
**U-4: Percent of Utah Motor Vehicle Crash Passenger Vehicle
Occupant Fatalities That Were Unrestrained,
Night (10 p.m.-5:59 a.m.) Compared With Day (6:00 a.m. - 9:59 p.m.)**



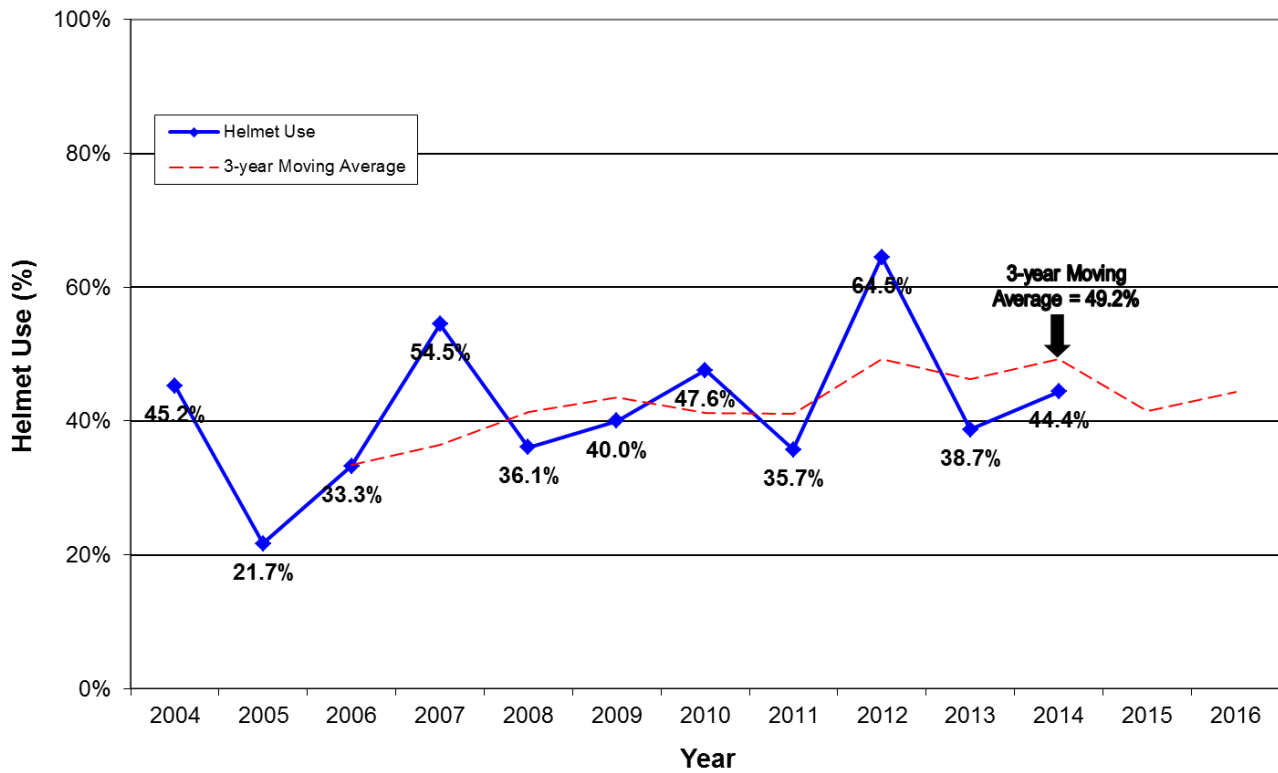
U-5: Percent Unrestrained Among Seriously Injured and Killed Occupants in Crashes, Rural vs. Urban



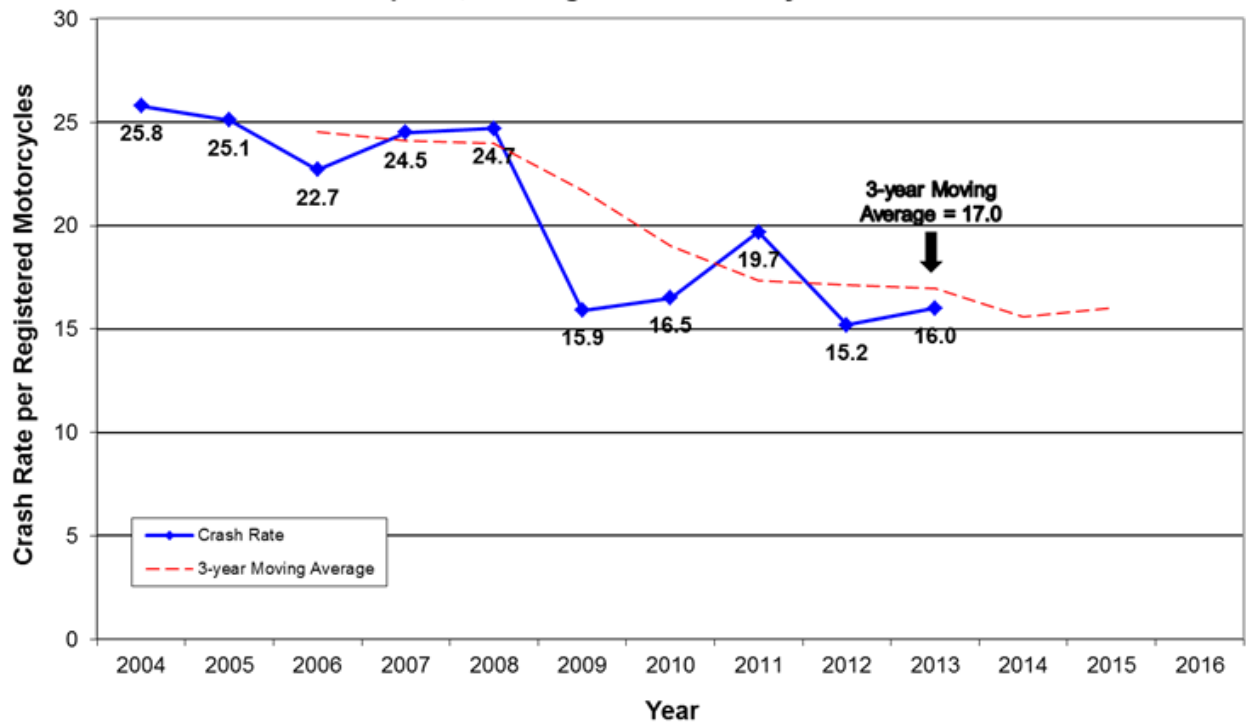
U-6: Number of Utah Fatalities Involving a Drug Positive Driver



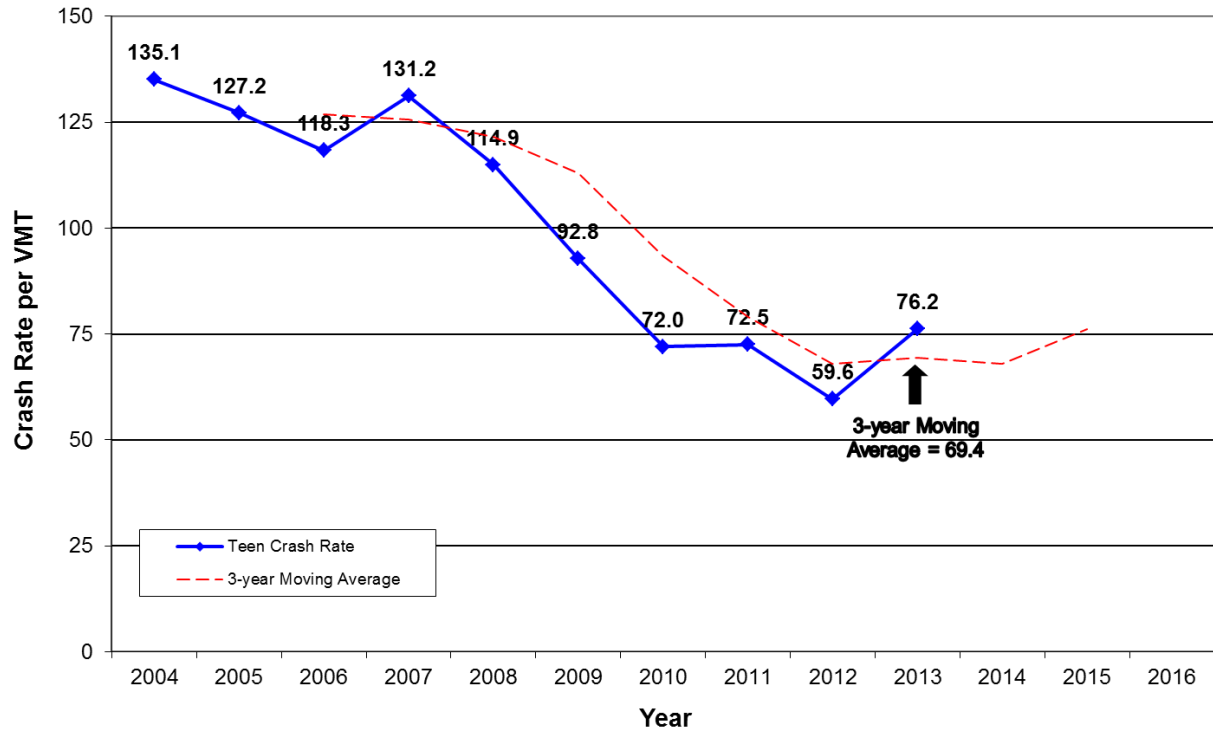
U-7: Percent of Utah Helmeted Motorcycle Fatalities



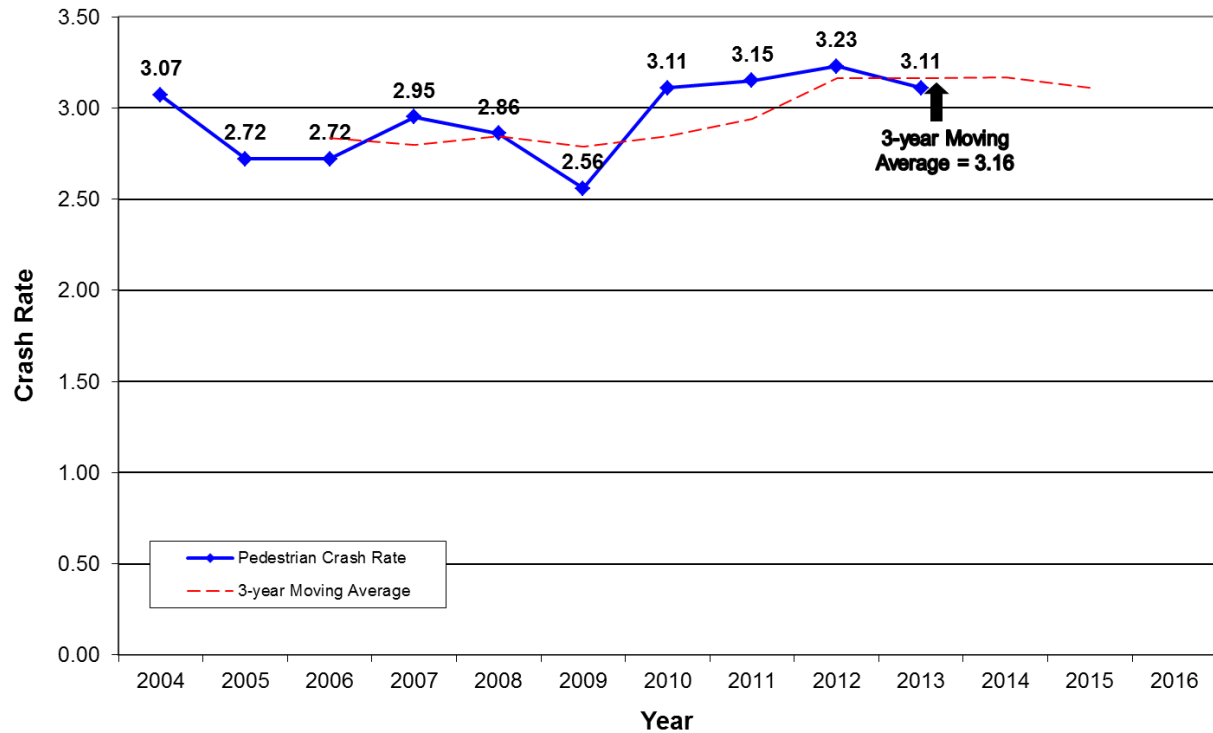
U-8: Overall Rate of Motorcyclists in Utah Crashes per 1,000 Registered Motorcycles



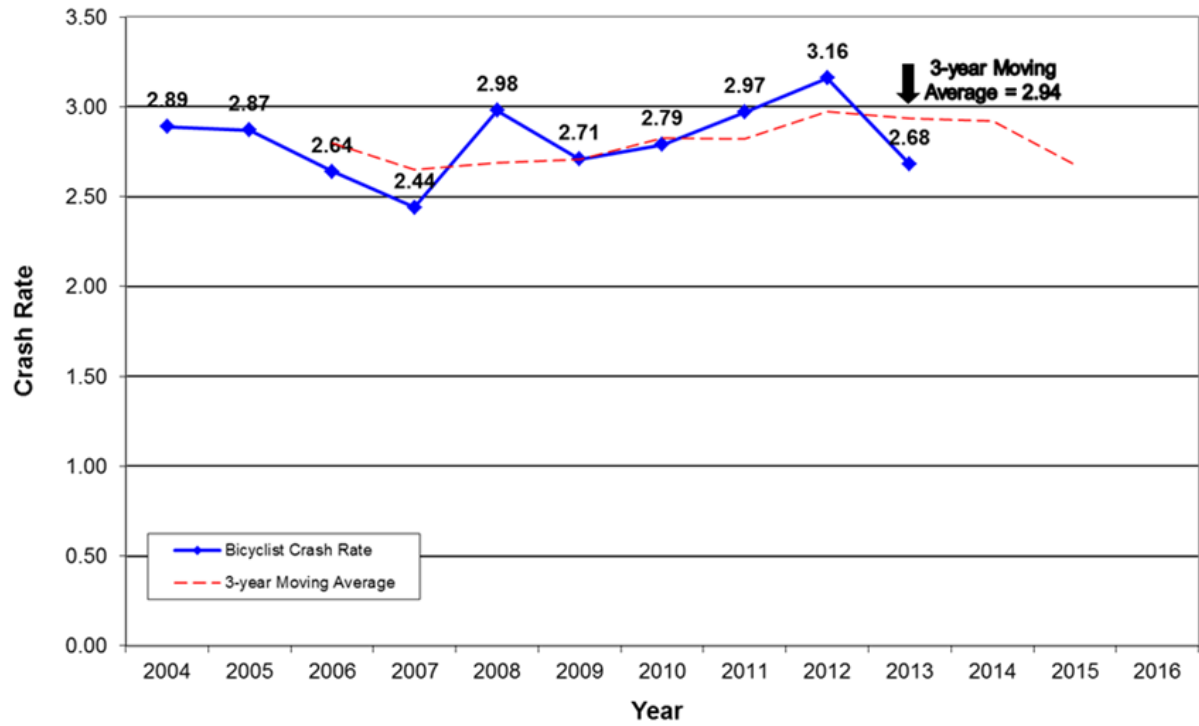
U-9: Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers



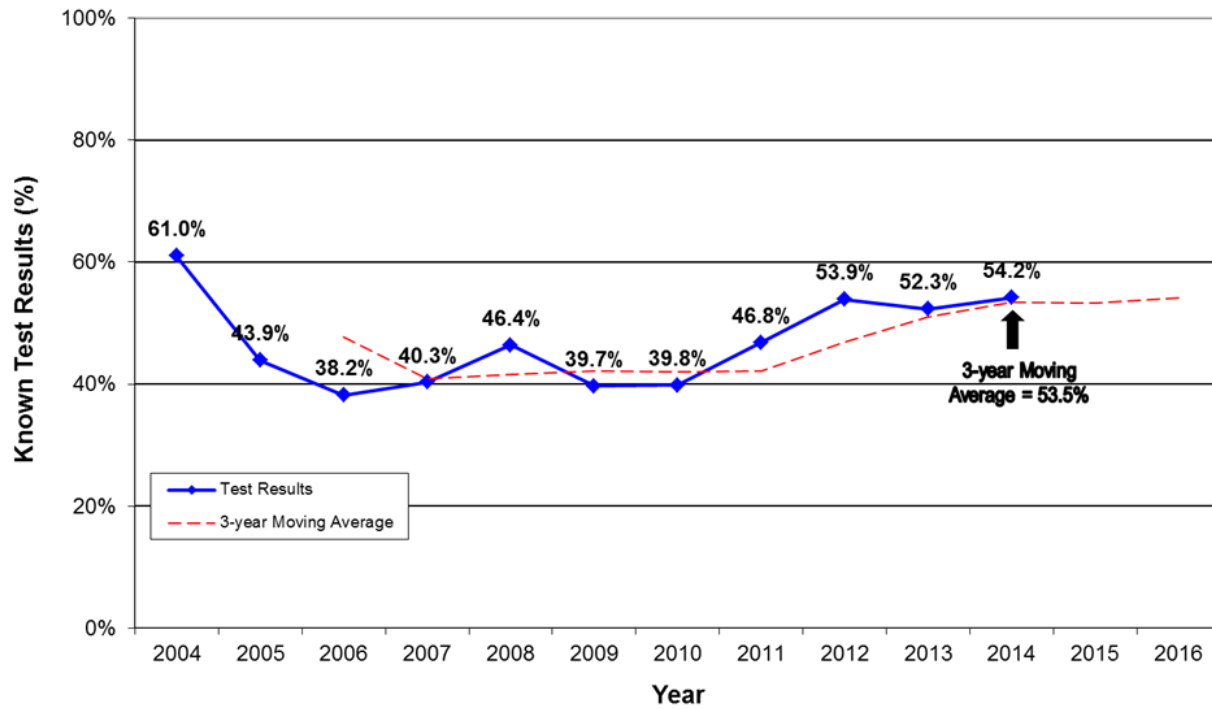
U-10: Rate of Pedestrians in Utah Crashes per 10,000 Population



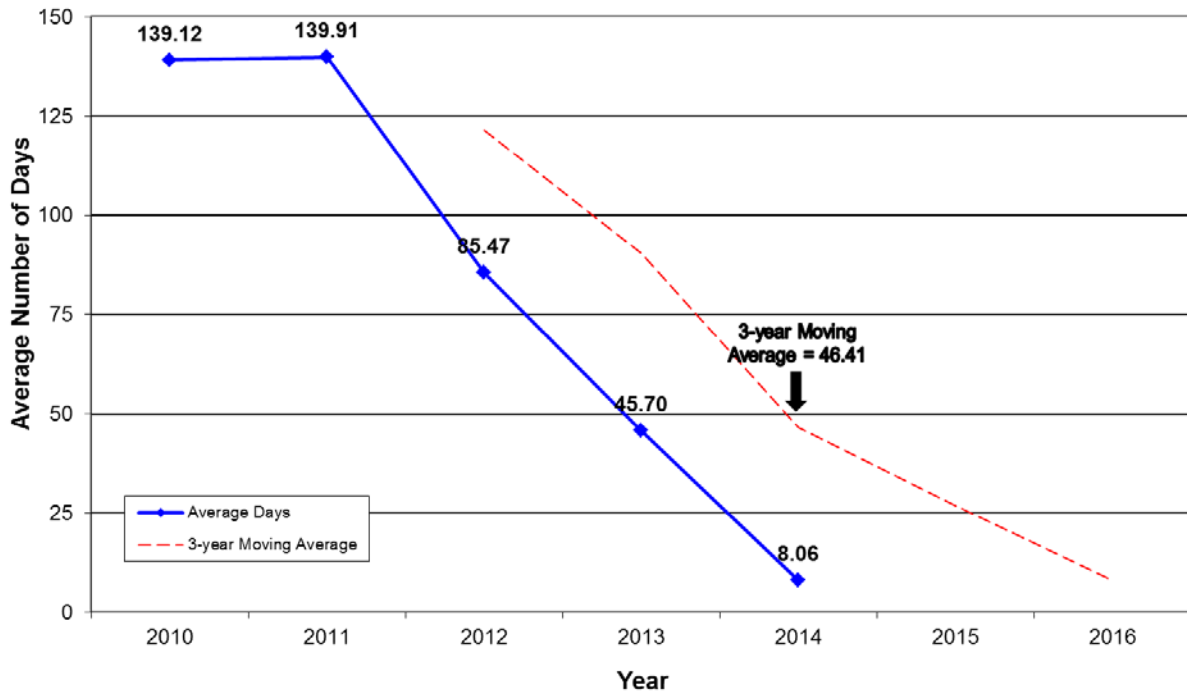
U-11: Rate of Bicyclists in Utah Crashes per 10,000 Population



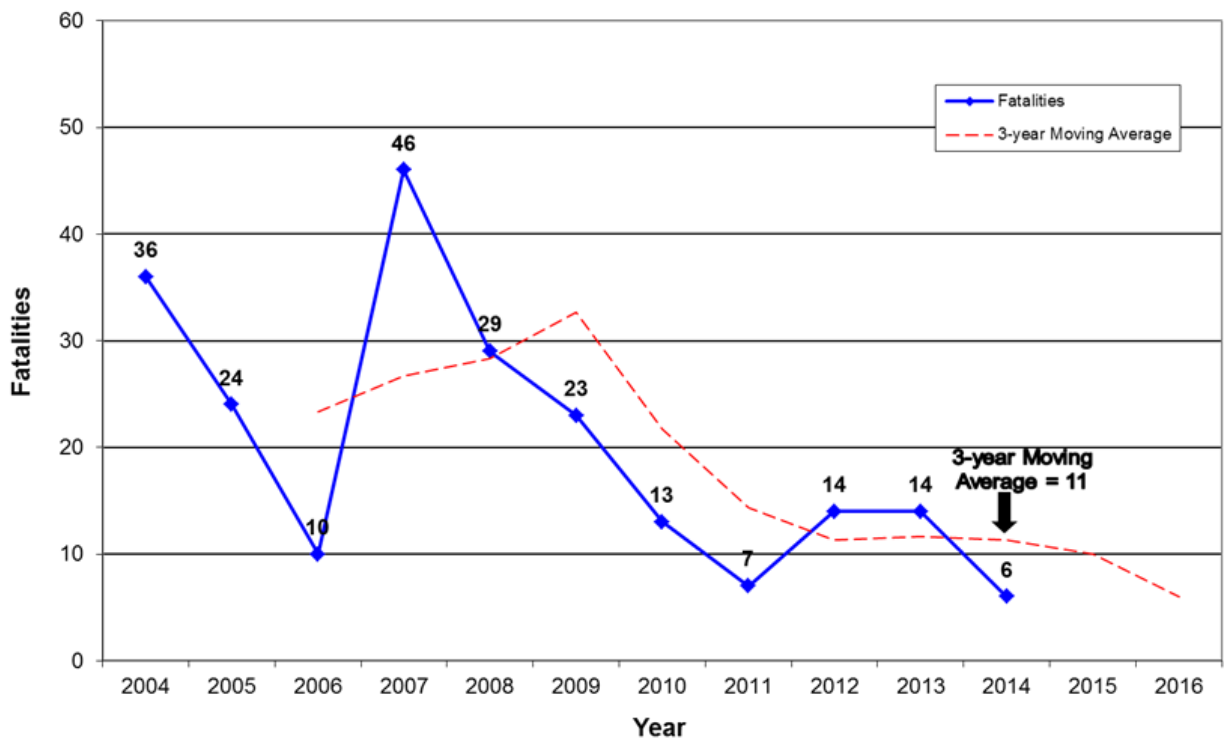
U-12: Percent of Drivers in Utah Fatal Crashes With Known BAC Results



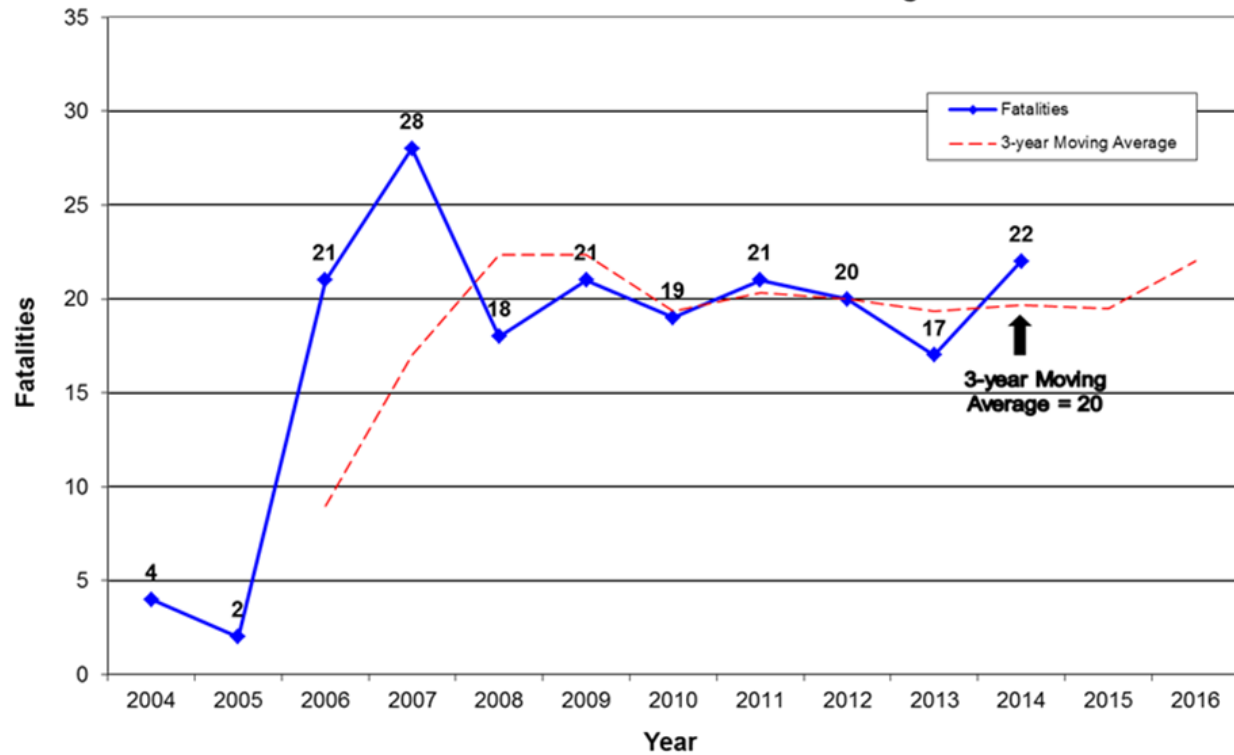
U-13: Average Number of Days Between Submission and Occurrence for Utah Motor Vehicle Crashes



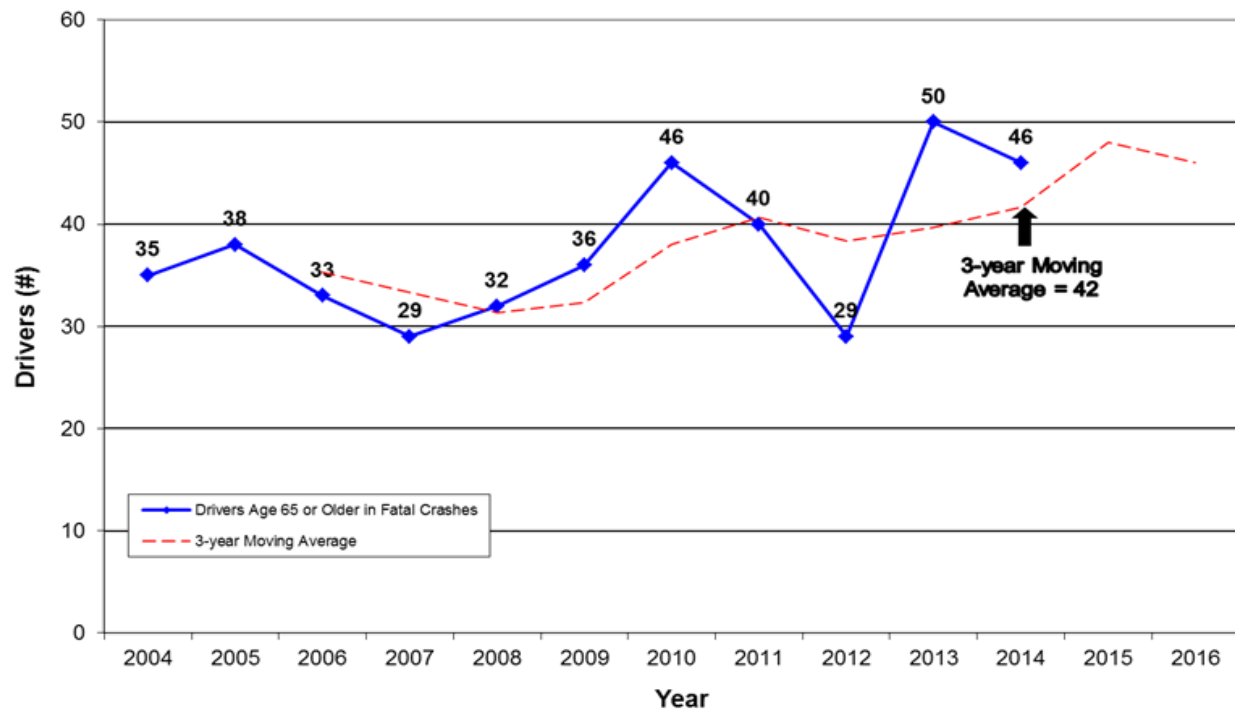
U-14: Number of Utah Drowsy Driving-related Fatalities



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



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





SECTION V – COUNTERMEASURES AND PROJECTS

The Utah Highway Safety Office has divided its countermeasures and projects between the eight program management areas determined by funding and data-driven priorities.

Program Administration and Support

- ◆ Personnel, Planning and Administration
- ◆ State Match

Community Traffic Safety Programs

- ◆ Operation Lifesaver
- ◆ Utah Safety Council's Traffic Safety Programs
- ◆ Public Information and Education
- ◆ Utah Highway Patrol's Public Information and Education Program

Occupant Protection

- ◆ Outreach, Education, Enforcement and Media
- ◆ Child Passenger Safety Program
- ◆ Rural and Hispanic Seat Belt Projects
- ◆ Occupant Protection Evaluation

Teen Drivers

- ◆ Outreach and Education

Impaired Driving

- ◆ DUI Enforcement, Media and Community Projects
- ◆ Youth Alcohol Projects
- ◆ Drowsy Driving Outreach and Education

Vulnerable Roadway Users

- ◆ Bicycle Safety Education and Outreach Projects
- ◆ Pedestrian Safety Education, Enforcement, and Outreach Projects
- ◆ Motorcycle Safety Education and Outreach Projects
- ◆ Older Driver Outreach

Police Traffic Services

- ◆ Enforcement and Equipment Projects
- ◆ Aggressive, Speeding, and Distracted Driving Outreach and Education

Traffic Records

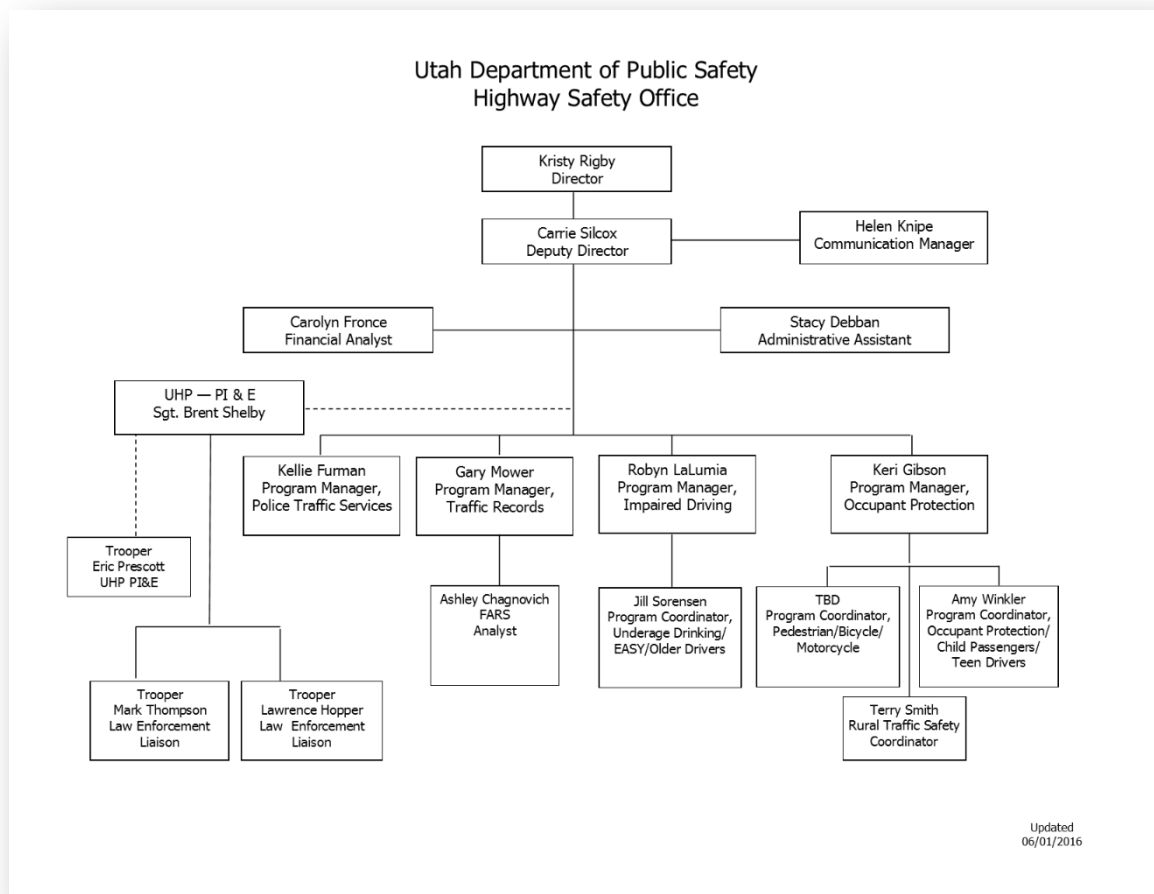
- ◆ Data Improvement Projects

PROGRAM ADMINISTRATION AND SUPPORT

Problem Identification:

The Utah Highway Safety Office (UHSO) is one of the smallest Divisions within the Utah Department of Public Safety with 17 on staff. The office is self-contained and self-sufficient with each staff member having a specific program area or responsibility to ensure that the state's Highway Safety Plan is developed and implemented in an efficient and effective manner.

The team consists of four senior program managers who oversee the largest of the traffic safety program areas including, Occupant Protection, Impaired Driving, Traffic Records and Communications. The remaining five program coordinators oversee other program areas including, police traffic services, distracted driving, vulnerable roadway users (pedestrian, bicycle and motorcycle safety), youth alcohol, older drivers, child passenger safety, rural outreach, and teen driving. The UHSO also supports the Fatality Analysis Reporting System (FARS) and two Law Enforcement Liaisons. The office also houses the Utah Highway Patrol's Public Information and Education Program that includes two full-time troopers and supports one contractor who oversees the Child Passenger Safety Training and Certification Program.



Each program uses available state and national data to determine problem identification, performance measures and targets. Funds from State and Federal grants provide the necessary monies for each program area. In addition, the UHSO actively pursues grant opportunities as they become available.

Utah Performance Target for 2016:

- ◆ Utah's performance target for C-1 (Number of Fatalities) is 242.
- ◆ Utah's performance target for C-2 (Number of Serious Injuries in Traffic Crashes – Level 4 only) is 1355.

Planned Countermeasures:

- ◆ NHTSA Highway Safety Program Guideline 1: Periodic Motor Vehicle Inspection
- ◆ NHTSA Highway Safety Program Guideline 2: Motor Vehicle Registration
- ◆ NHTSA Highway Safety Program Guideline 3: Motorcycle Safety
- ◆ NHTSA Highway Safety Program Guideline 4: Driver Education
- ◆ NHTSA Highway Safety Program Guideline 5: Non-Commercial Driver Licensing
- ◆ NHTSA Highway Safety Program Guideline 6: Codes and Laws
- ◆ NHTSA Highway Safety Program Guideline 8: Impaired Driving
- ◆ NHTSA Highway Safety Program Guideline 10: Traffic Records
- ◆ NHTSA Highway Safety Program Guideline 11: Emergency Medical Services
- ◆ NHTSA Highway Safety Program Guideline 12: Prosecutor Training
- ◆ NHTSA Highway Safety Program Guideline 13: Older Driver Safety
- ◆ NHTSA Highway Safety Program Guideline 14: Pedestrian and Bicycle Safety
- ◆ NHTSA Highway Safety Program Guideline 15: Traffic Enforcement Service
- ◆ NHTSA Highway Safety Program Guideline 17: Pupil Transportation Safety
- ◆ NHTSA Highway Safety Program Guideline 18: Crash Investigation and Incident Reporting
- ◆ NHTSA Highway Safety Program Guideline 19: Speed Management
- ◆ NHTSA Highway Safety Program Guideline 20: Occupant Protection
- ◆ NHTSA Highway Safety Program Guideline 21: Roadway Safety

Project Descriptions:

PA171001 **PLANNING AND ADMINISTRATION**
Funding Source **402**
Project Year **Ongoing**
Manager **Kristy Rigby**

The UHSO continually studies and analyzes annual and historical state and national crash data to identify trends, emerging problem areas, and to measure the success of previous efforts. State and federal funding resources are also analyzed to determine how best to use available monies to effectively address the identified problems. This information is incorporated as part of the Highway Safety Planning and Annual Reporting process for Utah. Other tasks performed include providing support for project development such as technical assistance, resource allocation, monitoring and reporting. Staff to be fully or partially funded includes the director, deputy director, a finance officer, a data analyst, four senior program managers, two law enforcement liaisons, five program coordinators and an administrative secretary. Funding will also include office space and three staff vehicles directly related to the activities of the staff previously mentioned. Additionally, funds are also used for membership fees, and for participation in creating the State's Strategic Highway Safety Plan (SHSP).

PA171002 **PLANNING AND ADMINISTRATION STATE MATCH**
Funding Source **State**
Project Year **Ongoing**
Manager **Carrie Silcox**

The UHSO continually analyzes state and national data to identify trends and emerging problem areas. Problem identification lays the foundation for planning and administering federal and state funds. Determining the best use of resources lends to programs that effectively and efficiently use monies to accomplish the overall goal of reducing fatal crashes. Resources used in planning and administration are related to the overall management of the State's highway safety programs. Costs include salaries and related personnel costs for Highway Safety Office staff members. Planning and Administrations costs also include office expenses such as operating supplies, equipment and rent.

This project also provides oversight for the State's sustained DUI enforcement and equipment program which is supported through a portion of DUI vehicle impound fees and driver license reinstatement fees. The monies are used to fund sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on supporting high visibility saturation patrols during major holidays and national safety campaigns. The funds also provide local law enforcement agencies with equipment such as the updated Intoxilyzer 8000 for accuracy in testing and capture evidentiary information during DUI stops.

Also part of this project is the state's Eliminating Alcohol Sales to Youth (EASY) program that works to eliminate the social supply of alcohol to minors. By providing reimbursement to law enforcement agencies, EASY enables alcohol compliance checks to be conducted at off-premise retailers in cities large and small statewide. This program compliments federally funded efforts.

PA171003	STATE MATCH SECTION 402, 405(b), 405(c), 405(d), 405(f)
Funding Source	State
Project Year	Ongoing
Manager	Carrie Silcox

The UHSO continually analyzes state and national data to identify trends and emerging problem areas. Problem identification lays the foundation for planning and administering federal and state funds. Determining the best use of resources lends to programs that effectively and efficiently use monies to accomplish the overall goal of reducing fatal crashes. Resources used in planning and administration are related to the overall management of the State's highway safety programs. Costs include salaries and related personnel costs for UHSO staff. Costs include office expenses such as operating supplies, equipment and rent.

This project also provides oversight for the State's sustained DUI enforcement and equipment program through the use of DUI vehicle impound fees and driver license reinstatement fees. The monies support sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on supporting high visibility saturation patrols during major holidays and national safety campaigns. The funds also provide local law enforcement agencies with police traffic services equipment that support the UHSO's performance measures.

Also part of this project is the state's Eliminating Alcohol Sales to Youth (EASY) program that works to eliminate the social supply of alcohol to minors. By providing reimbursement to law enforcement agencies, EASY enables alcohol compliance checks to be conducted at off-premise retailers in cities large and small statewide. This program compliments federally funded efforts.

CP170201	PERSONNEL
Funding Source	402 / 405c / 405d
Project Year	Ongoing
Manager	Carrie Silcox

This project serves as the core funding source for UHSO personnel who oversee, coordinate and assist statewide and community-based programs, special highway safety projects, and provide management and support services to all programs and projects. Staff fully or partially funded may include the director, the deputy director, a finance officer, a data analyst, four senior program managers, two law enforcement liaisons, five program coordinators and an administrative secretary. Funding will include personnel costs associated with these positions.

CP170202	ADMINISTRATIVE SUPPORT
Funding Source	402
Project Year	Ongoing
Manager	Carrie Silcox

The daily operation of the UHSO, and the support it provides to a wide spectrum of state and local programs and partners, is an important part of the program's continued success in Utah. This project covers expenses such as operations, equipment, personnel, training and workshops, travel costs, supplies, contractual services, and developing and distributing educational materials. Also, ongoing support for the electronic grant management system will be funded.

COMMUNITY TRAFFIC SAFETY PROGRAMS

Problem Identification:

Community traffic Safety programs serve as the cornerstone of local interaction and education, allowing for additional outreach opportunities to areas or populations in Utah that the Highway Safety Office find difficult to reach. With such a small staff, it is important for the Highway Safety office to utilize partner program opportunities. State and National data is analyzed to identify problem areas and trends. In partnership with the community programs, projects are implemented to address the identified challenges.

Utah Performance Target in 2016:

- ◆ Utah's performance target for C-1 (Number of Fatalities) is 242
- ◆ Utah's performance target for C-2 (Number of Serious Injuries in Traffic Crashes – Level 4 only) is 1355.
- ◆ Utah's performance target for C-3 (Total Fatality Rate per 100 Million VMT) is .89.
- ◆ Utah's performance target for C-3 (Urban Fatality Rate per 100 Million VMT) is .64.
- ◆ Utah's performance target for C-3 (Rural Fatality Rate per 100 million VMT) is 1.63.

Planned Countermeasures:

- ◆ NHTSA Highway Safety Program Guideline 3: Motorcycle Safety
- ◆ NHTSA Highway Safety Program Guideline 4: Driver Education
- ◆ NHTSA Highway Safety Program Guideline 5: Non-Commercial Driver Licensing
- ◆ NHTSA Highway Safety Program Guideline 6: Codes and Laws
- ◆ NHTSA Highway Safety Program Guideline 8: Impaired Driving
- ◆ NHTSA Highway Safety Program Guideline 10: Traffic Records
- ◆ NHTSA Highway Safety Program Guideline 11: Emergency Medical Services
- ◆ NHTSA Highway Safety Program Guideline 13: Older Driver Safety
- ◆ NHTSA Highway Safety Program Guideline 14: Pedestrian and Bicycle Safety
- ◆ NHTSA Highway Safety Program Guideline 15: Traffic Enforcement Service
- ◆ NHTSA Highway Safety Program Guideline 19: Speed Management
- ◆ NHTSA Highway Safety Program Guideline 20: Occupant Protection
- ◆ NHTSA Highway Safety Program Guideline 21: Roadway Safety
- ◆ Employer Programs (Countermeasure That Work, NHTSA, 2013)

Project Descriptions:

CP170203	OPERATION LIFESAVER
Funding Source	402
Project Year	Ongoing
Manager	Jill Sorensen

All modes of train travel, such as Passenger, light-rail, and freight, offer efficient transportation services in Utah and across the nation. In fact, the U.S. Department of Transportation projects substantial increases in rail transport over the next three decades. This expansion has been seen in Utah’s urban areas, as we add more lines to connect our major cities and communities. With these changes often come potential increases in collisions between vehicles and trains.

During the last 10 years, there have been 141 crashes in which 23 people have died and 45 people have been injured at highway-rail grade crossings. Operation Lifesaver Utah desires to continue to perform public outreach and education by providing presentations and educational material to the following three primary target audiences - driver education students (new drivers), school bus drivers, and professional truck drivers. Also, continue to include outreach to school-aged students, bicyclists and pedestrians, commercial and transit bus drivers, law enforcement, emergency medical technicians and paramedics/firefighters, general adults, and anyone that needs to learn about safety at highway-rail grade crossings.

Funds will be used to pay for attendance to the National Operation Lifesavers Leadership Conference, educational materials, rent, placement of public service announcements, and program enhancement items which are allowable if a railway safety message is provided.

CP170204	UHP PUBLIC INFORMATION & EDUCATION / ADOPT-A HIGH SCHOOL
Funding Source	402 / 405b
Project Year	Ongoing
Manager	Heather Fuhr

There are 3,658 miles of state highways in Utah consisting of 327 different roads that cross into all 29 counties of the State. The Utah Highway Patrol (UHP) is the lead law enforcement agency that patrols these stretches of roadway, as it offers statewide coverage and unified enforcement on identified traffic safety problems. UHP handles nearly one-third of the traffic crashes in the state, making traffic safety promotion a high priority for this agency. UHP Public Information and Education (PI&E) and the Adopt-A-High School Programs will be the mechanism to implement and coordinate messages, enforcement priorities, and outreach activities throughout the state, which is a necessary component for effective strategies to reduce traffic crashes and resulting fatalities and injuries.

The UHP PI&E Program will use data to drive the focus of activities and to tailor messages and outreach to specific audiences and communities. For example, seat belt use is lower in rural Utah communities and the PI&E and Adopt-A-High School Programs will target hard-core non-users and create messages to compel others to spread the word of buckling up. In more urban areas, the focus will be on speed and aggressive driving (following too close), as these are major contributing factors to crashes in these areas. Promoting the primary seat belt law will also be a central focus of the programs. Additional PI&E activities to address traffic safety concerns include communications and outreach strategies for low-belt-use groups, promotion of responsible drinking with strong emphasis on alternative transportation, communication and outreach on distracted and drowsy driving, and highlighting the parental role in teaching and managing young drivers. UHP’s PI&E program will conduct these activities and educational opportunities to a variety of groups and organizations throughout the state. One main distinction of this program is the mobility and outreach; it is vital to take the message to the

public to incorporate traffic safety information into people’s everyday lives. In this way, the PI&E works to make safety second-nature for the communities they serve. The program will do this by engaging motorists at their workplaces, schools, shopping centers, and community events. Educational tools, such as the Seat Belt Convincer and bike rodeos, will be hands-on experiences for the audiences.

Specific to the Adopt-A-High School program, troopers throughout the State will be teamed up with high school administrations and student and youth groups to communicate and educate young drivers about the particular risks and dangers for this age group. UHP uses this portion of the program to focus on teen/youth drivers because 15% of fatal crashes involve a teen driver and teens have the highest crash rate per licensed driver. For this program, UHP will work with or “adopt” a minimum of 10 high schools. Troopers will regularly participate, at least on a monthly basis, in school assemblies, sports activities, classes and other school functions to provide safety information and encourage students to wear seat belts and practice safe driving. Data and unique community features will dictate the precise nature of the messages and outreach activities.

Funds will be used to provide educational materials and teaching tools, maintain and service equipment, such as the Seat Belt Convincer, support overtime hours for troopers conducting PI&E work, and offer highway safety training to troopers.

CP170207	UTAH SAFETY COUNCIL TRAFFIC SAFETY
Funding Source	402
Project Year	Ongoing
Manager	Amy Winkler

In 2014, a Utah motor vehicle crash occurred every 9 minutes, a person was injured in a crash every 22 minutes, and a person was killed in a crash every 34 hours. Motor vehicle crashes are the leading cause of injuries and fatalities on the job. Employers bear the cost for injuries that occur both on and off the job. The increasing traffic congestion on our roads wastes significant time and money, reduces productivity and promotes risky driving behavior. Employees may feel pressured to engage in potentially distracting in-vehicle activities to meet their job responsibilities.

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

Planned countermeasures consist of communications and outreach strategies for low-belt-use groups, employer programs, promoting responsible drinking including alternative transportation, as well as youth and school-based programs. In turn, this project will support the Utah Network of Employers for Traffic Safety (NETS) and Alive at 25 programs. The goal of the NETS program is to engage employers to improve the safety and health of employees and their families by preventing traffic crashes that occur both on and off the job. The program

works to implement safety policies and provide workplace training and programs to 1,100 business members. In addition to the NETS program, the Utah Safety Council also oversees Alive at 25. The purpose of this program is to reduce the number of traffic fatalities and crashes amongst Utah drivers 15-24 years of age by focusing on the attitudes and behaviors that affect young drivers and prepare them to deal with dangerous driving habits and situations. This 4-hour course was developed by the National Safety Council for young people aged 15-24 to help them choose safe driving practices, be aware of driving hazards, understand how their decisions affect others, how to maintain control of the vehicle and the importance of personal responsibility behind the wheel.

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

CP170208	PUBLIC INFORMATION AND EDUCATION
Funding Source	402
Project Year	Ongoing
Manager	Heather Fuhr

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

CP170209	TRAFFIC SAFETY INITIATIVES SUPPORT
Funding Source	402
Program Year	First
Manager	Carrie Silcox

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support traffic safety initiatives and countermeasures that are effective in decreasing the incidence of crashes and resulting fatalities and injuries. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational	ZERO FATALITIES PROGRAM
Funding Source	State
Program Year	Ongoing
Manager	Robert Miles (UDOT)

The Zero Fatalities program is a united effort from state agencies and public and private businesses that attacks the top five contributing factors to fatalities on Utah roads including, drowsy driving, distracted driving, speeding/aggressive driving, impaired driving and unrestrained occupants. These fatal crashes are preventable—not inevitable. This extensive public education program is designed to convince adults, teens, children, community, business and political leaders of the need to change unsafe driving behaviors. When someone in the community is killed from a violent crime, the result is breaking news coverage, public outcries and a concerted effort to shun those who committed such a crime. However, when someone causes a fatal crash by falling asleep at the wheel, driving recklessly or unbuckled, the community just accepts it as just a "tragic accident." Why? The loss of just one life is unacceptable, and the program enlists everyone to be as vigilant at ridding communities of unsafe driving behavior, just as happens with violent criminals. The program's vision is: "We won't stop until we reach Zero Fatalities - it's a goal we can all live with."

Informational	COALITION FOR UTAH TRAFFIC SAFETY
Funding Source	N/A
Program Year	Ongoing
Manager	Rolayne Fairclough (AAA of Utah)

Motor vehicle crashes are a leading cause of death and permanent injury to the citizens of Utah. The Coalition for Utah Traffic Safety (CUTS) is dedicated to saving lives and preventing injuries by promoting highway safety in Utah. The coalition includes members with a wide range of expertise including, medicine, law enforcement, higher education, media, business, insurance, local and state government, private non-profit organizations, automobile industry, and interested citizens.

The coalition takes an active part in legislative and governmental highway safety issues. The coalition also takes a leadership role in promoting educational and public awareness to highway safety programs in Utah. The members coordinate individual activities, share expertise, programs, and experiences to enhance highway safety programs in Utah.

OCCUPANT PROTECTION PROGRAM

Problem Identification:

According to the 2014 Utah Crash Summary, 97% of persons who survived a crash reported being restrained compared to half of the persons killed. To reinforce the importance of buckling up, unrestrained crash occupants were 37 times more likely to be killed than restrained crash occupants. In order to dissect and fully understand the state's occupant protection issues, the Utah Highway Safety Office (UHSO) has chosen to use a five-year average, using data from 2010 to 2014, unless otherwise noted.

Wearing a seat belt is one of the best ways to decrease injuries and deaths in motor vehicle crashes. With the passage of a primary seat belt law in 2015, Utah's seat belt usage rate increased 3.8 percentage points reporting 87.2 percent; falling in line with the national average. This equates to about 377,000 drivers and passengers on Utah's roads who continue to ride unbuckled.

With the passage of a primary seat belt law during the 2015 legislative session, a goal of achieving a 10 percent increase in seat belt use by 2016 was established. The state is hopeful in reaching this goal; however, effective countermeasures must be supported to reach those motorists who continue to ride unbuckled.

The number of Utah unrestrained passenger vehicle occupant fatalities decreased significantly from 2005 to 2006. Unfortunately the number of deaths has shown a relatively flat trend over the last ten years. Performance Measure C-4 illustrates this trend, as well as the three-year moving average of 72 unrestrained fatalities per year. While the number of unrestrained occupant fatalities has remained stable, it still represents around one-third of the motor vehicle deaths in the state and is a top priority of the UHSO.

Of the occupant fatalities from 2010 through 2014, 49.9% were unrestrained. When examining the unrestrained occupant fatalities, it was determined that:

- ◆ 57.4% of the unrestrained occupant fatalities were male
- ◆ 63.0% were ages 15-44 years
- ◆ 65.7% of the unrestrained occupant fatalities were drivers, with 19.8% being other front seat passengers and 12.1% being back seat passengers
- ◆ Occupants in pickup trucks (71.6%) were the least likely to be restrained followed by SUVs (53.0%)
- ◆ Spring and Fall were found to have the lowest restraint use among fatal occupants with March (58.2% unrestrained) and April (67.2% unrestrained) the worst months

In addition, the 2015 statewide seat belt observational survey reports pickup truck drivers and front seat passengers as having the lowest usage rate (78.1%) of all vehicle types.

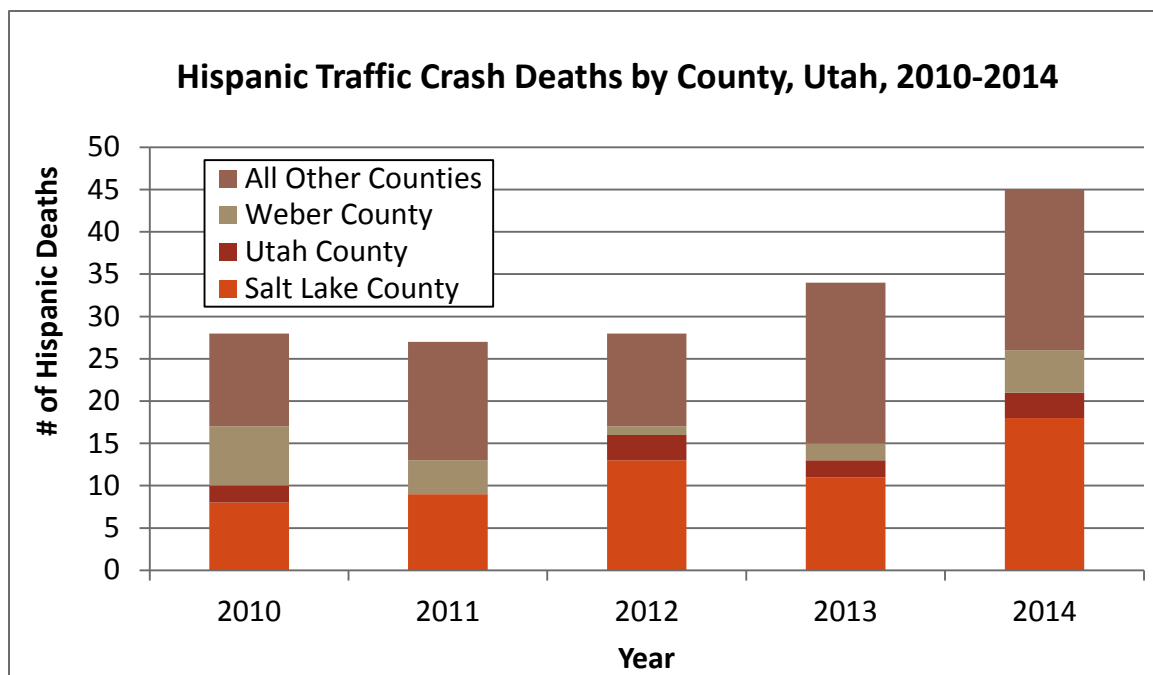
Of Utah's 29 counties, 6 are considered urban, contributing to 85% of the state's population and 23 are rural. When examining the differences between urban and rural counties using crash data from 2010 to 2014, it was determined that:

- ◆ More than half (56.6%) of the unbuckled fatalities occur in rural counties
- ◆ Urban counties, which include Cache, Davis, Salt Lake, Utah, Washington and Weber, contribute to 43.4% of occupant fatalities
- ◆ 64.1% of all occupant deaths in rural counties were unrestrained compared to 49.2% in urban counties
- ◆ In addition, according to the 2015 seat belt observational study, 80.1% of rural motorists wear seat belts compared to 89.6% in urban counties

When determining funding priorities, counties with sparse populations below 7,500 residents and counties that are not included in the NHTSA-approved annual seat belt observational survey were not considered a priority. The 10 low-priority counties include, Beaver, Daggett, Duchesne, Emery, Garfield, Juab, Kane, Piute, Rich, and Wayne. These counties contribute to 15% of the total number of occupant fatalities.

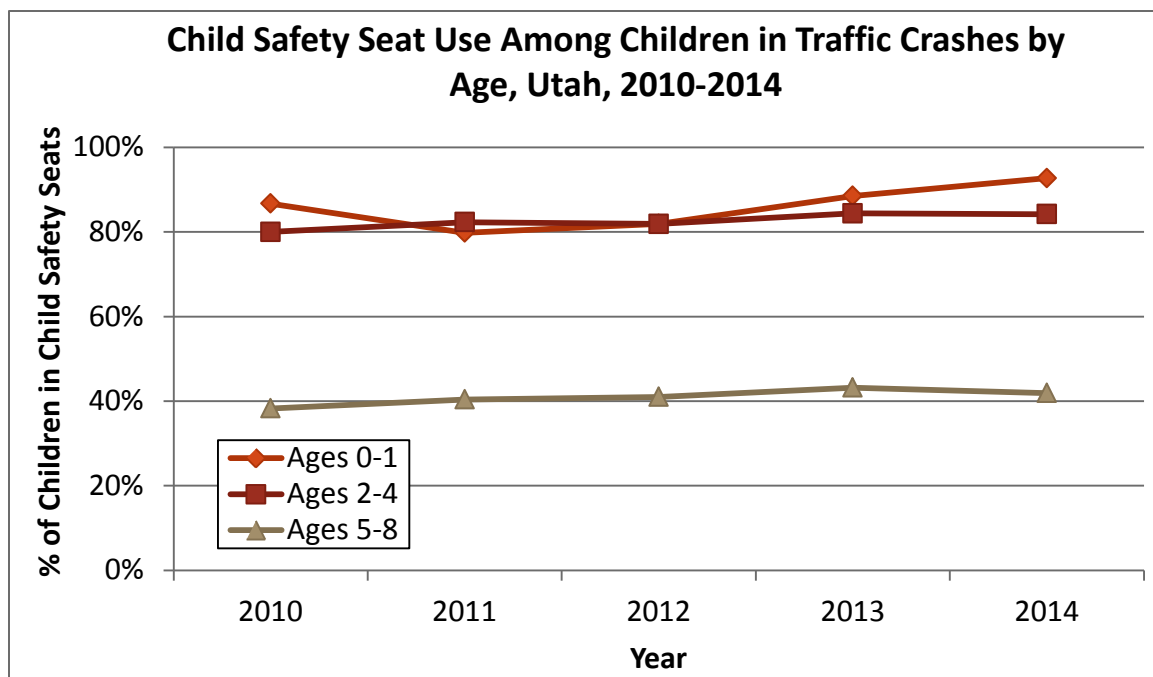
When examining the remaining 13 rural counties, nine were identified as having a high percentage of unrestrained occupant fatalities and above the state average of 50%. Counties include Box Elder, Carbon, Grand, Millard, Morgan, Sanpete, Summit, Tooele, and Uintah.

When examining diverse populations, Hispanics and Latinos were found to have the highest unrestrained fatality rates among all minority groups. This is mainly due to the fact that they are the largest ethnic minority group making up approximately 13.3% of the state's population. Approximately 78% of the state's Hispanic population lives in three urban counties including Salt Lake, Weber and Utah. In addition, 56% of the traffic fatalities involving this population occur in

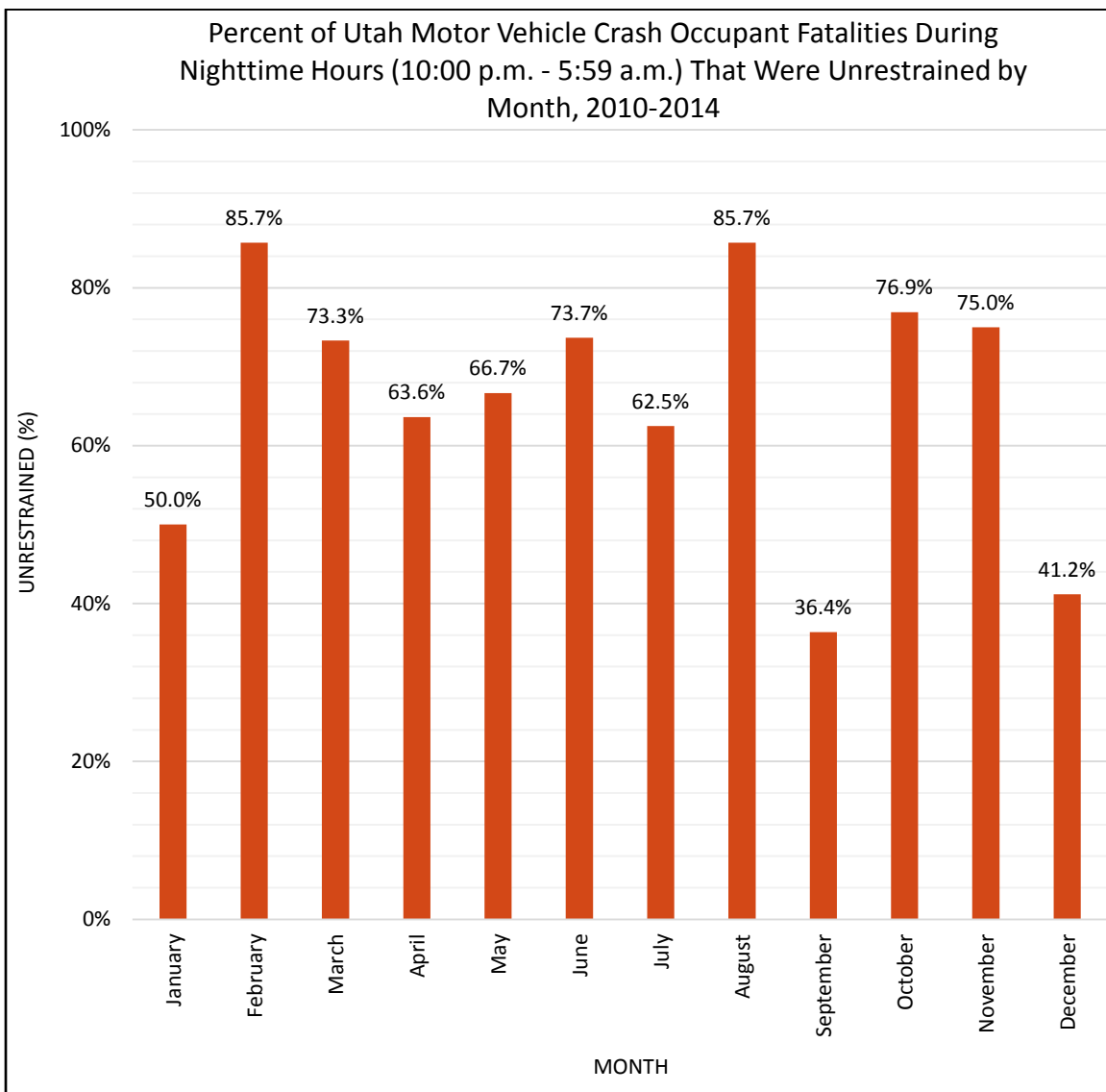


these areas. More Hispanic motorists are being killed in crashes than in the past. Over a five year period from 2010 to 2014, 61% of Hispanic occupants were unrestrained compared to 48% of non-Hispanic occupants. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and more than two-thirds were male.

Child passengers have also been identified as a high risk population. Despite Utah having a law that requires child passengers to ride in appropriate safety restraints to age 8, as children grow they are less likely to be restrained, leaving them at risk for death or serious injury. Among child occupants in crashes over the last five years, 85.9% of children ages 0-1 years were restrained in a child safety seat compared to 82.5% of children ages 2-4 years and 41.0% of children ages 5-8 years.



When examining the time period when occupant fatalities occur, it was determined that 71.6% of the unrestrained fatalities occur during daytime hours of 6:00 a.m. and 9:59 p.m. However, when examining restraint use in fatal crashes by the time of day, restraint use is lowest during nighttime hours. Between the hours of 10:00 p.m. and 5:59 a.m., 66.0% of fatal occupants were unrestrained, which is markedly higher than the daytime unrestrained fatality rate of 45.5%. In addition, restraint use is lowest between midnight and 3:59 a.m. with 71.6% of occupants killed being unbuckled. Urban counties also contribute to more than 90% of the nighttime occupant fatalities. Cities with the highest number of unrestrained fatalities include Salt Lake City and West Valley City, which are located in Salt Lake County, and Ogden in Weber County.



Utah's Performance Targets for 2016:

- ◆ Utah's performance target for C-4 (Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions) is 81.
- ◆ Utah's performance target for U-1 (Percent of Children in Utah Crashes in Child Safety Seats) is 70%.
- ◆ Utah's performance target for U-2 (Percent of Children in Utah Crashes in Child Safety Seats, Ages 0-1, Ages 2-4, Ages 5-8) are: Ages 0-1 is 92.7%, Ages 2-4 is 84.8%, Ages 5-8 is 42.4%.
- ◆ Utah's performance target for U-3 (Percent of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 that were Unrestrained) is 61.1%.
- ◆ Utah's performance target for U-4 (Percent of Utah Motor Vehicle Occupant Fatalities at Night that were Restrained) is 46.9%.

- ◆ Utah's performance target for U-5 (Percent of Restraint Use Among Seriously Injured and Killed Occupants in Crashes Rural vs Urban) are: Rural is 34.7%, Urban is 13.9%.

Planned Countermeasures:

- ◆ Short-Term, High-Visibility Belt Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Combined Enforcement, Nighttime (Countermeasures That Work, NHTSA, 2013)
- ◆ Sustained Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Communications and Outreach Supporting Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Communications and Outreach Strategies for Low-Belt-Use Groups (Countermeasures That Work, NHTSA, 2013)
- ◆ Child Restraint/Booster Seat Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Short-Term, High-Visibility Child Restraint/Booster Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Communications and Outreach Strategies for Older Children (Countermeasures That Work, NHTSA, 2013)
- ◆ Communications and Outreach Strategies for Booster Seat Use (Countermeasures That Work, NHTSA, 2013)
- ◆ School Programs (Countermeasures That Work, NHTSA, 2013)
- ◆ Child Restraint Distribution Programs (Countermeasures That Work, NHTSA, 2013)
- ◆ Inspection Stations (Countermeasures That Work, NHTSA, 2013)

Project Descriptions:

2HVE170401	CLICK IT OR TICKET STEP SUPPORT
Funding Source	405b
Project Year	Ongoing
Manager	Keri Gibson

Motor vehicle crashes are a leading cause of death for people in Utah and across the United States. Seat belts reduce the risk of injury and death by about 70% when used correctly, according to the NHTSA. In fact, in 2014, unbuckled motorists were 37 times more likely to die than buckled motorists involved in crashes on Utah's roadways. Still, only 87.2% of Utahns use seat belts. High-visibility enforcement has proven to be an effective countermeasure in changing behavior and increasing seat belt usage among non-users. The goal of this project is to continue combining enforcement and media into the high-visibility enforcement model, and conduct sustained enforcement in support of year-round campaigns that aim to increase the number of motorists who buckle up.

Planned countermeasures include short-term, high-visibility seat belt law enforcement campaigns, combined enforcement initiatives, nighttime enforcement activities, and sustained

enforcement efforts. In turn, the project will fund five seat belt enforcement mobilizations that focus on identified high risk populations. Two high-visibility enforcement mobilizations will be held in conjunction with the National Click It or Ticket Campaign occurring in November 2016 and May 2017 and will focus on young males and pickup truck motorists. One high-visibility enforcement campaign is scheduled for March 2017 and will focus on nighttime motorists in communities with high unbuckled fatality rates during nighttime hours. One mobilization will target male hard-core non-users and will be held in August 2017 in conjunction with county fairs, community summer celebrations. To target rural motorists, one enforcement mobilization will be scheduled during the year in Box Elder, Sanpete, and San Juan counties.

Enforcement efforts will target seat belt and child safety seat non-use by using other traffic violations such as impaired driving, speeding, and aggressive driving, as probable cause. In addition, joint enforcement will be supported with seat belt use being enforced as a secondary emphasis during all impaired driving overtime enforcement efforts sponsored by the UHSO. To encourage sustained enforcement, the UHSO's law enforcement liaisons will work with the State's law enforcement agencies to establish guidelines law enforcement challenge programs designed to encourage consistent enforcement of the State's seatbelt use law on a regular basis.

OP170402	OCCUPANT PROTECTION MEDIA, MATERIALS & SUPPORT
Funding Source	402 / 405b / 402 (405d Converted)
Program Year	Ongoing
Manager	Keri Gibson

Wearing a seat belt is one of the best ways to decrease injuries and deaths in motor vehicle crashes. In addition, unlike many other traffic behaviors, the decision to use a seat belt is made by nearly every motorist each time they ride in a motor vehicle. Occupant protection affects every age group, geographical area, race, ethnicity, gender, and income level. Yet, only 89.6% of urban motorists, 80.1% of rural motorists, and 78.1% of pickup truck occupants buckle up on Utah's roadways. Furthermore, according to crash data, nearly two-thirds of the unrestrained occupant fatalities were male and 63.0% were ages 15-44 years. Two-thirds of Hispanic occupants and one-third of children ages 0-9 who died in crashes are unrestrained. Furthermore, restraint use is lowest between midnight and 3:59 a.m. with 71.6% of occupant fatalities being unrestrained.

This project will work to increase the seat belt use rate in Utah and decrease traffic-related death and injury by supporting a comprehensive media and public information plan. Planned countermeasures include communications and outreach that supports enforcement, strategies for low-belt-use groups, and strategies for older children and booster seat use. In turn, funds will be used to conduct two high-visibility Click It or Ticket enforcement campaigns, at least three additional enforcement-based educational efforts, and three campaigns that target high risk groups. In addition, this project will promote and support national, state, and local traffic safety campaigns, programs and activities statewide by providing educational materials to requestors and key stakeholders in the traffic safety community. Campaigns, educational materials, and media efforts will focus on identified high risk populations and areas such as counties with low seat belt use rates, cities with high night-time unrestrained fatality rates, pickup truck drivers and passengers, male hard-core non-users, diverse groups, and children riding in booster seats. In addition, the project will support the Rural Seat Belt Program's communications plan which will be piloted in Box Elder, Sanpete, and San Juan counties.

A contract will be secured with one or more advertising agencies to assist with the campaigns, media and public information efforts. Funds may also be used to support public relations activities, campaign development and production costs, and media placement. In addition, funds will be used to purchase and/or develop appropriate educational materials and promotional items that will be used to inform and educate the public about the importance of proper restraint use. The campaigns will partner with the Zero Fatalities program and messaging and media efforts will be shared and coordinated with the NHTSA, as appropriate.

2CPS170403	STATEWIDE CHILD PASSENGER SAFETY PROGRAM
Funding Source	405b
Project Year	Ongoing
Manager	Amy Winkler

Utah has the highest birth rate of the United States and adds more than 50,000 infant passengers to its population each year. While the 10-year trend shows an increase in child safety seat use in crashes for ages 0-8 years, a need exists for educational programs aimed at increasing the proper and consistent use of child restraint devices. Of children ages 2-4 years who were seriously injured in crashes, 82.6% were restrained which is below the state average for all ages (2010-2014 Crash Data). As children grow, they are less likely to be properly restrained in a child safety seat or booster seat. Only 41% of children ages 5-8 years who were in crashes were in a safety restraint or booster. In addition, the rate of misuse of these life-saving devices is shown to be approximately 84%. More work must be done to ensure our youngest passengers are properly protected.

The goal of this project is to increase the proper and consistent use of car safety seats and booster seats. The project will support all aspects of the State's child passenger safety program including: communications and outreach strategies for older children and booster seat use; school-based programs; child restraint distribution programs; inspection stations and clinics; CPS technician training, re-training, retention and recruitment; efforts to reach under-served populations such as diverse groups, low-income families, and children with special health care needs. Funding will be used to: contract with a part-time occupant protection program training coordinator; provide fixed-price deliverable mini-grants to local health departments and other partners who oversee local inspection stations and clinics; fund training and re-training opportunities for CPS Technicians; support a technician retention and incentive program; provide car safety seats and supplies to inspection stations; develop and implement campaigns aimed at increasing proper and consistent use of child safety seats, booster seats, and seat belts for all children; support the Click It Club Elementary school-based program; and purchase and/or develop educational materials and resources. At some of the fitting stations, program income will be acquired through the sale of low cost car safety seats. All income will be monitored and used to continue approved activities directly related to the program.

The project will be supported with 405(b) funds with all activities and expenses being eligible uses of the funds. No more than 5% of the funds received in the fiscal year will be used for the purchase and distribution of child restraints to low-income families. Funding from UDOT will also be used to support the activities listed above. See the partnership program for more detail.

OP170404 **RURAL SEAT BELT PROGRAM**
Funding Source **402 / 402 (405d Converted)**
Project Year **Ongoing**
Manager **Keri Gibson**

Of Utah's 29 counties, 23 are considered rural and contribute only 15% of the state's population. Yet, more than half (56.6%) of the unbuckled fatalities occur in rural counties and 64.1% of all occupant deaths in rural areas were unrestrained. According to the 2015 Utah Safety Belt Observational Survey, the seat belt usage rate for urban counties was 89.6%, whereas the rate observed in rural counties dropped to 80.1%. Furthermore, male motorists in rural counties had the lowest usage rate (77%) of all motorists.

In an effort to increase seat belt use in Utah's rural communities, a pilot project is being conducted to determine the most effective combination of countermeasures to use. The pilot project is in its fifth year with the first two years consisting of program planning, contract development and community surveys. This multi-year project includes all elements of program planning, implementation, and evaluation, using the Positive Community Norming model for communications and messaging. The program has focused on three counties including Box Elder, Sanpete and San Juan. These counties were selected because of their demographics, location and high percentage of unrestrained occupant fatalities. Beginning FFY2017, four additional counties have been selected to begin implementing the program. The initial steps will include conducting community, law enforcement, and key leader surveys to determine community norms, attitudes, behaviors, and values. Survey results will be used to develop a comprehensive program using lessons learned during the pilot project. The counties selected for implementation include Tooele, Carbon, Cache, and Sevier Counties. These four areas have low 3-year average seat belt use rates of 74.9%, 53.8%, 66.1%, and 73.9%, accordingly.

Funds will be used to support: the communications plan that includes earned and paid media; development and distribution of action kits; conducting community, law enforcement, key leaders and school-based survey; activities to engage local law enforcement; communication and outreach strategies supporting enforcement of the state's Primary Seat Belt Law; sustained enforcement efforts; school and employer programs; and conducting appropriate educational outreach efforts in the pilot counties. Funding will also support a contract with Montana State Universities Transportation Safety Institute, fixed-price deliverable mini-grants with the pilot counties, the communications and media plan, and the development and production of outreach materials.

The project will be supported primarily with 402 funding. State funding awarded to the Utah Department of Transportation will also be used to support the project.

OP170407 **HISPANIC TRAFFIC SAFETY PROGRAM**
Funding Source **402**
Program Year **Third**
Manager **Amy Winkler**

Utah is a fairly homogenous population with 79.9% being Caucasian. Hispanics and Latinos are the largest ethnic minority group making up approximately 13.3% of the state's population. Approximately 78% of the state's Hispanic population lives in three or the state's 29 counties,

including Salt Lake, Weber and Utah. In addition, 54% of the traffic fatalities involving this population occur in these urban areas. These counties were selected to participate in a four-year effort to increase seat belt use among the Hispanic population.

Traffic crashes are one of the leading causes of death among Hispanics in the United States and in Utah. Over a five-year period from 2010 to 2014, 162 Hispanics were killed on Utah's roadways and 11.7% of those fatalities occurred in Weber County, 36.4% occurred in Salt Lake County, and 6.2% occurred in Utah County. In addition, of those killed, 78% were drivers and passengers of motor vehicles and 62.4% were unrestrained. Similar to state and national trends, young males continue to be higher risk for being killed in a traffic crash. Hispanic motorists ages 15-19 and 20-24 had the highest number of deaths and 65% were male.

This multifaceted project will include media, community-based and school-based education, and outreach campaigns using new and existing community partners. The program will support interventions with sound injury prevention and control principles designed to increase seat belt and child safety seat use among this population. This project will fund an earned and paid media communications plan, outreach strategies for low-belt-use groups, school programs, as well as child restraint distribution and education programs in the three target counties.

OP170408	OCCUPANT PROTECTION PROGRAM EVALUATION
Funding Source	402 (405d Converted)
Program Year	Ongoing
Manager	Keri Gibson

Since 1986, the Utah Safety Belt Observational Survey has been conducted annually and studies seat belt use among drivers and front seat passengers. The study is designed to accommodate the probability requirements of the National Highway Traffic Safety Administration (NHTSA) as written in the Federal Register, as well as the specific needs of the State. The survey is a top priority of the UHSO, as the results are reported to NHTSA and also used to define areas of opportunity for the UHSO. The survey is also a required element of each state's Highway Safety Plan and may impact federal funding awarded to the State. Using the current design, the study will be conducted in June 2017. The results will be provided to NHTSA as well as the public and the State's traffic safety partners. Funds will be used to contract with a survey coordinator, hire four surveyors to gather the usage data in 17 counties, support travel needs for the surveyors, and conduct training.

To help determine the direction of the occupant protection program and to track progress, funding will be used to conduct a public awareness survey. The survey will gather information on driver awareness of seat belt-related campaigns, as well as attitudes and knowledge of the seat belt law, perceptions of enforcement, and self-reported behavior. As pointed out in a white paper preceding the federal regulations, surveys can provide valuable information from drivers or the general public that cannot be obtained any other way.

2PE170409	OCCUPANT PROTECTION INITIATIVES SUPPORT
Funding Source	405b
Program Year	First
Manager	Carrie Silcox

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support occupant protection initiatives and countermeasures that are effective in increasing seat belt and child safety restraint use. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational	PRIMARY SEAT BELT LAW TASK FORCE
Funding Source	State
Program Year	N/A
Manager	Kristen Hoschouer (UDOT)

Funding will be used to support countermeasures and action items identified by the Primary Seat Belt Law Task Force that are designed to increase seat belt use through public information, education, and outreach efforts across the state. The task force consists of key traffic safety partners including UDOT, UDPS-UHSO, state and local law enforcement, hospital/emergency medical services, state office of education, Chamber of Commerce, Utah Trucking Association, among others. A communications and media plan will also be supported and includes public awareness regarding seat belt enforcement taking place to assure the public is educated about the new law. Paid media and outreach efforts will target seat belt influencers- children, girlfriends, wives and mothers to tell someone they love to buckle up.

Informational	SUSTAINED SEAT BELT ENFORCEMENT
Funding Source	State
Program Year	N/A
Manager	Mike Rapich (UHP)

The Superintendent of the Utah Highway Patrol (UHP) continues to focus on sustained, high-visibility seat belt and child passenger safety seat enforcement across Utah. Using a data-driven approach, monthly saturation patrols will be used across the State and will incorporate a focus on crash hotspots.

Informational	ZERO FATALITIES PROGRAM – SEAT BELT CAMPAIGN
Funding Source	State
Program Year	N/A
Manager	Robert Miles (UDOT)

The Zero Fatalities program is a united effort from State agencies and public and private businesses that attacks the top five contributing factors to fatalities on Utah roads: drowsy driving; distracted driving; aggressive driving; impaired driving; and unrestrained occupants. These fatal crashes are preventable—not inevitable. This extensive public education program is

designed to convince adults, teens, children, community, business and political leaders of the need to change unsafe driving behaviors. When someone in the community is killed from a violent crime, the result is breaking news coverage, public outcries and a concerted effort to shun those who committed such a crime. However, when someone causes a fatal crash by falling asleep at the wheel, driving recklessly or unbuckled, the community just accepts it as just a "tragic accident." The loss of just one life is unacceptable and the program enlists everyone to be as vigilant at ridding communities of unsafe driving behavior.

Informational	RURAL SEAT BELT PROJECT
Funding Source	State
Program Year	Second
Manager	Robert Miles (UDOT)

Funds will be used to support Utah's Rural Seat Belt Project, which is a pilot program being implemented in three counties (Box Elder, Sanpete, San Juan) and utilizes the positive community norms behavior change model and cultural shifts to increase seat belt use. Funds will be used to expand the project to an additional 4 counties (Cache, Sevier, Carbon and Tooele) and strengthen the communications, outreach and evaluation efforts.

Informational	HISPANIC SEAT BELT PROJECT
Funding Source	State
Program Year	Second
Manager	Robert Miles (UDOT)

This data-driven program focuses in three target counties (Utah, Salt Lake, Weber) with a high number of fatal crashes among the target population, as well as a large number of Hispanic residents. The program includes three community-based outreach grants and a communications plan that includes public service announcements on television, radio and online outlets. Funding will be used to help support the local projects, an evaluation component that includes focus groups and intercept surveys in the three target counties, and a portion of the media campaign.

Informational	PROGRAM EVALUATION
Funding Source	State
Program Year	Second
Manager	Robert Miles (UDOT)

Funding will be used to help improve program evaluation by supporting: (1) an annual seat belt attitudinal, awareness and behavior study among Utahns; (2) a comprehensive child restraint study to provide the state with baseline usage rates among children ages 0-12 years with the plan to repeat this study every five years. These two studies were planned for in FFY2016; however, due to changes in staffing within the UHSO and UDOT, they were placed on hold until FFY2017.

Informational	CHILD PASSENGER SAFETY PROGRAM
Funding Source	State
Program Year	Second
Manager	Robert Miles (UDOT)

Funds will be used to expand the Click It Club elementary school-based program and develop an abbreviated version of this year-long activity in effort to recruit more participating schools. Funding will also be used to support the state's 96 car seat inspection stations by providing educational tools and child restraints for under-served populations.

Informational	OUTREACH PROJECTS
Funding Source	State
Program Year	Second
Manager	Robert Miles (UDOT)

Funding will be used to support two outreach projects including: (1) the Employer Traffic Safety Outreach committee, which works to provide resources and technical support to employers across the state in effort to increase seat belt use; and (2) development of a new program aimed at increasing seat belt use among pre-teens.

Informational	UTAH SAFETY COUNCIL TRAFFIC SAFETY PROGRAMS
Funding Source	Private
Program Year	Ongoing
Manager	Rod Hamson (USC)

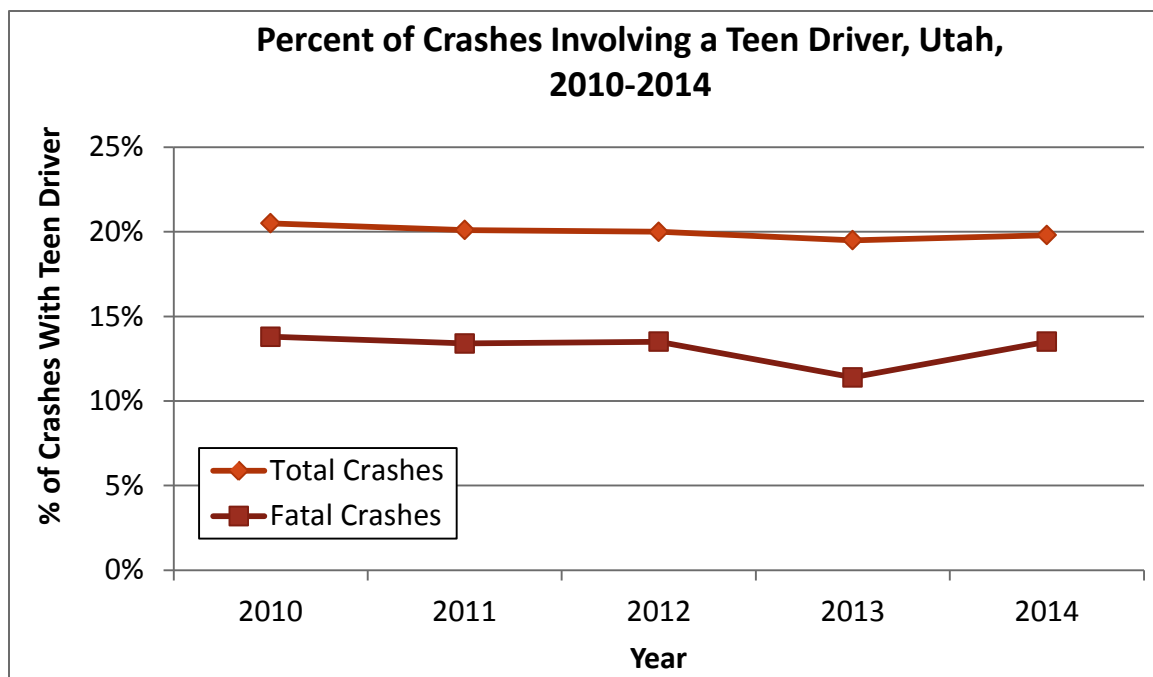
The Utah Safety Council serves as the primary traffic safety resource for employers, and oversees the Defensive Driving Course and Buckle Up For Love programs in Utah. The organization also oversees the Alive at 25 program and is the administrator for the 30-minute online seat belt course being offered to violators of the new Primary Seat Belt Law. The Utah Safety Council's purpose of the Utah Network of Employers for Traffic Safety Program is to engage employers to improve the safety and health of employees and their families by preventing traffic crashes that occur both on and off the job.

TEEN DRIVING OUTREACH

Problem Identification:

Teen drivers (ages 15-19 years) are a special concern in Utah, as they are over-represented in crashes. Over the last three years (2012-2014) they accounted for only 8.6% of licensed drivers but were involved in 19.8% of all motor vehicle crashes and 12.8% of fatal crashes. Teenage drivers are a special concern because of their high crash rates and lack of driving experience. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. In a recent article from the Governor's Highway Safety Association (GHSA), most crashes occur because the novice behind the wheel doesn't have the skills or experience needed to recognize a hazard and take corrective action.

The 10-year trend shows that 22.1% of all crashes in Utah involved a teenage driver with a decreasing trend over the last 10 years. Fatal teenage driver crashes have also shown a decreasing trend although less dramatic than total crashes. Though the trend is decreasing, the number of teenage crashes compared to other ages is significantly disproportionate, thus it is a priority of the Utah Highway Safety Office (UHSO). In the past 5 years (2010-2014) over half (57.9% or 55 out of 95) of all teen occupants killed in motor vehicle crashes were not restrained.



When examining the age and gender of young drivers involved in crashes in 2012-2014, it was determined that:

- ◆ Drivers aged 17 and 18 years had the highest total crash rate per licensed driver
- ◆ Drivers aged 16 and 18 years had the highest fatal crash rate per licensed driver
- ◆ Slightly more teen drivers in all motor vehicle crashes were male

When examining when and where crashes involving young drivers occur in 2012-2014, it was determined that:

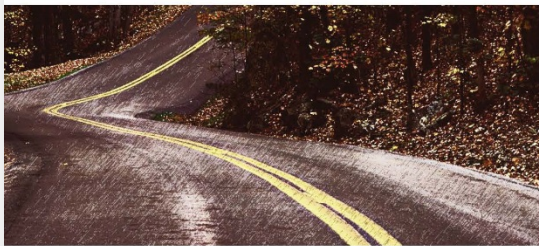
- ◆ Teenage-driver crashes peak during after-school hours (2:00pm-6:59pm)
- ◆ Teenage driver crashes were more likely to occur in the afternoon and evening than other crashes
- ◆ December, October, and September had the highest rates per day for teenage driver crashes
- ◆ Cache, Washington, Davis, Utah, and Sanpete counties had the highest percentages of crashes involving a teenage driver

When examining the causes of young driver-related crashes in 2012-2014, it was determined that:

- ◆ Teens are more likely than older drivers to speed and allow shorter headways (the distance from the front of one vehicle to the front of the next)
- ◆ The presence of male teenage passengers increases the likelihood of this risky driving behavior
- ◆ Teens are more likely than older drivers to underestimate dangerous situations or not recognize hazardous situations
- ◆ The leading contributing factors for all teenage driver crashes were followed too closely, failed to yield right of way, speed too fast, and driver distraction
- ◆ The leading contributing factors in fatal teenage driver crashes were speed too fast and failed to keep in proper lane
- ◆ Compared to drivers of all ages, teenage drivers were more likely to have a contributing factor of failure to yield right of way, followed too closely, and driver distraction
- ◆ Overall, most teen drivers and their passengers were restrained (96.7%)
- ◆ However, 54% of occupants killed in teenage driven vehicles were unrestrained

Utah teens are just like other teens in the country: novice drivers involved in more than their fair share of crashes. It's no surprise that motor vehicle crashes are the leading cause of teen deaths. Unfortunately, driver education classes can only take teens so far. After they get their driver license, the only way to get an education about safe driving is through trial and error on the roads.

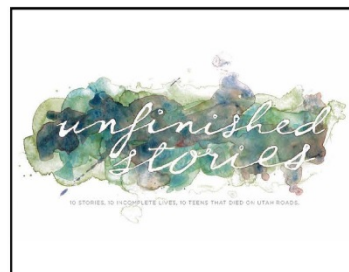
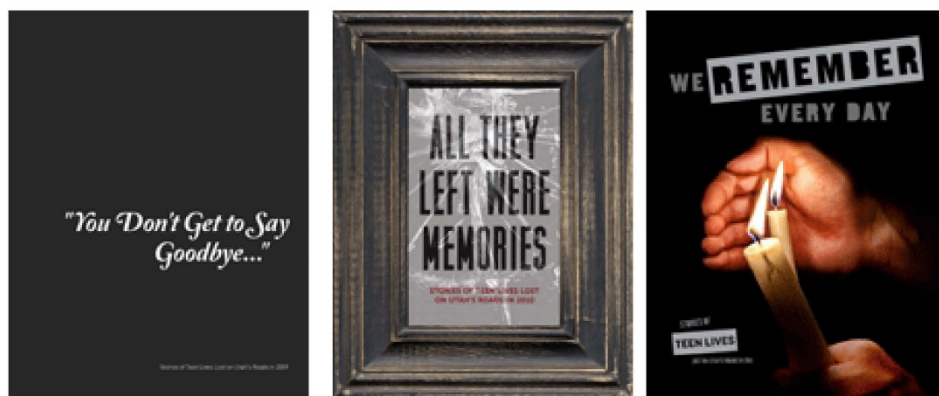
To help address this traffic safety concern, the Utah Teen Driving Task Force developed a five-year strategic plan which outlines strategies designed to decrease teen driving-related crashes and resulting fatalities and injuries.



Utah Teen Driving Task Force Strategic Plan 2013-2018

**"A commitment to reduce
crashes and save the lives
of teens on Utah roads"**

**This plan is dedicated to all the teens
who have lost their lives on Utah roads.
We will never forget.**





Overview of the Utah Teen Driving Task Force

In 2006, traffic safety professionals from across Utah attended a national roundtable on teen driving sponsored by what was then known as the State and Territorial Injury Prevention Directors Association (now called the Safe States Alliance). The result of this meeting was the creation of the Utah Teen Driving Task Force in 2007, co-chaired by the Utah Department of Health and Utah Department of Public Safety.

Members of the Task Force represent a variety of local, state, and private agencies concerned about coordinating activities to improve the safety of teen drivers, passengers, and pedestrians.

The objectives of the Task Force are to:

- **Reduce the rate of motor vehicle crashes and deaths in Utah among teens ages 13-19.**
- **Bring together stakeholders with an interest in teen driving to ensure activities are coordinated throughout the state.**
- **Create an effective marketing campaign designed to reduce risky behaviors among teen drivers and passengers.**
- **Use storytelling to encourage safe driving behaviors.**
- **Develop, support, and advocate for effective teen driving policies.**
- **Support continued innovation in driver education materials.**



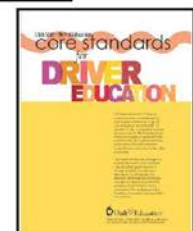
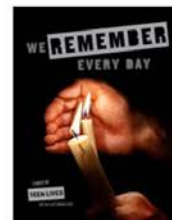


Accomplishments of the Utah Teen Driving Task Force

The Utah Teen Driving Task Force has been recognized by the National Highway Traffic Safety Administration (NHTSA), U.S. Centers for Disease Control and Prevention (CDC), Utah Public Health Association, Health Education Association of Utah, and the National Health Information Resource Center for its many successes.

Highlighted accomplishments include:

- **Rewrite of the Utah driver education curriculum.**
- **Distributing more than 5,000 Teen Memoriam booklets to driver education instructors, families, businesses, and local health departments.**
- **More than 60,000 Teen Memoriams downloaded since October 2008.**
- **Nearly 120,000 teens educated from 2007-2012 at approximately 1,200 events.**
- **Nearly 1,000 parents of new drivers attended a Parent Night program.**
- **Multiple press events held on teen driving.**
- **Creation of educational materials, posters, toolkits, and fact sheets.**
- **Funding local health departments to conduct teen driving activities.**
- **Yearly statewide art contest on safe driving in high schools.**
- **Creation of the Don't Drive Stupid website (www.DontDriveStupid.com).**



2



Overview of the Strategic Planning Process

The Utah Teen Driving Task Force developed its first strategic plan in 2013 after several months of discussion on how to better coordinate efforts among member agencies. All members of the Task Force were engaged in this process, which consisted of a series of strategic planning sessions including a World Café-style discussion. Rural members of the Task Force participated in the discussions via phone and email.

Audience research including focus groups and key informant interviews with driver education teachers and parents of teen drivers was conducted and reviewed prior to the strategic planning sessions.

Task Force members also reviewed participant survey data, mortality and injury data, and other best practice and evidence-based interventions, programs, and materials from reputable national organizations such as the CDC and NHTSA.

The Task Force used the strategic planning process described to the right. Five goal areas were selected. For each goal area, objectives, strategies, and tactics were developed. Task Force member organizations were assigned to each of the tactics to ensure ownership and to keep members engaged.

Research

- Done through our collective experience

Core Problem

- Teen drivers are overrepresented in traffic crashes in Utah.

Goal

- Reduce crashes, injuries, and fatalities among teen drivers in Utah through behavior modification of teens and adults.

Objectives

- Increase parental involvement in driver education training.
- Identify and jointly pursue policy changes as identified.
- Utilize peer-to-peer programs to create a culture of safety among teen drivers.
- Strengthen and support driver education in Utah.
- Coordinate, share, and use data in a more effective manner.

Audiences /Messages

- Teens
- Parents
- School administration
- Policy makers
- Law enforcement

Strategies

- WHAT are we going to do?

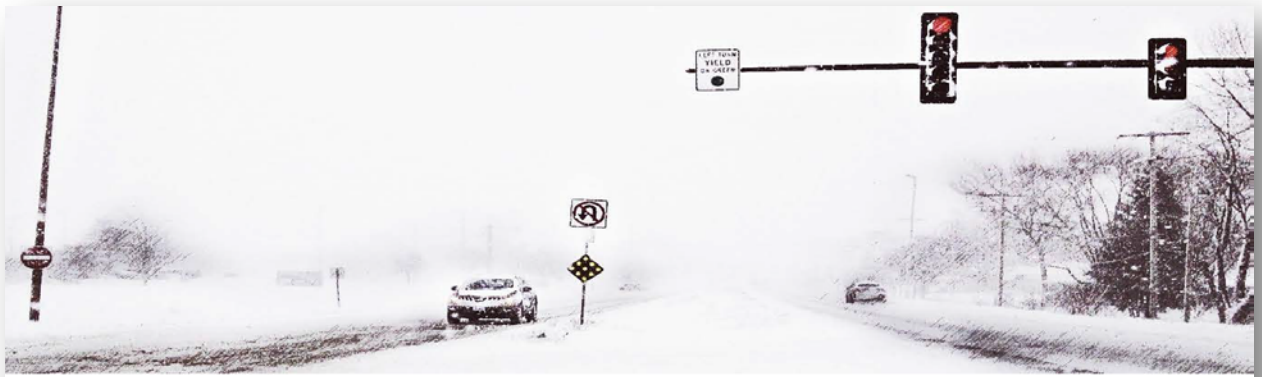
Tactics

- HOW are we going to accomplish it?



Acronyms of Utah Teen Driving Task Force Member Organizations Used in the Strategic Plan

- **Local health departments - LHDs**
- **Parent Teacher Association - PTA**
- **Primary Children's Hospital - PCH**
- **Utah Department of Health - UDOH**
- **Utah Department of Public Safety - DPS**
- **Utah Highway Safety Office - UHSO**
- **Utah Department of Transportation - UDOT**
- **Utah Driver License Division - DLD**
- **Utah Highway Patrol - UHP**
- **Utah Safety Council - USC**
- **Utah State Office of Education - USOE**
- **Zero Fatalities - PPBH**



Teen Driving in Utah

Motor vehicle traffic crashes¹ are a leading cause of injury death among Utah teens ages 15-17. Teenage drivers represented 8% of the licensed drivers in Utah in 2010, yet they were in nearly one-fourth (21%) of all crashes². Teens were 1.7 times³ more likely to be in a crash than drivers of other ages. In 2012, 28 teen drivers were involved in a fatal crash; a total of 29 people were killed in these crashes, including nine of the 28 teen drivers. In 2012, teen drivers were 1.3 times more likely to have a contributing factor in a fatal crash than drivers of other ages, such as⁴:

- **Speeding**
- **Failing to stay in the proper lane**
- **Overcorrecting**
- **Driving distracted (such as distracted by passengers, cell phones, and external distractions)**
- **Failing to yield the right of way**

The more occupants in the car the more likely a crash involved injury or death. In Utah, crashes where the teenage driven vehicle contained four or more passengers were 8.2 times⁵ more likely to be fatal than crashes involving teenage driven vehicles with fewer occupants. Nationally, the fatal crash rate for drivers ages 16-19, based on miles driven, is four times higher than for drivers ages 25-69⁶.

Effective strategies for reducing teen driver crashes and fatalities include comprehensive Graduated Driver Licensing (GDL) laws and parental involvement in driver education. GDL laws allow new drivers to learn driving skills over time and gain the experience needed to become safe drivers. Teens receive a "limited drivers license" and have certain driving restrictions such as no night-time driving, limitations on who can be in the vehicle with them, and the amount of supervised driving time they must have before getting a full license. National and international studies consistently show GDL laws to be effective in reducing crashes⁷.

Since Utah's GDL law was passed in 1999, there has been a 62% decrease in the rate of teens ages 15-17 killed in motor vehicle crashes. Prior to 1999, there was only a 31% decrease.

While Utah has a primary seat belt law⁸ for all children under the age of 19, the law is secondary for adults. This may in part impact the seat belt usage of both teen and adult drivers. Only 25% of the teens killed in 2011⁹ were wearing a seat belt. In comparison, 90% of the 18,380 teens who were in a crash in 2011 and survived were wearing a seat belt¹⁰. Teens have the lowest seatbelt use of any age group in Utah.

Teaching a teen to drive can be intimidating. However, research shows that involved parents who set rules and monitor their teen's driving behavior in a supportive way can cut their teen's crash risk in half. According to the Children's Hospital of Philadelphia, teens whose parents are involved in their driving and training are:

- **Twice as likely to wear seat belts.**
- **70% less likely to drink and drive.**
- **Half as likely to speed.**
- **30% less likely to talk on a cell phone while driving.**

Surveys, focus groups, and key informant interviews conducted by the Utah Department of Health with parents of teen drivers and driver education teachers also show strong support and need for parental involvement in driver education training.

- **Only 44% of Utah adults knew there were nighttime driving restrictions for teen drivers and 79% knew there were passenger restrictions. There is a gap however with the perception driver education teachers have about parent**



Teen Driving in Utah

knowledge; 70% of driver education teachers believe parents are somewhat knowledgeable about Utah's GDL laws.

- **67% of Utah adults strongly support or somewhat support mandatory classes on Utah's GDL laws for parents before their child can receive their driver license.**
- **Parents overwhelmingly supported having a parent education class to help them teach their children how to be safe drivers and learn Utah's GDL laws. Of those parents who participated in one of six focus groups, 94% said they would attend such a class and 98% wanted their teen driver to attend with them.**
- **87% of driver education teachers support a parent education class.**
- **60% of driver education teachers believe their students' parents were somewhat involved in their teen's driving education experience.**

Several efforts are ongoing in Utah to increase the involvement of parents in driver education programs, which have the support of the Utah Teen Driving Taskforce, Utah State Office of Education, and several local school districts. Davis County School District implemented a policy in all eight of the district's public high schools mandating a parent night program for parents who have teens enrolled in driver education. The parent night programs are being implemented by the Zero Fatalities program and local health departments across the state and have been enormously successful.

Our goal is to reduce crashes, injuries and fatalities among teen drivers in Utah through behavior modification of teens and adults. Specifically, we aim to:

- **Decrease the crash rate of teens ages 16-19 5% from 101.2 per 1,000 licensed drivers in 2007-2010 to 96.1 per 1,000 licensed drivers in 2011-2014.**
- **Decrease the rate of motor vehicle traffic deaths among teens ages 13-19 10% from 10.2 deaths per 100,000 population in 2007-2010 to 9.2 deaths per 100,000 population in 2011-2014.**

¹ MV traffic includes five indicators: 1) MV traffic-occupant injured, 2) MV traffic-motorcyclist injured, 3) MV traffic-pedal cyclist injured, 4) MV traffic-pedestrian injured, and 5) MV traffic-other and unspecified.

² 2010 Utah Crash Summary Report

³ 2010 Utah Crash Summary Report

⁴ 2010 Utah Crash Summary Report

⁵ 2010 Utah Crash Summary Report

⁶ The Children's Hospital of Philadelphia Research Institute and State Farm Insurance Companies *. 2011

⁷ <http://www.nhtsa.gov/people/injury/NewDriver/GDLReport/index.html>

⁸ <http://clickit.utah.org/index.php>

⁹ <http://www.health.utah.gov/vipp/pdf/MotorVehicle/2010%20Teen%20Memoriam-WEB.pdf>

¹⁰ Utah Highway Safety Office



Data

BACKGROUND: Our goals and funding sources require us to make data-driven decisions and use data to evaluate and direct our programs. Utah is fortunate to have numerous data sources to provide insight into teen driving issues. Coordinated use of these data sources will result in more effective programs and activities and a unified front among Task Force members' agencies.

OBJECTIVE: By 2018, coordinate, share, and use data in a more effective manner with at least three agencies serving on the Utah Teen Driving Task Force.

Strategy 1:
Coordinate data to present a unified front to outside stakeholders.

Tactic: Identify existing data systems that have pertinent data for teen driving issues. (UDOH, DPS, UDOT, DLD, USOE)

Tactic: Identify gaps in available data and possible solutions. (UDOH, DPS, UDOT, DLD)

Tactic: Determine definitions for key data terms and reach consensus with Task Force about using them (e.g., fatalities, roadway type, etc.). (UDOH, DPS, UHSO, UDOT)

Strategy 2:
Leverage data to advocate/inform/educate/support Task Force efforts.

Tactic: Reach consensus with Task Force members about what data to release to the public, media, and policymakers. (UDOH, UDOT, DPS, UHSO)

Tactic: Develop marketing materials to promote data (e.g., fact sheets, memorial books, etc.). (UDOH, UDOT, DPS, Zero Fatalities, UHSO)

Tactic: Match data to messages Task Force members are promoting. (UDOH, UDOT, DPS, Zero Fatalities, UHSO)

Tactic: Identify existing or needed data to address "harder" behavior change areas. (UDOH, UDOT, DPS)

Strategy 3:
Use data as an evaluation tool to inform future efforts.

Tactic: Track "collective" impact. (All)

Tactic: Identify 3-4 priority initiatives and ensure needed data is collected for evaluation purposes. (All)

Tactic: Coordinate data collection for teen seat belt use among Utah's 12 local health departments, UDOH, Zero Fatalities, and Highway Patrol. (LHDs, UDOH, Zero Fatalities, UHP)

Tactic: Determine baseline and target measures for each of the goals and objectives of the Teen Driving Task Force Strategic Plan. (UDOH, UHSO, UDOT)



Parent Involvement

BACKGROUND: Research shows that parents play a critical role in helping teens survive their most dangerous driving years (Governors Highway Safety Administration). Involved parents, who set high expectations as well as nurture their young drivers, are more likely to have children who drive safely than permissive or uninvolved parents (Childrens Hospital of Philadelphia, 2009). To strengthen Utah's teen driving safety program, Parents must be educated about the critical role they play in their children's safety.

OBJECTIVES:

- By 2018, increase parents' knowledge of graduated driver license program elements such as nighttime driving restrictions (from 44% to 55%) and passenger restrictions (from 79% to 85%). (Data source of baseline measures: UDOH telephone survey of Utah adults conducted in 2012)
- By 2018, increase the percentage of Utah adults who support a requirement for parents of teens to take an educational class before their child can receive a driver license from 67% to 75%. (Data source of baseline measures: UDOH telephone survey of Utah adults conducted in 2012)
- By 2018, increase from 60% to 70% the percentage of driver education teachers who believe their students' parents were somewhat involved in their teen's driving education experience. (Data source of baseline measures: UDOH key informant interviews conducted

Strategy 1:
Increase
the number
of schools
and school
districts
that require
mandatory
parent
nights as
part of
their driver
education
program.

Tactic: Develop marketing materials (e.g., fact sheet, website, 1:1 presentations, letter for parents) to promote the parent night program to school officials. (USOE, Zero Fatalities)

Tactic: Educate school officials about the parent night program. (USOE, Zero Fatalities, LHDs)

Tactic: Develop a plan to coordinate implementation of the parent night program with Utah's 12 local health departments. (Zero Fatalities, UDOH, LHDs)

Tactic: Develop a mechanism to track the number of parent nights taught, number of participants, and pre/post survey results across the state and ensure the results are reported annually to Task Force members and other stakeholders. (Zero Fatalities, UDOH, LHDs)

Tactic: Increase the number of presenters for the parent night program, with a focus on rural areas. (Zero Fatalities, LHDs, UHP, UDOH, UHSO)



Parent Involvement

Strategy 2: Create a media campaign about graduated driver licensing (GDL) for parents of teen drivers.

Tactic: The Utah Department of Health will enter into a contract with the Utah Department of Transportation and PPBH to develop the media campaign. (UDOH, Zero Fatalities, PCH)

Tactic: Determine the messages of the campaign. (UDOH, Zero Fatalities, PCH)

Tactic: Determine effective venues for educating parents about teen driving (e.g., worksites, faith-based groups, online, social media, etc.). (UDOH, Zero Fatalities, PCH, DPS)

Tactic: Build evaluation measures into the campaign and revise messaging as data suggest. (UDOH, Zero Fatalities, PCH)

Tactic: Cross-promote campaign elements and materials among Task Force members. (All)

Tactic: Develop an online parent education program that addresses Utah's GDL laws for parents living in rural areas or who are otherwise unable to attend a parent night program in person. Work with the Utah Education Network to create and disseminate the program. (USOE, UDOH, Zero Fatalities, UHSO, DLD)

Strategy 3: Ensure interventions, programs, and activities are evidence- based and focus on Utah's GDL.

Tactic: Conduct a literature review of evidence-based and best practices of parent education programs and share results with Task Force members. (UDOH, UHSO)

Tactic: Ensure the parent night program addresses each of key concepts in the GHSA "Promoting Parent Involvement in Teen Driving: An in-depth look at the importance and the initiatives." If lacking, revise the parent night program as needed. (Zero Fatalities)

Tactic: Require sub-awardees to utilize evidence-based and best practice strategies. (UDOH, UHSO)



Peer-to-Peer Programs

BACKGROUND: Research published in the last two decades has shown definitively that peer programs can have statistically significant effects on attitudes, norms, knowledge, behaviors, and health and achievement outcomes. Peer work can make a valuable and useful contribution to efforts to improve youth health, success, and well-being. As part of a comprehensive approach to addressing teen driving issues, we will support peer-to-peer programs that have valid evaluation measures.

OBJECTIVE: By 2018, utilize peer-to-peer programs to create a culture of safety among teen drivers and ensure that 75% of interventions, programs, and activities are evidence-based and focus on Utah's Graduated Driver Licensing (GDL) components.

Strategy 1: Include teens' voices in statewide discussions about teen driving.

Tactic: Determine feasibility of forming a teen driving council comprised of teens to advise teen driving activities, programs, messaging, and interventions. If not feasible, determine other ways to gather feedback from teens such as the Governor's Youth Council. (PTA, Zero Fatalities, LHDs, UHSO)

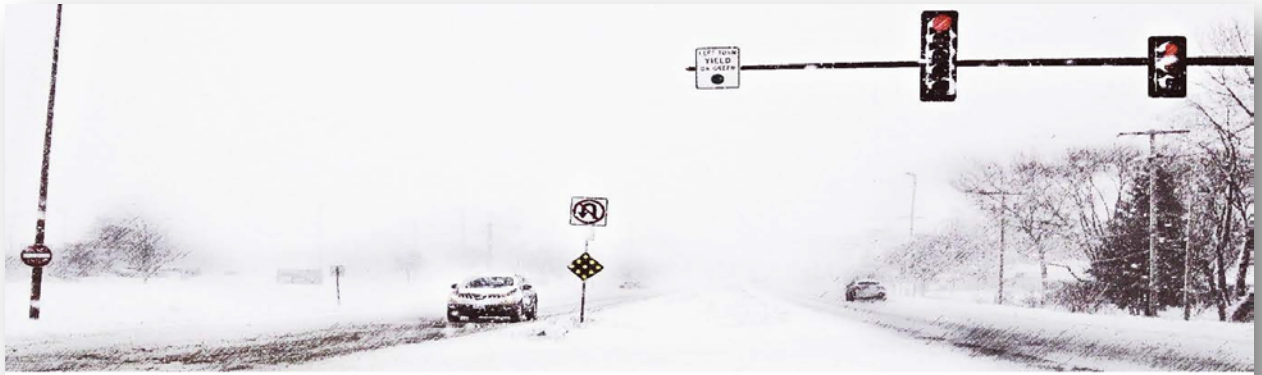
Tactic: Conduct audience research to ensure messaging is well received, engaging, understood, motivating, and culturally appropriate for teens. (PTA, Zero Fatalities, LHDs, UHSO, UDOH)

Tactic: Translate materials and programs into Spanish (and other appropriate languages or reading levels) to ensure teens and families have access to them. (USOE, UHSO)

Tactic: Provide guidance, resources, and platforms for teens to share positive messages about behavior change regarding driving. (PTA, Zero Fatalities, UHSO, LHDs)

Tactic: Recruit new PTA representative. (UHSO)

Tactic: Advocate for teen driving to be a priority issue for the PTA Safety Commissioner's Office. (All)



Peer-to-Peer Programs

Strategy 2:
Ensure that
peer to peer
programs
include
valid
measures to
demonstrate
success.

Tactic: Increase the number of schools participating in the Don't Drive Stupid program. (Zero Fatalities, LHDs, UHP)

Tactic: Identify key stakeholders who can perform evaluation of peer-to-peer programs. (UHSO, Zero Fatalities)

Tactic: Coordinate implementation and administration of peer-to-peer programs among key stakeholders that can perform evaluations. (UHP, UHSO, Zero Fatalities, LHDs)

Tactic: Promote the Alive at 25 program as an effective, evidence-based program. (USC, LHDs, UHP)

Tactic: Encourage law enforcement to participate in the Adopt a High School Program. (UHP, UHSO)

Tactic: Coordinate peer-to-peer education efforts with Task Force members and with parent education programs. (All)

Tactic: Continue publication of the Teen Memoriam and disseminate to driver education instructors, families, and key decision makers. (UDOH, Zero Fatalities, DPS)

Tactic: Evaluate the impact of the Teen Memoriam on students' intended driving behaviors and attitudes. (UDOH)



Driver Education

BACKGROUND: Utah requires all drivers age 18 and under to complete a driver education course before they can be licensed. The majority of Utah teen drivers (approximately 26,000 teens each year) complete their driver education requirement via a driver education program in a public high school. This presents a key time to influence the driving behaviors of teens.

OBJECTIVES:

- By 2018, increase the percentage of driver education teachers who are using the Utah State Office of Education Core Standards for Driver Education to 75%.
- By 2018, identify five champion driver education teachers or district administrators willing to advocate for driver education policies and best practices.

Strategy 1: Provide evidence- based resources to driver education instructors.

Tactic: Identify the resources driver education instructors need and want. (USOE, Zero Fatalities)

Tactic: Identify effective ways to reach driver education teachers through professional training, communication channels, etc. (USOE, Zero Fatalities)

Tactic: Develop new materials or adapt existing materials based on teacher feedback. (USOE, Zero Fatalities)

Tactic: Evaluate reach and use of resources provided and improve as necessary. (USOE, Zero Fatalities)

Tactic: Integrate teen driving programs and data supported by the Task Force into driver education instructor endorsement trainings. (All)

Tactic: Provide assistance to the USOE in planning the annual UDTSEA conference each spring. (USOE)

Tactic: Determine if the Prevention Dimensions program may be amended to include teen driving. (USOE)

Tactic: Support USOE with professional curriculum development training opportunities. (USOE)



Driver Education

Strategy 2: Elevate the status of driver education as an integral subject.	Tactic: Continue to work with USOE to evaluate and update the Utah Core Standards for driver education to meet national recommendations and best practices. (USOE) Tactic: Identify champion driver education instructors to advocate for instructor training, engagement of parents in classes, etc. (Zero Fatalities, USOE, LHDs)
Strategy 3: Expand the philosophical scope of driver education.	Tactic: Educate parents, teachers, and administrators about parents' role in driver education. (All) Tactic: Integrate parent education into driver education throughout the state. (All)



Policy

BACKGROUND: Utah has a graduated driver licensing program, and, since its implementation in 1999, the rate of teens ages 15-17 killed in motor vehicle crashes has decreased 62%. Even more lives could be saved if Utah's GDL was strengthened to include all of the elements recommended by the National Highway Traffic Safety Administration.

OBJECTIVES:

- By 2018, increase the number of schools and school districts that require mandatory parent nights as part of their driver education program from 0 to 10.
- By 2018, educate at least 25 key stakeholders about how Utah's GDL and other applicable traffic safety laws compare to national standards.

Strategy 1: Support the requirement of parental involvement in driver education.

Tactic: Conduct a policy scan to determine mandatory parent education laws for driver education programs in other states and review for requirements, implementation, content, etc. (UDOH, UHSO, DLD)

Tactic: Compare the existing parent night program and USOE core standards to results of the policy scan. (USOE, Zero Fatalities)

Tactic: Educate parents, teachers, administrators, law enforcement, and other key stakeholders about the benefits of parental involvement in teen driving (e.g., fact sheets, website, 1:1 meetings, letters, media coverage, etc.). (All)

Tactic: Work with key decision makers at schools and school districts to encourage policies mandating the parent night program. (LHDs, Zero Fatalities, USOE)

Tactic: Determine the feasibility of making a Board of Education rule, administrative rule, or legislation mandating parental involvement in driver education. (USOE)

Tactic: Utilize existing programs to demonstrate best practices. Seek help from researchers to evaluate the parent night program to ensure it meets evidence-based program criteria. (All)

Tactic: Gather data and information that can demonstrate the effectiveness of parental involvement and share with key decision makers. (All)



Policy

Strategy 2: Encourage policy making at all levels.

Tactic: Educate parents, teachers, school administrators, local health departments, and other stakeholders about opportunities to implement micro-policies (e.g., mandating parent nights, seat belt policies, family policies, etc.). (LHDs, Zero Fatalities)

Tactic: Work with insurance companies to incentivise good driving behaviors for teen drivers, similar to “good grades” incentives. (UHSO, USC)

Tactic: Work with the Driver License Division to include a Parent-Teen Driving Contract as part of the licensing process. (DLD, UDOH, DPS, Zero Fatalities)

Tactic: Conduct a policy scan of existing teen driving-related legislation in Utah (e.g., seat belts, GDL, cellphone/texting, alcohol/drugs, etc.) to understand critical components of each law. Disseminate results to Task Force members, parents, driver education teachers, law enforcement, and policymakers. (UDOH, DLD)

Tactic: Work with media agencies to provide public education about existing traffic safety laws in Utah. (All)

Tactic: Maintain communication loop with the Coalition for Utah Traffic Safety (CUTS). (UHSO, UDOH, USC)

Tactic: Determine policies regarding signage about traffic safety laws on roadways and the impact these policies could have on public education and awareness. (UDOT)

Strategy 3: Educate stakeholders about how Utah's GDL and other applicable traffic safety laws compare to national standards.

Tactic: Train law enforcement on Utah's GDL components to increase enforcement. (DPS, UHSO, UHP, USC)

Tactic: Utilizing results of the policy scans, compare Utah's GDL components to national standards to determine gaps. (UHSO, UDOH, UDOT, DLD)

Tactic: Educate key stakeholders about the life-saving potential of national GDL standards Utah could implement, as well as the current impact of Utah's existing GDL program. (UDOH, UHSO, DLD, UDOT, Zero Fatalities, UHP)

Tactic: Advocate for national standards regarding traffic safety laws to be implemented in Utah. (All)

Utah's Performance Target for 2016:

- ◆ Utah's performance target for C-9 (Number of Drivers in Fatal Crashes Age 20 or Younger) is 37.
- ◆ Utah's performance target for U-3 (Percentage of Utah Motor Vehicle Crash Occupant Fatalities Ages 10-19 years that were Restrained) is 38.9%.
- ◆ Utah's performance target for U-9 (Overall Teen Driver Utah Crash Rate per 1,000 Licensed Drivers) is 74.2.

Planned Countermeasures:

All of the below activities can be found in Countermeasures That Work, NHTSA, 2013

- ◆ Graduated Driver Licensing
- ◆ GDL Learner's Permit Length, Supervised Hours Intermediate License Nighttime Restrictions
- ◆ Intermediate License Passenger Restrictions GDL Cell Phone Restrictions
- ◆ GDL Belt Use Requirements
- ◆ GDL Intermediate License Violation Penalties
- ◆ Pre-Licensure Driver Education
- ◆ Post-Licensure or Second-Tier Driver
- ◆ Parental Role in Teaching and Managing Young Drivers
- ◆ Enforcement of GDL and Zero-Tolerance Laws

Project Descriptions:

CP170210	TEEN DRIVING OUTREACH
Funding Source	402
Project Year	Ongoing
Manager	Amy Winkler

Teen drivers (ages 15-19 years) are a special concern in Utah, as they are over-represented in crashes. Over the last three years (2012-2014) they accounted for only 8.6% of licensed drivers but were involved in 19.8% of all motor vehicle crashes and 12.8% of fatal crashes. Teenage drivers are a special concern because of their high crash rates and lack of driving experience. Teen crash risk is impacted by developmental and behavioral issues coupled with inexperience. In a recent article from the Governor's Highway Safety Association (GHSA), most crashes occur because the novice behind the wheel doesn't have the skills or experience needed to recognize a hazard and take corrective action.

The 10-year trend shows that 22.1% of all crashes in Utah involved a teenage driver with a decreasing trend over the last 10 years. Fatal teenage driver crashes have also shown a decreasing trend although less dramatic than total crashes. Though the trend is decreasing, the number of teenage crashes compared to other ages is significantly disproportionate, thus it is a priority of the Utah Highway Safety Office (UHSO). In the past 5 years (2010-2014) over half (57.9% or 55 out of 95) of all teen occupants killed in motor vehicle crashes were not restrained.

This project will work to decrease teen crashes and fatalities through increased parental involvement in and awareness of teen driving. Special focus will be given to education about the dangers of distracted driving and promoting seat belt use. The project will provide support for various activities and campaigns that work to increase teen driver skills, especially hazard recognition, vehicle handling, space management, and awareness of distracted and impaired driving, such as Utah Highway Patrol's Teen Driving Challenge.

Funds will be used to purchase educational materials, signage, instructional tools, and supplies used to support the Teen Driving Challenge Program.

Partner Programs:

Informational	DRIVER EDUCATION PROGRAM FOR HIGH SCHOOL STUDENTS
Funding Source	State
Program Year	Ongoing
Manager	Linda Mayne (USOE)

According to extensive research summarized in Hedlund, Shults, & Compton, 2003, young drivers have high crash risks for two main reasons. First, they are inexperienced, just learning to drive. The mechanics of driving require much of their attention, so safety considerations frequently are secondary. They do not have experience in recognizing potentially risky situations or in reacting appropriately and controlling their vehicles in these situations. Second, they are immature, sometimes seeking risks for their own sake, often not able or willing to think ahead to the potentially harmful consequences of risky actions. In fact, research on adolescent development suggests that key areas of the brain involved in judgments and decision making are not fully developed until the mid-20s (Dahl, 2008; Keating, 2007; Steinberg, 2007).

The Utah State Office of Education, in partnership with the Utah Driver License Division, oversees the driver education program in Utah's public schools. Successful completion of this course is required for licensure of new drivers in Utah.

Informational	DON'T DRIVE STUPID PROGRAM
Funding Source	State
Program Year	Ongoing
Manager	Robert Miles (UDOT)

Utah's teen driving safety program, Don't Drive Stupid, is a component of the state's Zero Fatalities program and is aimed at young drivers. It was created by the Teen Driving Task Force in 2006 and involves both peer-to-peer education and parent involvement. Through this program, parents and teens are taught about the top behaviors that lead to fatalities and serious injuries on our roadways, as well as information on the graduated driver license laws.

Informational	DEFENSIVE DRIVING COURSE
Funding Source	Private
Program Year	Ongoing
Manager	Rod Hamson (USC)

The National Safety Council's Defensive Driving Course (DDC) offers practical strategies to reduce collision-related injuries and fatalities. It addresses the importance of attitude in preventing crashes, and reinforces good driving skills. Most importantly, DDC shows students the consequences of the choices they make behind the wheel, and puts defensive driving in a personal context. No other driver training program has a higher rate of success in reducing the severity and frequency of collisions for its participants than the National Safety Council's Defensive Driving Course. Study after study has shown that drivers who participate in the Defensive Driving Course average fewer collisions and fewer driving arrests than drivers who do not take the course. Offered locally through the Utah Safety Council, this course has set the standard in the industry for over 40 years, and continues to improve driver behaviors

Informational	TRUCK SMART
Funding Source	FMSCA
Program Year	Ongoing
Manager	UDOT - Motor Carrier Division

Nearly 25 percent of all vehicles on Utah's roads are large trucks and that number is increasing. The Motor Carrier Division of UDOT recognizes that driver education that includes information about how to drive safely around trucks is vital to the success and safety of student drivers. One of the best methods to help teenage drivers understand how to drive "Truck Smart" is to bring a truck to school or wherever they are taking their Driver's Education course. The Truck Smart program educates new drivers on the importance of driving around semi-truck emphasizing the No-Zone areas. Each year, the program has reached more than 3,000 through more than 110 presentations at various high schools throughout Utah.

Informational	COALITION FOR UTAH TRAFFIC SAFETY
Program Year	Ongoing
Manager	Rolayne Fairclough (AAA of Utah)

Graduated driver licensing addresses both the inexperience and immaturity of young drivers, and provides a structure in which beginning drivers gain substantial driving experience in less-risky situations. By raising the minimum age of full licensure, and providing parents with tools to manage their teenage drivers, GDL has shown effective in reducing teen driver crashes. One of the Coalition for Utah Traffic Safety's core purposes is to act as a primary watchdog group for promoting and advocating graduated driver licensing laws in Utah.

Informational	PRE-TEENS LEARNING TO DRIVE SAFE PROGRAM
Funding Source	State
Program Year	Second
Manager	Robert Miles (UDOT)

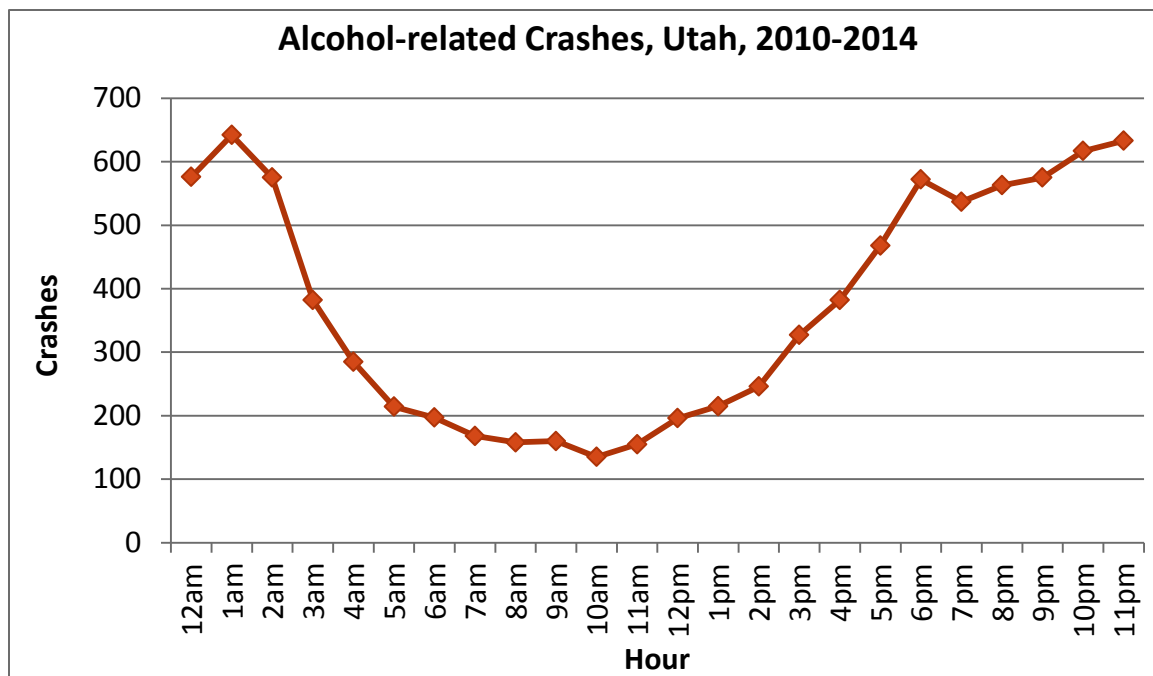
The Utah Department of Transportation and Utah Highway Safety Office will work with the Teen Driving Task Force to support the development and implementation of a statewide program aimed at increasing seat belt use among pre-teens. The program also includes an emphasis on improving safe driving behaviors among these adolescents prior to the time when they begin driving.

IMPAIRED DRIVING PROGRAM

Drunk/Drugged Driving Problem Identification:

Motor vehicle crashes involving an impaired driver continue to occur in Utah, often resulting in fatalities and injuries to the impaired driver, their passengers, and other motor vehicle occupants. On average, 32 people die each year in Utah from crashes involving an impaired driver. Unfortunately, alcohol-impaired driver fatal crashes almost doubled from 2013 to 2014.

In reviewing five years of Utah crash data (2010-2014), crashes involving an alcohol-impaired driver are 4.2 times more likely to result in a fatality than crashes not involving an alcohol-related driver. While only 3.4% of Utah's traffic crashes in 2010-2014 involved an alcohol-related driver, they accounted for almost 13% or 136 of the fatal crashes during that same period.



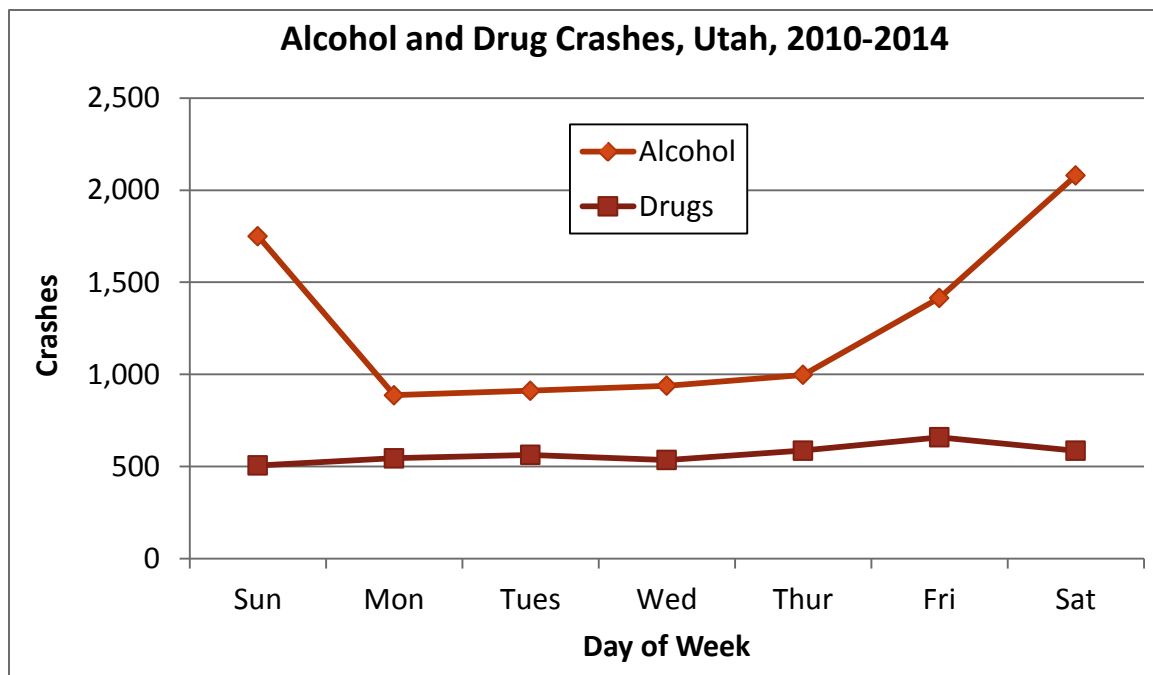
Interestingly, the drunk driver is most often the one killed in fatal traffic crashes involving an alcohol-impaired driver. From 2010 to 2014, the drunk driver accounted for 95, or 63%, of the 152 deaths involving an impaired driver. During that same period; passengers in the drunk driver's vehicle accounted for 25, or 16%; occupants (drivers and passengers) of another vehicle represented 22, or 14%; and nonoccupants numbered 10, or 7%.

A. Drugged Driving

Impairment from alcohol is not the only concerning trend in Utah. The number of crashes involving drug-positive drivers, whether impaired from prescription or illicit drugs, continue to increase. On average, 34 people die each year in Utah in crashes where the driver tested positive for drugs. A drug-positive driver was involved in nearly one-fifth (17.9%) of the traffic deaths in 2010-2014. Whereas, in 2006 there were 31 motor vehicle deaths involving a drug-

positive driver; ten years later, in 2015, there were 71 deaths. The test results from Utah fatal crashes 2006-2015 show that marijuana is by far the most common drug that drivers are testing positive for in fatal crashes. Out of the 322 drug-positive driver test results in fatal crashes, 121 tested positive for marijuana/THC; methamphetamine is a clear second place with 72 positive test results.

The challenge with drug-positive drivers is determining whether the person was impaired, as there isn't a national standard for impairment, such as the 0.08 level for alcohol impairment. Drug test data provides information about drug presence, rather than whether the driver was impaired by a drug at the time of the crash. Data identifying a driver as "drug-positive" indicates only that a drug was in his/her system at the time of the crash. It does not indicate that a person was impaired by the drug. Over the last three years (2013-2015), 36.4% of the drivers testing positive for drugs in fatal crashes were suspected of having drug/alcohol involvement in the crash. Many of the drivers who were not suspected of having drug/alcohol involvement in the crash were marked as unknown involvement. This may be due to the fact that many of the drug-positive drivers in fatal crashes die in the crash so field sobriety testing and evaluations by a drug recognition expert officer, the two most substantive roadside impairment testing methods, could not be employed.



B. Demographics of an Impaired Driver

Nationally, the demographics of the alcohol-impaired driver are well known. They are generally acknowledged to be males in the 21-39 age range, which is similar to Utah. When looking at drunk drivers in fatal crashes from 2010-2014:

- ◆ Drivers aged 25-29 are in the highest group at 19%
- ◆ Drivers under the age of 21 account for 8%

When examining crash data for drug-related drivers, it is astonishing how similar the demographics are. Drug-related drivers are almost overwhelmingly male (about 2 to 1), and most commonly in the age group of 21-39 years. While looking at drivers with the highest rates of positive drug tests in fatal crashes per licensed driver, those aged 20-24 and 50-54 had the highest rates.

In an effort to validate the crash data and who is involved, a look at DUI arrest data from the Driver License Division for 2015 reflects that drivers aged 25-36 represented the highest number of DUI arrests at 38%. This is similar to the crash data and seems to validate this conclusion.

As detailed below, the demographics of alcohol and drug-related drivers over the past five to ten years are very similar, yet comparing the month, day and time of alcohol-related and drug-related driver crashes during that same time period reveals some interesting and relevant differences.

A review of Utah's 2010-2014 motor vehicle crash data finds that:

- ◆ Alcohol-related driver crashes were highest in the months of August and October with the lowest rate per day in April and January
- ◆ The highest rate per day of fatal drunk driver crashes occurred in October, August, April, and July
- ◆ Crashes involving a drug-related driver have fewer variations during the course of the year than alcohol-related, with only a slight increase in August, May, and July and fairly consistent the rest of the year with a drop in January and December
- ◆ When looking at drug-related fatal crashes, the highest rates per day occurred in November, September, and November

When examining five years of Utah's crash data (2010-2014), regarding the day of week when the alcohol and drug-related driver crashes occurred, the difference between the two types is much more pronounced:

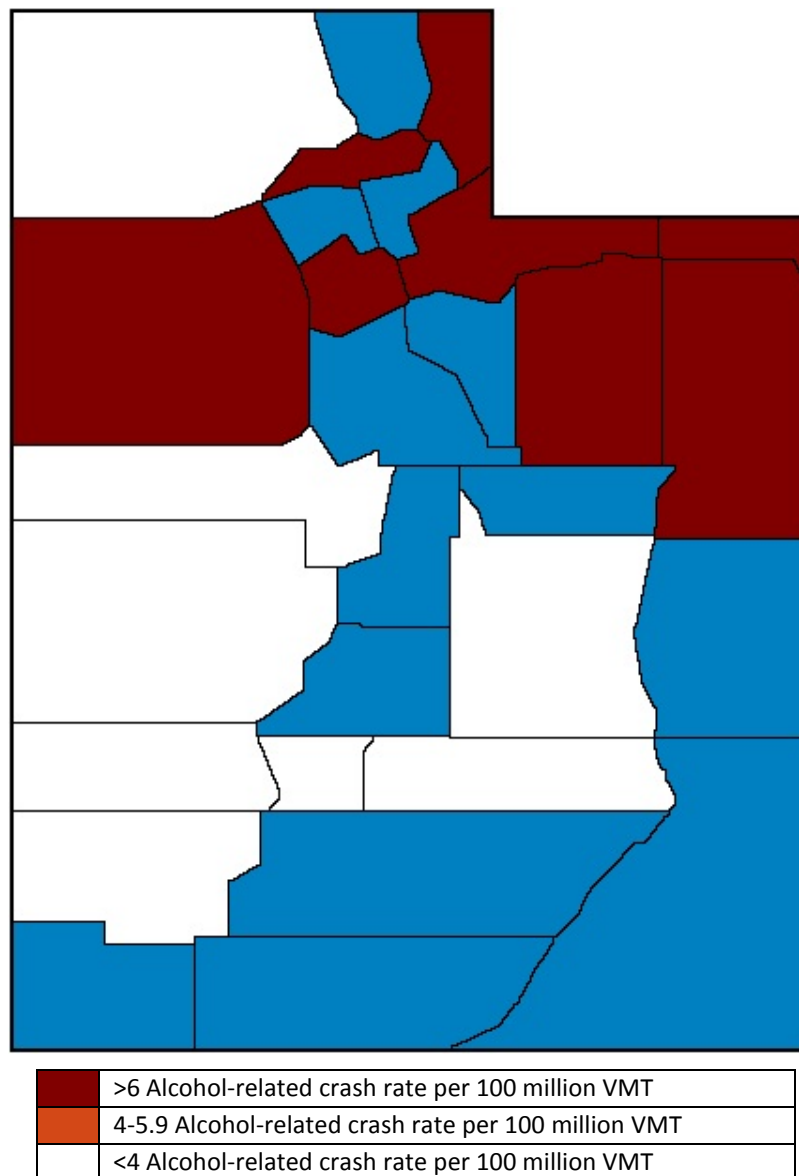
- ◆ Alcohol-related driver crashes are highest on Saturdays and Sundays and lowest on Mondays and Tuesdays.
- ◆ Drug-related driver crashes peak on Fridays and are the lowest on Sundays with the remaining days being quite similar.
- ◆ The difference between alcohol and drugs seem to indicate a significant number of people consume alcohol on a recreational basis (weekends), while drugs are used on an ongoing basis.

The time of day when alcohol versus drug-related driver crashes occurred is quite different. When looking at ten years of crash data (2005-2014):

- ◆ Alcohol-related driver crashes increase in the evening and early morning hours between 4:00 p.m. to 2:59 a.m., peaking around 1:00 a.m.

- ◆ Fatal crashes involving a drunk driver had the highest numbers between 7:00 p.m. to 2:50 a.m., with the same peak around 1:00 a.m.
- ◆ Drug-related crashes peaked in the afternoon and evening hours between 1:00 p.m. to 10:00 p.m. with a notable decrease from 10:00 p.m. thru the morning hours.
- ◆ Interesting to note that alcohol-related driver crashes peak at night and are lowest around mid-day, while drug-related driver crashes peak in the afternoon and are lowest during the nighttime hours.

When examining where impaired driving crashes most often occur, it was determined that drunk/drugged driving is a statewide problem, most commonly occurring, and somewhat proportionally, in relation to the population density within the area. It is no surprise that impaired-driving crashes most often occur in the more urban areas, such as Northern Utah which includes the urbanized Wasatch Front that houses 75% of the state's population.



Crash data over a five-year period (2010-2014) involving an alcohol-related or drug-related driver shows that:

- ◆ One-third (32%) of fatal drug positive driver crashes occurred in Salt Lake County with Utah, Weber, and Tooele Counties the next highest.
- ◆ Over one-fourth (27%) of fatal drunk driver crashes occurred in Salt Lake County with Duchesne, Utah, and Davis Counties the next highest.
- ◆ Nearly one-half (48%) of alcohol-related crashes occurred in Salt Lake County. Utah, Weber, and Davis Counties were the next highest.
- ◆ Duchesne, Uintah, Salt Lake, Daggett, Weber, and Summit Counties were highest for alcohol-related crashes when ranked by rate per 100 million VMT
- ◆ 39% of drug-related crashes occurred in Salt Lake County. Utah, Davis, and Weber Counties were the next highest.
- ◆ Weber, Salt Lake, Tooele, Utah, Duchesne, and Sevier Counties were highest for drug-related crashes when ranked by rate per 100 million VMT.

Diverse groups have also been identified as a focus for impaired driving programs with a focus on Hispanics and Latinos, which are the state's largest minority group, making up 13.5% of Utah's population. In examining BAC of Hispanic drivers killed in motor vehicle crashes in Utah from 2007-2014, 21 of 110 drivers killed or 19.1% tested with a BAC of .08 and above. Among Hispanic drivers killed in motor vehicle crashes and tested for alcohol, 21 of the 69 or 30.4% tested with a BAC of .08 and above. This is slightly higher than the non-Hispanic population where 13.0% of all non-Hispanic drivers killed tested with a BAC of .08 and above, and 25.2% of non-Hispanic drivers killed and tested had a BAC of .08 and above.

C. Challenges and Solutions

One of the challenges the state impaired driving program faces is the decrease of DUI arrests. In examining five years (2011-2015) of DUI arrest records, including per se (alcohol and/or drug), refusal, not-a-drop, CDL 0.04 and metabolite arrests, the number has shown a marked downward trend with a 29% reduction in just 5 years. This reduction in arrests is greater than the downward trend in alcohol or drug-related fatal and injury crashes. Impromptu inquiries to law enforcement agencies have returned information which suggests that officers are less interested in working DUI overtime enforcement shifts because of the increasingly aggressive and intimidating tactics of defense attorneys, often resulting in a dismissal by the court.

Another challenge is that people continue to drink and use drugs for various reasons, and many decide to drive. Numerous studies reveal that very few people set out to drive while impaired by alcohol or drugs, and most are aware of the consequences of being stopped by law enforcement. They also acknowledge the hugely increased risk of causing a fatal or serious injury crash if they drive while impaired. Unfortunately, impaired driving is most often the result of a long chain of decisions made by the person, both before and after consuming alcohol or taking drugs. The decision about drinking or drug use, and the parallel decision whether to drive or make alternate arrangements, is the sequence which brings the two acts together in

place and time. When you consider that almost three-fourths or 73.0% of the drunk drivers in fatal crashes who tested over the legal limit for alcohol had BAC levels at or above twice the legal limit of 0.08, if the decision to not drive wasn't made long before the impairment, and appropriate arrangements made, then impaired driving is almost a certainty.

There are several reasons people drink: peer pressure, stress, to feel good, but the biggest factor is social. "Ninety percent of all drunk driving happens after drinking with family, friends, or coworkers," Allen Porter, President of DrinkingandDriving.Org said. "Drunk driving does not just happen when men or women leave bars or parties. It happens after holiday gatherings, restaurants, work functions, cookouts and picnics, everywhere people get together." He also said that people drive when they have been drinking because they have not been confronted. When they are not challenged, the person who is drunk gets behind the steering wheel.

Another reason for drinking and driving is that the person feels like the chances of being caught are very small. The average drunk driver has driven drunk 80 times before first arrest, always believing they will not be caught or cause a crash.

D. Conclusion

Even though Utah has one of the lowest rates of DUI fatal crashes in the nation, impaired driving remains a persistent problem. People ages 21-39, with a majority being male, continue to make the decision to drive after drinking or taking impairing drugs, with the frequency of fatal and injury crashes being mostly proportional to the density of population living in the area or region. In addition, drivers younger than age 21 and Hispanic populations are also identified as high risk. An average of 10% of drunk drivers in fatal crashes are under age 21. The Hispanic population is 1.3 times more likely to have a BAC of .08 and above than non-Hispanic drivers who are killed in motor vehicle crashes where the driver was tested for alcohol.

To combat this traffic safety concern, the Impaired Driving Program will:

- ◆ Continue to focus on reaching drivers, ages 21-39, with the message to not drive after drinking.
- ◆ Continue to educate drivers under the age of 21 about the zero tolerance laws and dangers of driving impaired.
- ◆ Continue high-visibility enforcement, using a combination of checkpoints and blitzes, as a companion to the media efforts.
- ◆ Continue to advocate social norming to engage the community, family, friends and co-workers in confronting or challenging a person who has been drinking or taking impairing drugs and intends to drive.
- ◆ Continue to promote designated drivers or alternate transportation methods.
- ◆ Focus the majority of enforcement resources in areas with high numbers of fatal and injury crashes.
- ◆ Continue to promote officer, prosecutor and judge training on the importance and methods to remove the impaired driver from Utah's roadways.

Utah's Performance Target:

- ◆ Utah's performance target for C-5 (Number of Fatalities Involving a Driver with a BAC of .08 and above) is 30 in 2017.
- ◆ Utah's performance target for U-6 (Number of Utah Fatalities Involving a Drug Positive Driver) is 69 in 2017.
- ◆ Utah's performance target for U-14 (Number of Utah Drowsy Driving-related Fatalities) is 5 in 2017.

Planned Countermeasures:

- ◆ Administrative License Revocation or Suspension (Countermeasures That Work, NHTSA, 2013)
- ◆ High-BAC Sanctions (Countermeasures That Work, NHTSA, 2013)
- ◆ BAC Test Refusal Penalties (Countermeasures That Work, NHTSA, 2013)
- ◆ Alcohol-Impaired Driving Law Review (Countermeasures That Work, NHTSA, 2013)
- ◆ Publicized Sobriety Checkpoint Programs (Countermeasures That Work, NHTSA, 2013)
- ◆ Publicized Saturation Patrol Programs (Countermeasures That Work, NHTSA, 2013)
- ◆ Preliminary Breath Test Devices (Countermeasures That Work, NHTSA, 2013)
- ◆ Passive Alcohol Sensors (Countermeasures That Work, NHTSA, 2013)
- ◆ Integrated Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Alcohol Interlocks (Countermeasures That Work, NHTSA, 2013)
- ◆ Vehicle Sanctions (Countermeasures That Work, NHTSA, 2013)
- ◆ Lower BAC Limits for Repeat Offenders (Countermeasures That Work, NHTSA, 2013)
- ◆ Mass Media Campaigns (Countermeasures That Work, NHTSA, 2013)
- ◆ Responsible Beverage Service (Countermeasures That Work, NHTSA, 2013)
- ◆ Designated Drivers (Countermeasures That Work, NHTSA, 2013)
- ◆ Underage Drinking and Alcohol-Related Driving (Countermeasures That Work, NHTSA, 2013)
- ◆ Minimum Drinking Age 21 Laws (Countermeasures That Work, NHTSA, 2013)
- ◆ Zero-Tolerance Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Alcohol Vendor Compliance Checks (Countermeasures That Work, NHTSA, 2013)
- ◆ Other Minimum Drinking Age 21 Law Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Youth Programs (Countermeasures That Work, NHTSA, 2013)
- ◆ Enforcement of Drugged Driving (Countermeasures That Work, NHTSA, 2013)
- ◆ Education Regarding Medications (Countermeasures That Work, NHTSA, 2013)
- ◆ Expedited Blood Draws and Simplified Evidence Trail (The Role of the Law Enforcement Phlebotomist, The Police Chief, September 2005)
- ◆ Graduated Driver Licensing Requirements for Beginning Drivers (Countermeasure That Work, NHTSA, 2013)
- ◆ General Driver Drowsiness and Distraction Laws (Countermeasure That Work, NHTSA, 2013)
- ◆ Communications and Outreach on Drowsy Driving (Countermeasure That Work, NHTSA, 2013)

- ◆ Employer Programs (Countermeasure That Work, NHTSA, 2013)
- ◆ Education Regarding Medical Conditions and Medications (Countermeasure That Work, NHTSA, 2013)

Project Descriptions:

6OT170301	DUI ENFORCEMENT, CHECKPOINTS AND SUPPORT
Funding Source	405d
Project Year	Ongoing
Manager	Robyn LaLumia

Motor vehicle crashes involving an impaired driver continue to occur in Utah, often resulting in fatalities and injuries to the impaired driver, their passengers, and other motor vehicle occupants. On average around 32 people die each year in Utah from crashes involving a drunk driver. In reviewing five years of crash data (2010-2014), crashes involving an alcohol-impaired driver are 4.2 times more likely to result in a fatality than crashes not involving an alcohol-related driver. Interestingly, 73% of drivers in fatal crashes who tested over the legal limit for alcohol had BAC levels at or above twice the legal limit of 0.08.

Alcohol-impaired driver crashes represent around 13% of Utah's traffic fatalities; fatal crashes involving drivers who test positive for drugs (prescription and illegal) continue to increase and account for nearly 18% of the traffic deaths during the same time period. Drunk and drug-positive drivers are overwhelmingly male, and primarily between the ages of 21-39 years. In an effort to validate the crash data and who is involved, DUI arrest data from the Driver License Division for 2015 reflects that drivers aged 25-36 represented the highest number of DUI arrests at 38%. Almost 19% of the drunk drivers in fatal crashes were previously convicted of driving under the influence in the past three years. The months with the highest rate per day of fatal drunk driver crashes occurred in October, August, April and July; drug-related fatal crashes peaked in November and September. Saturday and Sunday were the days of the week with the greatest number of fatal crashes involving a drunk driver, where Friday was highest for drug-related drivers. The time of day when the most alcohol-related fatal crashes occur was between 7:00 p.m. to 2:50 a.m., while drug-related crashes peaked in the afternoon and evening between 1:00 p.m. to 10:00 p.m.

While about one-half of alcohol-related crashes in Utah occur in the highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis, and Weber, fatal crashes involving drunk drivers are more spread out over the State with over one-fourth occurring in Salt Lake County. Drug-impaired driver fatal crashes also occur most often in the Wasatch Front counties. This project will promote zero-tolerance of impaired driving in Utah through high-visibility enforcement and publicized DUI saturation patrols and sobriety checkpoint programs covering both alcohol and drug impairment focusing efforts on locations with crash and/or citation data that indicate higher impaired driving activity. An integrated enforcement approach will be promoted among participating agencies to support all laws regarding traffic safety behaviors. Prevention, intervention, communications and outreach through alternate transportation, designated driver, and responsible beverage service. This project will also provide training, support and supplies for officers to enhance their skillsets in identifying and removing impaired drivers from Utah's roadways. Partner with local universities to conduct research on alcohol related data.

6OT170303	STATEWIDE DRE, ARIDE AND PHLEBOTOMY PROGRAM
Funding Source	405d
Project Year	Ongoing
Manager	Robyn LaLumia

Utah has one of the highest rates of prescription and illicit drug abuse. These drug abuse problems inevitably carry over to our roadways and cause traffic safety issues for everyone on the road. Drug-related accounts for 1.5% of crashes yet 13% of fatal crashes involve a drug positive driver. Marijuana is increasingly becoming a bigger issue with 38 drivers in fatal crashes testing positive compared to 21 in 2014 and 10 in 2013. Of the 256 fatal crashes in 2015, there were 415 drivers, of which 62% were tested for alcohol and/or drugs with results available. Of the 259 drivers in fatal crashes tested for alcohol and/or drugs, 64% were negative for alcohol/drugs, 24% were positive for drugs only, 6% were positive for alcohol only, and 6% were positive for both alcohol and drugs. Moreover, 38 drivers tested positive for marijuana in 2015 compared to 21 in 2014 and 17 drivers tested positive for methamphetamine in 2015 compared to 5 in 2014.

An important aspect of drugged driving is that testing positive for a substance does not imply impairment; the relationship between drug impairment and driving ability, especially for marijuana, continues to be studied and no conclusions can be made yet. Knowing this information, it is vital to support and equip law enforcement with tools and training to more accurately detect drug impairment as it relates to driving. Officers face monumental challenges in detecting and apprehending drivers impaired by substances other than alcohol, and defense attorneys take advantage of this to weaken the officer's court testimony and reduce convictions. Law enforcement officers in Utah need appropriate equipment and specific training and certification in order to identify and arrest impaired drivers on Utah's roadways. By understanding the demographics of alcohol and drug-impaired driving crashes and fatalities, officers are better able to detect, apprehend, and provide court testimony to assure a violator is held accountable for his/her crime.

This project's goal is to provide a core group of officers in law enforcement agencies statewide with advanced training in the areas of impaired driver detection, arrest, and prosecution (SFST/ARIDE), phlebotomy, and certification as a Drug Recognition Expert (DRE) to enforce drugged driving laws, offer education regarding medications and driving, and to promote zero-tolerance enforcement of impaired driving laws. The Utah Highway Patrol's Alcohol Training Section will offer to police agencies statewide the opportunity to benefit from updated training in standardized field sobriety testing (SFST), will train at least 125 officers in various Utah police agencies statewide using the ARIDE information, and train and certify at least 30 additional officers statewide as phlebotomists.

By continuing this program, officers are able to maintain their certification as "expert witnesses" when it comes to court testimony and criminal proceedings. Each of these NHTSA-supported programs will help Utah maintain its standing as having one of the lowest alcohol fatality rates in the nation.

6OT170304	IMPAIRED DRIVING EDUCATION AND MEDIA CAMPAIGN
Funding Source	405d
Project Year	Ongoing
Manager	Robyn LaLumia

In order to reach drivers in Utah who continue to get behind the wheel after drinking alcohol or using any type of drug that causes impairment, the Utah Highway Safety Office (UHSO) has an agreement with a local media contractor to conduct a statewide mass media campaign that supports planned saturation patrols, melding the effort into the successful, high-visibility enforcement model. The campaign will also enter into an agreement with one additional media contractor to provide Spanish messaging and materials to reach the Hispanic populations, which are the state’s largest minority group, making up 13% of Utah’s population.

The primary goal of this media campaign is to continue reducing the incidence of impaired driving in Utah by raising awareness to the dangers of driving under the influence. For the campaign to accomplish the safety objective, current perceptions of the social acceptability of driving under the influence, as well as immunity from the potential consequences, must change. The media contractors will work with the UHSO to create high-visibility communications with an emphasis on the young, difficult-to-reach target audience of 21-39 age, favoring males and also for the state’s largest minority group. The campaign will continue to strengthen the “Drive Sober or Get Pulled Over” campaign message and direction to show Utah’s communities (not just the target audience) why this national effort is beneficial. Part of the focus is to mobilize the community – bring together law enforcement, media, local businesses and community officials to both share the prevention message and curb drunk and drug-impaired driving.

The campaign also aims to educate Utah citizens about impaired driving—that it is one of America’s most often committed and deadliest crimes. The Highway Safety Office uses the national “Drive Sober or Get Pulled Over” slogan, combining high-visibility law enforcement with heightened public awareness.

6OT170305	TRAFFIC SAFETY RESOURCE PROSECUTOR
Funding Source	405d
Project Year	Ongoing
Manager	Robyn LaLumia

The overall goal of this project is to increase impaired driving conviction rates around the state, resulting in less cases being dismissed or resulting in not guilty verdicts, and eventually reducing the amount of impaired drivers on Utah roadways. This will be done by focusing efforts to do two main things: (1) training prosecutors and law enforcement officers, and (2) providing technical support for prosecutors and law enforcement officers. In addition to prosecutors and law enforcement officers, there are other parties that play a pivotal role in reducing impaired driving, even when they are not directly involved with the investigation and prosecution of each offense. These include the toxicology lab, Driver License Division, community coalitions, and other agencies and entities involved in educating, collecting data, and working to reduce impaired driving in Utah. This project will fund the Traffic Safety Resource Prosecutor (TSRP) who will provide support to these agencies as needed.

Utah's TSRP specializes in the prosecution of traffic crimes, with an emphasis on impaired driving cases. He provides training, education, and technical support to other prosecutors, law enforcement agencies and other traffic safety stakeholders within the State.

As laws and court decisions are constantly changing impaired driving landscape both in Utah and across the county. The TSRP will remain current on issues both locally and nationally as they affect impaired driving. He will be available to assist officers, prosecutors, and others when issues arise.

On request, the TSRP will serve as second chair on difficult impaired driving cases, suppression hearings and motions. The TSRP participates in establishing/revising guidelines for sobriety checkpoints, saturation patrols and other enforcement techniques. Technical assistance is provided to prosecutors on pre-trial, trial, and appellate issues.

The TSRP will publicize the assistance available to fellow prosecutors, police, toxicologists, breath testing operators, and other advocates. This position will also summarize new traffic-related laws and regional legislative updates for an audience of police and prosecutors.

Funds will be used to support 90% of the full-time position, which is housed within the Utah Prosecution Council, as well as in-state and out-of-state travel costs, training supplies, and program materials.

6OT170306	SIP/TRACE AND YOUTH ALCOHOL SUPPRESSION
Funding Source	405d
Project Year	Ongoing
Manager	Jill Sorensen

While only 3.4% of Utah's traffic crashes in 2010-2014 involved an alcohol-related driver, they accounted for almost 13% or 136 of the fatal crashes during that same period. Unfortunately, in 2014 the data shows that alcohol-impaired driver fatal crashes increased by 61% compared to 2013. Further, 18% of crashes that occurred during the hours of 11:00 pm - 4:59 am involved an alcohol-related driver.

To reduce the number of fatalities related to impaired driving and provide a safer and more secure environment, the Utah Department of Public Safety adopted the Target Responsibility for Alcohol Connected Emergencies (TRACE) Program. TRACE aims to hold the provider of the alcohol accountable if any state laws or state liquor license agreements were violated. The Department of Public Safety's Alcohol Enforcement Team (AET) will assist other agencies by conducting TRACE investigations.. The TRACE program investigates whether state laws have been violated by alcohol servers, both retail and private. The AET offers to supplement local law enforcement's investigations statewide as AET agents can cross jurisdictional lines in the investigation and prosecution of alcohol over-service. AET agents have specialized training to identify who is criminally liable for alcohol over-service.

These investigations can affect the liquor license status of establishments through administrative action by the Utah Department of Alcoholic Beverage Control (DABC). By holding individuals and establishments accountable, we can reduce the number of these incidents.

The Department of Public Safety's Alcohol Enforcement Section is committed to enhancing the

quality of life and safety of the people of Utah by eliminating the incentives and opportunity to commit liquor offenses through a comprehensive law enforcement effort of education, deterrence, apprehension and prosecution. In turn, they work to implement the SIP/TRACE program in Utah's restaurants and bars that are the most visible locations that serve alcohol for on-site consumption. However, special events like concerts and raves held at all-age venues, offer alcohol as well and will also be targeted. When combined there are many opportunities for over-service to patrons and service to minors, which often leads to drinking and driving, and alcohol related crashes.

The State Alcohol Enforcement Team (AET) will assist other agencies by conducting Serving Intoxicated Persons/Youth Alcohol Suppression operations. Through undercover operations, the AET works to eliminate drunk driving and underage drinking where it starts.

This federally funded program supports officer's overtime and the goal to reduce impaired driving traffic crashes and fatalities.

6OT170307	IMPAIRED DRIVING INITIATIVES SUPPORT
Funding Source	405(d) / 405a Ignition Interlock / 405 (24/7)
Program Year	First
Manager	Carrie Silcox

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support impaired driving initiatives and countermeasures that are effective in decreasing the incidence of impaired driving-related crashes and resulting injuries and fatalities. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational	STATEWIDE SUSTAINED DUI ENFORCEMENT
Funding Source	STATE
Project Year	Ongoing
Manager	ADF

Utah continues to be a low alcohol-related fatality rate state due in large part to aggressive DUI enforcement and a proactive approach to combating underage drinking issues. In 2013, over 12,000 DUI arrests were made, and most arrests resulted in the impoundment of the violator's motor vehicle. When the vehicles are retrieved by the owners, various impound fees are collected and the person arrested must pay specific reinstatement fees to regain a valid driver license, when eligible. The Utah Legislature has earmarked a portion of those fees to assist in removing impaired drivers from Utah's roadways. The monies are used to fund sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on saturation patrols during major holidays and high-visibility enforcement efforts during national safety campaign periods. The funds also provide local law enforcement agencies with equipment such as the updated Intoxilyzer 8000 for accuracy in testing, and new digital in-car video systems to enhance officer safety and capture evidentiary information during DUI stops.

Informational	DROWSY DRIVING PREVENTION
Funding Source	State and FHWA
Project Year	Ongoing
Manager	Scott Jones

According to the 2014 Utah Crash Summary, the highest risk demographic for drowsy driving is young drivers 15-24, and older drivers 70-74, and 80-84. Drivers under the age of 30 are involved in over half the crashes. Male drivers are 1.8 times more likely to be involved in a drowsy driving crash than females. The weekend, Friday-Sunday has the highest number of crashes and they occur more frequent during June through September and early morning hours from 6:00–8:59 a.m. or late afternoon 3:00-5:59 p.m. Crashes occurring in rural Utah were 2.6 times more likely to involve drowsy driving.

A survey performed in 2009 by Dan Jones & Associates showed that 59% of Utah drivers admitted to nodding off momentarily while driving on multi-lane highways with a speed at 55 mph or higher. In addition, a study by the National Sleep Foundation concluded that being awake for 24 hours is equal to a blood alcohol concentration (BAC) of .10, above Utah’s legal limit.

The “Sleep Smart. Drive Smart.” Alliance, a partnership of public and private sector agencies, work together to promote drowsy driving awareness and education to various high schools, colleges and universities. The group also encourages businesses to educate their employees about the dangers of drowsy driving and continues to support an annual Drowsy Driving Prevention Week. Furthermore, the state’s Zero Fatalities program will continue to include drowsy driving awareness in their outreach presentations.

Because infrastructure improvements are an effective countermeasure in preventing fatigue-related crashes, UDOT will continue installing rumble strips and highway signage along stretches of roadway identified as having a high number of drowsy driving related incidences.

VULNERABLE ROADWAY USERS PROGRAMS

Problem Identification:

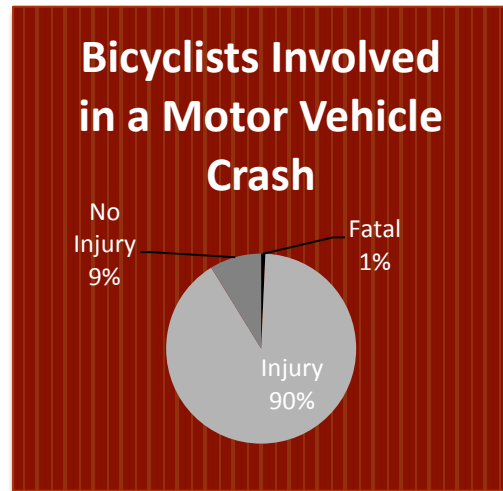
The Vulnerable Roadway Users Program was created to house all programs associated with those using our public roadways that are the most exposed in terms of crash scenarios. These programs include bicyclists, pedestrians, motorcycles and older drivers.

A. Bicycle Safety

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

Analysis of the bicycle-related crash data over a three-year period (2012-2014) has shown that:

- ◆ There were 2,443 bicyclists in a reportable motor vehicle crash. Of these 2,211 were injured, 215 were not injured, and 17 were killed
- ◆ 57% of the crashes involved bicyclists under the age of 30 years
- ◆ 79% of the bicyclists involved in crashes were male
- ◆ 54% of the motor vehicle drivers were under the age of 40 years
- ◆ 53% of the motor vehicle drivers were male
- ◆ Crashes occurred more frequently May through October, likely due to weather conditions
- ◆ Crashes are more frequent during the weekdays (Monday through Friday)
- ◆ Crashes peak between 3:00 pm and 6:00 pm
- ◆ 94% of crashes occur in the six most populated counties (Salt Lake, Utah, Weber, Davis, Cache, and Washington)
- ◆ 93% of crashes occur on roads with speed limits between 20-45 mph
- ◆ 30% of all bicycle-motor vehicle crashes occurred in a marked crosswalk



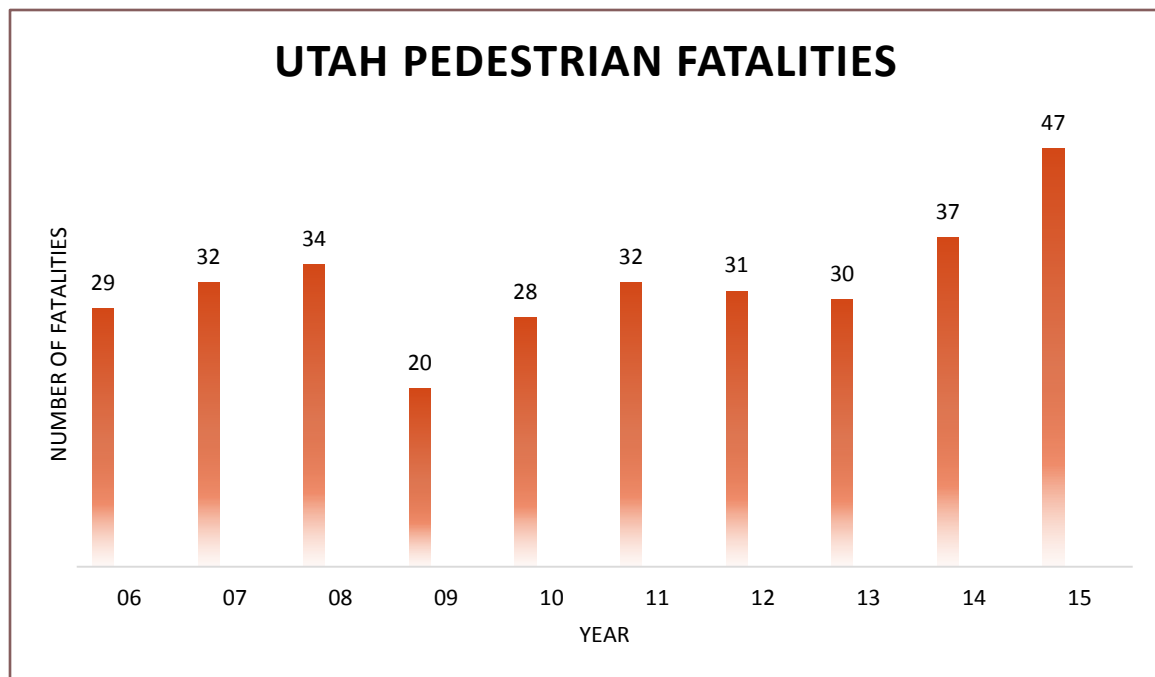
Further analysis showed that the most common contributing factors in bicycle-motor vehicle crashes are:

- ◆ Failure to yield the right of way by the motor vehicle driver (39%)
- ◆ Motor vehicle was turning (56%)
- ◆ Bicyclist was on the wrong side of the road (12%)

B. Pedestrian Safety

Every day, Utahns choose whether they want to drive a motor vehicle, be a motor vehicle occupant, ride a motorcycle, or a bicycle, yet almost all of us are a pedestrian for much of every day. While Utah's overall traffic fatalities have followed the national upward trend with a 25% increase from 2013 to 2015, during this same time period pedestrian fatalities have outpaced this trend with an increase of 60%. Analysis of three years of pedestrian-related crash data (2012-2014) has shown that:

- ◆ 2,828 pedestrians were hit by motor vehicles with 98 pedestrians killed
- ◆ 38% of the pedestrians in crashes are between the ages of 10-24
- ◆ The majority of pedestrians hit were male while the majority of drivers involved in pedestrian crashes were male
- ◆ 55% of the drivers involved in pedestrian-related crashes are between the ages of 15-39
- ◆ Crashes occur more frequently in March, September, October, November and December
- ◆ Crashes peak between 2:00 pm and 7:00 pm
- ◆ The majority of the crashes occur in the urban counties (Salt Lake, Utah, Davis and Weber)
- ◆ 23% of pedestrians killed had a BAC of 0.08 or over (2013-2015)



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

C. Motorcycle Safety

Motorcyclists are much more vulnerable than other motorists and consequences of crashes are frequently much more severe for motorcyclists. The number of registered motorcycles in Utah increased from 43,271 in 2005 to 75,593 in 2014. Although motorcycles account for only 3% of Utah's registered vehicles, motorcyclists accounted for 18% of Utah's traffic-related fatalities in 2014. Motorcyclist fatalities reached an all-time high of 45 in 2014.

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

- ◆ 60% of motorcyclists involved in a traffic crash were wearing a helmet, according to all crash data over a three-year period (2012-2014)
- ◆ 49% of motorcyclists killed were wearing a helmet, according to crash data (2012–2014)
- ◆ 65.9% of motorcyclists use helmets in 17 counties, as reflected in the Utah Observation Helmet Use Survey (UHSO, June 2013)

Analysis of 2012-2014 crash data for motorcycle-related crashes has shown that:

- ◆ 3,848 motorcyclists were in a crash and 108 motorcyclists were killed
- ◆ The majority of motorcyclists involved in crashes were male
- ◆ 50% of motorcyclists in crashes were between the ages of 15-34 years
- ◆ 40% of motorcycle crashes involved the motorcycle only and, of these crashes, 79% of motorcycle drivers had a contributing factor in the crash
- ◆ 60% of motorcycle crashes involve another motor vehicle and, of these crashes, 43% of motorcycle drivers and 64% of drivers of the other vehicles had contributing factors
- ◆ The leading contributing factor for motorcycle drivers in a crash were speed too fast, failed to keep in proper lane, and followed too closely

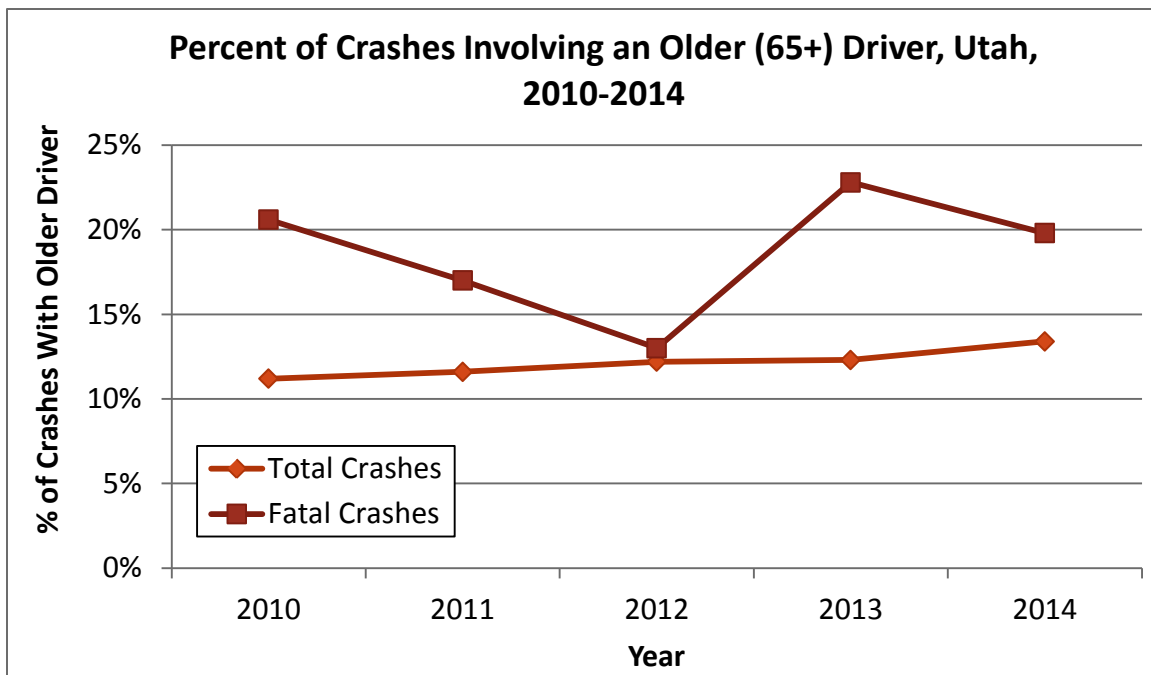
The leading contributing factor for other drivers in motorcycle crashes were failed to yield, followed too closely, and improper turn.

D. Older Drivers

Analyzing the last three years of crash data (2012-2014) involving older drivers shows that:

- ◆ Older drivers were involved in 20,258 motor vehicle crashes which resulted in 9,907 injured persons and 129 deaths
- ◆ Although older drivers have the lowest crash rates of any drivers, the percent of crashes involving an older driver has been increasing for over a decade
- ◆ Salt Lake and Utah Counties have the highest amount of older driver crashes while Washington County has the highest percent of crashes involving an older driver
- ◆ Weekdays had the highest number of crashes involving an older driver

- ◆ Compared with drivers of other ages in crashes, older driver crashes were more likely to occur during the daytime hours of 10:00 a.m. to 4:59 p.m. and less likely to occur at night
- ◆ Older drivers had a contributing factor in a crash at about the same rate as drivers of other ages
- ◆ The leading contributing factors for older drivers in crashes were failed to yield right of way, followed too closely, and failed to keep in proper lane



Utah's Performance Target in 2016:

- ◆ Utah's performance target for C-7 (Number of Motorcyclist Fatalities) is 35.
- ◆ Utah's performance target for C-8 (Number of Unhelmeted Motorcyclist Fatalities) is 15.
- ◆ Utah's performance target for C-10 (Number Pedestrian Fatalities) is 42.
- ◆ Utah's performance target for C-11 (Number of Bicycle Fatalities) is 3.
- ◆ Utah's Performance target for U-7 (Percent of Utah Helmeted Motorcycle Fatalities) is 43.2%.
- ◆ Utah's Performance target for U-8 (Overall Rate of Motorcyclists in Crashes per 1,000 Registered Motorcycles) is 17.1.
- ◆ Utah's performance target for U-16 (Number of Drivers in Fatal Crashes Age 65 or Older) is 44.

Planned Countermeasures:

The listing of countermeasures can all be found in the document published by NHTSA, Countermeasures That Work, 2013.

- ◆ Bicycle Education for Children)
- ◆ Cycling Skills Clinics, Bike Fairs, and Bike Rodeos

- ◆ Bicycle Safety Education for Bike Commuters
- ◆ Lighting and Rider Conspicuity
- ◆ Promote Bicycle Helmet Use with Education
- ◆ Enforcement Strategies
- ◆ Bicyclist Passing Laws
- ◆ Elementary-Age Child Pedestrian Training
- ◆ Safe Routes to School
- ◆ “Sweeper” Patrols of Impaired Pedestrians
- ◆ Pedestrian Safety Zones
- ◆ Reduce and Enforce Speed Limits
- ◆ Conspicuity Enhancement
- ◆ Targeted Enforcement
- ◆ Driver Training
- ◆ Pedestrian Gap Acceptance Training
- ◆ Motorcycle Helmet Use Promotion Programs
- ◆ Alcohol-Impaired Motorcyclists: Detection, Enforcement and Sanctions
- ◆ Alcohol-Impaired Motorcyclists: Communications and Outreach
- ◆ Motorcycle Rider Licensing
- ◆ Motorcycle Rider Training
- ◆ Communications and Outreach: Conspicuity and Protective Clothing
- ◆ Communications and Outreach: Other Driver Awareness of Motorcyclists
- ◆ Communications and Outreach
- ◆ Formal Courses for Older Drivers
- ◆ General Communications and Education
- ◆ License Screening and Testing
- ◆ Referring Older Drivers to Licensing Agencies
- ◆ License Restrictions
- ◆ Medical Advisory Boards
- ◆ License Renewal Policies: In-Person Renewal, Vision Test
- ◆ Traffic Law Enforcement

Project Descriptions:

PS170701	PEDESTRIAN SAFETY PI&E
Funding Source	402
Project Year	Ongoing
Manager	Marques Varela

Almost all of us are a pedestrian at one point or another during the course of a day. While Utah’s overall traffic fatalities have followed the national upward trend with a 25% increase from 2013 to 2015, during this same time period pedestrian fatalities have outpaced this trend with an increase of 60%. Everyone is part of this traffic safety problem, with young males contributing the most to auto/pedestrian crashes. Pedestrians ages 10-24 account for 38% of

pedestrians involved in a crash. Interestingly, driver ages 15-39 account for 55% of crashes involving a pedestrian.

This project will focus on reducing pedestrian-related serious injury and fatality rates by implementing one or more of the identified evidence-based countermeasures. Priority will be placed on the highly urbanized Wasatch Front counties of Salt Lake, Utah, Davis and Weber where a major portion of the pedestrian fatalities occur. The project director will continue to advance the Pedestrian Task Force Committee and collaborate with the Utah Department of Transportation in combining pedestrian safety efforts including implementation of the Utah Pedestrian Safety Action Plan. These efforts will support increasing driver, pedestrian and parent awareness on safety issues, particularly that of pedestrians being visible to drivers. Educational materials, supplies and fixed-price deliverable mini-grants will be offered to local health departments, law enforcement agencies and other partners involved with community-based pedestrian programs. A portion of project funds will be used for crosswalk enforcement and media outreach in communities with high-risk intersections where the majority of pedestrian/motor vehicle crashes occur.

PROJECT # HX170704 PEDESTRIAN SAFETY INITIATIVES SUPPORT

Funding Source 405h
Program Year First
Manager Carrie Silcox

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support pedestrian safety initiatives and countermeasures that are effective in decreasing the incidence of crashes involving pedestrians. This project will support countermeasures that have been approved for implementation during the year.

PS170702 BICYCLE SAFETY PI&E
Funding Source 402
Project Year Ongoing
Manager Marques Varela

Bicyclists under age 30 are involved in about 57% of all bicycle-motor vehicle crashes in Utah, and 79% are male. Over 54% of the drivers involved in the crashes were under age 40, and equally mixed male-female. Bicycle-motor vehicle crashes occur more frequently May through October, likely due to winter weather issues. The highest frequency of the crashes is Tuesday through Friday, peaking between 3 and 6 pm. The six most populated counties, Salt Lake, Utah, Weber, Davis, Cache and Washington, are also the where the majority (94%) of bicycle-motor vehicle crashes occur, with about 93% taking place on roads with speed limits between 20-45 mph. Interestingly, the largest number (30%) of all bicycle-motor vehicle crashes occurred in a marked crosswalk. The most common contributing factor (39 in bicycle-motor vehicle crashes) is failure to yield the right of way by the motor vehicle driver, and in 56% of the crashes the motor vehicle was making a turn.

This project will focus on at least two or more of the evidence-based countermeasures (see above). Priority will be given to the six most populated counties, Salt Lake, Utah, Weber, Davis, Cache and Washington, where the majority (93%) of bicycle-motor vehicle crashes occur. Focus

will be given to bicycle education for children, recreational riders, and commuters with emphasis on cycling skills clinics and bike rodeos where rules of the road are reinforced. Educational materials, supplies and fixed-price deliverable mini-grants will be offered to local health departments, law enforcement agencies and other partners involved with bicycle safety, and must include a minimum of two countermeasures referenced above.

MC170901	MOTORCYCLE SAFETY MEDIA AND PI&E
Funding Source	402 / 405f
Project Year	Ongoing
Manager	Marques Varela

Motorcycle fatalities in Utah increased in Utah in 2014. Motorcycles are over represented in traffic fatalities, as they comprised only 3% of registered vehicles in 2014 but accounted for 18% of traffic fatalities. Males represent 90% of motorcycle fatalities and the average age of those killed is 43. Motorcycles are more vulnerable in traffic crashes than occupants of motor vehicles. The only thing protecting a motorcyclist during a crash is the personal protective equipment the motorcyclist elects to wear. DOT approved helmets have been shown to reduce the likelihood of death in a motorcycle crash by 37%, only 65% of riders in Utah wear helmets since the state lacks a universal motorcycle helmet law. The attitudes of motorcyclists toward safety vary greatly. Some motorcyclists emphasize safety in motorcycling activities while others give it little thought. This is reflected in the gear they choose to wear and whether or not they complete a motorcycle rider education course.

To address this growing traffic safety issue in Utah, the UHSO will employ the following Countermeasures That Work: motorcycle helmet use promotion programs; alcohol-impaired motorcyclists – detection, enforcement and sanctions and communications and outreach; motorcycle rider licensing; motorcycle rider training; and communications and outreach – conspicuity and protective clothing and other driver awareness of motorcyclists.

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

CP170205	SENIOR DRIVING SAFETY
Funding Source	402
Project Year	Ongoing
Manager	Jill Sorensen

According to data compiled by the CDC, in 2012, more than 5,560 older adults were killed and more than 214,000 were injured in motor vehicle crashes. This amounts to 15 older adults killed and 586 injured in crashes on average every day. There were almost 36 million licensed older drivers in 2012, which is a 34 percent increase from 1999. Looking at IIHS crash data, per mile traveled, fatal crash rates increase noticeably starting at age 70-74 and are highest among drivers 85 and older. The increased fatal crash risk among older drivers is largely due to their

increased susceptibility to injury, particularly chest injuries, and medical complications, rather than an increased tendency to get into crashes.

In Utah, crash data (2012-2014) shows that older drivers were involved in 20,258 motor vehicle crashes which resulted in 9,907 injured persons and 129 deaths. Although older drivers have the lowest crash rates of any drivers, the percent of crashes involving an older driver has been increasing for over a decade.

The University of Utah's Trauma Program's Injury Prevention program plan to augment their outreach efforts to educate older drivers across the state. The Universities driver rehabilitation program works with the community to keep aging drivers safe and will be a large part of distribution for the resources, such as an older driver assessment. In addition, the education and outreach will incorporate seat belt use, one of the most effective countermeasures for older occupants to survive a motor vehicle crash.

This project will enhance the resources already available and will support increased awareness, communication and outreach through continuing education and training available from a variety of providers.

9MA170902	MOTORCYCLE SAFETY INITIATIVES SUPPORT
Funding Source	405f
Program Year	First
Manager	Carrie Silcox

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support motorcycle safety initiatives and countermeasures that are effective in decreasing the incidence of crashes involving motorcyclists. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational	SAVE A LIFE HELMET SAFETY CAMPAIGN
Project Year	N/A
Manager	Debry & Associates

While 15-year-old Tony Hyde of Salt Lake City was riding his bike toward home from an afternoon of shooting hoops, he collided with a jogger and fell from his bicycle. Tony died five days later from the traumatic brain injuries he sustained in the fall, injuries that a bike helmet could have prevented. This incident prompted the Robert J. Debry Law Firm to develop an ongoing children's bicycle helmet safety program designed to prevent needless deaths. The *Save a Life Helmet Safety Campaign* provides useful safety tips for parents and children, as well as the opportunity to purchase high-quality, certified children's helmets at a reduced cost.

Informational	BIKE UTAH
Project Year	N/A
Manager	Phil Sarnoff (Bike Utah)

Bike Utah is a non-profit organization made up of recreational and commuter cyclists, bicycle manufacturers, retail shops, and transit advocates working to improve bicycling conditions throughout the State of Utah. Bike Utah advocates for increased bicycle use by promoting the bicycle as an everyday means of transportation and recreation. Cycling is a great way to enjoy the outdoors, maintain good health, and travel around town. A major goal of the organization is to be the bicyclist's voice in state government, and Bike Utah continues to work directly with elected officials, as well as State and local agencies, to improve conditions for Utah bicyclists and encourage implementation of the "Complete Streets" programs to ensure that road construction accommodates all roadway users including motorists, bicyclists, and pedestrians.

Informational	SALT LAKE CITY BICYCLE SAFETY PROGRAM
Project Year	N/A
Manager	Roolf (Salt Lake Transportation Division)

Salt Lake City is Utah's capital city and the most urban center of the state. The city is committed to promoting safe transportation using alternative modes such as biking. The bicycle safety program provides educational programs to improve road safety while also promoting inexpensive, healthy and fun ways to travel in Salt Lake City. The program's multi-tiered program includes more than 20 bicycle safety rodeos conducted each year by the Salt Lake City Police Department, a Salt Lake City Bikeways Map offered by the Salt Lake City Transportation Division, bicycle safety brochures and law cards for distribution at community events, bike rack messages, a series of online videos demonstrating safe bicycling behaviors, traffic skills and rules of the road through short, informative segments, and Bicycle Pit Stops to provide free snacks, refreshments, promotional materials and bicycle safety information on selected mornings throughout the year.

Informational	HEADS UP PEDESTRIAN SAFETY CAMPAIGN
Funding Source	State
Project Year	Ongoing
Manager	Kristen Hoschouer (UDOT)

Pedestrian fatalities continue to account for about 15% of all traffic-related collisions in Utah, and these crashes can be prevented through education and awareness directed at both pedestrians and drivers. The Heads Up pedestrian safety campaign is a collaborative effort between UDOT and the Highway Safety Office, and focuses on educating pedestrians and drivers by creating awareness and identifying the traffic responsibilities of each group.

Informational	SAFE ROUTES TO SCHOOL
Funding Source	FHWA
Project Year	N/A
Manager	Cherise Wood (UDOT)

The safety of children walking and bicycling to and from school is a major concern for parents, school administrators, and public officials due to the volume and speed of vehicular traffic around schools. Students who choose to walk or bike have limited safe routes to choose from.

To assist schools with addressing this public safety and health issue, UDOT participates in the federally-funded Safe Routes To School (SRTS) program. SRTS funding is used to create programs that educate children about how to safely walk or bike and that encourage children to use these healthy modes of transportation to get to school. Schools can also apply for SRTS grants to construct infrastructure improvements such as sidewalks that would increase the safety of children walking and bicycling to school.

Informational	STUDENT NEIGHBORHOOD ACCESS PROGRAM
Funding Source	State
Project Year	N/A
Manager	Cherise Wood (UDOT)

The Student Neighborhood Access Program (SNAP™) is a comprehensive program for walking and biking safety to school that engages and educates students, parents, school administrators, crossing guards and communities. Schools create plans that detail the safest walking and biking routes within a one-mile radius of the school and distribute maps to parents. As part of the federal Safe Routes to Schools program administrated by UDOT, SNAPS's first priority is student safety, with the goal to help make the roads around schools safer.

Informational	SAFE SIDEWALKS PROGRAM
Funding Source	State
Project Year	N/A
Manager	Cherise Wood (UDOT)

The Utah Legislature has recognized the need for adequate sidewalk and pedestrian safety devices and declares that “pedestrian safety” considerations shall be included in all state highway engineering and planning for all projects where pedestrian traffic would be a significant factor. The Safe Sidewalks Program provides a funding source for construction of new sidewalks adjacent to state routes where sidewalks do not currently exist and where major construction or reconstruction of the route at that location is not planned for ten or more years.

Informational	LIVABLE COMMUNITIES (AARP)
Project Year	N/A

The Livable Communities program strives to improve towns one walk at a time. Using multiple approaches, such as Great Places To Walk, tips for being a safe pedestrian, and also identifying intersections to avoid, the program encourages residents and leaders of communities to do something that is too rare these days: walk. And not just to walk for fun, but to help people see their streets through a new lens, one that focuses on how street design either supports or discourages active living and active transportation.

Informational	MOTORCYCLE RIDER EDUCATION PROGRAM
Funding Source	State
Program Year	Ongoing
Manager	Kurt Stromberg (DPS/DLD)

About 55% of the motorcyclist fatalities were unhelmeted over the last five years, and the State's Motorcycle Rider Education Program recognizes the importance of rider training and appropriate safety gear. The Motorcycle Rider Education Program provides oversight for rider training courses for beginner and experienced riders, focusing on reducing motor vehicle crashes involving a motorcycle, which so often result in injuries and fatalities. Focusing on expanding the skills of any level of rider and promoting the use of helmets and protective conspicuity clothing, the courses are available in the counties where more than 80% of the State's motorcycles are registered, and also educate riders on the effects of alcohol and drugs on their riding skills. Participants are required to wear a helmet and appropriate clothing during any riding portions of the training. The training course standards meet or exceed those set by the Motorcycle Safety Foundation (MSF), and all instructors in the program are MSF-certified. Riders who successfully complete the course are credited with completing the Driver License Division's skills test for a motorcycle endorsement to their driver license. This program is funded with fees collected from motorcycle vehicle registrations and also motorcycle endorsements issued as part of the driver licensing process. The Motorcycle Rider Education Program has been in effect since 1994, with a program-specific coordinator appointed by Utah's Commissioner of Public Safety.

Informational	NEW MOTORIST AWARENESS PROGRAM
Program Year	N/A
Manager	ABATE

Motorcycles continue to be a popular choice of transportation in Utah, especially with recent spikes in gasoline prices. The motorcycle enthusiast organization ABATE (American Bikers Aimed Toward Education) of Utah reminds drivers of the importance of sharing the road. Volunteer instructors teach "Share the Road" courses to thousands of new drivers throughout the Wasatch Front, focusing on high school driver education classrooms yearly since 1995. The volunteers are led by the principle that motorcyclist safety is best improved by educating both riders and the motoring public, and that sharing America's roadways safely requires understanding and cooperation. The Motorcycle Safety Foundation-based curriculum and guidelines are used, and followed-up with a quiz and feedback forms.

Informational	SALT LAKE COMMUNITY COLLEGE MOTORCYCLE TRAINING
Project Year	N/A

This course covers the fundamentals of becoming a safe and responsible motorcycle rider, helping riders learn the physical and mental skills required for operating a motorcycle in everyday riding situations. It also provides a wealth of practical advice on basic motorcycle safety checks, the types and benefits of motorcycle-specific helmets and riding apparel, and time-proven techniques for becoming a safe and more confident rider.

Informational	ADVANCED RIDER TRAINING
Project Year	N/A

A core mission of the Utah Sport Bike Association (SBA) is the Advanced Rider Training (ART) program, non-competitive, track-based classes that teach motorcycle control, proficiency and smoothness by providing hands-on track time and individual instruction. The Utah SBA is a not-for-profit organization that subsidizes the prices of this entire program through volunteer efforts from their membership, schools and racing program. The classes are an unintimidating introduction to spirited riding in the safest possible environment, and an appropriate place to take riding skills a higher level.

Informational	LICENSING OLDER DRIVERS
Funding Source	State
Project Year	Ongoing
Manager	Chris Caras

Utah's Driver License Division screens and tests drivers to assess their ability to operate a motor vehicle before issuing a new or renewed license. For drivers age 65 or older this includes mandatory eye testing at each renewal cycle. This renewal process also encourages a self-assessment process where older drivers review their driving capabilities and limitations, seek improvements in their driving skills, become aware of changes in the driving environment, and often voluntarily limit their driving to circumstances in which they can operate the vehicle safely. The Medical Standards Program is a formal process where drivers' physical or medical conditions which may affect their driving are reviewed or even more frequently, and the program has published driver restrictions established by a Medical Review Board. In cases of where family, caregivers or concerned citizens observe declining driving skills, the Unsafe Driver Review program allows the person to send a request to the Division to review a person's driving skills and medical condition.

Informational	SENIOR DRIVER PROGRAM
Project Year	Ongoing
Manager	AAA of Utah

The American Automobile Association is an affiliation of about 50 clubs offering members driving and automobile-related services, and senior drivers are an important part of their service. One service they offer is a Driver Improvement Program, an online or in-classroom course to help senior drivers have the most up-to-date driving techniques and understand the latest vehicle technologies, and how to adjust for slower reflexes, weaker vision and other changes. CarFit was developed by the American Society on Aging in collaboration with AAA, AARP and the American Occupational Therapy Association, is a community-based program that provides a quick, yet comprehensive 12-point check of how well the older driver and their car work together. It assists them in finding the proper fit in their vehicle, an essential element for their safety and the safety of others on the road. The Roadwise Review, an interactive self-evaluation program featuring a series of computer-based exercises that can help a person identify steps to reduce driving risks in eight key areas. The Smart Features service helps older drivers to know what to look for in a vehicle and to find the one right for their physical needs which optimizes their comfort and safety.

Informational	DRIVER SAFETY PROGRAM
Project Year	Ongoing
Manager	AARP

The American Association of Retired Persons has many services they offer the older driver. The AARP Smart Driver™ Course focuses on areas where older drivers could benefit from additional training, including roundabouts, pavement markings, stop-sign compliance, red-light running, and safety issues such as speeding, and seatbelt and turn-signal use. Their Driving Resource Center is another program which offers resources and activities designed specifically for drivers looking to continue improving their driving knowledge and skills. CarFit was developed by the American Society on Aging in collaboration with AAA, AARP and the American Occupational Therapy Association, is a community-based program that provides a quick, yet comprehensive 12-point check of how well the older driver and their car work together. It assists them in finding the proper fit in their vehicle, an essential element for their safety and the safety of others on the road. The We Need to Talk program helps relatives and caregivers to broach the subject when it is time to give up the keys and discontinue driving.

Informational	UTAH DEPARTMENT OF TRANSPORTATION RESEARCH DIVISION
Project Year	Ongoing
Manager	Robert Miles (UDOT)

The Research Division within UDOT works to focus on issues relevant to the transportation industry. The division is currently supporting various research projects related to vulnerable roadway users, which includes:

- Risk Assessment of Non-Motorized Access to Rail Transit Stations
- Measuring Pedestrian and Cyclist Exposure and Risk in High-Risk Areas
- Examining the Characteristics of Fatal Pedestrian Crashes
- Index of Model Ordinances Promoting Pedestrian Safety
- Pedestrian Safety Toolbox for Elected Officials

The results of this research will support efforts to decrease the incidence of crashes and resulting deaths and injuries to our most vulnerable roadway users.

POLICE TRAFFIC SERVICES PROGRAM

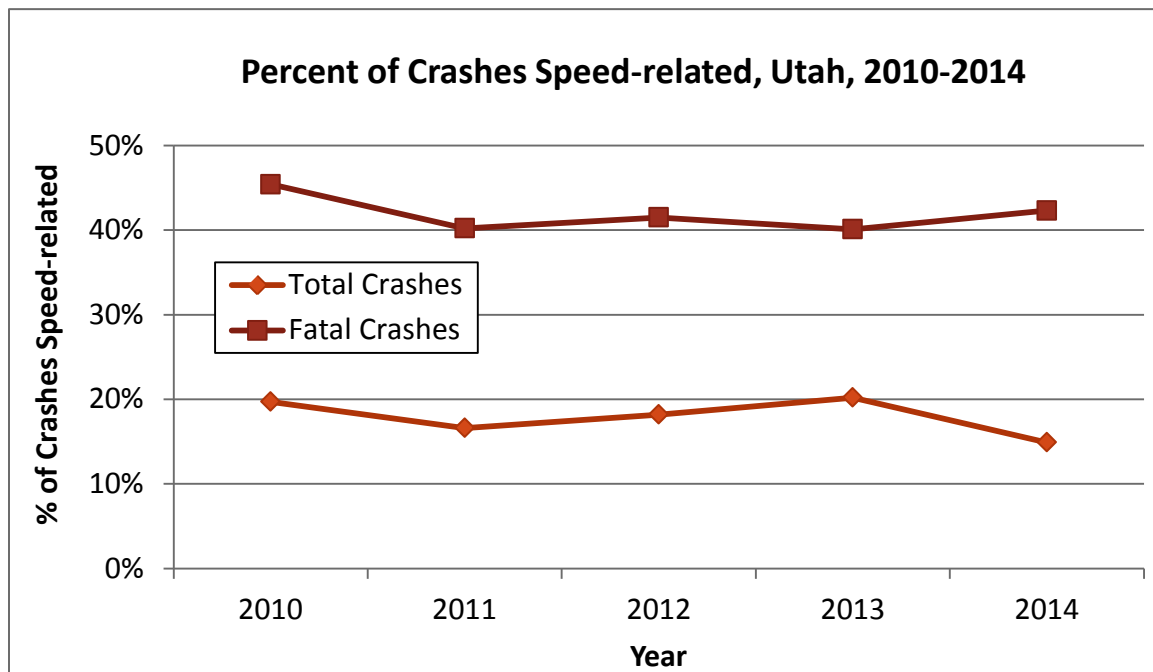
Problem Identification:

The Police Traffic Services Program focuses much of its resources on traffic safety issues that are not supported through the Occupant Protection and Impaired Driving Programs and their associated funding streams. This includes projects aimed at decreasing distracted, aggressive, and speed-related crashes.

A. Speeding

A review of the 2012-2014 speed-related crash data indicates the following:

- ◆ Speed is the number one factor in traffic deaths and number three in crashes
- ◆ There were 258 speed-related fatal crashes with 289 fatalities
- ◆ Drivers in fatal and non-fatal crashes where speeding is a factor are overwhelmingly male
- ◆ Younger drivers, ages 15 to 34, have the highest total number of speed crashes
- ◆ July, October, and November were the deadliest months for speed-related fatal crashes
- ◆ For overall speed-related crashes (fatal and non-fatal) January and December had the highest rates of crashes
- ◆ Saturday holds the highest number of speed-related fatal crashes at 23.0%, with Thursday following at 15.6%
- ◆ Urban areas had a lower rate of speeding-related fatal crashes as compared to rural areas
- ◆ Urban areas had a higher rate per vehicle miles traveled for speed-related non-fatal crashes as compared to rural areas

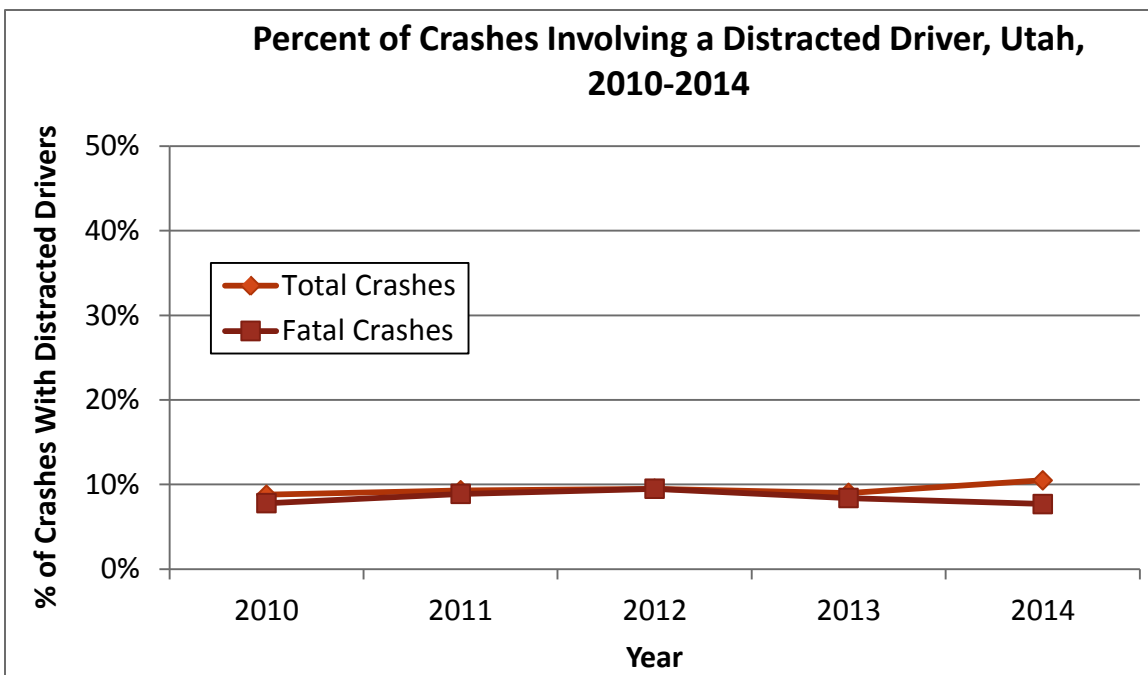


- ◆ The counties with the highest number of total speed-related crashes over the last three years were urban and include Salt Lake, Utah, Davis, Weber, and Cache Counties
- ◆ The counties with the highest percent of total crashes that were speed-related over the last three years were rural and include Morgan, Millard, Beaver, Rich, and Sevier Counties
- ◆ The counties with the highest number of fatal speed-related crashes over the last three years were: Salt Lake, Utah, Davis, Weber, Washington, and Tooele Counties
- ◆ The counties with the highest percent of fatal crashes that were speed-related over the last three years were: Rich, Uintah, Davis, Utah, Summit, Morgan, and Daggett Counties

B. Distracted Driving

A review of the 2012-2014 distracted driver crash data indicates the following:

- ◆ There were 53 distracted driver fatal crashes with 59 fatalities
- ◆ Drivers ages 15 to 24 had the highest distracted driving overall crash rates per licensed drivers
- ◆ Males were drivers in 56.2% of the distracted-related crashes
- ◆ Distracted driver crashes occur more often on Wednesday and Friday, however the highest percentage of fatal distracted driver crashes occurred on Monday and Friday
- ◆ Distracted driver total crashes were highest from 12:00 p.m. to 6:59 p.m.
- ◆ Salt Lake County had the most distracted driver crashes accounting for 44.5% of the distracted driver crashes in the state
- ◆ Distracted driver crashes composed 12.5% (6,060) of the total for injury crashes and 8.5% (53) of fatal crashes
- ◆ The counties with the highest number of total distracted driver crashes over the last



- three years were: Salt Lake, Utah, Davis, Weber, and Washington Counties
- ◆ The counties with the highest percent of total crashes that involved a distracted driver over the last three years were: Grand, Cache, Washington, Carbon, and Utah Counties
- ◆ The counties with the highest number of fatal distracted driver crashes over the last three years were: Salt Lake, Utah, Weber, Washington, and Davis Counties
- ◆ The counties with the highest percent of fatal crashes that involved a distracted driver over the last three years were: Beaver, Carbon, Wasatch, Box Elder, and Utah Counties

Due to the challenge law enforcement agencies experience with identifying distraction and its role in a crash, crash statistics may not fully capture the significance and extent of the problem. When the crash data and potential for under-reporting is examined with behavioral surveys on driving behavior in mind, the need to address distracted driving becomes even more critical.

According to a 2011 study led by the Centers for Disease Control and Prevention, 69% of drivers ages 18 to 64 years old reported that they had talked on their cell phone while driving within the 30 days before they were surveyed. Additionally, a quarter of teens respond to a text message once or more every time they drive. Alarming, 20 percent of teens and 10 percent of parents admit that they have extended, multi-message text conversations while driving.

C. Aggressive Driving

A review of the 2012-2014 aggressive driver crash data indicates the following:

- ◆ There were 35 drivers in fatal crashes that were aggressive or reckless
- ◆ There were 1,835 drivers in total crashes that were aggressive or reckless
- ◆ Aggressive/reckless driving was the 23rd highest contributing factor in crashes

Utah's Performance Target in 2016:

- ◆ Utah's performance target for C-6 (Number of Speeding-Related Fatalities) is 54.
- ◆ Utah's performance target for U-15 (Number of Fatalities Involving a Distracted Driver) is 21.

Planned Countermeasures:

- ◆ Graduated Driver Licensing Requirements for Beginning Drivers (Countermeasure That Work, NHTSA, 2013)
- ◆ Cell Phone and Text Messaging Laws (Countermeasure That Work, NHTSA, 2013)
- ◆ High Visibility Cell Phone and Text Messaging Enforcement (Countermeasure That Work, NHTSA, 2013)
- ◆ General Driver Drowsiness and Distraction Laws (Countermeasure That Work, NHTSA, 2013)
- ◆ Communications and Outreach on Distracted Driving (Countermeasure That Work, NHTSA, 2013)
- ◆ High Visibility Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Other Enforcement Methods (Countermeasures That Work, NHTSA, 2013)

- ◆ Communications and Outreach Supporting Enforcement (Countermeasures That Work, NHTSA, 2013)
- ◆ Enforcement of Drugged Driving (Countermeasures That Work, NHTSA, 2013)

Project Descriptions:

PT170101	POLICE TRAFFICE SERVICES TRAINING AND EQUIPMENT
Funding Source	402
Project Year	Ongoing
Manager	Heather Fuhr

Enforcement of traffic laws is one of the most effective safety and prevention strategies. Enforcement is also a key component to comprehensive safety and prevention campaigns and is needed for all identified traffic problems. Supporting traffic enforcement and the law enforcement agencies that conduct this work continues to be a focus for the UHSO. Assistance and support from the UHSO takes on many forms, including equipment and trainings needed to enhance their safety enforcement and related programs. This program will focus on equipment and training related to speed and impaired driving, as well as data-driven identified needs throughout the fiscal year.

Speed has been the leading factor in traffic deaths for the past ten years. Speed is a factor in twenty percent of all crashes and forty percent of fatal crashes. From 2012 to 2014, there were 258 speed-related fatal crashes with 289 fatalities. Urban areas had a lower rate of speeding-related fatal crashes as compared to rural areas and urban areas had a higher rate per vehicle miles traveled for speed-related non-fatal crashes as compared to rural areas. Speed enforcement is essential for fatality reduction. While the UHSO does not directly fund overtime enforcement activities, the UHSO will support speed abatement through trainings and enforcement equipment to assist law enforcement agencies in their patrol of speed issues. Continued trainings and use of existing skills on crash reconstruction will be offered.

Drug-related accounts for 1.5% of crashes yet 13% of fatal crashes have a drug positive driver. More drivers are testing positive for drugs in fatal crashes than we have seen in previous years. Marijuana is increasingly becoming a bigger issue with 38 drivers in fatal crashes testing positive compared to 21 in 2014 and 10 in 2013. Of the 256 fatal crashes in 2015, there were 415 drivers, of which 62% were tested for alcohol and/or drugs with results available. Of the 259 drivers in fatal crashes tested for alcohol and/or drugs, 64% were negative for alcohol/drugs, 24% were positive for drugs only, 6% were positive for alcohol only, and 6% were positive for both alcohol and drugs. Moreover, 38 drivers tested positive for marijuana in 2015 compared to 21 in 2014 and 17 drivers tested positive for methamphetamine in 2015 compared to 5 in 2014. Like other states in the country, drugged driving is on the rise. Recognizing and testing for drugs during lawful traffic stops and crashes is vital for improved enforcement and deterrent. To accompany the UHSO's partnerships with law enforcement agencies on impaired driving prevention and enforcement, training and equipment on this emerging traffic safety issue may be offered to enhance efforts and programs.

Specific equipment requests include the following: radar and/or lidar units, in-car digital video cameras, PBT's, speed monitoring trailers and sign boards, crash/accident reconstruction

software (total stations) and other equipment/resources as needed with sufficient problem identification. Requests from law enforcement agencies for equipment will be accepted throughout the year and reviewed for essential elements to determine merit and need. Applications elements will include, but not limited to, the following: problem identification of the traffic safety issue with supporting data, specific ways the requested equipment will improve the existing condition, how success will be measured, equipment usage/application plan, opportunities for cost-sharing, and training plan (as applicable) for officers using the equipment.

In an effort to promote sustained enforcement activities among Utah's law enforcement agencies, ways to recognize law enforcement for their effective work toward reducing traffic crashes and fatalities will be explored. Agencies will be encouraged to conduct data-driven traffic safety enforcement to include occupant protection, impaired driving, vulnerable user protection, and speed/aggressive driving. Elements of recognition may include acknowledgement of high performing and participating agencies and officers that work to improve traffic safety in their community.

PT170102	SUPPORT FOR MULT-AGENCY TASK FORCES AND LAW ENFORCEMENT ORGANIZATIONS
Funding Source	402
Project Year	Ongoing
Manager	Heather Fuhr

Utah saw an increase in motor vehicle traffic crash deaths in 2015 to the highest number in seven years with 276 people killed, an increase of 20 deaths from 2014 and 56 more than 2013. Leading causes of fatalities and injuries include speed and unrestrained occupants; impaired driving and vulnerable users fatalities are also areas of concern due to fatality trends increasing. Enforcement of traffic safety laws help curtail risky behaviors and promote safety actions, creating safer roads for all users. Enforcement is also a vital aspect to comprehensive prevention campaigns for specific traffic safety issues. To promote the UHSO's resources, coordinate enforcement efforts, and network with statewide law enforcement agencies, the UHSO will organize and support the Multi-Agency Task Force meetings and work with other law enforcement organizations on networking opportunities.

Partnerships with the Multi-Agency Task Forces are one of the most valuable tools available to the Highway Safety Office in its work with Utah law enforcement agencies. These meetings bring law enforcement representatives together on a regular basis to plan and implement various traffic safety and enforcement activities aimed at reducing injury and fatal crashes. The Task Force members are committed to sustained evidence-based enforcement efforts and the support of national traffic safety campaigns, as demonstrated by their active participation in high-visibility enforcement and safety campaigns. Meetings with law enforcement agencies from Davis, Morgan, Salt Lake, Utah, and Weber counties will occur on a regular basis throughout the year. Plans to expand these meetings and enhance collaborations and resource sharing among additional law enforcement agencies will be explored throughout the year.

Additional outreach will be conducted with law enforcement agencies throughout the state, with a focus on rural agencies. Through the UHSO LEL Program, attendance at law enforcement meetings will be arranged in order to gain a presence in communities outside of the Wasatch

Front. Meetings and networking events held by law enforcement organizations, such as the Utah Chiefs of Police Association and Utah Sheriffs' Association, will also be explored to further collaborations and exposure of the UHSO and its resources and programs. These various networking opportunities are venues to disseminate information on high visibility traffic enforcement methods and to provide educational opportunities through trainings. Law enforcement agencies will receive information and give input on upcoming media efforts and then share this information within their respective agencies and other networks to distribute and promote UHSO efforts. These collaborative approaches facilitate mutual respect and foster lasting partnerships to accomplish shared goals for traffic safety and reductions in crashes, fatalities, and injuries.

PT170103	LAW ENFORCEMENT LIAISON PROGRAM EXPANSION
Funding Source	402
Project Year	First
Manager	Heather Fuhr

One of the UHSO's main collaborative venues to work with local law enforcement agencies on traffic safety programs and enforcement is through the Law Enforcement Liaison (LEL) Program. Currently, the UHSO LELs are certified peace officers with the Utah Highway Patrol, with one trooper serving as an LEL full time and one trooper supporting UHSO LEL projects on an overtime basis. During the FY 2017, the LEL Program will be expanded to contract with local and county law enforcement agencies for LEL activities, in addition to the UHP trooper LELs.

Expanding the LEL Program to partner with local and county law enforcement agencies addresses several needs in current partnerships. The 2016 Occupant Protection Program Assessment noted several challenges related to partnerships and work with local and county law enforcement. The recommendations suggested expanding and more directly including local and county law enforcement agencies in UHSO mobilizations, messaging, and resource distributions, with focus on rural and non-overtime funded agencies. To address these challenges and recommendations, the UHSO will expand the current LEL Program to contract with local and county agencies to perform LEL related activities.

Contracted LEL partner agencies can help recruit LEAs for mobilizations and other LE projects from their specific areas. Having local and county LEA champions recruit and 'sell' programs to similar agencies may make the messages and information more relatable and show that traffic safety and enforcement needs to be a priority for local agencies. Contracting with local agencies also shows the UHSO's investment in the local community and desire to have community members living in those areas work to solve their traffic safety problems. Resources will be more easily distributed to agencies outside of the Wasatch Front area, where collaborations and participation in UHSO program is already well established. Because Utah is a large state with expansive and sometimes challenging terrain, ensuring materials and resources get to rural areas is difficult. The newly formed LEL Program network will be a beneficial venue to pass on important information. This expansion will also facilitate partnership opportunities with rural agencies that may be reluctant, skeptical, or lack the capacity to work on UHSO projects. Fellow, small rural agencies that regularly partner with UHSO can work closely with these agencies to gain their buy-in and support, more easily than state program managers or law enforcement from urban areas.

The five regions have been established for the LEL Program. They are:

1. Box Elder, Weber, Cache, Rich, and Morgan
2. Tooele, Davis, Salt Lake, Millard, Summit, Wasatch, Utah, and Juab
3. Grand, San Juan, Emery, Carbon, and east Wayne
4. Piute, Sevier, Sanpete, Garfield, and west Wayne
5. Duchesne, Uintah, and Dagbatt
6. Washington, Kane, Iron, and Beaver

The UHSO will identify law enforcement agencies and/or officers that are highly focused on traffic safety enforcement with the capacity and skills to champion efforts to fellow law enforcement agencies. Each identified region will have an assigned LEL position. The full-time Utah Highway Patrol trooper at the UHSO will be assigned to focus on and work with Region 2 law enforcement agencies, in addition to this trooper's other statewide LEL responsibilities. LELs in the other regions (1, 3, 4, 5, and 6) will perform their LEL responsibilities and duties as overtime, with a memorandum of understanding between the contracting agency(ies) and the UHSO.

DD170803	DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR OREM DEPARTMENT OF PUBLIC SAFETY
Funding Source	402
Project Year	First
Manager	Heather Fuhr

Looking three year data trends, Utah County is among the top 5 counties in the state for both highest number of total distracted driver crashes and highest percent of total crashes that involved a distracted driver. Orem city is a large city in Utah County and has 95,000 residents and 33,000 Utah Valley University students. Provo City, also in Utah County, borders Orem City, with the cities share many similarities and roadways. Provo has 112,000 residents and 30,000 Brigham Young University students. State Street is a large road that connects the two cities and is heavily traveled. University Parkway is used to connect the two university campuses. The Utah Department of Transportation (UDOT) identified State Street and University Parkway as the second busiest intersection in Utah with a total traffic use of 97,190.

During most of 2015, the intersection of State Street and University Parkway was averaging 24 collisions a month. Of these, nearly 50% were rear-ending collisions with stopped vehicles. In the past, Orem DPS, along with partner law enforcement agencies in the area, experienced success in reducing crashes at this intersection, and the surrounding roadways, through highly visible enforcement strategies. This funding will focus on expanding the success of past programs. Highly visible enforcement strategies will be implemented with directed enforcement along State Street and University Parkway, and the 'feeder' streets and roads, and limited paid media and strong use of earned media to draw attention to the enforcement activities.

DD170803	DISTRACTED DRIVING PREVENTION AND ENFORCEMENT FOR UNIFIED POLICE DEPARTMENT
Funding Source	402
Project Year	Second
Manager	Heather Fuhr

The Unified Police Department (UPD) of Greater Salt Lake is a police department that serves eleven communities in Salt Lake County and is overseen by Salt Lake County Sheriff Jim Winder. Unified PD allows communities to have comprehensive police services at a fraction of the cost of establishing and maintaining their own police force. The combined services equates to cost-sharing between communities, thereby saving money for local governments and reducing the tax burden on citizens.

Salt Lake County had the most distracted driver crashes in Utah, accounting for 48.1% of the distracted driver crashes in the state. Within UPD jurisdictions, 398 crashes were attributed to distracted driving in 2014. UPD will utilize both education and enforcement practices to decrease distracted driving in targeted neighborhoods where it has been identified as a major concern. These communities include Herriman, Holladay, Taylorsville, Riverton and Midvale. These five cities comprise nearly half of the distracted driving crashes among the 11 cities and townships in UPD. Prevention and education messages, with emphasis on texting and driving, will focus on the teen population by using existing partnerships and outreach events with high schools in the focus communities. Directed enforcement for distracted driving violations is also a planned activity, which is needed to fully address the traffic problem. Patrol shifts will be spread across the five identified cities of which are targeted for this program. Earned media opportunities will be combined with the teen outreach to bring added attention to the prevention messages and focused enforcement. This will be the program second year of funding with successes identified in the first year, as high number of enforcement contacts and education campaigns at the local high schools. The program will be bolstered in the second year by applying the enforcement tactics that worked well for the distinct communities and continuing to focus on high-risk, high-crash intersections and roadways.

PROJECT # 8X170806 DISTRACTED DRIVING INITIATIVES SUPPORT

Funding Source	405e
Program Year	First
Manager	Carrie Silcox

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support distracted driving initiatives and countermeasures that are effective in decreasing the incidence of crashes involving drivers who are distracted behind the wheel. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational	UTAH HIGHWAY PATROL MOTORS SQUAD
Funding Source	State
Project Year	Ongoing
Manager	Mike Rapich

The Utah Highway Patrol uses motorcycle units to perform traffic enforcement, including enforcing speed limits and aggressive and distracted driving laws to ultimately reduce injury and fatal traffic crashes. The Motors Squad is made up of 30 certified officers and sergeants, and

work in four different sections: Salt Lake; Utah; Tooele; and Weber Counties. The motors officers work regular shifts on their assigned motorcycles to provide general and targeted traffic law enforcement, provide assistance to neighboring agencies, etc. To enhance their effectiveness when participating in special events, the squad will often conduct enforcement blitzes while traveling to the event location. The UHP Motors Squad also offers motors training to officers from other law enforcement agencies in the State.

Informational	STATEWIDE SUSTAINED DUI ENFORCEMENT
Funding Source	State
Project Year	Ongoing
Manager	ADF

Utah continues to be a low alcohol-related fatality rate state due in large part to aggressive DUI enforcement and a proactive approach to combating underage drinking issues. In 2013, over 12,000 DUI arrests were made, and most arrests resulted in the impoundment of the violator's motor vehicle. When the vehicles are retrieved by the owners, various impound fees are collected and the person arrested must pay specific reinstatement fees to regain a valid driver license, when eligible. The Utah Legislature has earmarked a portion of those fees to assist in removing impaired drivers from Utah's roadways. The monies are used to fund sustained, statewide DUI overtime shifts for local law enforcement agencies with a special emphasis on saturation patrols during major holidays and HVBE efforts during national safety campaign periods. The funds also provide local law enforcement agencies with equipment such as the updated Intoxilyzer 8000 for accuracy in testing, and new digital in-car video systems to enhance officer safety and capture evidentiary information during DUI stops.

Informational	CRASH REDUCTION PARTNERSHIP IN IDENTIFIED SPEED CORRIDORS
Funding Source	State
Project Year	Second
Manager	Mark Panos

The Utah Highway Patrol (UHP) responds to nearly one-third of the traffic crashes in the state each year and speed has been identified as a major contributor in all traffic crashes in Utah. Reducing injury and fatal crashes is a high priority for this agency and a focus for UHP standard patrols as well as special projects. To leverage the available resources, UHP and the Utah Department of Transportation (UDOT) have joined together to implement data-driven high visibility enforcement efforts. Enforcement focus areas are identified using a multi-tiered approach. First, speed survey data is used to analyze the average vehicle speeds at approximately ¼ mile intervals, listing data in relation to the posted speed limits and direction of travel. This information was then overlaid on speed-related crash heat maps which show where crashes are clustered. Using these maps and corresponding data, eight problematic traffic corridors with high speeds and a concentration of speed-related crashes have been identified and directed enforcement will concentrate around these areas which are located in the heavily populated Wasatch Front counties and major commuting roadways. The goal is to reduce traffic crashes in these specific corridors, which will in turn greatly improve overall traffic safety and subsequently reduce traffic fatalities and serious injuries. Evaluation of enforcement activities will consist of speed surveys before, during and after the directed enforcement shifts on the targeted corridors and roadways. The evaluation data will further inform the length of time the

highly visible enforcement has on motorists speed behaviors. The UHP will use its existing partnerships with local media venues to promote and highlight the speed enforcement efforts part of this project.

Informational	LOGAN POLICE DEPARTMENT STOP THE MAIN DISTRACTION
Funding Source	Logan City
Project Year	Ongoing

The “Stop the Main Distraction” campaign has been a part of the reduction in crashes on Logan’s roadways. Given the success of this program, the community has invested their own resources into maintaining it. The program is now self-sustaining after receiving federal funding from the UHSO for several years.

Logan will continue their education programs in the local schools, university, and community groups, along with the partnership they have established with the courts, to educate drivers on the dangers of distracted driving and other traffic safety issues.

TRAFFIC RECORDS

Problem Identification:

Traffic records are the backbone for problem identification in all of the various traffic safety areas. Data is what drives the ability to identify trends, recognize emerging problem areas, and to measure the success of previous efforts. While Utah has made great strides in the timeliness and completeness of most traffic records, the performance attributes of accuracy, integration, and accessibility could use improvement.

Utah completed a transition to all-electronic crash reporting in mid-2013, but subsequent crash data reviews have shown that the accuracy level of the reports is lower than desired. The ability to use innovative tools to analyze and distribute accuracy information to stakeholder and data-user agencies is limited.

Performance measures for accuracy, completeness and timeliness are either not in place or ineffective in some traffic record systems. The emphasis in the crash records and injury surveillance systems over the past several years has been to transition to an all-electronic reporting or access system. U-13 shows how effective the crash record transition has been as the average number of days between submission and occurrence for Utah motor vehicle crashes has reduced from 139.91 days in 2011 to 8.06 days in 2014. There has not been as much emphasis on setting system performance measures due to the limited resources.

Utah's traffic records systems do not integrate with one another at a level to be efficient or effective. While Roadway may integrate many of the crash data features, the effectiveness of this integration is only felt at the roadway system level. The same can be said for several of the injury surveillance systems. Emergency Room and Hospital Data may integrate with the Pre-hospital Data, but that integration remains at the Injury Surveillance level only and is not timely. An effective traffic records system would have data integration opportunities that cross data systems. For example, roadway data integrating with crash data and then with injury surveillance data.

Utah's Performance Target:

- ◆ Utah's performance target for U-12 is 65.6% in 2017.
- ◆ Utah's performance target for U-13 is 7.89 days in 2017.

Planned Countermeasures:

- ◆ Maintain the State's traffic records information in a form that is of high quality and readily accessible to users throughout the State. (NHTSA Highway Safety Program Guideline No. 10)
- ◆ Collect data electronically using field data collection software. (FHWA Crash Data Improvement Program Guide)
- ◆ Electronic transfer of data. (FHWA Crash Data Improvement Program Guide)

- ◆ Use traffic safety strategic planning process to identify and support program needs and addresses the changing needs for information over time. (NHTSA Highway Safety Program Guideline No. 10)
- ◆ Accessibility through efficient flow of data to support a broad range of traffic safety and other activities. (NHTSA Highway Safety Program Guideline No. 10)

Project Descriptions:

3DA170501	CRASH INFORMATION MANAGEMENT SYSTEM
Funding Source	405c
Project Year	Ongoing
Manager	Gary Mower

Analysis of Utah's current crash file database indicates the need for continued improvement in Utah's crash data, and this project will work to improve the accuracy, completeness and accessibility of the crash file database, using a multi-tiered approach. The traffic information system law enforcement liaison (LEL) will continue with technical outreach and education, including conducting seminars at local agencies on crash reporting and its importance to officers on the street. Additionally, monitoring reports will be created by the LEL and distributed to agencies statewide, highlighting the areas in which the agencies can perform training or improve quality control. Another method the project will use to improve the quality of the crash data is to coordinate with the State IT staff and crash application vendors to improve the validation rules as part of the electronic submission process. By implementing more effective validation rules, the data entered at the roadside will improve greatly.

To promote continued communication with law enforcement agencies and stakeholder organizations on crash records issues, the project will promote participation in working groups in conjunction with the TRCC, provide data quality reports, create crash reporting training, etc.

To improve data accessibility and integration, the project will also support a partnering effort to create a more cohesive crash information system that integrates different traffic records components and provides for a more efficient quality control of the incoming crash data.

The goal of the project is to improve the performance attributes of accuracy, integration, accessibility, timeliness, and completeness of traffic records.

Funding will be used to fund a 0.1 FTE LEL, out of state travel to the Traffic Records Forum, and necessary supplies and operating costs of networks, phones, and computers. Contractual services will be provided to the University of Utah for the University of Utah Transportation and Public Safety – Crash Data Initiative (UTAPS-CDI), DTS for programming the crash repository, and for law enforcement and other local requests.

3DA170502	EMS PREHOSPITAL DATA REPORTING
Funding Source	405c
Project Year	Ongoing
Manager	Gary Mower

Two areas of special emphasis in the Highway Safety Plan are to improve the crash data system and to enhance emergency services capabilities. This project will improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of injury-related crash data. Integration efforts will continue, to achieve automated integration between prehospital (ambulance), emergency department, trauma registry, dispatch, and crash data. Efforts will continue to make integrated data available to stakeholders and the public for analysis and reporting. Finally, the State of Utah needs to implement prehospital data system upgrades in order to move to the next version of the National EMS Information System (NEMSIS) data standard. Funding will be used in contractual services for application development and support.

3DA170503	TRAFFIC RECORDS INITIATIVES SUPPORT
Funding Source	405c
Program Year	First
Manager	Gary Mower

The Utah Highway Safety Office will continue to solicit and review applications for projects during the federal fiscal year that support traffic records improvement initiatives. This project will support countermeasures that have been approved for implementation during the year.

Partner Programs:

Informational	FATALITY ANALYSIS REPORTING SYSTEM (FARS)
Funding Source	FARS
Project Year	Ongoing
Manager	Gary Mower

This project provides for the collection and research of information related to Utah traffic fatalities, and interpreting and analyzing this crash data. Information is entered into the FARS database for state and national statistical analysis, and information is provided to fulfill requests from the news media, governmental agencies and other requestors regarding Utah traffic fatalities and statistics. This project funds personnel such as a FARS supervisor, a FARS analyst, and a financial officer.

Informational	SAFETY MANAGEMENT SYSTEM
Funding Source	FHWA
Project Year	Ongoing
Manager	Scott Jones

The SMS application is an Oracle database used by the Utah Department of Transportation for the storage, retrieval, and analysis of crashes within the State of Utah. Crashes are located on the Utah Road Network using the LRS as defined in the SPP application. SMS contains a record of every crash within the State of Utah. One objective of this project is to allow the seamless retrieval of data across both the Linear Referencing System and the Safety Management System so crash data and roadway data can be joined together for greater flexibility in analysis of high crash locations.

Informational	BAC EXTRACTION FROM MEDICAL EXAMINER OFFICE
Funding Source	UDOH
Project Year	Ongoing

The Highway Safety Office (HSO) and the Department of Health, Office of Injury Prevention (UDOH) have partnered to obtain critical BAC information from autopsy records housed within the Medical Examiner's Office. It was discovered recently that the fatal victim BAC data determined at the ME's office was not included in the electronic BAC reporting mechanism set in place by the State Toxicology lab. In order to gather this critical data, an agreement between a team housed within UDOH and HSO was drafted that appointed the UDOH team in charge of extracting the BAC data elements from the autopsy reports. This team was already extracting other data elements for UDOH and it made sense for them to add the few additional data elements to their list. The UDOH team provides HSO with the reported BAC data on a monthly basis.

SECTION VI – COMPREHENSIVE EVIDENCE BASED ENFORCEMENT PLAN

A. Overview

This Evidence-Based Traffic Enforcement Plan (E-BE) outlines traffic safety enforcement priorities for the Utah Highway Safety Office (UHSO) and its traffic safety partners. This E-BE Plan serves as direction for the following:

- brief analysis of traffic enforcement needs;
- coordination of statewide traffic enforcement activities;
- establishment of enforcement priorities and resource allocation based on concerns identified by crash and citation data; and
- review and subsequent adjustment of activities and plans through data collection and analysis.

The UHSO will maintain and enhance its networking in effort to obtain representation and participation from all Utah law enforcement agencies that conduct traffic enforcement, thus maximizing the E-BE Plan and benefiting the entire state. Coordinating statewide enforcement efforts makes each law enforcement partner's unique efforts stronger and reinforces the overall work of the enforcement community. Working together for traffic safety and crash prevention, the implementation plan and corresponding goals can be achieved.

B. Partnerships with Utah Law Enforcement Agencies

One of the UHSO's main collaborative venues to work with local law enforcement agencies on traffic enforcement strategies and safety goals is through the Law Enforcement Liaison (LEL) Program. Currently, the UHSO LELs are certified peace officers with the Utah Highway Patrol, with one trooper serving as an LEL full time and one trooper supporting UHSO LEL projects on an overtime basis. Through the LEL Program, the UHSO smoothly collaborates with law enforcement agencies and communicates enforcement priorities and evidence-based countermeasures. The UHSO LELs are in regular contact with law enforcement agencies through face-to-face meetings and informal phone conversations to maintain relationships and strong working rapport. The LELs actively participate in traffic enforcement work with partner law enforcement agencies to demonstrate their commitment to traffic safety, foster relationships with the agencies, and set an example for the expectations of enforcement work. For the FY 2017, the UHSO LEL Program will be expanded to contract with local and county law enforcement agencies for LEL activities, in addition to the UHP trooper LELs. Expanding the LEL Program to partner with local and county law enforcement agencies addresses several needs. The winter 2016 OP assessment noted several challenges related to partnerships with local and county law enforcement. The recommendations suggested expanding and more directly including local and county law enforcement agencies in UHSO mobilizations, messaging, and resource distributions, with focus on rural and non-overtime funded agencies. To address these challenges and recommendations, the UHSO will expand the LEL Program to contract with local and county agencies to perform LEL related activities. Resources will be more easily distributed to agencies outside of the Wasatch Front area, where collaborations and participation in UHSO program is already well established. Because Utah is a large

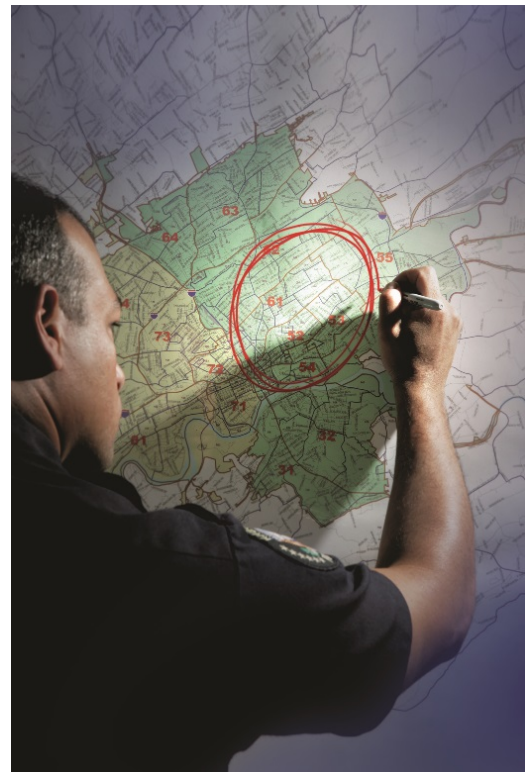
state with expansive and sometimes challenging terrain, ensuring resources get to rural areas is difficult. The newly formed LEL Program network will be a beneficial venue to pass on important information. Lastly, given the large geographic area of Utah, traveling to the rural and less populated areas of the state is not feasible for one full time LEL, when time constraints and resources are considered. The LEL expansion will be a more efficient and effective use of resources to connect to these rural areas. It will also allow the UHSO full time LEL to train and support the new LEL contracted agencies and build upon the robust law enforcement network the UHSO has.

The Multi-Agency Task Force (MATF) activities and meetings are coordinated by the UHSO LEL as well. These meetings bring law enforcement representatives together on a regular basis for traffic safety trainings and updates and to plan various traffic enforcement activities. Meetings with law enforcement agencies from Davis, Morgan, Salt Lake, Utah, and Weber counties occur on a regular basis throughout the year. These meetings and task force activities have been key for networking and coordinating; it is planned to develop similar task forces or coalitions with law enforcement agencies in other areas of the state as part of the LEL Program Expansion with rural communities. As referenced throughout this E-BE Plan, enforcement mobilizations and HVE strategies are coordinated at these meetings with key law enforcement partners present to offer their perspectives, resources, and commitment to traffic safety projects.

C. Problem Identification and Risk Analysis

To create the E-BE Plan, the Police Traffic Services and Law Enforcement Liaison Programs coordinated with fellow UHSO Program Managers and law enforcement and safety partners, on the analysis of crashes, traffic fatalities, and injuries to align enforcement priorities. Each UHSO program area develops a program-specific plan and the collaborative enforcement components and High Visibility Enforcement (HVE) activities of those plans are included here as well.

As Utah's roadways become busier and busier due to a strong economy and a growing population, traffic safety will remain an essential piece to a healthy state. Though Utah traffic safety has improved in some areas over the years, the improvement trend did not hold for recent years (2014 and 2015) in most program areas. Utah saw an increase in traffic crash deaths in 2015 with 276 people killed, up by 20 fatalities in 2014 and 56 more than 2013. The main contributing factors for Utah fatalities remain speed and unrestrained occupants; other areas of concern are emerging, given the rise in fatalities, such as pedestrians and other vulnerable roadway users, and impaired and distracted drivers.



- *Occupant protection:*
 - Unrestrained occupants accounted for 31% (86) of deaths in 2015. This is 14 more unrestrained occupant deaths than in 2014 and 25 more than 2013.
 - Roughly two-thirds of the unrestrained occupant fatalities were male.
 - 57% of unrestrained deaths occurred in rural areas.
- *Impaired Driving:*
 - Alcohol-related crashes account for 4% of the total and 13% of fatal crashes.
 - Drugged driving is on the rise with 38 drivers testing positive for marijuana in 2015 compared to 21 in 2014 and 17 drivers testing positive for methamphetamine in 2015 compared to 5 in 2014. This may be due, in part, to an increase in testing.
 - Of the 259 drivers in fatal crashes tested for alcohol and/or drugs, 64% were negative for alcohol/drugs, 24% were positive for drugs only, 6% were positive for alcohol only, and 6% were positive for both alcohol and drugs.
- *Vulnerable roadway users:*
 - Pedestrians in crashes have shown an increasing trend over the last 10 years with 48 deaths in 2015, 37 in 2014, and 30 in 2013.
 - People aged 45 to 54 years and 20 to 29 years have the highest number of deaths, while people aged 10-24 years have the highest number of pedestrians hit by vehicles.
 - Urban areas experience the most pedestrian crashes with 90% of pedestrians hit in these areas.
 - Males account for 60% of pedestrians involved in crashes.
- *Distracted drivers* were involved with 10.5% of all traffic crashes in 2014, up slightly from 2013. These percentages are believed to be a low estimate of distracted driver related crashes due to the difficulty in identifying distraction and its role in the crash.
- *Speeding* continues to be the lead contributing factor in deaths and the third contributing factor for crashes. A downward trend was experienced through 2013 with an upward appearing for 2014 and 2015. The speed category includes crashes where the driver exceeded the speed limit or traveled too fast for conditions.

The traffic problems identified for the E-BE Plan are occupant protection, impaired driving, vulnerable roadway users, distracted driving and speed. In the sections to follow, the enforcement initiatives and participating law enforcement partners are described with a timeline of activities for each traffic safety problem, based on the risk analysis above.

D. Deployment of Resources Based on Analysis

Based on the risk analysis of traffic safety needs and the unique population and geography of Utah, the UHSO determined how to best distribute and utilize resources.

Utah is home to 156 law enforcement-based agencies consisting of 21 Utah Highway Patrol (UHP) sections, 29 county sheriff departments, 96 local law enforcement agencies, and 10 college campus or state parks agencies. Of those, approximately 130 agencies conduct traffic enforcement. With limited resources and the inability to offer overtime funds and financial resources to all agencies, the UHSO offers enforcement funds and grant awards to law enforcement agencies in communities that have been identified as high-risk and/or strongly traffic safety focused through problem identification.



Utah's geography and population distribution require special consideration of resource allotment and deployment. The traffic safety needs are different for the rural and urban areas of the state. Utah consists of 29 counties spread over a large geographical area with 85% of the population living in the state's six urban counties, including Cache, Davis, Salt Lake, Utah, Washington, and Weber. Of those urban areas, four counties (Davis, Salt Lake, Utah, and Weber) are located along a 100 mile stretch of the Wasatch Front and house 77% of the population. Utah's 23 rural counties account for only 15% of the state's population, yet these areas experience a high traffic fatal burden. Rural areas had a higher fatal crash rate, while urban areas had a higher rate of total crashes per vehicles miles traveled. Additionally, crashes occurring in rural areas were 3.4 times more likely to result in a death than crashes in urban areas.

The UHSO will use data and local conditions to determine the most effective use of resources. Each traffic problem area requires the use of unique data and information to analyze the distribution of enforcement funds and focus. For occupant protection, rural law enforcement agency outreach is essential for both funded enforcement and standard enforcement emphasis. Rural areas experience higher rates of unrestrained fatalities and have lower seat belt use rates as well. Enforcement in these areas will drive up seat belt usage and, in turn, decrease fatalities. Urban areas also need occupant protection enforcement, due to the number of crashes and fatalities experienced. There is a balance required for addressing the unique local conditions of the areas. For impaired driving, factors and data examined to determine resource distribution includes the number of alcohol-related crashes, fatalities, law enforcement agency capacity, and alcohol outlet location/density. Impaired driving in urban areas is high, partly due to the population size and availability of alcohol through liquor stores, restaurants, bars and events. In rural areas, people often drive longer distances from the location at which they drank alcohol to their home, making the time on the roadways longer and more risky. Additionally, the perception of risk related to encountering law enforcement in rural areas may be lower due to the isolated nature of the roadways and area. These conditions are examined when working with law enforcement to distribute funds for statewide enforcement efforts. Lastly, the capacity of local law enforcement partners to staff overtime patrols and commitment to overall traffic safety goals are also considerations for the allocation of resources.

Through the LEL Program and other collaborations with law enforcement agencies, the UHSO has been successful in keeping traffic safety enforcement a priority. The UHSO's LEL Program works closely with

local law enforcement agencies on high visibility enforcement activities for targeted traffic safety concerns, such as seat belt use and impaired driving. The UHSO will use the expanded LEL program to reach agencies that may not conduct high levels of traffic enforcement, particularly as part of routine work. Specific outreach of the LEL Program to rural law enforcement agencies will create additional buy-in and support in hard to reach, both culturally and geographically, areas.

It is expected that participation in enforcement projects will likely increase in the rural areas with this addition of LELs in those areas. The Multi-Agency Task Forces in Weber and Morgan, Davis, Salt Lake, and Utah Counties will continue to be venues to accomplish traffic safety enforcement work and goals. The law enforcement task force model will be explored in rural areas as a possible venue for enforcement collaboration and coordination.

Utah Highway Patrol will be a key law enforcement agency with which the UHSO partners to conduct E-BE Plan activities. UHP provides enforcement coverage statewide and can guide enforcement directives through its fourteen enforcement sections. The UHP senior planning manager coordinates the enforcement projects, along with UHP Command Staff and Section leadership, for statewide efforts on enforcement priorities. Priorities are aligned with unique events and culture of the Section areas, national enforcement mobilizations and NHTSA's communications calendar. Main enforcement projects for the UHP include the 100 Deadliest Days, national *Click It or Ticket* mobilizations and focused nighttime seat belt enforcement, national *Drive Sober or Get Pulled Over* mobilizations and DUI blitzes, speed and aggressive driving abatement with use of unmarked vehicles, and distracted driving.

E. E-BE Plan for Identified Problems based on Risk Analysis

Enforcement is an essential component to comprehensive traffic safety initiatives to reduce traffic crashes, injuries and fatalities. E-BE Plan strategies use the National Highway Traffic Safety Administration's *Countermeasures That Work* to ensure strategies are evidence-based for the focus area.

Occupant Protection

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

With the passage of Utah's primary seat belt law, education and enforcement is vital to show the effectiveness and utility of the law. These will be major components of the UHSO for the next fiscal year.

Countermeasures:

- A. The UHSO, with law enforcement partners, will provide education to the public and Utah legislators about the advantages of having a primary versus a secondary seat belt law.
- B. The UHSO will coordinate statewide participation in national enforcement mobilizations for seat belt enforcement. Engagement with and participation from law enforcement agencies in areas

with low seat belt use rates, high numbers and rates of unrestrained fatalities, and strong capacity for traffic enforcement will be the focus for overtime shift assignments.

- November 2016
 - The *National Click It or Ticket Mobilization* enforcement efforts will be focused on high need areas and highly traveled roadways to target holiday drivers.
 - May to June 2017
 - The *National Click It or Ticket Mobilization* enforcement efforts will be implemented statewide law enforcement partners.
 - March 2017
 - Nighttime seat belt enforcement efforts will be focused on high risk areas with favorable conditions for nighttime enforcement with law enforcement agencies in the identified areas.
 - September 2017
 - Seat belt saturation patrols will be implemented with law enforcement partners in identified areas with low seat belt use.
- C. Seat belt enforcement will be discussed at the Multi-Agency Task Force meetings to emphasize the importance of sustained seat belt enforcement.

Impaired Driving

Alcohol and drug impaired driving is a statewide issue, with fatalities occurring in both the urban and rural areas of Utah. The UHSO and traffic and safety partners are concerned about the rising numbers of drug-only impaired drivers, as well as the high number of alcohol impaired drivers. Countermeasures include ongoing, statewide high visibility enforcement and checkpoint operations, with focus on high risk times.

In general, traffic enforcement deters motorists from engaging in the problem behaviors, such as speeding, driving under the influence, texting while driving, etc. When motorists have an increased perceived risk of being cited (or arrested) for a traffic offense, their driving behavior will change. Impaired drivers, particularly those under the influence of alcohol, are more responsive to enforcement tactics and messages than other prevention messages. High visibility enforcement along with heavy media promotion (earned and paid) is very effective in reducing impaired drivers on the roads, particularly hardcore alcohol and drug users. The fewer impaired drivers on the road, the safer everyone will be.

The Utah Highway Patrol performs statewide, sustained impaired driving enforcement, and uses the dedicated DUI squad to concentrate patrol activities throughout the state. Similar to coordination efforts for other traffic safety concerns, the Multi-Agency Task Force meetings with key local law enforcement partners will be used to coordinate HVE activities for high risk and highly populated areas. Data and mapping will be used to inform agencies where checkpoints should be placed and when they should be scheduled.

Countermeasures Timeline and Details:

- October 2016
 - Using the *Drive Sober or Get Pulled Over* campaign, the UHSO and its law enforcement partners will target Halloween celebrations with enforcement coordinated through the LELs and the Multi-Agency Task Forces.
- November to December 2016
 - *Holiday Crackdown/Drive Sober or Get Pulled Over National Mobilization* enforcement efforts will be implemented statewide through the Utah Highway Patrol. Wasatch Front-targeted enforcement will be coordinated with law enforcement partners in Salt Lake, Utah, Davis and Weber Counties. Additional outreach to law enforcement agencies for focused-patrols will be completed by the LELe, with particular attention to rural agencies in need of mobilization support.
- February 2017
 - *Drive Sober or Get Pulled Over* initiative will target Super Bowl activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.
- March 2017
 - *Drive Sober or Get Pulled Over* initiative will target St. Patrick's Day activities with enforcement efforts implemented by law enforcement partners in Salt Lake, Utah, Davis and Weber Counties through coordination efforts of the Multi-Agency Task Forces.
- April 2017
 - *Drive Sober or Get Pulled Over* initiative will target areas in the state where recreational activities usually occur around the Easter holiday.
- May 2017
 - *Drive Sober or Get Pulled Over* initiative will supplement the 100 Deadliest Days messaging and enforcement through the Utah Highway Patrol and Wasatch Front-targeted enforcement in cooperation with law enforcement partners in Salt Lake, Utah, Davis and Weber Counties.
- July 2017
 - *Drive Sober or Get Pulled Over* initiative will target 4th of July celebrations with the Utah Highway Patrol performing statewide enforcement patrols.
- September 2017
 - *Drive Sober or Get Pulled Over* initiative will focus on Labor Day celebrations with the Utah Highway Patrol performing statewide enforcement patrols, and Wasatch Front-targeted enforcement in cooperation with the multi-agency task forces in Salt Lake, Utah, Davis and Weber Counties.
- DUI Checkpoint operations will be conducted with law enforcement partners at identified high risk times and locations. The UHSO will provide the needed supplies and equipment for the checkpoint, such as a centralized trailer for visibility, signs and safety equipment. The law enforcement partner agency conducting the checkpoint is charged with meeting the statutory requirement of public notification of the checkpoint date, time, and location. The UHSO will assist with funding enforcement activities as well as promotions as needed.

- DUI Blitzes will also be coordinated with law enforcement partners. Two main methods for the blitzes will be used. One approach will be to work with agencies in an identified high impaired driving area; agencies in the area will be invited to participate and efforts will be coordinated for a unified and highly visible enforcement blitz. The second approach is to conduct statewide DUI blitzes with law enforcement agencies from across jurisdictions invited to participate in a coordinated weekend (or weekends) blitz; invitations to agencies will be based on problem identification as well as statewide location.

Vulnerable Users, Pedestrian and Bicycle safety

Everyone is a pedestrian at some point, making pedestrian safety a top priority. Pedestrians are often the road users most at risk in traffic. A pedestrian will always come out on the losing end when hit by tons of moving metal. Given the continuing deadly trends for pedestrians, specific attention and enforcement activities will be implemented to increase safety and prevent fatalities. Additionally, bicycle travel is increasing as a form of commuting for urban communities; thus, safety and enforcement is needed to respond to this trend. Specifically, Salt Lake City will have dedicated enforcement of bicycle safety to ensure both bicyclists and motorists are riding and driving safely and legally. High visibility enforcement activities will be conducted during high risk months, such as October and March, for pedestrians at identified high risk areas and intersections. Other examples of enforcement and outreach events are listed below.

- Pedestrian-focused enforcement patrols at identified high risk intersections and times with partner law enforcement agencies.
- General outreach and earned media opportunities with strong emphasis on crosswalk and roadway awareness and personal safety measures pedestrians may employ.

Distracted Driving

Distracted driving is a problem across the United States, and Utah is no exception to this epidemic. In 2014, distracted driver crashes represented 10.5% of all crashes and 7.7% of all fatal crashes. The younger the driver, the more likely they were to be distracted.

Utah law enforcement partners are committed to performing distracted driving enforcement as part of standard patrols as well as directed education events. Specific law enforcement partners, Orem Police Department, Provo Police Department, Utah County Sheriff's Office, and Unified Police Department communities of Herriman, Holladay, Taylorsville, Riverton and Midvale, will provide directed overtime patrols for distracted driving enforcement as well as media messaging and outreach events.

Enforcement is key to saving lives and preventing distracted driving from continuing its deadly hold on Utah roadways. Examples of enforcement and outreach events are listed below.

- Overtime focus patrols with Orem Police Department, Provo Police Department, Utah County Sheriff's Office, and Unified Police Department communities of Herriman, Holladay,

Taylorsville, Riverton and Midvale Outreach events with distracted driving components and education.

- Media promotions through local venues as well as partnerships with area businesses and organizations for earned media opportunities.

Speed Enforcement

Speed enforcement by local law enforcement is critical for the culture change component of comprehensive safety plans, by showing this is an issue on all roadways and will be enforced. The UHSO offers support to law enforcement agencies through equipment awards, based on problem identification and justification, and education opportunities as well as through data analysis of high-risk locations and factors to inform enforcement activities.

- Utah Highway Patrol will coordinate participation in the eleven state I-80 Challenge to reduce speed on this Interstate through Utah.
- Utah Highway Patrol will conduct focused speed enforcement as part of the 100 Deadliest Days enforcement project operating from Memorial Day to Labor Day.
 - “Traffic calming” tactics will continue to be used by Utah Highway Patrol on identified high risk roadways, such as I-15, I-215, and I-80, during high risk times, such as the large driving holidays in Utah of July 4th (Independence Day) and July 24th (Pioneer Day).

F. Follow-up and E-BE Plan Adjustment

This E-BE Plan will be adjusted throughout the year. To effectively reduce traffic fatalities and injuries, the UHSO and our partners must be responsive to trends in traffic safety concerns, as the data present a need and emerging problems. Collaboration with partners will be established through the year for follow up and changes to the plan as needed; some enforcement project opportunities and partnerships may occur mid-year and cannot be incorporated into the plan in advance. Projects and funding granted to law enforcement and other partners to accomplish UHSO goals are monitored to ensure work is performed in a timely fashion and in accordance with project agreements.

SECTION VII – COMMUNICATION PLAN

A. Overview

The Utah Department of Public Safety’s mission is to provide a safe and secure environment for all people in Utah. As a specific part of DPS’ mission, the Highway Safety Office’s mission is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on Utah’s roadways. Communication remains an integral part of this mission and comprises large parts of each of the UHSO’s program focus areas. This annual communication plan will serve to guide the office’s overall communication activities with the ultimate goal of making traffic safety information and knowledge a daily part of the lives of the people of Utah.

B. Guiding Theme: Knowledge

Knowledge is defined as “information and skills acquired through experience and education; the theoretical or practical understanding of a subject.” Whereas information is primarily just general data which cannot be elaborated on, knowledge refers to the practical use of information and frequently involves an experience.

As the UHSO implements elements of its communication plan, knowledge should be the guiding theme: imparting it, sharing it, generating it, creating an interest in it, and leading people to it. Knowledge should be at the heart of each campaign, message or Facebook post. Much of what the UHSO shares through communication will be in the form of information, but the ultimate goal of the messaging should be to transform information into knowledge.

The more people know about traffic safety topics in general, the more all aspects of traffic safety are on their minds, the better off for the UHSO.

C. Overall Communication Program

Strategic Direction: The UHSO will utilize all forms of media – paid, earned and social – to increase Utah roadway users’ awareness and knowledge of all aspects of traffic safety, while focusing specific messages on groups to whom particular messages apply.

Primary Audience: Roadway users in Utah – to include drivers, passengers, bicyclists, pedestrians, & motorcyclists – of all ages.

Secondary Audience: For specific program areas, specific types of roadway users and messages tailored to the specific traffic safety issues they face.

Goal: Utilize federal highway safety funding to facilitate paid and bonus media campaigns for Click It or Ticket, Drive Sober or Get Pulled Over, and motorcycle safety awareness.

- ◆ *Action Item:* Form or maintain contracts with professional advertising firms to produce cutting-edge, engaging media elements to support the designated campaigns.

- ◆ *Action Item:* Provide guidance to media contractors through teams comprised of UHSO staff, which will always include the communication manager.
- ◆ *Action Item:* Share materials and creative concepts produced by media contractors with traffic safety partners throughout the State so they can utilize them in their areas.

Goal: Actively seek earned and free media opportunities for all program areas, especially those without paid media budgets.

- ◆ *Action Item:* Utilize materials produced by NHTSA, the UHSO, the Ad Council and other entities which provide free resources.
- ◆ *Action Item:* Share materials produced by NHTSA, the UHSO, the Ad Council and other entities with traffic safety partners throughout the State and provide information on how they can utilize them in their areas.
- ◆ *Action Item:* Plan earned media opportunities, in the form of press conferences or press releases, independently or in conjunction with safety partners for all official campaign enforcement or education periods.
- ◆ *Action Item:* Maintain awareness of current traffic safety topics and issues in order to provide partners and media entities with topical, timely information.
- ◆ *Action Item:* Create resources to be placed in the media and to be used by traffic safety partners throughout the State in their areas: items such as opinion articles, letters to the editor, fact sheets, and sample news releases.
- ◆ *Action Item:* Create video content that is educational, informative and entertaining for use by the UHSO and partners throughout the State.
- ◆ *Action Item:* Create a listing of media opportunities available, to include things such as newsletter, websites, local papers, etc.
- ◆ *Action Item:* Take advantage of opportunities such as holidays or seasonal events to promote traffic safety messages.

Goal: Recognize that to be most effective, marketing and media campaigns may need to present different messages to different communities in Utah.

- ◆ *Action Item:* Whenever possible within budget and time constraints and when data indicates an issue, generate different messaging focusing on urban and rural areas of the State.
- ◆ *Action Item:* Include this goal in any requests for proposals for media campaigns.

Goal: Utilize social media platforms to share traffic safety messages with roadway users throughout Utah.

- ◆ *Action Item:* Maintain one presence on each social media platform in order to maximize the exposure of messages and avoid dividing our audience.
- ◆ *Action Item:* Develop clear, consistent messages that are delivered in one clear voice.
- ◆ *Action Item:* Create engaging, timely content that resonates with users and will keep users interested in UHSO postings.
- ◆ *Action Item:* Create a content calendar that will help guide posting.
- ◆ *Action Item:* Maintain an active awareness of current traffic safety issues, popular culture and

Internet memes in order to post timely, relevant content.

- ◆ *Action Item:* Cross-promote all aspects of social media program across all platforms.

D. Occupant Protection

Goal: Increase the awareness of seat belt and seat belt enforcement messages.

- ◆ *Action Item:* Utilize paid, earned and social media, which will include websites, to share messages about seat belt safety throughout the year.
- ◆ *Action Item:* Share campaign resources with traffic safety partners throughout the State and encourage their use throughout the year.

Goal: Increase the perception of the risk of receiving a ticket for non-use of seat_belts.

- ◆ *Action Item:* Support and participate in National Click It or Ticket high-visibility enforcement mobilization in October 2016 and May 2017.
- ◆ *Action Item:* Support a nighttime enforcement mobilization by developing targeted messaging in March 2017.
- ◆ *Action Item:* Utilize Click It or Ticket as a secondary message in other enforcement and media events throughout the year.

Goal: Increase seat_belt use among Utah's rural population.

- ◆ *Action Item:* Work with Montana State University and other state and local partners to support an occupant protection campaign targeting rural communities.

Goal: Increase booster seat use throughout the State and increase the percentage of children ages 5-8 involved in motor vehicle crashes who were secured in an appropriate child car seat to 54% from 43%.

- ◆ *Action Item:* Promote booster seat use through statewide and local child passenger safety programs and campaigns.
- ◆ *Action Item:* Seek opportunities and venues to promote booster seat messages.

Goal: Promote seat_belt usage among Utah's pre-teens and teen drivers.

- ◆ *Action Item:* Support the Zero Fatalities Don't Drive Stupid program.
- ◆ *Action Item:* Support the UHP's Adopt-A-High School program.
- ◆ *Action Item:* Support local health department implementation of evidence-based programs.
- ◆ *Action Item:* Develop and distribute resources for driver education teachers to promote seat belt usage.
- ◆ *Action Item:* Develop and distribute resources for parents of pre-teens and teens to promote seat_belt usage.



Promote seat belt and child passenger safety device usage among Utah's minority populations.

- ◆ *Action Item:* Provide materials and media messages in other languages.
- ◆ *Action Item:* Seek opportunities and venues to promote seat belt safety to minorities.

E. Alcohol Program

Goal: Increase the awareness of DUI enforcement in Utah.

- ◆ *Action Item:* Utilize paid, earned and social media to share messages about impaired driving throughout the year.
- ◆ *Action Item:* Share campaign resources with traffic safety partners throughout the State and encourage their use throughout the year.

Goal: Increase the perception of the risk of being arrested for DUI.

- ◆ *Action Item:* Support and participate in national *Drive Sober or Get Pulled Over* high-visibility enforcement mobilizations.
- ◆ *Action Item:* Utilize *Drive Sober or Get Pulled Over* as a secondary message in other enforcement and media events throughout the year.
- ◆ *Action Item:* Promote messages about impaired driving enforcement utilizing channels that reach these specific demographics and use messages that will resonate with them.

Goal: Address people who consume alcohol with messages about preventing impaired driving.

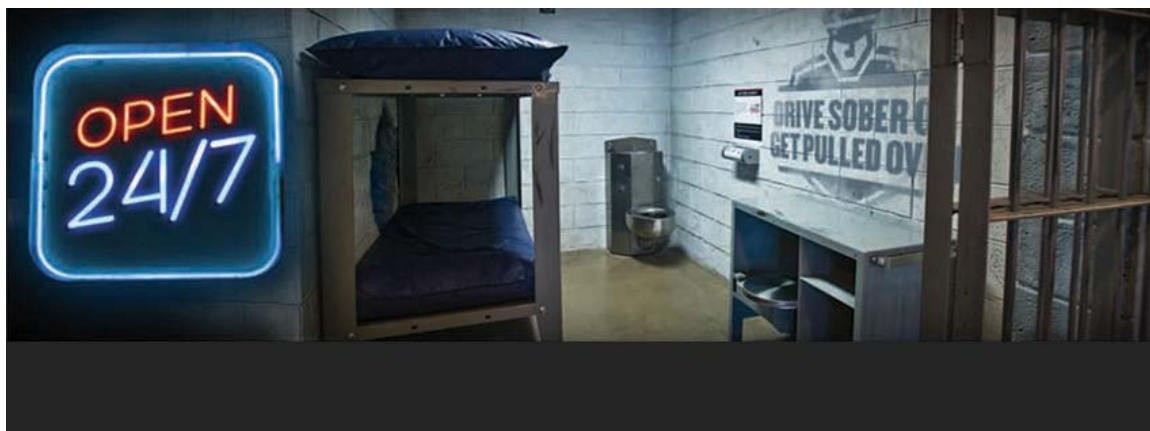
- ◆ *Action Item:* Continue existing and develop new partnerships with Department of Alcoholic Beverage Control and venues that serve alcohol.
- ◆ *Action Item:* Encourage media contractor to develop creative messaging that can be incorporated in venues that sell and serve alcohol.

Goal: Address root causes of impaired driving to help stop it before it starts.

- ◆ *Action Item:* Continue support and promotion of Utah's Parents Empowered underage drinking prevention and education campaign.
- ◆ *Action Item:* Support State strategic prevention framework program Utah Prevention Advisory Council working to reduce the incidence of underage drinking and alcohol-related fatalities.

Goal: Increase awareness of both prescription and illicit drug impaired driving.

- ◆ *Action Item:* Support the "Use Only As Directed" campaign.



- ◆ *Action Item:* Encourage drivers to check with their physician for alternate medications that will not impair them to drive.
- ◆ *Action Item:* Educate drivers that heavy equipment **includes** a vehicle, and is not limited to

things such as road graders or jack hammers.

F. Motorcycle Safety

Goal: Increase the awareness of motorcycle safety awareness in Utah.

- ◆ *Action Item:* Utilize paid, earned and social media to share messages about motorcycle safety throughout the year, focusing primarily on Utah's riding season.
- ◆ *Action Item:* Support and participate in national Motorcycle Safety Awareness month in May.
- ◆ *Action Item:* Share campaign resources with traffic safety partners throughout the State and encourage their use throughout the year.

Goal: Increase driver awareness of motorcyclists.

- ◆ *Action Item:* Educate drivers to consider the possible presence of motorcycles and the need to look for them.
- ◆ *Action Item:* Educate drivers about situations when motorcycles may be obscured.
- ◆ *Action Item:* Educate drivers about techniques for detecting motorcycles.

Goal: Promote and support motorcycle rider education and training.

- ◆ *Action Item:* Continue partnership with Driver License Division to promote Utah's motorcycle rider training program.
- ◆ *Action Item:* Increase awareness of the benefits of motorcycle rider education and training for both new and experienced riders.
- ◆ *Action Item:* Educate motorcyclists that riders must assume responsibility of avoiding a crash situation caused by another motorist.
- ◆ *Action Item:* Educate motorcyclists about crash avoidance skills, the value of lane positioning and proper braking and panic-braking techniques.
- ◆ *Action Item:* Continue to discourage mixing alcohol and other drugs with motorcycle riding.

Goal: Promote conspicuity as a crash prevention tool for motorcyclists.

- ◆ *Action Item:* Increase motorcyclist awareness about how conspicuity affects their safety.
- ◆ *Action Item:* Encourage motorcyclists to employ conspicuity strategies.
- ◆ *Action Item:* Increase peer acceptance of conspicuous colors.

Goal: Promote motorcyclist use of personal protective equipment.

- ◆ *Action Item:* Educate motorcyclists about the benefits of protective gear, including helmets, jackets, gloves, boots, eye protection, and pants.
- ◆ *Action Item:* Increase the voluntary use of DOT approved helmets and communicate the dangers of non-compliant helmets.
- ◆ *Action Item:* Repudiate misinformation about personal protective equipment.

G. Pedestrian Safety

Goal: Increase awareness of pedestrian safety issues throughout the State.

- ◆ *Action Item:* Utilize earned and social media to share messages about pedestrian safety throughout the year.



WE'RE ALL RESPONSIBLE

- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote pedestrian safety throughout the year.
- ◆ *Action Item:* Support and promote the Heads Up Utah pedestrian safety campaign.
- ◆ *Action Item:* Partner with UDOT, law enforcement, local health departments and entities to promote bike safety.
- ◆ *Action Item:* Support and participate in Green Ribbon Month and Walk Your Child to School Day activities statewide.
- ◆ *Action Item:* Develop and distribute resources about distracted pedestrians.

Goal: Increase driver awareness of pedestrians.

- ◆ *Action Item:* Educate drivers to consider the possible presence of pedestrians and the need to look for them.
- ◆ *Action Item:* Educate drivers about situations when pedestrians may be obscured.

Goal: Promote conspicuity as a crash prevention tool for pedestrians.

- ◆ *Action Item:* Increase pedestrian awareness about how conspicuity affects their safety.
- ◆ *Action Item:* Encourage pedestrians to employ conspicuity strategies.

H. Bicycle Safety

Goal: Increase awareness of bicycle safety issues throughout the State.

- ◆ *Action Item:* Utilize earned and social media to share messages about bicycle safety throughout the year.
- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote bicycle safety throughout the year.
- ◆ *Action Item:* Support and participate in the Road Respect campaign.
- ◆ *Action Item:* Promote sharing the road for both cyclists and drivers.

Goal: Partner with local health departments and entities to promote bicycle safety.

- ◆ *Action Item:* Educate young and new cyclists about proper cycling and following all laws.
- ◆ *Action Item:* Promote use of the bicycle rodeo trailers for educational activities throughout the State.

Goal: Promote conspicuity as a crash prevention tool for cyclists.

- ◆ *Action Item:* Increase cyclist awareness about how conspicuity affects their safety.
- ◆ *Action Item:* Encourage cyclists to employ conspicuity strategies.

I. Speeding

Goal: Increase the awareness of speed enforcement in Utah.

- ◆ *Action Item:* Utilize earned and social media to share messages about speeding throughout the year.
- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote speed enforcement throughout the year.
- ◆ *Action Item:* Make speed a secondary or tertiary message in other enforcement or media campaigns throughout the year.

Goal: Increase the perception of the risk of getting a ticket for speeding.

- ◆ *Action Item:* Utilize earned and social media to share messages about speeding throughout the

year.

- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote speed enforcement throughout the year.
- ◆ *Action Item:* Make speed a secondary or tertiary message in other enforcement or media campaigns throughout the year.

Goal: Educate drivers about the importance of reducing speed during inclement weather.

- ◆ *Action Item:* Promote the “When there’s ice and snow, take it slow” message.
- ◆ *Action Item:* Utilize social media before and during weather events to emphasize the importance of speed reduction as a crash prevention tool.

J. Teen Driving

Goal: Increase awareness of teen drivers issues in Utah.

- ◆ *Action Item:* Utilize earned and social media to share messages about teen driver safety throughout the year.
- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote teen driver safety throughout the year.
- ◆ *Action Item:* Support and promote the Don’t Drive Stupid program.
- ◆ *Action Item:* Support the production and promote the use of the Teen Memorial Booklet.

Goal: Increase parental knowledge of teen driver issues.

- ◆ *Action Item:* Educate parents about Utah’s graduated driver license program.
- ◆ *Action Item:* Support Zero Fatalities parent program presentations.
- ◆ *Action Item:* Develop and distribute educational resources for parents of teens and pre-teens.
- ◆ *Action Item:* Promote parental involvement in teen drivers’ experience.

Goal: Increase seatbelt use among Utah’s teens.

- ◆ *Action Item:* Support Zero Fatalities Don’t Drive Stupid program.
- ◆ *Action Item:* Develop and distribute resources for driver education teachers to promote seatbelt usage.
- ◆ *Action Item:* Develop and distribute resources for parents of pre-teens and teens to promote seatbelt usage.

K. Distracted Driving

Goal: Increase awareness of distracted driving issues in Utah.

- ◆ *Action Item:* Utilize paid, earned and social media to share messages about distracted driving throughout the year.
- ◆ *Action Item:* Share campaign resources with and encourage traffic safety partners throughout the State to promote distracted driving awareness throughout the year.
- ◆ *Action Item:* Educate drivers about the dangers of distracted driving.
- ◆ *Action Item:* Educate drivers about the Utah’s distracted driving law and the legal consequences of engaging in this behavior.
- ◆ *Action Item:* Educate pedestrians about the emerging issue of distracted pedestrians.

L. Older Drivers

Goal: Increase awareness of senior driving issues throughout the State.

- ◆ *Action Item:* Utilize earned media to share messages about senior drivers throughout the year.
- ◆ *Action Item:* Share any resources with and encourage traffic safety partners throughout the State to promote senior driver awareness throughout the year.
- ◆ *Action Item:* Develop and distribute resources for senior drivers to promote increased knowledge and awareness of the issues they face.
- ◆ *Action Item:* Establish and maintain partnerships to enhance older driver safety efforts.

Goal: Increase awareness of the ways in which age can affect drivers and senior drivers' abilities to drive safely.

- ◆ *Action Item:* Educate older drivers to assess their driving capabilities and limitations, improve their skills when possible, and voluntarily limit their driving to circumstances in which they can drive safely.
- ◆ *Action Item:* Educate family members of older drivers to recognize the signs that a family member may need to adjust his or her driving habits due to issues arising from aging.
- ◆ *Action Item:* Support and promote the Yellow Dot program.

Goal: Increase seatbelt use among senior drivers.

- ◆ *Action Item:* Educate senior drivers about the fact that seatbelts are even more effective for older drivers than for younger occupants.

Goal: Increase awareness of the fact that prescription drugs can cause impaired driving.

- ◆ *Action Item:* Promote the "Use Only As Directed" campaign with a focus on seniors and driving.
- ◆ *Action Item:* Educate family members of older drivers of the ways in which prescription drugs can affect their relatives' driving

SECTION VIII – HS217

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decr)	Current Balance	Share to Local
NHTSA								
Planning and Administration								
	PA-2017-10-01-00	FED17 - P&A	\$265,200.00	\$0.00	\$265,200.00	\$0.00	\$265,200.00	\$0.00
	PA-2017-10-02-00	402 - STATE MATCH P&A	\$0.00	\$265,200.00	\$0.00	\$0.00	\$0.00	\$0.00
	PA-2017-10-03-00	402 - STATE MATCH -402,405b,405c,405d,40	\$0.00	\$100,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Planning and Administration Total			\$265,200.00	\$365,200.00	\$265,200.00	\$0.00	\$265,200.00	\$0.00
Motorcycle Safety								
	MC-2017-09-01-00	MCP17 - MOTORCYCLE SAFETY MEDIA PI&E	\$95,000.00	\$0.00	\$95,000.00	\$0.00	\$95,000.00	\$0.00
Motorcycle Safety Total			\$95,000.00	\$0.00	\$95,000.00	\$0.00	\$95,000.00	\$0.00
Occupant Protection								
	OP-2017-04-02-00	BOB17 - OCCUPANT PROTECTION MEDIA, MATER	\$160,000.00	\$0.00	\$160,000.00	\$0.00	\$160,000.00	\$160,000.00
	OP-2017-04-03-00	PRE17 -402d OCCUPANT PROTECTION PROGRAM	\$30,000.00	\$0.00	\$30,000.00	\$0.00	\$30,000.00	\$0.00
	OP-2017-04-04-00	JED17 - RURAL SEATBELT PROGRAM	\$235,000.00	\$0.00	\$235,000.00	\$0.00	\$235,000.00	\$235,000.00
	OP-2017-04-05-00	RSB17- 402d RURAL SEATBELT PROGRAM	\$120,000.00	\$0.00	\$120,000.00	\$0.00	\$120,000.00	\$0.00
	OP-2017-04-06-00	SAM17 - 402d - OCCUPANT PROTECTION MEDIA	\$100,000.00	\$0.00	\$100,000.00	\$0.00	\$100,000.00	\$0.00
	OP-2017-04-09-00	HST17 - HISPANIC TRAFFIC SAFETY PROGRAM	\$80,000.00	\$0.00	\$80,000.00	\$0.00	\$80,000.00	\$80,000.00
Occupant Protection Total			\$725,000.00	\$0.00	\$725,000.00	\$0.00	\$725,000.00	\$475,000.00
Pedestrian/Bicycle Safety								
	PS-2017-07-01-00	PED17 - PEDESTRIAN SAFETY PI&E	\$150,000.00	\$0.00	\$150,000.00	\$0.00	\$150,000.00	\$100,000.00
	PS-2017-07-02-00	BKS17 - BICYCLE SAFETY PI&E	\$87,000.00	\$0.00	\$87,000.00	\$0.00	\$87,000.00	\$87,000.00
	PS-2017-07-03-00	PSV17 - PEDESTRIAN SAFETY VISIBILITY PRO	\$10,000.00	\$0.00	\$10,000.00	\$0.00	\$10,000.00	\$10,000.00
	PS-2017-07-04-00	BPS17 - SALT LAKE CITY BICYCLE & PEDESTR	\$13,320.00	\$0.00	\$13,320.00	\$1,680.00	\$15,000.00	\$15,000.00
Pedestrian/Bicycle Safety Total			\$260,320.00	\$0.00	\$260,320.00	\$1,680.00	\$262,000.00	\$212,000.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
Police Traffic Services								
	PT-2017-01-01-00	PTS17 - POLICE TRAFFIC SERVICES & EQUIPM	\$189,400.00	\$0.00	\$189,400.00	\$0.00	\$189,400.00	\$189,400.00
	PT-2017-01-02-00	MAF17 - MATF GROUPS	\$20,000.00	\$0.00	\$20,000.00	\$0.00	\$20,000.00	\$20,000.00
	PT-2017-01-03-00	LEE17 - LAW ENFORCEMENT LIAISON EXPANSIO	\$60,000.00	\$0.00	\$60,000.00	\$0.00	\$60,000.00	\$60,000.00
Police Traffic Services Total			\$269,400.00	\$0.00	\$269,400.00	\$0.00	\$269,400.00	\$269,400.00
Traffic Records								
	TR-2017-02-01-00	TRC17-405d-TRAFFIC RECORDS PROGRAM	\$300,000.00	\$0.00	\$300,000.00	\$0.00	\$300,000.00	\$300,000.00
Traffic Records Total			\$300,000.00	\$0.00	\$300,000.00	\$0.00	\$300,000.00	\$300,000.00
Community Traffic Safety Project								
	CP-2017-02-01-00	PER17 - PERSONNEL 402	\$714,347.00	\$0.00	\$714,347.00	\$0.00	\$714,347.00	\$0.00
	CP-2017-02-02-00	TTR17 - ADMINISTRATIVE SUPPORT	\$350,000.00	\$0.00	\$350,000.00	\$0.00	\$350,000.00	\$0.00
	CP-2017-02-03-00	LFS17 - OPERATION LIFESAVER	\$15,000.00	\$0.00	\$15,000.00	\$0.00	\$15,000.00	\$7,500.00
	CP-2017-02-04-00	UPE17 - UHP PI&E/ADOPT-A-HIGH SCHOOL	\$12,500.00	\$0.00	\$12,500.00	\$0.00	\$12,500.00	\$12,500.00
	CP-2017-02-05-00	OLD17 - OLDER DRIVER PROGRAM	\$4,000.00	\$0.00	\$4,000.00	\$6,000.00	\$10,000.00	\$10,000.00
	CP-2017-02-07-00	NET17 - UTAH SAFETY COUNCIL TRAFFIC SAFE	\$30,000.00	\$0.00	\$30,000.00	\$0.00	\$30,000.00	\$30,000.00
	CP-2017-02-08-00	PUB17 - PI&E	\$5,000.00	\$0.00	\$5,000.00	\$0.00	\$5,000.00	\$5,000.00
	CP-2017-02-10-00	TEE17 - TEEN DRIVING OUTREACH	\$28,000.00	\$0.00	\$28,000.00	\$0.00	\$28,000.00	\$28,000.00
Community Traffic Safety Project Total			\$1,158,847.00	\$0.00	\$1,158,847.00	\$6,000.00	\$1,164,847.00	\$93,000.00
Distacted Driving								
	DD-2017-08-03-00	UUD17- UNIFIED DISTRACTED DRIVING CAMPAI	\$20,000.00	\$0.00	\$20,000.00	\$0.00	\$20,000.00	\$20,000.00
	DD-2017-08-05-00	OPD17 - OREM POLICE DEPT DISTRACTED DRIV	\$35,000.00	\$0.00	\$35,000.00	\$0.00	\$35,000.00	\$35,000.00
Distacted Driving Total			\$55,000.00	\$0.00	\$55,000.00	\$0.00	\$55,000.00	\$55,000.00
NHTSA 402 Total			\$3,128,767.00	\$365,200.00	\$3,128,767.00	\$7,680.00	\$3,136,447.00	\$1,404,400.00
MAP 21 405b Op Low								
405b Low HVE								
	M2HVE-2017-04-01-00	STS17 - CIOT STEP SUPPORT	\$200,000.00	\$0.00	\$200,000.00	\$0.00	\$200,000.00	\$0.00

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405b Low HVE Total								
405b Low Public Education								
	M2PE-2017-02-04-00	HPE17 - UHP PIPE / ADOPT-A-HIGH SCHOOL	\$12,500.00	\$0.00	\$12,500.00	\$0.00	\$12,500.00	\$0.00
	M2PE-2017-04-02-00	JIM17 - OCCUPANT PROTECTION MEDIA, MATER	\$150,000.00	\$0.00	\$150,000.00	\$0.00	\$150,000.00	\$0.00
	M2PE-2017-04-09-00	OH117- OCCUPANT PROTECTION INITIATIVES S	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	M2PE-2017-10-03-00	405b - STATE MATCH	\$0.00	\$187,200.00	\$0.00	\$0.00	\$0.00	\$0.00
405b Low Public Education Total			\$162,500.00	\$187,200.00	\$162,500.00	\$0.00	\$162,500.00	\$0.00
405b Low Community CPS Services								
	M2CPS-2017-04-03-00	CPS17 - UTAH CPS PROGRAM	\$200,000.00	\$0.00	\$200,000.00	\$0.00	\$200,000.00	\$0.00
405b Low Community CPS Services Total			\$200,000.00	\$0.00	\$200,000.00	\$0.00	\$200,000.00	\$0.00
MAP 21 405b OP Low Total								
MAP 21 405c Data Program								
405c Data Program								
	M3DA-2017-02-01-00	PAY17 - PERSONNEL 405C	\$107,048.00	\$0.00	\$107,048.00	\$0.00	\$107,048.00	\$0.00
	M3DA-2017-05-01-00	CSC17 - CRASH INFORMATION SYSTEM MANAGEM	\$271,400.00	\$0.00	\$271,400.00	\$0.00	\$271,400.00	\$0.00
	M3DA-2017-05-02-00	PHD17 - EMS PRE-HOSPITAL DATA REPORTING	\$192,740.00	\$0.00	\$192,740.00	\$0.00	\$192,740.00	\$0.00
	M3DA-2017-05-04-00	TR117 - TRAFFIC RECORDS INITIATIVES SUPP	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	M3DA-2017-10-03-00	405c - STATE MATCH	\$0.00	\$190,300.00	\$0.00	\$0.00	\$0.00	\$0.00
405c Data Program Total			\$571,188.00	\$190,300.00	\$571,188.00	\$0.00	\$571,188.00	\$0.00
MAP 21 405c Data Program Total			\$571,188.00	\$190,300.00	\$571,188.00	\$0.00	\$571,188.00	\$0.00
MAP 21 405d Impaired Driving Low								
405d Low Other Based on Problem ID								
	M6OT-2017-02-01-00	PNL17 - PERSONNEL 405d	\$143,932.00	\$0.00	\$143,932.00	\$0.00	\$143,932.00	\$0.00
	M6OT-2017-03-01-00	AEC17 - DUI ENFORCEMENT, CHECKPOINTS & S	\$500,000.00	\$0.00	\$500,000.00	\$0.00	\$500,000.00	\$0.00

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	M6OT-2017-03-03-00	DRT17 - DRE/ARIDE/SFST/PHLEBOTOMY	\$50,000.00	\$0.00	\$50,000.00	\$0.00	\$50,000.00	\$0.00
	M6OT-2017-03-04-00	DMD17 - IMPAIRED DRIVING MEDIA CAMPAIGN	\$400,000.00	\$0.00	\$400,000.00	\$0.00	\$400,000.00	\$0.00
	M6OT-2017-03-05-00	TSR17 - TRAFFIC SAFETY RESOURCE PROSECUT	\$143,902.00	\$0.00	\$143,902.00	\$0.00	\$143,902.00	\$0.00
	M6OT-2017-03-06-00	CCD17 - SIP/TRACE, YOUTH ALCOHOL SUPPRES	\$45,000.00	\$0.00	\$45,000.00	\$0.00	\$45,000.00	\$0.00
	M6OT-2017-03-08-00	DIS17-IMPAIRD DRIVING INITIATIVES SUPPOR	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	M6OT-2017-10-03-00	405d - STATE MATCH	\$0.00	\$427,200.00	\$0.00	\$0.00	\$0.00	\$0.00
	405d Low Other Based on Problem ID Total		\$1,282,834.00	\$427,200.00	\$1,282,834.00	\$0.00	\$1,282,834.00	\$0.00
	MAP 21 405d Impaired Driving Low Total		\$1,282,834.00	\$427,200.00	\$1,282,834.00	\$0.00	\$1,282,834.00	\$0.00
	MAP 21 405f Motorcycle Programs							
	405f Motorcyclist Awareness							
	M9MA-2017-09-01-00	MSM17 - MOTORCYCLE SAFETY MEDIA CAMPAIGN	\$72,000.00	\$0.00	\$72,000.00	\$0.00	\$72,000.00	\$0.00
	M9MA-2017-09-02-00	MSI17- MOTORCYCLE SAFETY INITIATIVES SUP	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	M9MA-2017-10-03-00	405f - STATE MATCH	\$0.00	\$24,000.00	\$0.00	\$0.00	\$0.00	\$0.00
	405f Motorcyclist Awareness Total		\$72,000.00	\$24,000.00	\$72,000.00	\$0.00	\$72,000.00	\$0.00
	MAP 21 405f Motorcycle Programs Total		\$72,000.00	\$24,000.00	\$72,000.00	\$0.00	\$72,000.00	\$0.00
	FAST Act NHTSA 402							
	Community Traffic Safety Project							
	CP-2017-02-06-00	TSI17 - FAST ACT - TRAFFIC SAFETY INITIA	\$2,400,000.00	\$0.00	\$2,400,000.00	\$0.00	\$2,400,000.00	\$0.00
	Community Traffic Safety Project Total		\$2,400,000.00	\$0.00	\$2,400,000.00	\$0.00	\$2,400,000.00	\$0.00
	FAST Act NHTSA 402 Total		\$2,400,000.00	\$0.00	\$2,400,000.00	\$0.00	\$2,400,000.00	\$0.00
	FAST Act 405b OP Low							
	405b Low Public Education							
	M2PE-2017-04-09-00	OP117- OCCUPANT PROTECTION INITIATIVES S	\$299,670.62	\$0.00	\$299,670.62	\$0.00	\$299,670.62	\$0.00
	405b Low Public Education Total		\$299,670.62	\$0.00	\$299,670.62	\$0.00	\$299,670.62	\$0.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
FAST Act 405b OP Low Total								
FAST Act 405c Data Program			\$299,670.62	\$0.00	\$299,670.62	\$0.00	\$299,670.62	\$0.00
405c Data Program								
	MSDA-2017-05-04-00	TT117-TRAFFIC RECORDS INITIATIVES SUPPO	\$328,264.02	\$0.00	\$328,264.02	\$0.00	\$328,264.02	\$0.00
405c Data Program Total			\$328,264.02	\$0.00	\$328,264.02	\$0.00	\$328,264.02	\$0.00
FAST Act 405d Impaired Driving Low								
FAST Act 405d Impaired Driving Low			\$328,264.02	\$0.00	\$328,264.02	\$0.00	\$328,264.02	\$0.00
405d Low Other Based on Problem ID								
	M6OT-2017-03-08-00	DIS17-IMPAIRED DRIVING INITIATIVES SUPPO	\$1,174,991.72	\$0.00	\$1,174,991.72	\$0.00	\$1,174,991.72	\$0.00
405d Low Other Based on Problem ID Total			\$1,174,991.72	\$0.00	\$1,174,991.72	\$0.00	\$1,174,991.72	\$0.00
FAST Act 405d Impaired Driving Low Total			\$1,174,991.72	\$0.00	\$1,174,991.72	\$0.00	\$1,174,991.72	\$0.00
FAST Act 405e Comprehensive Distracted Driving								
405e Distracted Driving			\$109,612.37	\$0.00	\$109,612.37	\$0.00	\$109,612.37	\$0.00
	MSX-2017-08-06-00	DD117-DISTRACTED DRIVING INITIATIVES SUP	\$109,612.37	\$0.00	\$109,612.37	\$0.00	\$109,612.37	\$0.00
405e Distracted Driving Total			\$109,612.37	\$0.00	\$109,612.37	\$0.00	\$109,612.37	\$0.00
FAST Act 405f Motorcycle Programs								
405f Motorcyclist Awareness			\$36,088.28	\$0.00	\$36,088.28	\$0.00	\$36,088.28	\$0.00
	M9MA-2017-09-02-00	MS117-MOTORCYCLE SAFETY INITIATIVES SUPP	\$36,088.28	\$0.00	\$36,088.28	\$0.00	\$36,088.28	\$0.00
405f Motorcyclist Awareness Total			\$36,088.28	\$0.00	\$36,088.28	\$0.00	\$36,088.28	\$0.00
FAST Act 405h Nonmotorized Safety								
405h Nonmotorized Safety			\$237,312.46	\$0.00	\$237,312.46	\$0.00	\$237,312.46	\$0.00
	FHX-2017-07-04-00	PS117 - 405h - PEDESTRIAN SAFETY INITIAT	\$237,312.46	\$0.00	\$237,312.46	\$0.00	\$237,312.46	\$0.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decr)	Current Balance	Share to Local
405h Nonmotorized Safety Total			\$237,312.46	\$.00	\$237,312.46	\$.00	\$237,312.46	\$.00
FAST Act 405h Nonmotorized Safety Total			\$237,312.46	\$.00	\$237,312.46	\$.00	\$237,312.46	\$.00
NHTSA Total			\$10,203,228.47	\$1,193,900.00	\$10,203,228.47	\$7,680.00	\$10,210,908.47	\$1,404,400.00
Total			\$10,203,228.47	\$1,193,900.00	\$10,203,228.47	\$7,680.00	\$10,210,908.47	\$1,404,400.00

SECTION IX – APPENDICES TO SECTION 402

APPENDIX A TO PART 1300 – CERTIFICATIONS AND ASSURANCES FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59, AS AMENDED BY SEC. 4011, PUB. L. 114-94)

[Each fiscal year, the Governor's Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: Utah

Fiscal Year: 2017

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), and **Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, sub-recipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR at 74087 to 74100)).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted.
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require any of its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in Appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs a through e, in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - o The dangers of drug abuse in the workplace.
 - o The grantee's policy of maintaining a drug-free workplace.
 - o Any available drug counseling, rehabilitation, and employee assistance programs.
 - o The penalties that may be imposed upon employees for drug violations occurring in the workplace.
 - o Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - o Abide by the terms of the statement.
 - o Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction.
- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –

- Taking appropriate personnel action against such an employee, up to and including termination.
- Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who

fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Certification (States)

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the

meaning set out in the Definitions and coverage sections of 2 CFR Part 180. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *debarment*, *suspension*, *ineligible*, *lower tier*, *participant*, *person*, *primary tier*, *principal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 2 CFR Part 180. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by NHTSA.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "Certification

Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, the department or agency with which this transaction originated may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

BUY AMERICA ACT
(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase only steel, iron and manufactured products produced in the United States with Federal funds, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase

foreign produced items, the State must submit a waiver request that provides an adequate basis and justification to and approved by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE
(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably

equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seatbelts by occupants of motor vehicles;
 - Submission of information regarding mobilization participation into the HVE Database;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
 - An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
 - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
 - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a). (23 U.S.C. 402(b)(1)(F))

8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))
9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

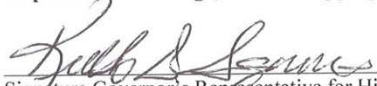
The State: [**CHECK ONLY ONE**]

☒ Certifies that automated traffic enforcement systems are not used on any public road in the State;

OR

☐ Is unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 CFR 1300.13(d)(3) AND will submit the survey results to the NHTSA Regional office no later than March 1 of the fiscal year of the grant.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.

 6/23/16
Signature Governor's Representative for Highway Safety Date

Keith D. Squires

Printed name of Governor's Representative for Highway Safety

**APPENDIX B TO PART 1300 –
APPLICATION REQUIREMENTS
FOR SECTION 405 AND SECTION 1906 GRANTS**

[Each fiscal year, to apply for a grant under 23 U.S.C. 405 or Section 1906, Pub. L. 109-59, as amended by Section 4011, Pub. L. 114-94, the State must complete and submit all required information in this appendix, and the Governor's Representative for Highway Safety must sign the Certifications and Assurances.]



State: Utah

Fiscal Year: 2017

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances –

- I have reviewed the above information in support of the State's application for 23 U.S.C. 405 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- As condition of each grant awarded, the State will use these grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants.
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State's application may result in the denial of a grant award.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.

 
Signature Governor's Representative for Highway Safety Date

Keith D. Squires

Printed name of Governor's Representative for Highway Safety

Utah State Code Unsecure Load noted in Coordinated of Efforts Section - 41-61a-1712, 41-61a-1713, 72-7-409

Utah Code

41-6a-1712 Destructive or injurious materials on highways -- Throwing lighted material from moving vehicle -- Enforcement officers.

- (1) A person may not throw, deposit, or discard, or permit to be dropped, thrown, deposited, or discarded on any public road or highway in the state, whether under state, county, municipal, or federal ownership, any plastic container, glass bottle, glass, nails, tacks, wire, cans, barbed wire, boards, trash or garbage, paper or paper products, or any other substance which would or could:
 - (a) create a safety or health hazard on the public road or highway; or
 - (b) mar or impair the scenic aspect or beauty of the public road or highway.
- (2) A person who drops, throws, deposits, or discards, or permits to be dropped, thrown, deposited, or discarded, on any public road or highway any destructive, injurious, or unsightly material shall:
 - (a) immediately remove the material or cause it to be removed; and
 - (b) deposit the material in a receptacle designed to receive the material.
- (3) A person distributing commercial handbills, leaflets, or other advertising shall take whatever measures are reasonably necessary to keep the material from littering public roadways or highways.
- (4) A person removing a wrecked or damaged vehicle from a public road or highway shall remove any glass or other injurious substance dropped from the vehicle on the road or highway.
- (5) A person may not throw any lighted material from a moving vehicle.
- (6) Except as provided in Section 72-7-409, any person transporting loose cargo by truck, trailer, or other motor vehicle shall secure the cargo in a reasonable manner to prevent the cargo from littering or spilling on both public and private property or public roadways.
- (7) A law enforcement officer as defined in Section 53-13-103, within the law enforcement officer's jurisdiction:
 - (a) shall enforce the provisions of this section;
 - (b) may issue citations to a person who violates any of the provisions of this section; and
 - (c) may serve and execute all warrants, citations, and other process issued by any court in enforcing this section.
- (8) A municipality within its corporate limits and a county outside of incorporated municipalities may enact local ordinances to carry out the provisions of this section.

Amended by Chapter 22, 2008 General Session

Utah Code

Effective 5/12/2015

41-6a-1713 Penalty for littering on a highway.

- (1) A person who violates any of the provisions of Section 41-6a-1712 is guilty of an infraction and shall be fined:
 - (a) not less than \$200 for a violation; or
 - (b) not less than \$500 for a second or subsequent violation within three years of a previous violation of this section.
- (2) The sentencing judge may require that the offender devote at least eight hours in cleaning up:
 - (a) litter caused by the offender; and
 - (b) existing litter from a safe area designated by the sentencing judge.

Amended by Chapter 412, 2015 General Session

Effective 5/10/2016

72-7-409 Loads on vehicles -- Limitations -- Confining, securing, and fastening load required -- Penalty.

(1) As used in this section:

- (a) "Agricultural product" means any raw product which is derived from agriculture, including silage, hay, straw, grain, manure, and other similar product.
- (b) "Vehicle" has the same meaning set forth in Section 41-1a-102.

(2) A vehicle may not be operated or moved on any highway unless the vehicle is constructed or loaded to prevent its contents from dropping, sifting, leaking, or otherwise escaping.

(3)

(a) In addition to the requirements under Subsection (2), a vehicle carrying dirt, sand, gravel, rock fragments, pebbles, crushed base, aggregate, any other similar material, or scrap metal shall have a covering over the entire load unless:

- (i) the highest point of the load does not extend above the top of any exterior wall or sideboard of the cargo compartment of the vehicle; and
- (ii) the outer edges of the load are at least six inches below the top inside edges of the exterior walls or sideboards of the cargo compartment of the vehicle.

(b) In addition to the requirements under Subsection (2), a vehicle carrying trash or garbage shall have a covering over the entire load.

(c) The following material is exempt from the provisions of Subsection (3)(a):

- (i) hot mix asphalt;
- (ii) construction debris or scrap metal if the debris or scrap metal is a size and in a form not susceptible to being blown out of the vehicle;
- (iii) material being transported across a highway between two parcels of property that would be contiguous but for the highway that is being crossed; and
- (iv) material listed under Subsection (3)(a) that is enclosed on all sides by containers, bags, or packaging.

(d) A chemical substance capable of coating or bonding a load so that the load is confined on a vehicle, may be considered a covering for purposes of Subsection (3)(a) so long as the chemical substance remains effective at confining the load.

(4) Subsections (2) and (3) do not apply to a vehicle or implement of husbandry carrying an agricultural product, if the agricultural product is:

- (a) being transported in a manner which is not a hazard or a potential hazard to the safe operation of the vehicle or to other highway users; and
- (b) loaded in a manner that only allows minimal spillage.

(5)

(a) An authorized vehicle performing snow removal services on a highway is exempt from the requirements of this section.

(b) This section does not prohibit the necessary spreading of any substance connected with highway maintenance, construction, securing traction, or snow removal.

(6) A person may not operate a vehicle with a load on any highway unless the load and any load covering is fastened, secured, and confined to prevent the covering or load from becoming loose, detached, or in any manner a hazard to the safe operation of the vehicle, or to other highway users.

(7) Before entering a highway, the operator of a vehicle carrying any material listed under Subsection (3), shall remove all loose material on any portion of the vehicle not designed to carry the material.

(8)

- (a) Any person who violates this section is guilty of an infraction.
- (b) A person who violates a provision of this section shall be fined not less than:
 - (i) \$200 for a violation; or
 - (ii) \$500 for a second or subsequent violation within three years of a previous violation of this section.
- (c) A person who violates a provision of this section while operating a commercial vehicle as defined in Section 72-9-102 shall be fined:
 - (i) not less than \$500 for a violation; or
 - (ii) \$1,000 for a second or subsequent violation within three years of a previous violation of this section.

Amended by Chapter 303, 2016 General Session