

INTRODUCTION

The Utah Department of Public Safety's Highway Safety Office is pleased to present the Annual Report on our activities for Federal Fiscal Year (FFY) 2005. The Mission Statement in our 2005 Strategic Plan served as the keystone for our highway safety planning efforts, and assisted us to establish the following objectives:

Objective 1: Improve the traffic safety environment of local communities.

Objective 2: Promote traffic and highway safety.

Objective 3: Collect highway safety-related data.

Objective 4: Provide information and education to various customers.

Objective 5: Encourage staff members to form a personal development plan.

These objectives helped the program management team in developing performance measures and related action plans, and subsequently the FFY 2005 Utah Highway Safety Plan.

In preparing this Annual Report for the National Highway Traffic Safety Administration, we have endeavored to measure our progress against our stated performance goals and action plans. The Annual Report is also the forum where we showcase the projects and the accomplishments of our safety partners. We invite you to read about the highlighted projects and share in our excitement about the accomplishments in this report of our success.

David A. Beach, Director
Highway Safety Office

December, 2005

Reporting Our Success

ANNUAL REPORT UTAH HIGHWAY SAFETY PLAN FEDERAL FISCAL YEAR 2005

State of Utah Department of Public Safety Highway Safety Office

"Our mission is to protect and promote the safety and well-being of Utah citizens and visitors through public information and education, specialized training and support of traffic enforcement efforts."

EXECUTIVE SUMMARY

At the time the FFY 2005 Highway Safety Plan was being planned and subsequently implemented, the level of federal highway safety funding was quite uncertain due to the lengthy Congressional reauthorization process for transportation funding. While funding levels in the basic 402 programs generally remain constant, this uncertainty in the funding levels for specialized program areas such as impaired driving prevention, occupant protection, traffic records, etc, required the Highway Safety Office to maintain a conservative budget approach throughout the year. Also, some projects included in the 2005 Highway Safety Plan were not funded at all or significantly reduced in scope due to these funding challenges.

Considering the high population growth rate in Utah, including minority populations, we implemented projects both in rural and urban centers throughout this very diverse state. The program areas we focused on included Police Traffic Services, Safe Communities, Impaired Driving, Occupant Protection, Traffic Records, Emergency Medical Services, Pedestrian and Bicycle Safety, and Roadway Safety. While funding level concerns certainly had a significant impact on Utah's Highway Safety Program in FFY2005, the program was very successful, with Utah continuing to lead the nation with the lowest portion of fatal crashes that are alcohol related, and a high observed seat belt use rate of 86.9%.

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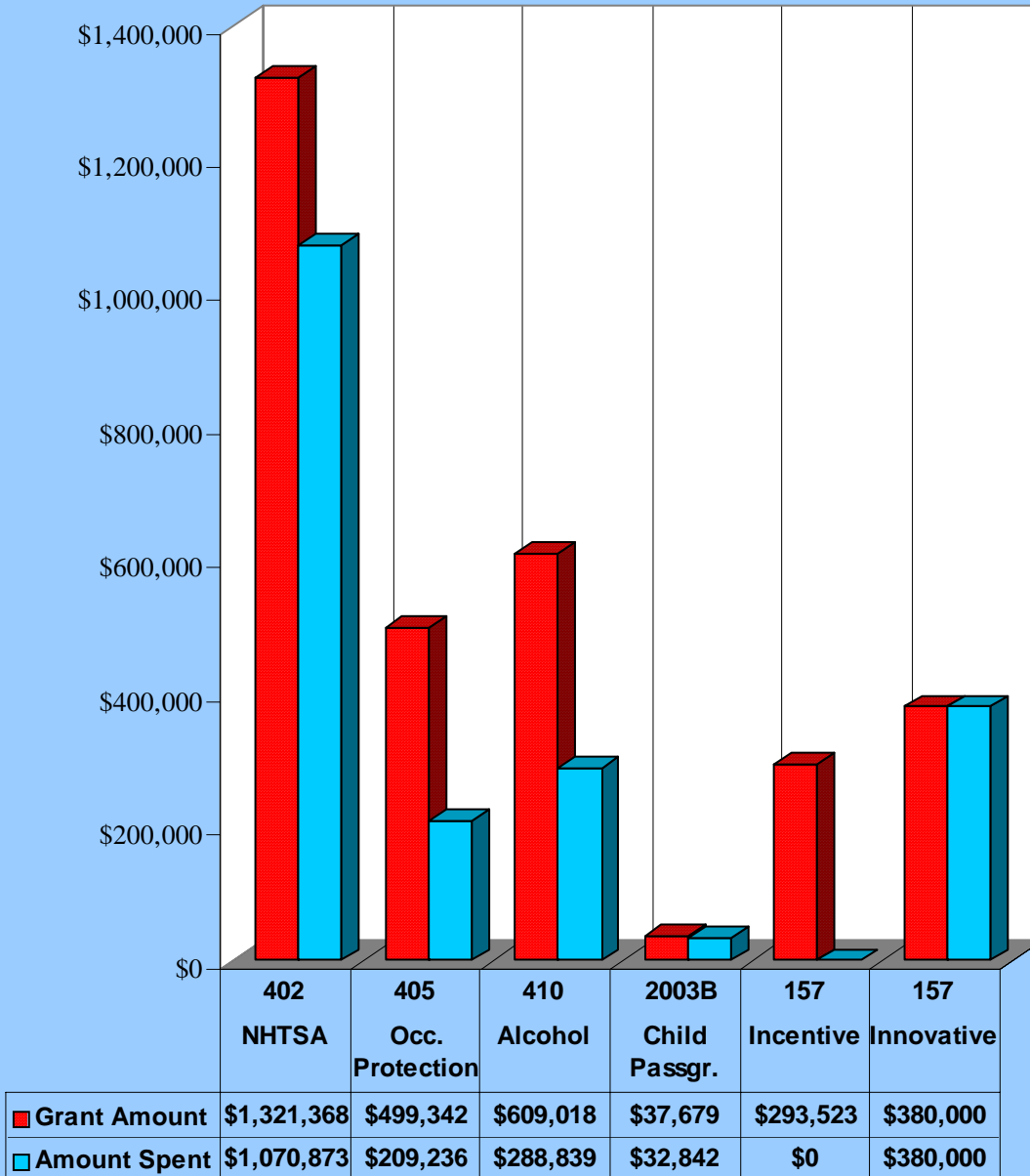
Cover Photos: "GOSH! \$45 for not Buckling Up" Click It or Ticket Campaign artwork, Penna Powers, Brian and Haynes, Public Relations & Marketing firm, 2005.

UHP Trooper at Tooele County car seat checkpoint, Brenda Nelson, Tooele County Health Department. Bicycling Safety, Dan Fazzini Jr., SLCBAC.

Emergency Medical Helicopter, Dan Fazzini Jr., SLCBAC.

FEDERAL FUNDING RECEIVED

UTAH HIGHWAY SAFETY OFFICE FFY 2005 NHTSA GRANTS



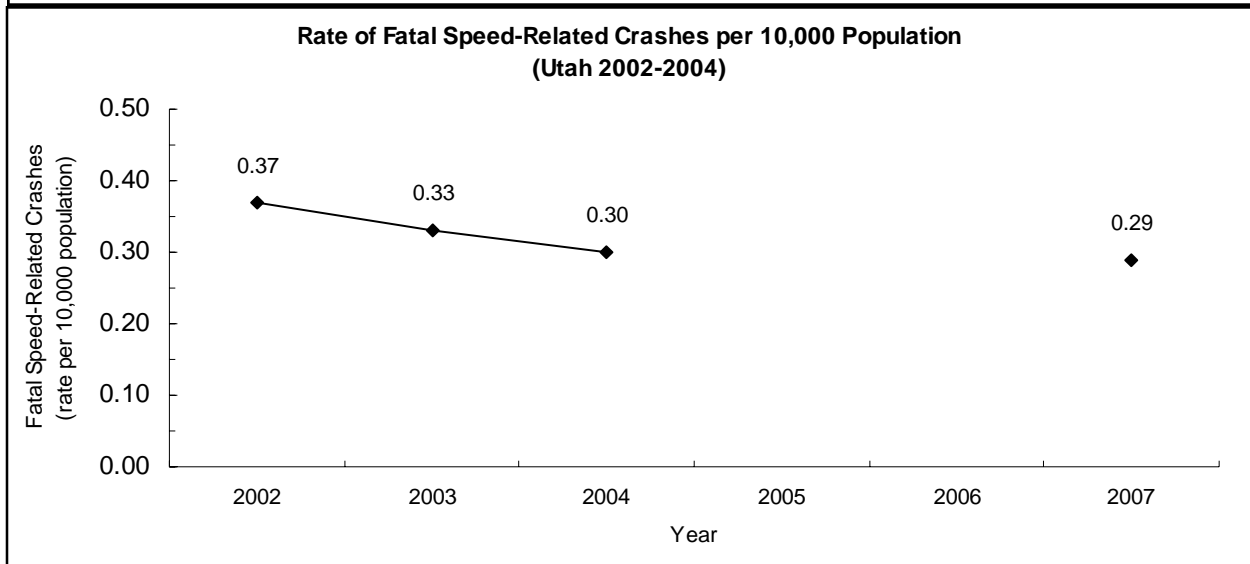
Note: Grant Amount includes carryover funds from previous year.

POLICE TRAFFIC SERVICES PROGRAM

Performance Goal:

Provide law enforcement agencies with necessary traffic control equipment, training and resources to assist in reducing traffic-related fatalities and serious injury crashes.

Performance Measure: Decrease the rate of speed-related fatal crashes in Utah from 0.37 crashes per 10,000 population to 0.29 crashes per 10,000 population (20% reduction) by calendar year 2007.



Action Plan:

- Increase the level of speed enforcement in the state as evidenced by an increase in the number of speeding citation convictions from 168,000 in CY2003, to 171,360 (a 2% increase) in CY 2005.
- Certify 10 new motorcycle instructors to conduct law enforcement motorcycle training in Utah.

Police Traffic Services - Accomplishments & Highlights

In October 2004, the Utah Highway Patrol planned and implemented a three week motorcycle training course which was held in St. George, Utah. The course was instructed by personnel from Northwestern Institute and Harley Davidson, with Harley Davidson supplying motorcycles for the training. Nine officers from different law enforcement agencies participated in and graduated from the one week instructor course. Upon completion, the newly trained instructors then taught the two-week basic motorcycle training course to twelve new motorcycle officers.



Officers participating in the Motorcycle Training Course.

Many requests for training, equipment, and selective traffic enforcement funding were honored throughout the fiscal year. Approximately 42 law enforcement agencies statewide received some kind of assistance from the Utah Highway Safety Office. The purchase of radar and laser units, in-car-video surveillance cameras, speed monitoring trailers, accident reconstruction training and equipment, selective traffic enforcement shifts, and training helped these agencies fulfill their missions to reduce injuries and fatalities on Utah roadways. The Utah Highway Safety Office also fulfilled many requests for portable breath-testers and Fatal Vision goggles to aid the agency with public information and educational efforts.

The Salt Lake County Multi-Agency Task Force continues to be a successful alliance of law enforcement agencies in the Salt Lake Valley area. Traffic enforcement officers attend monthly meetings that include traffic enforcement training and education as well as legislative updates and a roundtable to discuss current community events. The task force supports and attends all of the "Click It or Ticket" and the "You Drink & Drive. You Lose" media campaigns, administrative checkpoints and saturation patrols. This unified presence shows the media and subsequently the community that our law enforcement supports seatbelt and DUI enforcement mobilizations.

The level of speeding enforcement has increased in Utah, with almost 173,000 speeding citations issued in CY 2004. This exceeds the CY 2003 level by 3%, and the CY 2005 goal by 1%. An example of the local agency involvement is Draper City Police Department. They use a responsive approach including responding to citizen complaints, placing speed monitor trailers to calm traffic, and then using selective enforcement in over 150 locations throughout the city.

Future Strategies:

UHSO continues to support local law enforcement agencies that can identify specific needs as they relate to traffic enforcement in their jurisdictions and that do not have sufficient funding levels to purchase the equipment or training themselves. We continue to face the different needs between rural and urban areas and hope that we can continue to meet these needs proportionately.

COMMUNITY TRAFFIC SAFETY PROGRAM

Performance Goal:

Work with and through various community traffic safety partners throughout the state to continue the downward trend of Utah's traffic-related fatality and serious injury rates.

Performance Measure:

Continue to work with both urban and rural counties as well as the minority community to educate the population with regard to traffic safety issues such as proper child passenger restraints, bicycle and pedestrian safety, impaired driving, and fatigued driving.

Action Plan:

- Fund 13 Safe Community Projects, including two new projects in areas with high death and/or injury crash rates.
- Provide specialized training and networking opportunities to project coordinators and UHSO staff.
- Outreach Utah's Hispanic population with highway safety information.

Community Traffic Safety - Accomplishments & Highlights

Thirteen successful safe community projects were funded during FFY2005. The UHSO had tentatively planned to implement two new safe community projects, but due to the lack of available funding, those projects were deferred as the program staff felt that present safe communities needed to be a priority over new projects until funding limits were more established. Since there were no new safe community projects created, and the present safe community projects had already received specialized training in previous years, a special training workshop was not held. Program managers did, however, hold individual meetings with current project directors to discuss any questions and/or concerns.

The Latino Community Information and Education Center worked to provide the Hispanic community with information, education and resources. The center outreached more than 100,000 Latino citizens each week through television and radio programs, as well as community events. During the year, more than 25 television programs, 52 radio programs, and 104 radio public service announcements were aired to promote various traffic safety issues. In addition, eight special community events were organized, outreaching at least 12,000 families.



Davis County Safe Community project worked to improve safety restraint use, decrease youth alcohol consumption, promote helmet use, and improve traffic safety in their community. One of the methods used to increase safety belt use among young drivers was to implement a High School Seatbelt Campaign. The project was conducted in the two schools with the lowest observed seatbelt use rates in the county. Following an intensive two-week effort, passengers of motor vehicles from both schools increased their seatbelt usage rate by nearly 25%. In addition, the program conducted 10 bicycle rodeos, 36 Green Ribbon projects, 9 Buckle Bear presentations, 6 car seat checkup events, 5 booster seat presentations, and numerous youth alcohol efforts. In all, the program outreached more than 82,000 citizens with safety information.

The Pleasant Grove Safe Community project focused on a variety of traffic safety issues this year, and accomplished each one of them. They will not be receiving funding next year, but have expressed their intent to continue their efforts and dedication in the traffic safety arena. During the funding year, and with the help of other community partners, Pleasant Grove distributed 600 bicycle helmets and over 1,000 promotional items in conjunction with public education and information. Furthermore, Pleasant Grove performed 767 hours of dedicated traffic enforcement - a total nearly seven times the commitment made, which resulted in an additional 3,200 warnings for traffic, seat belt, or child restraint violations. There were also 4,000 citations written for the same types of violations. Overall, the project increased the safety of drivers, pedestrians, and citizens as it helped provide public education through presentations and traffic schools, promoted awareness of traffic laws through education programs, enforcement and media outreach, and provided for greater safety through increased enforcement of violations.

The Weber-Morgan Safe Community held pre- and post-seat belt observations in the Weber County School District for seven high schools. The results were that Weber High School students increased their seat belt usage by 25% as a result of the educational program. They were awarded a traveling trophy that is given to the school with the best seatbelt use increase throughout the year.



The Box Elder County Safe Communities project targeted eight elementary schools for bicycle helmet use. A program was developed and resource materials called "Use Your Head! Wear Your Helmet Every Time!" were provided to PTA Presidents, Health and Safety Commissioners, including book marks, pledge cards, pamphlets, lesson plan, and information on helmet sales and bike rodeo checkout. An observational survey at Bunderson Elementary in South Box Elder County showed a 57% helmet use rate among the elementary children.

The West Jordan Safe Community produced two posters, one related to pedestrian safety and the other impaired driving. Both of these posters were used to promote the West Jordan Healthy Community Committee's objectives. Funding also provided child safety seats to low income families on a sliding scale. Two seat belt observations showed that 94% of West Jordan citizens are wearing their seat belts, which is a significant increase in seat belt usage from last year.

Future Strategies:

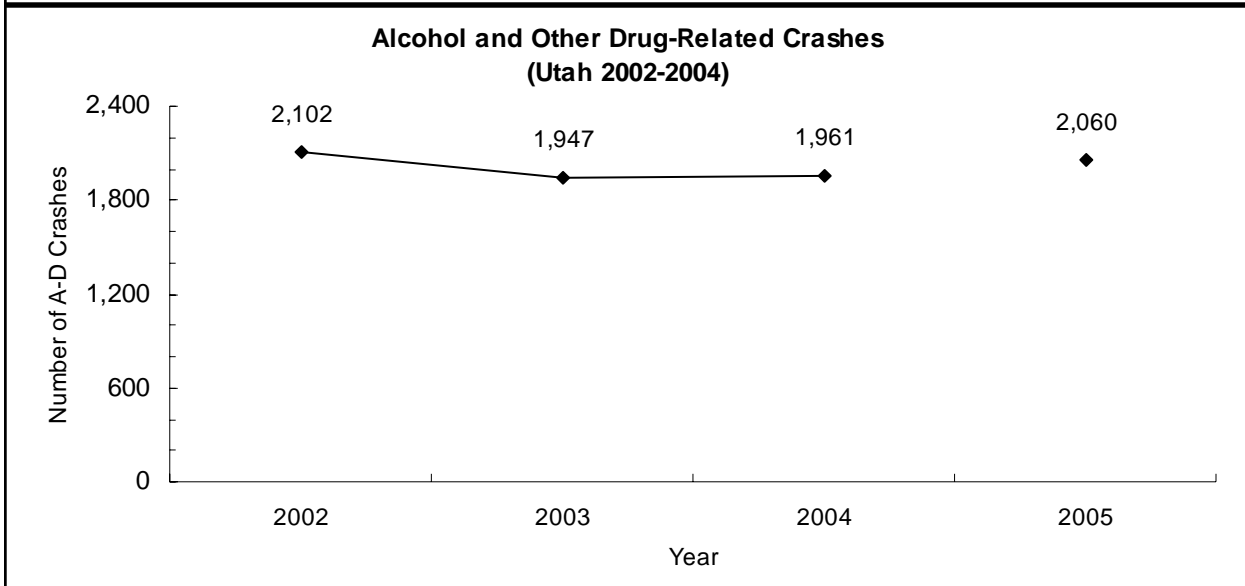
Although we were not able to expand our Safe Community projects in FFY05, the goal is to add at least two communities with high death and/or injury crash rates as funding levels permit and to continue expanding efforts to reach the growing Hispanic community with education and public information.

ALCOHOL & OTHER DRUGS PROGRAM

Performance Goal:

Through continued support of underage drinking prevention, education, and enforcement programs, sustain the reduction trend in alcohol or drug-related fatality and serious injury rate.

Performance Measure: Decrease statewide alcohol and other drug-related crashes by 2% from 2,102 to 2,060 by calendar year (CY) 2005.



Action Plan:

- Increase DUI arrests statewide by 2%, from 14,405 (CY2003) to 14,693 in CY 2005.
- Decrease youth alcohol and other drug related crashes by 2% from 361 to 354.
- Train and certify 36 new Drug Recognition Expert (DRE) officers and 10 Advanced DRE officers. Provide a statewide conference to update training and participate in the national conference.
- Conduct 18 SIP (Serving Intoxicated Persons) operations in the project year.
- Conduct two DUI enforcement mobilizations in conjunction with NHTSA's nationwide campaigns (contingent upon available federal funding).
- Provide two Youth Alcohol Enforcement training classes for Utah law enforcement officers.
- Purchase 10 Portable Breath Testers (PBT) to support law enforcement efforts.

Alcohol & Other Drugs - Accomplishments & Highlights

Utah continues to be the leader in terms of the lowest rate of alcohol-related fatal crashes in the nation. In 2004, Utah experienced a slight increase in alcohol and other drug-related crashes, but overall, Utah's rate continues to be lower than any other state. In CY 2004, Utah experienced a decrease in DUI arrests (14,074) compared to CY2003. This drop in DUI arrests is likely due to a decrease in the funding available for overtime shifts.

Utah has now trained and certified 82 Highway Patrol troopers, 40 county deputies, and 101 local law enforcement officers in Drug Recognition Expert (DRE). UHSO purchased 30 portable breath testers, 50 pair of fatal vision goggles, four projectors for the UHP public information and education program and three mobile videos for Springdale, Garfield, and Centerfield Police Departments.

The Cops, Clubs and DABC project uses supervised underage persons to attempt to purchase alcohol from different establishments (clubs, taverns, restaurants, supermarkets, convenience stores, state liquor stores, single events, etc.) There were 452 compliance check operations executed by this project. This project purchased a laptop computer to take with them on covert underage buyer assignments to download data taken from the undercover buttonhole video cameras so the operation can be labeled and stored for evidentiary purposes.

The Cops, Clubs and DABC project also participated in seven SIP (Serving Intoxicated Persons) operations, which resulted in three DABC licensees being referred for administrative action for serving alcohol to intoxicated persons or other alcohol related violations. These operations also resulted in three servers criminally charged for serving intoxicated patrons, six DUI arrests and two public intoxication arrests. The Driver License Division identified 305 establishments where the arrestee had possibly been drinking prior to their arrest, to assist this operation.

On July 1, 2005, the "Alcohol Restricted Driver" Law went into effect. When a person has been convicted or sanctioned for one of the offenses listed below, they will be on an alcohol restricted driving privilege. They will retain full driving privileges, except they are prohibited from having any alcohol in their system when they drive.

- Two (2) years for a first conviction for DUI or alcohol related reckless driving;
- Two (2) years for a PerSe arrest;
- Five (5) years for first arrest for refusal to submit to a chemical test;
- Five (5) years for a first conviction for DUI or alcohol related reckless driving if they are 21 years of age or older and have a passenger in their vehicle who is under 16;
- Ten (10) years for a second conviction for DUI or alcohol related reckless driving or a second arrest for refusal to submit to a chemical test within ten years of a first offense;
- Lifetime for felony DUI or automobile homicide.

A conviction for a violation of the "Alcohol Restricted" License Law will result in a one (1) year revocation of their driving privilege.

The UHSO collaborated with the State Prosecutors Office, Utah Highway Patrol, Driver License Division and MADD (Mothers Against Drunk Driving) to conduct seven Conditional License/ARD (Alcohol Restricted Driver) training classes for law enforcement to educate the line officers about the new laws that went into effect July 1, 2005. The training for Alcohol Restricted Driver was conducted at six locations prior to the law going into effect with approximately 170 officers trained to understand and enforce the new law. Also, one Youth Alcohol enforcement training was conducted.

The Utah Highway Safety Office held two separate "You Drink & Drive. You Lose" media events to support the 2004 Holiday Season mobilization. One event was held at the West Valley Police Department and a second event was held at the Roy City Police Department. Almost 2,000 DUI overtime shifts were worked by law enforcement officers throughout Utah for this campaign, which ran December 19, 2004, through January 4, 2005. Eighty law enforcement agencies participated in the mobilization.



A series of summer mobilizations, both for impaired driving and seat belts, were supported and promoted by the Salt Lake Multi-Agency Task Force. They included a DUI mobilization for Memorial Day Weekend, a DUI enforcement blitz and media campaign held in conjunction with the July 4th weekend to kick off the newly enacted Alcohol Restricted Driver law, and a Labor Day Weekend media event and kick-off that was held at the new Taylorsville Police Department.

The Justice Court Traffic Technology Conference was designed to better acquaint judges with the gamut of new traffic court technology and how to deal with it. In addition to instruction on the new modes of speed measurement and photo enforcement, the program also took up the pharmacology of alcohol and drug use, drug recognition testing and admissibility issues. The conference was specifically geared to judges of traffic courts and justice court judges.



July 4th DUI Blitz kick off attended by Multi-Agency Task Force

The DUI Court Conference was a one day conference sponsored by the Highway Safety Office and NHTSA to explain to encourage judges to consider starting a DUI Court in their areas throughout the state. Interested Courts were encouraged to seek support to attend the National DUI Court training available.

The Utah Prevention Advisory Council Retreat, the Governing Youth Council Annual Summit, Utah Students for Substance Abuse Prevention State Conference, and the Youth Court Conference, are supported by the Highway Safety Office as a means of collaborating with prevention partners that focus on substance abuse prevention, targeted toward youth and young adults to develop a unified statewide message. A 2% reduction in Youth (ages 15-19) Alcohol and other drug related crashes was realized in 2004.

Future Strategies:

The UHSO, the Utah Attorney Generals Office and the Utah Prosecution Council seek funding for a Traffic Safety Resource Prosecutor (TSRP) position in Utah. The TSRP would serve as a resource to other prosecutors statewide to aid in effectively prosecuting impaired driving and other traffic cases, and to the law enforcement community for information on investigating impaired driving, underage drinking and other traffic safety violations.

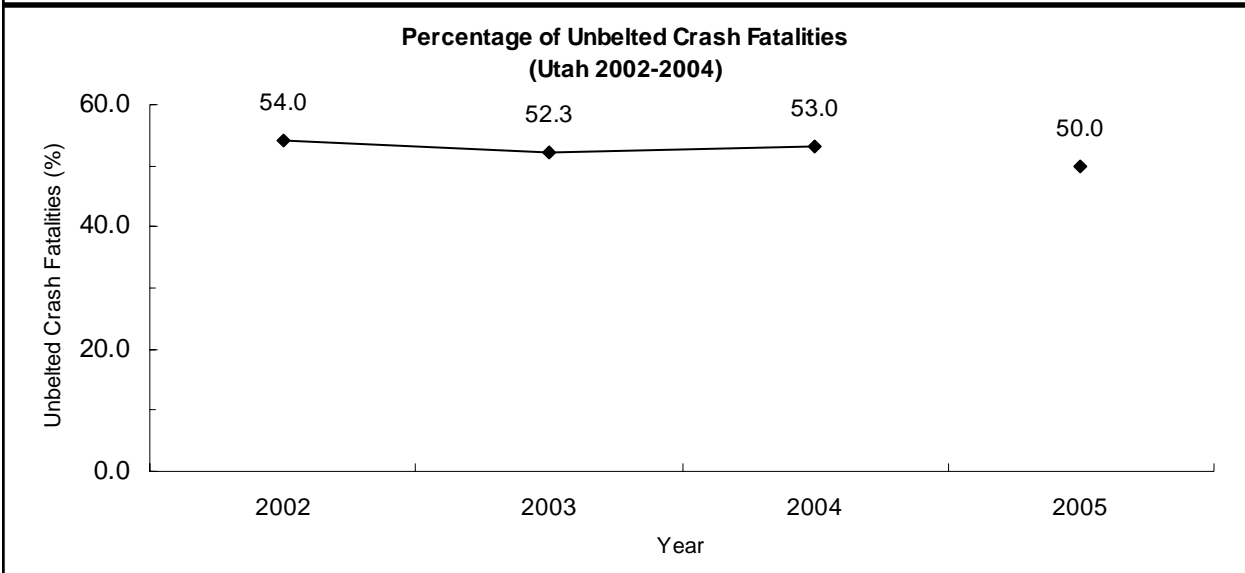
The Utah Alcoholic Beverage Control Commission intends to propose legislation to implement the E.A.S.Y. Program to limit youth access to alcohol at grocery and convenience stores. The program would include mandatory and standardized retailer/employee training, providing funds to local law enforcement agencies to conduct alcohol compliance checks, a standardized administrative penalty for selling to minors (current criminal penalties would not be affected), and a statewide media campaign.

OCCUPANT PROTECTION PROGRAM

Performance Goal:

Reduce the number of unrestrained motor vehicle occupant fatalities and serious injuries.

Performance Measure: As a percentage of all occupant fatalities, demonstrate a reduction of 4.0 percentage points from the calendar year 2002 of 54.0 percent to 50.0 percent by December 31, 2005.



Action Plan:

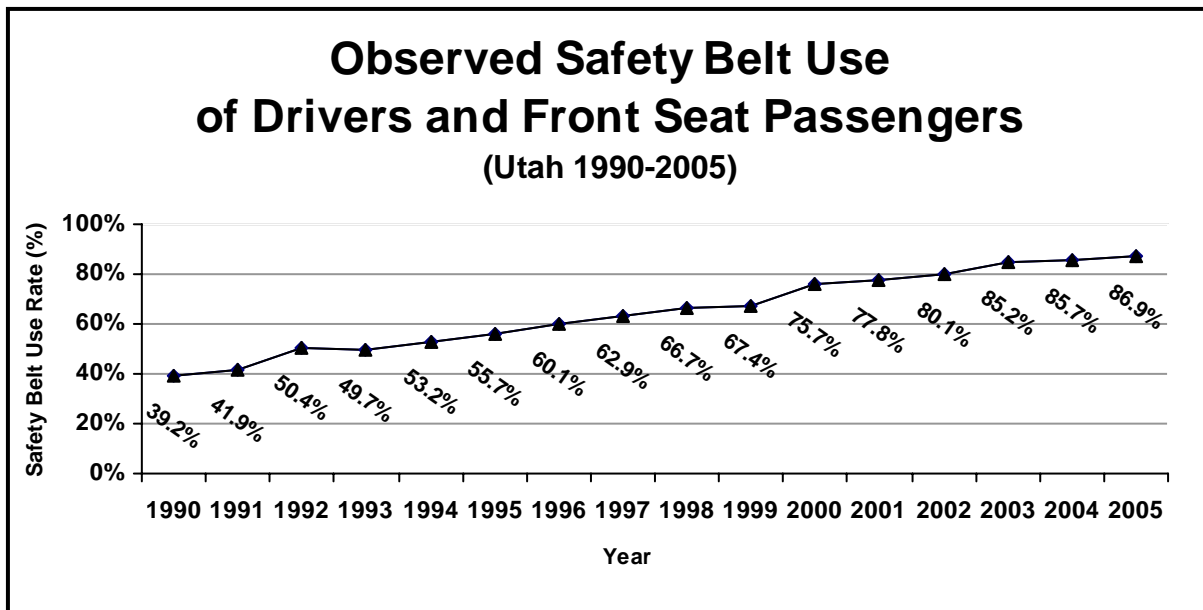
- Increase the statewide average of the general population using vehicle safety restraints from the 2004 rate of 85.7 percent to 86.2 percent by June 2005 (contingent upon funding for *Buckled or Busted* campaign).
- Increase observed use of child restraints among children ages 0 through four years old from the 2004 rate of 92.7 percent to 93.2 percent by June 2005.
- Increase observed use of child restraints among children ages five through ten years old from the 2004 rate of 84.4 percent to 84.9 percent by June 2005.
- Increase the number of certified child passenger safety technicians from 193 to 250 by September 30, 2005.
- Reduce the percentage of improperly installed child safety seats (as identified at car seat checkpoint surveys conducted by the UHSO) from 94% to 92% by September 30, 2005.
- Conduct a safety belt education and enforcement campaign, *Buckled or Busted*, in conjunction with the national mobilization in May-June 2005 (contingent upon available federal funding).
- Increase the number of child safety seat fitting stations from 19 to 25 by September 30, 2005.

Occupant Protection - Accomplishments & Highlights

During fiscal year 2005, the UHSO funded 15 projects dealing specifically with child passenger safety, safety belts, and air bags. The occupant protection programs implemented by the UHSO included education, enforcement, equipment and evaluation components. These programs were primarily conducted by partnering agencies that include local health depart-

ments, law enforcement agencies, hospitals and clinics, EMS and fire department personnel, and many of the state's Safe Community programs.

One of the key methods used to evaluate the success of the state's Occupant Protection Program is the annual Safety Belt Observational Survey. The survey was conducted in June 2005 and showed that 86.9 percent of motor vehicle drivers and front seat passengers wear their safety belts. This demonstrates a 1.2 percent increase from the 2004 usage rate. Due to funding and timing constraints, it was determined that the child restraint survey would be conducted once every two years, so a survey was not conducted in 2005. To summarize the 2004 results, safety restraint use among children ages 0-10 years was found to be 87.7%. The study also found that children ages 0-4 years of age were restrained in a safety seat or seat belt 92.7% of the time, whereas 84.4% of children ages 5-10 were restrained in a safety seat or seat belt.



To help increase the effectiveness of the state's various occupant protection programs, training is provided to partnering agencies. During the year, the UHSO sponsored 32 occupant protection training courses, which included four NHTSA Standardized Child Passenger Safety (CPS) trainings and one 8-hour CPS Conference and Refresher Training. As a result of these trainings, 82 individuals became certified Child Passenger Safety Technicians, one person certified as a CPS Technician Instructor and 131 technicians received refresher training. Currently, the state has 289 certified Child Passenger Safety Technicians who have maintained their certifications.

Child Passenger Safety Technicians throughout Utah inspected at least 13,300 child safety seats for proper use. Seats were inspected during an estimated 110 car seat checkpoints, 400 community classes, and 4,800 individual appointments. In addition, the Utah Highway Safety Office and its partnering agencies provided at least 4,750 car seats to families in need and assisted in the safe transportation of more than 250 children with special health care needs. The majority of all child passenger safety education took place at the state's 25 fitting stations and through their efforts, the state has experienced a reduction in car seat misuse from the previous rate of 95% to below 92%.



Students working during a NHTSA Standardized Child Passenger Safety Training in June 2005.

With help from 150 local agencies consisting of Safe Community programs, Utah SAFE KIDS Coalitions and Chapters, law enforcement agencies, fire departments, health departments, hospitals, and private and nonprofit business partners, the UHSO distributed more than 381,500 pieces of occupant protection educational materials including videos, brochures, posters, activity books and incentives.

According to observational surveys conducted through the Utah Department of Health, booster seat use among children ages 4-8 years was 28% in 2004. In many counties throughout Utah, booster seat use has increased to at least 33% in 2005. To foster this increase, booster seats were pro-

promoted through a variety of educational brochures and events. Local health departments, law enforcement agencies and health clinics displayed the state's 200 *Boost Then Buckle* stand-up posters, distributed "4 Steps to Child Passenger Safety" packets, and conducted numerous community classes and presentations. In addition, Utah County's *Give Your Kid a Raise!* Program was expanded to include a media campaign using bus board and billboard signs. This program successfully had over 1.7 million bus board exposures and 30,000 billboard exposures each month.

For the past five years, Utah has successfully executed the Buckled or Busted Campaign. In 2005, Utah adopted the national Click It or Ticket message, in an effort to make further gains in our safety restraint usage rate and be consistent with the message being heard across the nation. The campaign was conducted May 23 through June 5, 2005, with a total of 106 law enforcement agencies participating. These agencies worked more than 6,200 overtime hours and issued 6,723 safety restraint citations, 1,186 safety restraint warnings, 351 child restraint citations, 160 child restraint warnings, and 6,399 other citations. The campaign provided for \$145,063 in paid media and earned another \$122,601 in bonus media. The campaign included television, radio and outdoor advertising featuring a "Napoleon Dynamite" type message.

As evident in the campaign artwork, the media effort targeted the highest risk drivers, which are males ages 16-34 years. To further reach this group, a High School Seat Belt Awareness Week was promoted throughout the state. Peer leaders promoted seat belts at dances, during lunch, and through seat belt pledge card competitions, dur-



Click It or Ticket Campaign billboard/posters, Penna Powers, Brian and Haynes, PR and marketing firm, 2005.



Lt. Governor Herbert speaking during the May 2005 Click It or Ticket kick-off event at Hillcrest High School.

ing which 11,050 cards were signed. Schools displayed and distributed campaign posters, educational materials and incentives encouraging safety restraint use. As a result, the target school (Hillcrest High School in Salt Lake County) showed an increase in seat belt use of more than 13%, with similar increases found state-wide.

The Utah Highway Safety Office held the first Annual CPS Technical Conference on March 23, 2005, in which 131 attended. The conference theme was "Tricks of the Trade" and revolved around the magic of child passenger safety. The well received conference included presentations from Joe Colella and Carol

Guzzetta from the National Highway Traffic Safety Administration.

An integral part of the state's highway safety education efforts is the *Utah Highway Patrol's Public Information and Education Program*, with 26 troopers assigned to the program throughout the state. Education is provided in all areas of occupant protection, as well as impaired driving, pedestrian and bicycle safety, aggressive and fatigued driving, and young driver issues. During the year, troopers outreached more than 200,000 individuals through presentations. Education was provided through 75 presentations using the *Convincer* and *Roll-Over* machines, 110 aggressive driving classes, and 50 AARP classes.

The *Buckle Up for Love* program had a successful year educating violators of Utah's Safety Restraint Law. The program encourages concerned motorists who observe an unbuckled child to call, 1-800-877-KIDS. During the year, approximately 1000 reported individuals received educational materials on the importance of using safety restraints. More than 12,500 observation cards, 16,600 brochures and 1,100 posters were distributed. To publicize the program, 84 radio spots were aired and program materials were sent to day care centers, doctors offices, hospitals, health departments, law enforcement agencies, Network of Employers for Traffic Safety members and citizens.

The *Network of Employers for Traffic Safety (NETS)* program includes 310 members who received quarterly planners and triennial newsletters focusing on current traffic safety information and member activity highlights. Drive Safely to Work Week was promoted as well as the Occupant Protection Award program, which honored four organizations that obtained safety belt use rates above 75%.

Through partnerships with Autoliv, the National Air Bag Safety Campaign and the Utah Safety Council, more than 85,000 air bag safety pamphlets were distributed statewide. This effort to inform the public regarding air bag safety issues was strengthened by media involvement through radio talk-shows, articles and mass mailings.

The Weber-Morgan "Children First, Safety Always" project held eighteen Child Safety Seat Classes for over 160 class participants. The project was able to provide 53 car seats to low income families at a minimal cost. The project disseminated educational materials to families attending the class, day care providers and pediatrician offices.

Future Strategies:

Occupant Protection continues to be one of the major focus areas for the Utah Department of Public Safety's Highway Safety Office. Major strides have been made to increase the proper and consistent use of safety restraints, however, Utah feels there are more gains to be found.

Utah faces two major challenges when examining safety belt use. The first challenge is to continue to increase the safety belt use rate above the current rate of 86.9%. This must involve a multi-faceted approach that includes education, enforcement and legislation. It will be difficult since many of those who still refuse to buckle up are individuals that may be high-risk drivers and/or young male drivers between the ages of 16-34 years. To change the behaviors of this target group will prove to be challenging over the next several years.

To continue to increase safety belt use among all of Utah's citizens, the UHSO must work to improve current programs and develop new and innovative ones that will outreach the high risk and target groups. Future strategies will involve the assessment of current projects and the implementation of new programs.

During FFY2006, Utah will host the second annual Child Passenger Safety Conference and will work to provide a Standardized Child Passenger Safety Certification Training in the Spanish language. In addition, the UHSO will work with the National Highway Traffic Safety Administration to conduct an Occupant Protection for Children Assessment. The assessment will allow Utah to comprehensively evaluate all aspects of the Occupant Protection program as it relates to children and assist in determining how to best use limited resources in the most effective and strategic manner. These, along with other efforts, will help pave the way for improvements in our Occupant Protection Program.



Students participating in the Utah Highway Patrol's Seat Belt Convincer Demonstration.

TRAFFIC RECORDS PROGRAM

Performance Goal:

Improve the collection, analysis and dissemination process of crash data.

Performance Measure:

To distribute crash data in the form of an Annual Crash Summary in a more timely manner, reducing the time from twelve months after the end of the calendar year, to eight months for the 2006 Crash Summary.

Action Plan:

- Improve and streamline the crash report data collection process by redesigning the Police Accident Report (PAR) to better conform to MMUCC standards.
- Implement usage of the new PAR by law enforcement agencies statewide beginning January 1, 2006.
- Conduct a NHTSA-approved traffic records system assessment.
- Implement a demonstration project in Salt Lake County to employ the elements of the model Impaired Driving Records System endorsed by NHTSA (contingent on funding).

Traffic Records - Accomplishments & Highlights

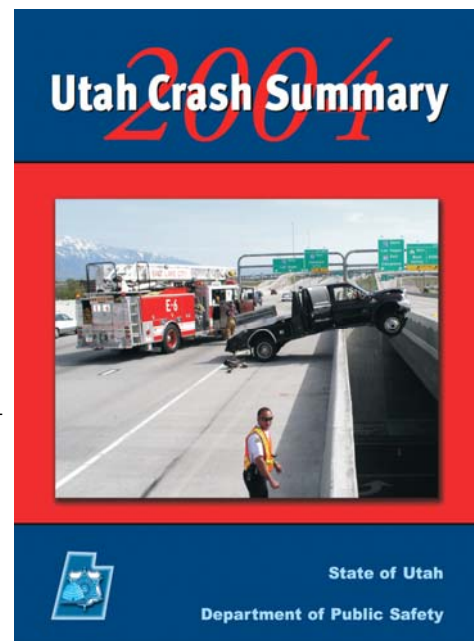
The Annual Crash Summary is completed using several methods to examine, analyze and compile crash data in Utah. Sources of data include the Fatality Analysis Reporting System (FARS), the Crash Analysis Reporting System (CARS), Driver License Division records, and Utah census information. This year the 2004 Annual Crash Summary was published in less than a year which is an improvement over past years.

Through the Traffic Records Coordinating Committee (TRCC), a redesign of the Police Accident Report (PAR) has been completed after 12 months of effort by the working group, and this document is now MMUCC compliant. Training on use of the new PAR is underway, and full implementation is scheduled for January 1, 2006.

The UHSO hosted a NHTSA-approved Traffic Records Assessment in 2005, to assist in identifying challenges in Utah's traffic records systems. The assessment group collected testimony and information from numerous agencies, and formulated their recommendations into a final report. This report will be used by Utah's Traffic Records Coordinating Committee as a source document while updating their Strategic Plan.

Future Strategies:

The Traffic Records Coordinating Committee will be meeting to revise and update their Strategic Plan to further improve the traffic records system in Utah. Also, as implementation of the new PAR proceeds, the information will be analyzed for consistency and accuracy.



EMERGENCY MEDICAL SERVICES PROGRAM

Performance Goal:

Improve the trauma registry and data collection in a standardized format to assist hospitals in both urban and rural areas.

Performance Measure:

Continue development and evaluation of statewide trauma registry and train appropriate EMS staff.

EMS - Accomplishments & Highlights

Motor vehicle crashes are one of the most frequent causes of injury especially in rural Utah, with trauma being the leading cause of death for our young population. The Utah Department of Health was able to map and develop and define service areas for all Utah licensed ambulance providers. These maps were extremely helpful in resolving jurisdiction overlaps, and to give a clearer picture of who is licensed to respond more efficiently in each crash.

The Emergency Room Nurses Care (ENCARE) project delivers non-threatening, medically based, educational highway safety presentations to youth. The presentations are taught by trained emergency care professionals and outreached 749 youth at high school driver education classes, and 538 DARE students. ENCARE presented to approximately 5,000 people at the Stingers Safety Night with an educational display and fatal vision goggles, and targeted 200 children with safety information at the Burn Camp Fundraising Project.

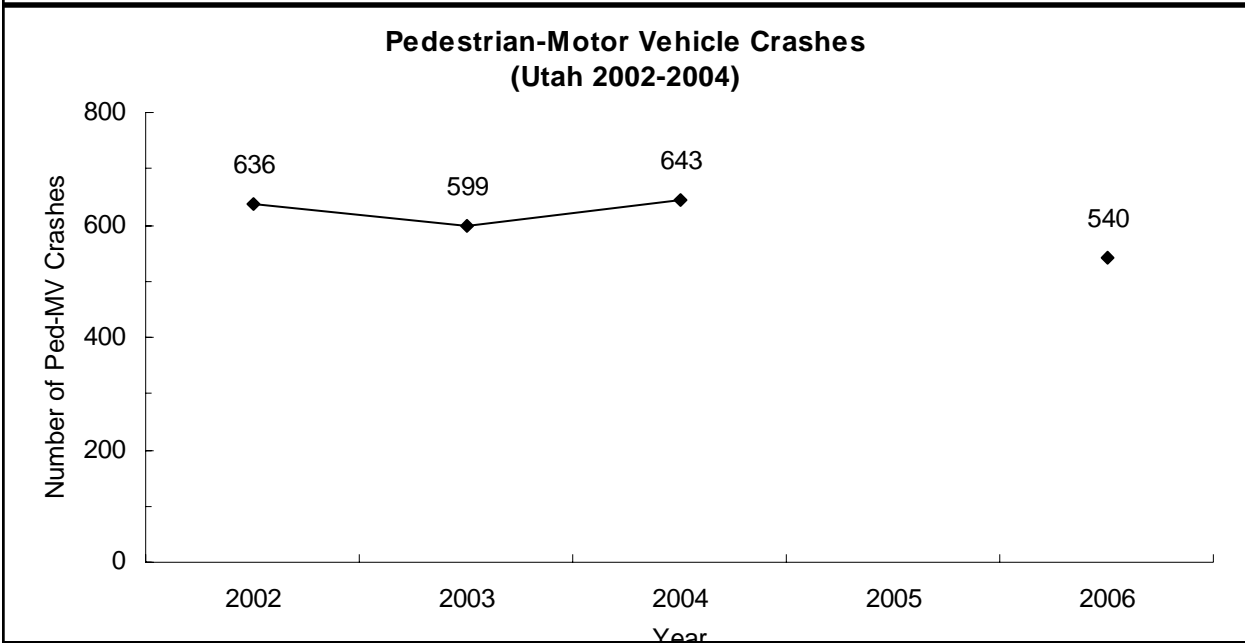


PEDESTRIAN & BICYCLE PROGRAM

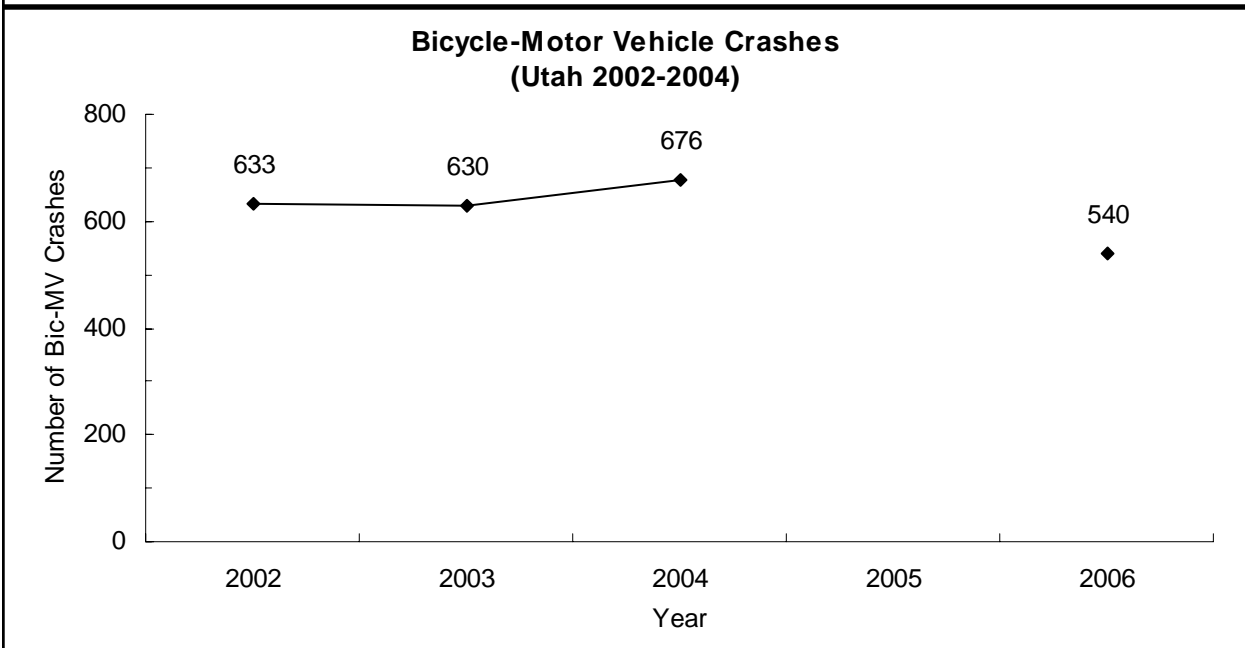
Performance Goal:

With continued support of prevention, education, and enforcement programs, continue the downward trend in pedestrian and bicycle traffic fatality and serious injury rates.

Performance Measure: Reduce the number of motor vehicle crashes involving **pedestrians** from 636 in 2002, to 540 (approximately a 15% reduction) in 2006.



Performance Measure: Reduce the number of motor vehicle crashes involving **bicyclists** from 633 in 2002, to 540 (approximately a 15% reduction) in 2006.



Action Plan:

- Reduce the number of motor vehicle crashes involving pedestrians and bicyclists by 5% in 2005, from 636 and 633, respectively, in 2002, to 605 in CY2005.
- Conduct a driver and pedestrian education and enforcement project with 100 overtime shifts targeting both drivers and pedestrians (contingent upon available federal funding).
- Implement a "Share the Road" model program to reach drivers and bicyclists with information to increase bicyclist safety.
- Conduct an annual Bicycle Helmet Observational Survey to track helmet usage in Utah.
- Provide 1000 bicycle helmets to groups and organizations with a specific bicycle safety agenda and goal.

Pedestrian & Bicycle - Accomplishments & Highlights

The Annual Bicycle Helmet Use Observational Survey was conducted by Theron Jeppson, the Pedestrian and Bicycle Safety Program Coordinator at the Utah Department of Health. Over 1600 bicyclists were observed during the survey, with a final observed rate of 26.55%, a conversion rate of over 4% from 2004. Interestingly, the lowest usage rate was recorded among secondary school bicyclists at 7.4%, and the highest among adults at 42.1%.

The Advancing Bicycle Safety project is a cooperative NHTSA demonstration project with the lead provided by the Utah Department of Health and support provided by the Utah Department of Public Safety and the Utah Department of Transportation. In the first year of this two-year project, the Share the Road message has been established in the public's eye through an informational campaign in conjunction with 38 overtime enforcement shifts targeting both bicyclist and motorist violations. Additionally, a new law establishing a minimum three feet of clearance to pass a bicyclist went into effect, and integrated very well with the enforcement effort and resulted in substantial earned media exposure. The driver education component and the final project evaluation will take place in 2006.

Support for bicycle safety programs was continued with support provided to more than 40 bicycle rodeos and safety events in the state including educational information, helmets, and incidentals such as spray chalk. Over 1900 bicycle helmets were ordered through the Safe Kids program, and 900 were distributed by the Highway Safety Office. The "loaner" bicycle rodeo trailers also continue to be popular with elementary schools, scouting organizations and even law enforcement agencies, and are equipped with appropriate traffic signs, loaner helmets, various sizes of bikes, pamphlets, a bike repair kit/tire pump, chalk, and much more.



A new program focusing on the danger of backing over children in driveways and parking lots was initiated by Primary Children's Medical Center, and appropriately named Spot the Tot. This program, even though in its infancy, has received national interest. The project director is currently seeking funding for a large scale media program in 2006.

The State Pedestrian, Bicycle and Traffic Safety Coordinating Council is a diverse group of interested parties from state, county and local government agencies, schools, private sector advocate groups, the general public and a specific member to represent aging adults. The coalition makes recommendations for pedestrian and bicycle safety improvements to the Utah Department of Transportation (UDOT). Recent suggestions have resulted in improvements including Share the Road signage along various popular bicycle routes, and plans to improve bicycle lanes in the more congested canyon areas along the Wasatch Front.

A Safe Routes to School training program was sponsored by the Utah Department of Health, and trained 35 participants to assist in identifying safer routes to school. Many ideas were shared, including some to encourage more walking and riding to school. One of the goals of such a program is to reduce traffic congestion during rush hour commuting by reducing the number of vehicles bringing children to school.

Future Strategies:

The UHSO will be assisting the Spot the Tot project in seeking a funding opportunity to sustain a major media campaign. This project has built a significant coalition of support in the public and private sectors.

Also, pedestrian and bicycle safety messages are planned for radio media to increase awareness and help address the increasing rate of crashes involving them.



PLANNING & ADMINISTRATION PROGRAM

Performance Goal:

Effectively plan and administer the Highway Safety Program in Utah through partnerships and participation with groups and coalitions focusing on highway safety issues, and by encouraging the professional development of UHSO staff members.

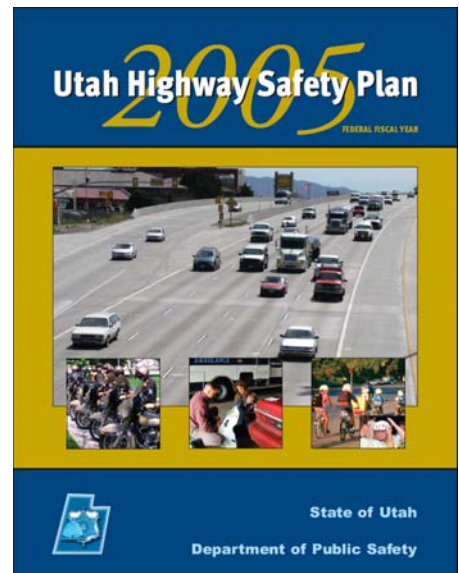
Planning & Administration - Accomplishments & Highlights

The challenges and uncertainties of the federal funding reauthorization process and the impact on the Highway Safety Program was the focus of much of the UHSO's planning efforts. The program management group elected to take a proactive approach with a balanced view between current year project funding levels, while ensuring a reasonable level of carry-forward funds for FFY2006.

Staff members have continued their professional development through active participation in NHTSA and other opportunities to enhance project management and outcomes. Also, the decision to bring the Annual Crash Summary project in-house has resulted in many other benefits including a strengthened data collection and analysis capability.

Future Strategies:

The Law Enforcement Liaison, Sgt. Daniel Rosenhan, and Program Manager Kay Williams, have announced their intent to retire at the end of CY 2005. In conjunction with the new focus areas and requirements for the SAFETEA-LU reauthorization bill, the UHSO Administration will be reviewing current project assignments and possibly realigning responsibilities.



ROADWAY SAFETY PROGRAM

Performance Goal:

Identify roadway design as a contributing factor to crashes, and improve roadway design as key to reducing the overall incidence of crashes.

Performance Measure:

Provide funds and expertise to assist with education for municipalities and counties that need help in identifying, designing, building and evaluating their roadway network. Improve at least two roadway safety areas within the calendar year.

Action Plan:

- Increase motorcycle safety awareness to reduce the rising motorcycle fatality rate.
- Update and publish the Traffic Control Guide, which provides workers and drivers in construction areas safety information.

Roadway Safety - Accomplishments & Highlights

The UHSO has partnered with ABATE of Utah (American Bikers Aimed Toward Education) on increasing motorcycle safety awareness. Over 15,000 educational handouts and 5,000 "Sharing the Roadway" handbooks were printed for the ABATE organization to use in educational presentations at high school driver education classes across the state. Additionally, six Common Road Educational Kits, including an educational video, were purchased for each ABATE chapter to use in the Share the Road presentations conducted at the high schools.

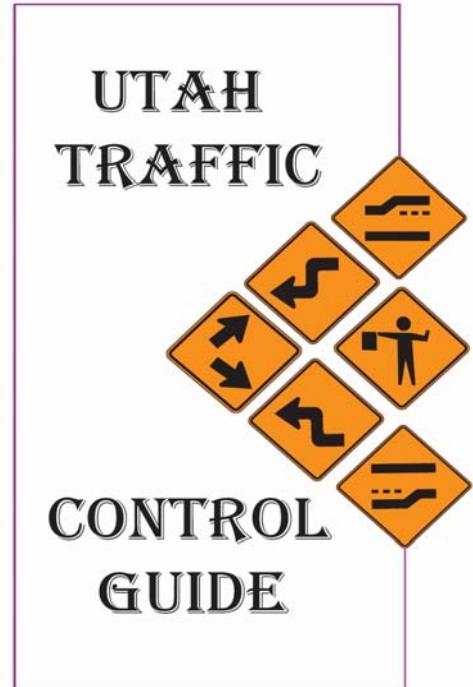


In addition to the educational materials provided to ABATE of Utah, the UHSO developed a Share the Road Brochure aimed toward educating motor vehicle drivers on sharing the road with motorcyclists reminding them to "start seeing motorcycles" and including them in their search pattern while driving. This tri-fold full color brochure will be distributed to driver license division offices, state riders education programs, motorcycle dealerships, and driver education classes to name a few. The brochure also lists safety tips for motorcyclists, and provides key contact information on motorcycle safety and training classes.

On May 7, 2005, ABATE of Utah, the Utah Highway Safety Office and Utah Driver License Division hosted a Motorcycle Safety Awareness Event at Sugar House Park in Salt Lake City as part of Motorcycle Safety Awareness Month, with nearly 100 motorcyclists attending the event. Alarming state and national statistics were shared, and educational materials were given out.

UHSO continues to support Operation Lifesavers, a non-profit education and awareness program, dedicated to ending tragic collisions, fatalities and injuries at highway-rail grade crossings and on railroad rights-of-way. This organization reached approximately 20,000 people through presentations to schools, driver education classes, school bus drivers, law enforcement personnel, fire fighters, EMT/ambulance drivers, professional truck drivers, and other groups. Quarterly meetings and training workshops were held and two presenter training meetings certified eight new presenters.

The Traffic Control Guide is an information and reference guide developed by the Technology Transfer Center at Utah State University. The guide is a quick reference for use when placing traffic control cones and other tools at smaller construction areas on local roadways. Typically, this type of work is performed by small construction businesses or those usually not familiar with controlling traffic, and this guide will help them to make good traffic control decisions.



Future Strategies:

The UHSO is in the process of partnering with the AHRMA, a non-profit organization, on planning and co-hosting “Motorcycle Safety Awareness Day” coupled with motorcycle races. This three-day event will take place September 15-17, 2006 at the new Miller Raceway in Tooele County. We are still in the beginning stages of planning with the Governor’s Advisory Committee on Motorcycle Safety and AHRMA, but anticipate this to be a big event and great opportunity to advocate motorcycle safety awareness.

SECTION 2003(B) PROGRAM

The Utah Highway Safety Office was awarded funding to implement a program that is designed to prevent deaths and injuries to children, educate the public concerning the proper installation of child restraints, and train child passenger safety personnel concerning child restraint use. Grant funds were used to conduct the first annual Utah Child Passenger Safety Conference, provide Refresher Trainings to technicians, help fund the Primary Children's Medical Center's fitting station, support Utah SAFE KIDS Week activities, and develop a Child Passenger Safety Educational Video.

The Utah Highway Safety Office held the first Annual CPS Technical Conference on March 23, 2005, in which 131 attended. The conference theme was "Tricks of the Trade" and revolved around the magic of child passenger safety. Presentations were provided by Joe Colella, National Child Passenger Safety Consultant and Carol Guzzetta, National Highway Traffic Safety Administration. This conference had a dual purpose in that it was also designed to be a CPS Refresher Training. Attendee's received updated information on all aspects of car seats and were credited with keeping up updated in the field of child passenger safety.

Primary Children's Medical Center's Inspection Station is a model program and is one of the most active and successful stations in Utah. During the year, 24 car seat inspection clinics were held through PCMC's fitting station, during which 1,213 car seats were inspected for proper use. The station provided numerous car seat classes to parents, minority groups, medical personnel, and civic/church groups. In addition, 450 child safety seats were purchased and distributed to



needy families and 200,000 pieces of educational material were distributed.

The Utah SAFE KIDS Coalition is comprised of the state coalition and 16 local coalitions and chapters. Utah SAFE KIDS and its members are some of the most active traffic safety advocates in the state. As part of their efforts, the coalition participated in the National SAFE KIDS Week and conducted car seat checkpoints and safety fairs. Thirteen car seat clinics and 18 special events were held during the week. In addition, at least 25,000 pieces of educational material were distributed and 280 car seats were inspected for proper use.

In a cooperative effort, a new child passenger safety educational video was developed and designed to provide simple instructions to parents regarding the different types of child safety seats. While there are other CPS materials available to the public, most are lengthy, technical, and unavailable to the average citizen. The video project was instigated as a means to provide easily understood and readily available educational materials. The video will be reproduced and provided to health departments, hospitals, health clinics and law enforcement agencies statewide. The video will be available in DVD and VHS format and will contain three different segments to include rear-facing seats, forward facing seats, and booster seats. Each segment is 8-10 minutes long with pictorial and verbal descriptions of proper child safety seat use provided at each stage. The video is scheduled to be released in Spring of 2006 and is anticipated that during FFY2006, more than 800 organizations will begin using this video as part of their patient and parent education efforts.

Future Strategies:

Using carry-forward grant funds, the Utah Highway Safety Office will continue to provide education regarding child passenger safety issues to the public. Future strategies will include purchasing a new video projector for use during the Standardized Child Passenger Safety Training classes and community presentations, finishing the child passenger safety video project and implementing a Pediatrician Roadshow during which representatives will travel throughout Utah and provide car seat education and information to pediatricians and physician's offices.

157 INNOVATIVE GRANT PROGRAM

In 2005, Utah was awarded \$380,000 in 157 Innovative Grant funds from NHTSA to conduct a high-visibility enforcement campaign in an effort to increase safety belt use rates. Utah's Click It or Ticket (CIOT) Seat Belt Enforcement Campaign took place May 23 - June 5, 2005 in conjunction with the national Click It or Ticket Campaign. A total of 106 law enforcement agencies (including Utah Highway Patrol sections) across the state participated in the seat belt enforcement effort. During the mobilization, law enforcement placed special emphasis on young drivers and passengers who did not buckle up.



Law Enforcement agencies participating in the Click It or Ticket media event at Hillcrest High School.

The campaign began with a press conference on May 23, 2005 at Hillcrest High School located in Salt Lake County. Principal Sue Malone welcomed the large crowd comprised of students, law enforcement, campaign partners, and local news media. Speakers included Lieutenant Governor Gary R. Herbert, UHP Colonel Scott Duncan, Midvale Police Chief Gerald Maughan, and three crash survivors that were students at Hillcrest High. In addition, approximately 70 law enforcement officers were in attendance supporting the message to buckle up.

Following the press event, safety restraint saturation patrols took place in the surrounding area.



The Pledge Wall at Hillcrest High School where students pledged to always Buckle Up.

New to the campaign this year was the High School Seat Belt Awareness Week, since the target age group for the campaign was ages 16 – 34 years. Utah’s Safe Community projects worked with their local schools to implement activities designed to encourage safety belt use. Pledge cards were signed, presentations were conducted and information was distributed during dances and at sporting events. In turn, safety belt use increased among participating schools. For example, observational survey results provided by Hillcrest High School, showed that safety belt use increased more than 13% from 70.6% to 83.9% during the month-long educational effort.

Utah Highway Patrol Public Information and Education Troopers also played a key role in the educational component of the campaign. Troopers gave presentations designed to reach teen drivers, educate them about the importance of wearing their safety belts and promote the CIOT campaign. A total of 47 presentations were conducted reaching 2,394 students from high schools across the Wasatch Front, including one presentation conducted at Hill Air Force Base that reached 1,200 people.

Paid/Bonus Media:

In an effort to promote the campaign through high-visibility enforcement, the Utah Highway Safety Office (UHSO) contracted with Penna Powers Brian and Haynes (PPBH) Public Relations Firm to implement a paid media campaign, as well as obtain earned and matching media spots. During the mobilization, paid media advertisements delivering the Click It Or Ticket message as a secondary offense ran on television and radio stations, as well as outdoor advertisements. A total of \$145,063 was spent on paid media, resulting in 606 radio spots, 249 television



spots, 14 billboards and 60 bus boards. In addition, the campaign earned approximately \$122,601 in media advertisements resulting in 779 bonus radio spots, 155 television spots, 105 bonus busboards, and 2,500 movie theatre spots.

To spread the CIOT message, the campaign used the National CIOT television spots and radio ads developed and provided by NHTSA. However, in an effort to localize all other educational and media activities, the UHSO worked with PPBH to develop new creative components to the campaign. As a result, new campaign artwork was unveiled and received positive comment as it attempted to reach the target audience.

To further promote the message, the UHSO office requested permission from the Utah Department of Transportation (UDOT) to use the variable message signs (VMS) located on the Interstate to advertise the CIOT enforcement effort. Support was received from UDOT and the message "Seat Belt Law Enforced" was displayed on the VMS signs May 23rd and May 27-30th.



The Hispanic community in Utah is one of the target groups for the educational aspect of the campaign. This population is found to buckle up less often and may misunderstand many of the state's traffic laws. Therefore, the UHSO recruited assistance from the Latino Community Information and Education Center to publicize the campaign to minority populations through radio and television. The national Click It or Ticket Spanish radio spot was played by Radio Fiesta 1600 AM and Radio Variedades 1480 AM during the mobilization. A minimum of 230 spots were placed at no charge to

the campaign. In addition, during the month, two 3-minute safety segments were aired on Telemundo Spanish television station. The segments focused on highway safety tips for the Memorial Day weekend and the Click It or Ticket Campaign efforts.

GOSH! and DANG IT! are popular expressions heard in Utah. The movie Napoleon Dynamite has made these expressions easily recognized and commonly used outside our state as well. These two slang expressions are readily recognized by teens as well as adults and were used to catch the attention of our target age group- ages 16-34 year olds. These two advertisements were used on billboards, busboards as well as posters and banners. The posters and several posters were also available in the Spanish language in an effort to reach the Latino population. This new campaign approach really made the transition from Buckled or Busted to Click It or Ticket a smashing success.

Results & Evaluation:

Following the enforcement and media campaign efforts it was determined that a total of 6,247 overtime hours were worked by officers representing 106 agencies across Utah. In turn, 6,723 safety restraint citations, 1,186 safety restraint warnings, 351 child restraint citations, and 160 child restraint warnings were issued. Enforcement of the safety restraint law also led to the issuance of 6,399 other citations, which included 53 DUI arrests, 21 felony arrests, one recovery of a stolen vehicle, 18 fugitives apprehended, 530 suspended licenses, 413 uninsured motorists, 1,400 speeding citations, 5 reckless driving, 80 drug arrests, and 212 warrants.

The primary method used to determine the success of the campaign is through the annual Safety Belt Observational Survey. Pre-observational surveys were completed April 25- 29, 2005 and consisted of a sub-sample of the NHTSA-approved post-survey. Raw numbers are provided, as survey results are not weighted. The results show that 79.9% of Utah's motorists used safety belts. The post-survey was conducted between June 6-20 and is the formal annual survey that meets all of NHTSA's requirements. The results show that Utah's safety belt use rate following the mobilization was 86.9%, which is an increase of 1.2 percentage points from the previous year. This increase translates into an 8.4% conversion rate of the non-belted occupants from 2004.

A full report will be submitted to NHTSA no later than May, 2006 which will document all related activities, partnerships and overall program implementation.

163 .08 INCENTIVE GRANT PROGRAM

Performance Goal:

To purchase or provide materials, equipment, or fund projects that impact state and local traffic issues.

163 .08 Incentive - Accomplishments & Highlights

To allow the Utah Highway Patrol to improve its evidence collection capability, in 2005 a Phlebotomy Program was initiated. This program teaches troopers how to perform blood draws in DUI cases. The benefits of the program are many, including a savings of about \$200 in rural areas for each draw, and a blood sample that more closely aligns with the arrest time. Over 50 troopers statewide have become certified to perform this procedure.

The Utah Highway Patrol is continuing its program to increase trooper safety through equipment and training. Major Mike Kuehn of the UHP relates:

“When dealing with folks who are impaired, anything can happen. A seemingly tame incident can turn violent in a split second. This kind of confrontation is even more concerning when it takes place on a highway where high speed traffic is present. The tasar gives us the ability to take control of a violent/impaired suspect immediately with no lasting effects or injury, and without having to escalate to a higher level of force. We have had several instances where the tasar has been used very successfully already.”

The tasars, although a controversial tool in some areas of the country, have proven extremely valuable for the UHP. They provide an additional resource in the “toolbox” to avoid a deadly confrontation, especially when it comes to impaired driver enforcement and other drug related investigations.