

COMMISSIONER'S COMMENTS

Scott T. Duncan

The Utah Department of Public Safety is celebrating because the previous four consecutive years resulted in fewer than 300 annual traffic fatalities in Utah, the first time in 43 years this has happened. I think this accomplishment is even more remarkable when you consider two other important pieces of information: The state's population has nearly tripled since 1965 from just under one million to over 2.8 million today, and Utah traffic volume has experienced an even larger five-fold increase with vehicle miles traveled increasing from 4.9 billion in 1965 to over 26 billion in 2007. Without the safety increases afforded by seat belts, air bags, improved vehicle design, better tires, safer roadway design, and increased law enforcement, it isn't too difficult to imagine that Utah would likely be seeing traffic fatality numbers approaching or even exceeding 1,000 each year.

This state's population has nearly tripled since 1965, and Utah traffic volume has experienced an even larger five-fold increase.

I'm sure you will agree that 2008 has been an especially interesting traffic safety year in Utah and the rest of the nation. The combination of high gasoline prices and other economic pressures have resulted in people making extreme changes in their normal driving habits. The Federal Highway Administration reported that Utah roadway volume dropped by 164 million miles, or 7.4%, in October 2008 compared to October 2007, the second highest reduction in the nation.

Traffic fatalities have dropped, too. The U.S. Transportation Secretary Mary E. Peters recently said: "The number of people killed in traffic crashes in the U.S. is expected to reach a new record low in 2008, with early projections showing an almost 10 percent drop in highway traffic deaths in the first 10 months of this year." Utah is following this trend with preliminary numbers showing over a 10% drop. The National Highway Traffic Safety Administration

(NHTSA) recently reported on 2007 traffic statistics, and Utah continued to lead the nation with the lowest portion of fatal crashes that are alcohol-related (17%). This is a strong sign that law enforcement's efforts, and the public information campaigns, are making a difference.



The Highway Safety Office's annual seat belt survey showed that Utah's observed seat belt usage rate continues to hover at about 86%. Each time I look at the details of Utah's fatal crashes I am amazed at how many of those who died were not wearing their seat belts. In many cases, they are fully or partially ejected from their vehicle, which is preventable by wearing a seat belt. I hope that enhanced education and enforcement programs will encourage the scoff-laws to buckle up.

Each traffic safety success, such as those detailed in this Annual Report to NHTSA, helps continue the ten-year downward trend in motor vehicle crash deaths in Utah. This downward trend saves lives, reducing the emotional tragedies an unexpected death in a traffic fatality holds for families and friends. This trend also lowers the financial burden that motor vehicle crashes place on society as law enforcement, emergency responder and medical facilities statewide react to the report of a serious traffic crash. A reduction in government costs is the right thing to do for each of the taxpayers in the state.

Scott Duncan is the Commissioner of Public Safety in Utah, and is also the Governor's Representative for Highway Safety. He comes from a law enforcement family, has been with the Utah Department of Public Safety for over 30 years, and previously served as the Superintendent of the Utah Highway Patrol.

DIRECTOR'S WELCOME

David A. Beach



Each December the Utah Highway Safety Office staff works hard preparing this Annual Report on our activities for the National Highway Traffic Safety Administration (NHTSA). As I watch this activity and the undercurrent of excitement, I also reflect on some of the most memorable happenings of the previous year.

The Highway Safety Program in Utah continues to evolve from a micro to a macro orientation. In the past, a program manager would personally manage a specific focus area and all the related projects. With the expansion of the program and responsibilities, it has moved to a more macro orientation where a senior manager focuses on the overall focus area and has a vision of all aspects of the program. This includes applying for various grant monies, providing oversight for program coordinators who directly manage the projects, and meeting the reporting requirements of each grant. This resulted in a need to expand our staff to provide the coverage and technical assistance the project directors have requested.

In October of 2007, the Utah Department of Public Safety (DPS) and the Utah Department of Transportation (UDOT) jointly sponsored the Zero Fatalities Safety Summit, a forum that offered attendees the chance to learn more and participate in discussions about Utah's highway safety challenges. The diverse group of attendees were from many disciplines, including local and state government, law enforcement, emergency medical services, health and medical specialists, and many more. The Summit offered the 225 participants information on a wide range of highway safety subjects, and also afforded media interaction and tips, and networking opportunities previously unavailable in the state.

An exciting opportunity presented itself as a result of the extensive networking at the Zero Fatalities Safety Summit. A group of highway safety and health advocates in Southeastern Utah decided to hold a meeting in Blanding, Utah to discuss the unique needs of this rural area of the state. Attendees included interested health and traffic safety advocates

representing Utah, Colorado, Arizona, New Mexico and the Indian Nations, as well as local and regional representatives from law enforcement agencies. This

meeting blossomed into a collaborative effort to bring meaningful traffic

safety programs to these areas. One critical lesson our staff learned is that Southeastern Utah does not receive any commercial broadcast media from Utah stations. Instead, they receive their radio and television from Cortez, Colorado, Farmington, New Mexico and Page, Arizona. It became apparent that our past "statewide" media programs have not been reaching this rural area of the state.

The collaborative efforts on behavioral traffic safety issues between the DPS and UDOT also continued. A representative example of this partnership involves the Section 406 incentive monies awarded to Utah for two consecutive years of seat belt usage higher than 85 percent. This award was split evenly between DPS and UDOT, with the DPS portion going to the Highway Safety Program and the UDOT portion going to their Traffic and Safety Division. Each agency has involved the other in their plans for the Section 406 monies and more.

Lastly, I congratulate Representative Tim Cosgrove for his success in sponsoring the booster seat law which recently went into effect in Utah. A longtime safety advocate, Tim decided to run for the Utah House two years ago, and his success as a sophomore Legislator is a testament to his dedication and hard work on child passenger safety and other issues.

Dave Beach is the Director of the Highway Safety Office in Utah. In his 32 years of service with the Utah Department of Public Safety, Dave has served as the director of the Driver License and Administrative Services Divisions, and started his career as an intern with the Highway Safety Office.

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OCCUPANT PROTECTION

Kristy Rigby and Keri Gibson



For decades, increasing safety belt use has been an objective of numerous organizations and states, as well as other nations. In fact, in 1968, one year after the Utah Highway Safety Office (UHSO) and other state highway safety offices were formed, the installation of safety belts in all new vehicles was mandated. Over the past decade, occupant protection staff members have managed and coordinated many of the most effective and concentrated efforts to improve safety restraint use. These efforts were supported by special federal funding within the ISTEA, TEA21, SAFETEA and SAFETEA-LU initiatives, which were designed to assist states with seat belt programs including the development of the national and state Click It or Ticket mobilizations, and the supported use of extensive paid media campaigns. Through these efforts, as well as the programs and activities

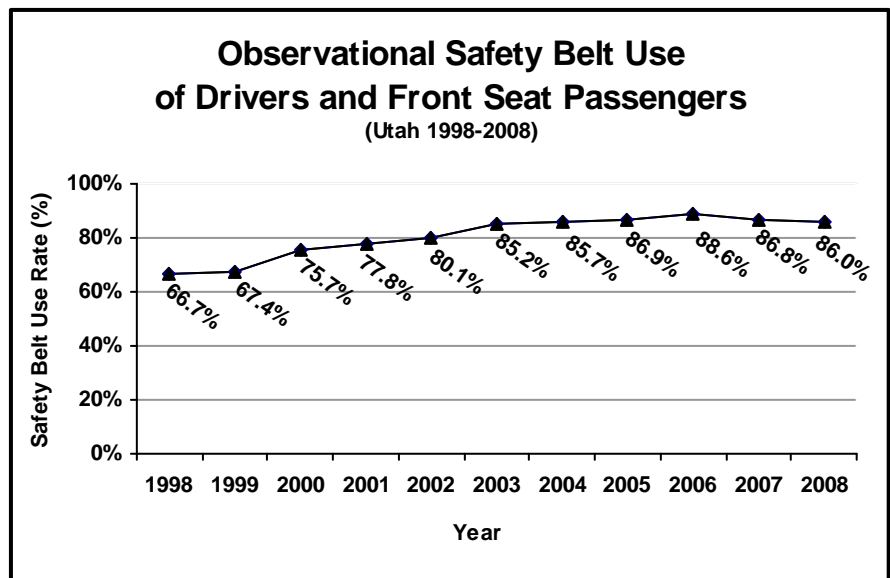
86.0%
Seat Belt Usage
in 2008

implemented by our various statewide partners, Utah's safety belt use rate has jumped from 66.7% in 1998, to the 2008 use rate of 86.0%.

During FFY2008, the UHSO funded 32 projects that worked to improve the proper and consistent use of safety restraints. Several of the projects are mentioned in this section; however, occupant protection is also addressed in the Safe Communities and Teen Driving sections.

The occupant protection programs implemented by the UHSO included education, enforcement, equipment and evaluation components. These programs were primarily conducted by partnering agencies that included the state and local health departments, Utah Highway Patrol, local law enforcement agencies, schools, hospitals, Safe Kids Coalitions and Chapters, Utah Safety Council, and EMS and fire personnel.

One of Utah's most effective occupant protection programs is the **Click It or Ticket (CIOT)** campaign which was initiated in May 2000. The goal of this high-visibility enforcement mobilization is not to give out tickets, but rather to influence people to buckle up and prevent injuries and fatalities. The campaign recruits participation from law enforcement agencies statewide, includes a comprehensive public information and paid media plan, and provides for educational activities conducted at the state and local level. A total of 82 agencies pledged their support for the CIOT campaign in 2008 with 52 agencies working overtime shifts. During May 19- June 1, 2008 officers issued a total of 3,573 seat belt citations, 801 seat belt warnings, 254 child restraint citations, 194 child restraint warnings, and 1,709 speeding citations. In addition, officers made 28 DUI arrests, 18 felony arrests, 34 drug arrests, apprehended 19 fugitives, and issued thousands of other citations. This year, Utah placed special emphasis on nighttime seat belt enforcement by selecting three law enforcement agencies to participate in a pilot program for this



8,894

Citations Issued During
the 2008 Click It or
Ticket Campaign

effort. Each agency received 125 hours for nighttime enforcement; however, officers found it difficult to identify belt use and reported significantly low seat belt citation numbers in comparison to the daytime shifts.



Many law enforcement agencies conducted educational activities to coincide with their CIOT enforcement efforts. One partnering agency, Draper Police Department, took the initiative to promote CIOT at Juan Diego High School. Officers handed out stickers that read "I was belted by a Draper Cop."

During the year, **Utah's Child Passenger Safety (CPS) Program**, and its many partnering organizations, worked to increase the proper and consistent use of child safety seats by supporting various programs, conducting car seat checkpoints, and providing training. The UHSO organized three NHTSA Standardized CPS trainings, where 71 individuals became certified CPS Technicians. In addition, one Transporting Children with Special Health Care Needs training and one CPS Update Training for 40 area leads were also conducted. Currently, the state has 278 certified technicians and 10 instructors who helped inspect over 11,000 child safety seats for proper use. Seats were checked during an estimated 125 car seat clinics, 300 community classes, and 4,000 individual appointments. In addition, the UHSO and its partnering agencies provided low-cost child safety seats to more than 4,500 families in need, and assisted

in the safe transportation of more than 250 children with special health care needs. The majority of all parent education took place at the state's 33 fitting stations and through their efforts, Utah continues to see a reduction in the rate of misuse of child safety seats.

Data indicates that an increase of 48% among Salt Lake County's Latino population and child restraint use remains an issue. To help increase the proper use of child safety seats among Hispanic and refugee communities, the Salt Lake Safe Communities coalition established four new fitting stations that serve this population. During the year, these four agencies conducted 45 child passenger safety classes and distributed 211 child safety seats to those in their respective communities.

As technicians worked to get more kids in car seats, concerned motorists worked to report unrestrained children through the **Buckle Up for Love** program. The purpose of the program is to educate violators of Utah's Safety Restraint Law by encouraging motorists to call 1-800-877-KIDS to report an unbuckled child. Since the program was initiated in 1995, there have been 28,940 reports of unbuckled children received by the Utah Safety Council. During the year, 963 individuals were reported and 818 received educational materials on the importance of using safety restraints. In addition, 3,209 observation cards, 4,655 Spanish brochures, 13,715 English brochures, 1,638 wallet cards, and 614 posters were distributed. To publicize the program, materials were distributed to day care centers, physicians, hospitals, health departments, law enforcement agencies, private citizens, businesses, and through 113 media contacts. New to 2008 was a radio spot, which ran 110 times in May and June on stations that targeted women age 25-54.

The UHSO worked with Primary Children's Medical Center (PCMC) to kick-off the **Child Safety Road Show** in September 2008, a program that targets health care providers and encourages them to educate parents about



ALCOHOL PROGRAMS

Teri Pectol, Helen Knipe, and Sgt. Ted Tingey

The National Highway Traffic Safety Administration (NHTSA) recommends addressing impaired driving with the full range of countermeasures, including comprehensive underage drinking prevention, high visibility enforcement, and post-impaired driving conviction monitoring. In FFY2008, Utah continued to aggressively enforce DUI laws, funded a wide array of public awareness and education programs, and worked to prevent driving while intoxicated.

Utah earns the #1 ranking in the MADD Campaign to Eliminate Drunk Driving State Progress Report

The nationally recognized underage drinking prevention program, **Eliminating Alcohol Sales to Youth (EASY)**, completed its second and started its third year as law enforcement agencies statewide conducted alcohol compliance checks. The number of rural law enforcement agencies participating in the program increased, which brought together the state's largest city – Salt Lake City – and some of its smallest towns – Oakley and Ballard – to help curtail the retail supply of alcohol to minors. In addition to the alcohol compliance checks, the EASY law required all retail clerks involved in the sale of alcohol to complete a state-approved training course. This training helped to empower retail clerks, who stand as the front line of defense against alcohol sales to minors. More than 11,000 clerks completed the training course in the program's second year, which is in addition to the 25,000 that completed it during the first year.

EASY's sister program, the **Parents Empowered** media and education campaign, targets the social supply of alcohol to minors by educating parents, teens and the community about the harms of underage drinking. The campaign's success was recognized nationally when EASY and the Parents Empowered media campaign received the Peter K. O'Rourke Special Achievement Award from the national Governors' Highway Safety Association, which recognized the program's efforts to reduce underage

drinking and impaired driving.

Combined with the Parents Empowered media campaign, it is possible for a Utah resident to be exposed to underage drinking and impaired driving messages in many forms throughout the day. As a mother in a Salt Lake County suburb reads the newspaper, she may encounter the UHSO's "1 AM Line Dance" print ad. Later, as the garbage trucks roar down the street, her eye may be drawn to the large image of a parent clinging to the side of the truck beside the message, "Kids can be sneaky – be sneakier. Anything to prevent underage drinking." Driving to work, she might listen as an intoxicated driver attempts to talk his way out of a DUI in the "Mouthwash" radio advertisement. While checking a popular news Web site during her lunch break, she may notice an advertisement flash on the screen inviting her to attempt to type the alphabet backwards as part of a cyber-DUI stop. As she drives from her office to meet friends downtown to watch a football game, she might pass one of the outdoor billboards declaring "Happy Hour is Over" held by a man in a simulated mug shot. At the bar, the server may place her drink on a coaster labeled "Jail Cell Ale...Best Served on an ice cold floor...If you've been drinking and driving, please ride with a sober friend or call a





Restroom stall wrapped to resemble a jail cell.

cab.” And, after wiping barbeque sauce off her lips with a napkin printed to resemble a jail fingerprinting card, she may use a restroom in which the stall is wrapped to resemble a jail cell and reminds its users that “There’s a place for people who drink and drive.”

This scenario, although not terribly likely, does not remain unlikely. What it truly indicates is the widespread reach of the UHSO’s DUI media campaign, which, in conjunction with the Parents Empowered campaign, makes Utah a national leader in the effort to combat underage drinking and impaired driving.

Not only does the UHSO work to maximize the media campaign budget, but Utah’s media outlets recognize the importance of the message of the campaign and offer generous matching elements to the media buys. Additionally, the advertisements presented in the aforementioned scenario only represents aspects of the sustained campaigns, and do not include the myriad of special events at which public information and education about drinking and driving were distributed and presented. Through the Utah State Substance Abuse Prevention consortium, local substance abuse authorities, and Safe Communities partnerships, these messages reached areas outside of the Wasatch Front

and were presented to diverse groups, including students and Native American populations.

The UHSO’s DUI media campaign utilizes earned media to further capitalize on its budget. From a twist on the “Sound of Music” favorite “Do Re Mi” to a bar’s restroom stalls wrapped to resemble jail cells, the campaign continued to blaze new and creative trails in its effort to get messages about the dangers and consequences of drinking and driving to the hard to reach demographic of 18-34 year-old males and to draw the media to cover its events for the benefit of all citizens. While a 24-year-old male might not watch the evening news coverage of the UHSO’s partnership with a downtown bar, which included coasters, napkins and restroom stalls that carried anti-drinking and driving messages, he may go to the bar and experience these non-traditional elements of the campaign first hand, and maybe even send a cell phone photo of himself in the wrapped restroom stall to a friend. Through paid, earned, and non-traditional media, the UHSO aims to reach all of Utah’s residents and positively change their behavior with regard to drinking and driving.

In spite of the wide reach of the media campaign, many individuals still choose to drink and drive. During 2007, law enforcement officers arrested more than 15,000 people for DUI. The enforcement activities of Utah’s law enforcement agencies frequently draws their own media attention, as evidenced by a recent radio interview with the UHSO law enforcement liaison, who responded to questions about increased enforcement activity following a two-



Impaired driving advertisement on a toilet seat in a local bar.

SAFE COMMUNITIES

Theresa van Biljon



"We express our thanks and appreciation to the leadership and personnel from the Utah Highway Safety Office. Without this grant we would not have been able to do as much as was accomplished. Thousands of people were reached throughout the district. It takes all of us working together to make a difference."

– Georgina Nowak, Project Director, Southeastern Utah Safe Communities

During FFY2008, twelve successful Safe Community projects took center stage in Utah's traffic safety efforts. They are as follows: Bear River Safe Communities, Central Utah Safe Communities, Davis County Safe Communities, Salt Lake Valley Safe Communities, Southeastern Utah Safe Communities, Southwestern Utah Safe Communities, Summit County Safe Communities, Tooele County Safe Communities, TriCounty Safe Communities, Utah County Safe Communities, Wasatch County Safe Communities, and Weber-Morgan Safe Communities. The Safe Communities model of injury prevention and control allows citizens to accurately predict when and where motor vehicle-related injuries are most likely to strike next and take the best course of action to keep them from happening at all. These projects are the backbone of the Utah Highway Safety Office (UHSO) and represent much of the traffic safety education carried out across the state. This report spotlights seven of the programs and some of the activities conducted during the year.

The **Davis County Safe Communities** program made auto/pedestrian injury prevention efforts a top priority in 2008. The coalition updated their educational materials and provided each elementary school in Davis County with a bulletin board, curriculum idea book, bookmarks and green ribbon. During Green Ribbon Month, the coalition reached 21,819 elementary, 2,124 junior high and 5,600 driver education students with educational materials on the importance of pedestrian safety. These materials were also distributed to local businesses and were integrated into several community campaigns.

The **Southeastern Utah Safe Communities** program welcomed the Desert Thunder Raceway,

Late Model Driver Brock Marcello and CUSCRA (Central Utah Stock Car Racing Association) to their coalition and from these partnerships came an exciting new venue to promote motor vehicle safety and child passenger safety. The race track displayed Zero Fatalities banners on the track and on the gates, traffic safety messages were read by the announcers, and fans had the opportunity to win child safety seats and bicycle helmets. Brock Marcello's car was painted with the Zero Fatalities logo, he wore a Don't Drive Stupid t-shirt under his racing gear, and he signed Zero Fatalities frisbees that he threw to the fans. CUSCRA's Web site added the Don't Drive Stupid logo that linked to the Zero Fatalities Web site. Race track owner Harvey Howard remarked he had personally received many positive comments about the events provided and he wanted to continue with and increase the efforts in the upcoming year. Last, the program won the Outstanding Traffic Safety Program award at the 2008 Zero Fatalities Safety Summit for their efforts in traffic safety and was spotlighted in the September 2008 edition of NHTSA's Safe Communities newsletter.

The **Wasatch County Safe Communities** worked to increase their seatbelt use rate among teenagers, which was a low 44%. During Traffic Safety Week at

"Make good choices because in an instant, you could take a whole family's lives away and their dreams. Driving and being on the phone, music too loud, eating, putting on make-up... those are the choices that can actually take away all my choices."

– Mary Kelly-Hallum has to choose a day to have her leg amputated, which was injured when she and two of her children were hit by a car while in a crosswalk in Davis County.



Brock Marcello's race car displaying the Zero Fatalities logo.

Wasatch High School, the coalition broadcasted safe driving video clips on the school's television station, worked with the local florists to place seat belt reminder cards on all Jr. Prom corsages and boutonnieres, arranged for a crashed car surrounded with tombstones to be placed on the school lawn and kicked off a two-week seat belt competition. The coalition also brought in Zero Fatalities staff to speak at the Issues Conference 2008. Each student that attended this session received 50 extra points in their driver education class. The coalition also conducted an Alive at 25 class and presented traffic safety messages in the driver education classes. In measuring the results, a post survey data showed an increase in the seat belt use among teenagers to 60%.

The **TriCounty Safe Communities** program worked to strengthen their partnership with the Ute Indian Tribe's Injury Prevention Coalition in 2008. SNAP (Safer Native American Passage) training was provided to employees of the Ute Indian Tribe's Head Start and Ambulance Services. Requests from the Ute Indian Tribe for car seat checkpoints were met with excitement and noted remarks from the local community expressing gratitude for the program's commitment to child passenger safety in the Tribal communities. Bike rodeos continued to be an area attraction and the use of the Bureau of Indian Affairs Community Safety Trailer allowed the bicycle safety component of the program to expand and contributed to its success. The UHSO's Rural Traffic Safety Coordinator also conducted a teen driving presentation at a local high school. The coalition will continue to work to strengthen this partnership in an effort to reduce traffic safety injuries and fatalities in its Tribal communities.

The **Weber-Morgan Safe Communities** program continued its "Battle of the Belts" high school competition with a Traveling Trophy in an effort to

increase seat belt use among teens. The winning school had a 33% increase in belt use with an overall usage rate of 78% in Weber County and 65% in Morgan County. More than 450 students participated in 11 educational activities including opportunities to sign buckle up pledge cards during lunch. The coalition also developed a new educational game and a tri-fold display board on Teen Driving to use at events promoting seat belt use.

As a result of building a profile of their community, the **Southwestern Utah Safe Communities** program made child passenger safety seat and seat belt education in the older adult community, specifically grandparents, a top priority. The coalition created a campaign focusing on providing education and low cost child safety seats, as well as the importance of the grandparents wearing seat belts. Materials were developed including the message "Did you know...If you don't belt, you can seriously injure your grandkids, even if they are safely buckled". The coalition took its campaign to senior centers and senior activities, including the Huntsman World Senior Games. Last, the program won the Special Achievement in Traffic Safety award at the 2008 Zero Fatalities Safety Summit for their efforts.



A Native American child who received a new bicycle helmet during an event organized by the TriCounty Safe Communities Program.

OCCUPANT PROTECTION

Continued from page 5

injury prevention and the importance of child safety seats. This one-hour lunchtime seminar is taught by a physician who discusses new technology, child safety products, best practice guidelines and local resources. Seminars will be conducted each month for the next two years in every county across the state. All pediatricians, family physicians and other office staff are invited to attend.



The state's **Child Passenger Safety Help Line**, overseen by PCMC, answered an average of 100 phone calls each month from parents. To increase awareness of the state's car seat hotline number overseen by Primary Children's Medical Center, the UHSO worked with Sarah Pettit, Miss Utah County, to

develop the "Need a Hand With Your Car Seat?" program. The program was promoted at obstetrician's offices in Salt Lake County, where physicians were asked to display a poster and distribute educational brochures along with a small hand sanitizer displaying the program's logo.

In partnership with the Utah Department of Health, the UHSO continued to support the **Safe Kids Utah Coalition** and its 14 local coalitions and chapters. Through this highly effective program, education on safety restraints and other injury prevention topics was provided through 50,000 English and Spanish newsletters, during many media events and news stories, and at Safe Kids activities across the state. As a result of the efforts of Safe Kids and other traffic safety programs, the rate of Utah residents ages 0-14 years that were killed by motor vehicles has seen a downward trend for the past five years.

An integral part of the state's highway safety education efforts is the **Utah Highway Patrol's (UHP) Public Information and Education Program**, which involves 25 troopers 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 provided 527 presentations and contacted 26,117 citizens including children and teen drivers. In addition, at least 36,000 children rode the Seat Belt Convincer. Through a partnership with the Zero Fatalities program, Utah Highway Safety, and Weber State University, the UHP was able to acquire an additional Convincer that is unlike the other two being utilized. It was designed to simulate two vehicles crashing head-on. Lastly, the program was awarded \$50,000 in state funds to expand their Adopt-A-High School program to 14 schools across the state. The program coordinators conduct observational surveys, event activities, parking lot activities, safety announcements and other efforts to increase safety belt use and decrease bad driving behaviors. More information on this project can be found in the Teen Driving section of this report.



Utah Highway Patrol's New Seat Belt Convincer

In partnership with the Utah Safety Council, the **Network of Employers for Traffic Safety (NETS)** program outreached 319 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 eleven organizations with seat belt usage rates of 85%.

Through the many programs mentioned in this report and the various partners, including Safe Communities, Safe Kids, law enforcement agencies, fire departments, health departments, hospitals, and private and nonprofit business partners, more than 750,000 pieces of occupant protection educational materials including videos, brochures, posters, activity books and seat belt promotional items were

distributed in an effort to inform the public regarding the importance of proper and consistent use of safety restraints, including air bags.

SECTION 2011 INCENTIVE FUNDS

After a six-year effort, Representative Tim Cosgrove was successful in leading the state to enact a law requiring children up to age 8 to ride in an appropriate child safety seat or booster seat. On May 4, 2008, Utah joined 40 other states that require booster seats for children. Following the passage of the law, Utah was awarded Section 2011 incentive funds to help support and improve the state's Child Passenger Safety Program. The funding was obtained late in the federal fiscal year; therefore, the following activities were supported with Section 402 and 405 funds.

Passage of the Booster Seat Law marked the beginning of a massive educational effort as safety advocates worked to inform the law enforcement community, parents, retailers, physicians, and day care providers about the new law. A task force was established to lead the effort and to develop a strategic plan with encouragement from Governor Huntsman, which included a media event and the creation of a logo and educational material. The new educational flier was created in both Spanish and English and was provided to every student in grades K-2 in Utah. A brochure, poster and Q&A sheet were also developed. In addition, the UHSO coordinated the distribution of more than 1,500 booster seats to the state's 33 car seat fitting stations and produced a radio spot that aired on more than 35 radio stations statewide between May and August 2008.

During the 2008 Click It or Ticket mobilization, law enforcement agencies were informed about the new law and were asked to educate motorists about the importance of using booster seats. All law enforcement agencies were provided with fliers, a pocket law card, promotional items, and a notice to place on their office billboard. In addition, the UHSO's law enforcement liaison met with every agency in the state to describe the law, answer questions, and offer resources to promote safety belt and child safety seat use in their community.

Many of the efforts to educate the public about child restraints and booster seats were mentioned earlier in this section of the annual report. However, to summarize, five CPS trainings were conducted and the state's 278 certified technicians helped inspect over 11,000 child safety seats for proper use through an estimated 125 car seat clinics, 300 community classes, and 4,000 individual appointments. In addition, the UHSO and its partnering agencies provided more than 4,500 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 parent education took place at the state's 33 fitting stations and through their efforts, and Utah continues to see a reduction in the rate of misuse of child safety seats.



BOOST 'TIL 8
Utah's Law Protecting Kids

WHAT IS UTAH'S LAW?
Children up to age 8 must ride in an appropriate child safety seat or booster seat when traveling in a motor vehicle. There is an exception to the law that states that children younger than eight are not required to be in a booster seat if they are at least 57" tall. The law allows an officer to stop a vehicle if he/she observes an unrestrained occupant under the age of 19, which can result in a \$45 fine.

WHERE CAN I GET MORE INFORMATION?
www.highwaysafety.utah.gov
www.utahsafekids.org
www.primarychildrens.org

Utah Highway Safety Office: 801-957-8570

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POLICE TRAFFIC SERVICES

Sgt. Ted Tingey



The Utah Highway Safety Office (UHSO) assisted many different law enforcement agencies this year. The emphasis was on helping these agencies achieve their goals of increased traffic enforcement, educational opportunities and providing much needed equipment for traffic safety.

Commission for Traffic Accident Reconstruction). This training course evolved when NHTSA developed guidelines to standardize training of traffic crash reconstructionists. Fourteen officers from four different agencies attended this training.

20

law enforcement agencies were assisted with equipment requests funded by the UHSO.

As the fiscal year started, many letters were received by the UHSO requesting assistance in purchasing equipment. Each agency submitted a required letter explaining the issues and concerns surrounding traffic safety in their communities and how this equipment would benefit their cities and towns. Out of all the requests received, 20 different law enforcement agencies were assisted throughout the state. The equipment purchased included speed monitor trailers, accident investigation software, portable breath testers, cargo trailer, in-car video cameras, speed advisory signs, and radar equipment.

Many law enforcement agencies expressed their “thanks and appreciation” for receiving assistance through our office. Officer Vicki Jeppson of the Clinton City Police Department stated, “We recently used the trailer for the first time at a safety fair. Many students participated in the various skill courses and had a great time. This cargo trailer will help us educate thousands of children in our area to improve their skills and ride their bikes and scooters safely.”

The UHSO provided funding to assist with training and other projects. The Utah Highway Patrol Training Section hosted a certification course called ACTAR (Accreditation

The pocket reference criminal and traffic code books were also updated and printed again this year for all law enforcement agencies throughout the state. These pocket code books have become so popular that they were also distributed to several County Attorney Offices, Adult Probation and Parole, Correctional Officers and the Utah Attorney General’s Office. Law enforcement officers enjoy these books because they

TRAFFIC AND CRIMINAL CODE

2008

QUICK REFERENCE GUIDE



UTAH HIGHWAY SAFETY OFFICE

"Our new speed trailer has been in service since we received it and we have had many positive citizen comments."

- Chief Dennis Howard, Santaquin City Police Department

fit into the pocket of their uniforms and have all the traffic codes for issuing a citation/warning to a violator at their finger tips.

One of the highlights of the year was the creation of a new task force in Davis County, Utah. The Davis County Multi-Agency Task Force was created in November 2007 and was structured after the highly successful Salt Lake County Multi-Agency Task Force. Both of these task forces were instrumental

throughout the year in helping with enforcement efforts, media events, education programs and other traffic-related efforts. Members of both task forces are made up of police officers, state troopers, county sheriff deputies, the Traffic Safety Resource Prosecutor, Mothers Against Drunk Driving (MADD) representatives, Motor Vehicle Enforcement Division, Hill Air Force Base Military Police and UHSO staff.

It has been another successful year for police traffic services. With budget and manpower issues becoming a problem for many agencies throughout the nation, law enforcement agencies in Utah continue to remain actively involved and committed to seatbelt, DUI, aggressive driving and other traffic safety-related efforts. This positive approach is helping to make Utah's roadways safer for everyone.



Ted Tingey is a Utah Highway Patrol (UHP) Sergeant whose current assignment is Law Enforcement Liaison for the Utah Highway Safety Office. Ted has served with the UHP for over 17 years. He is also a Nationally Certified CPS Technician Instructor and handles many of the media issues for the UHP.

PEDESTRIAN & BICYCLE

Keri Gibson



Pedestrian and bicycle injuries and fatalities are a major safety concern in Utah and also come at a great financial cost to the state. Each year in Utah there is an overwhelming amount of money spent on medical bills to treat bicyclists and pedestrians who have been injured in a motor vehicle crash. In 2006, hospital and emergency charges totaled more than \$7.6 million to treat injuries sustained as a result of a motor vehicle hitting a bicyclist or pedestrian. Costs increase dramatically when considering other expenses, such as disability, rehabilitation, lost income, lost productivity, and follow-up treatment. Sadly, most of these deaths and injuries could have been prevented. With the struggling economy, high gas prices, and a push for increased physical activity, more and more people are choosing alternative forms of transportation including bicycling and walking. Commuting by bike or walking generates more foot traffic, making the bicyclist/pedestrian more vulnerable to an injury or death sustained by a crash involved with a motor vehicle.

When a pedestrian or bicyclist is involved in a motor vehicle crash, the vehicle always wins.

In 2006, the number of pedestrian and bicycle fatalities in Utah were at their highest since 2002, with a total of 29 pedestrian and 10 bicyclist fatalities. Crash data from 2002-2006 shows that pedestrian and bicyclists between 10-24 years of age are most at risk. Over half of all pedestrians and bicyclists (57%) in crashes were under 25 years old. Interestingly, over

half of the drivers involved in these crashes were 15-34 years of age. In addition, failure to yield right of way and driver distraction are the top two leading contributing factors of drivers involved in pedestrian and bicyclist crashes.

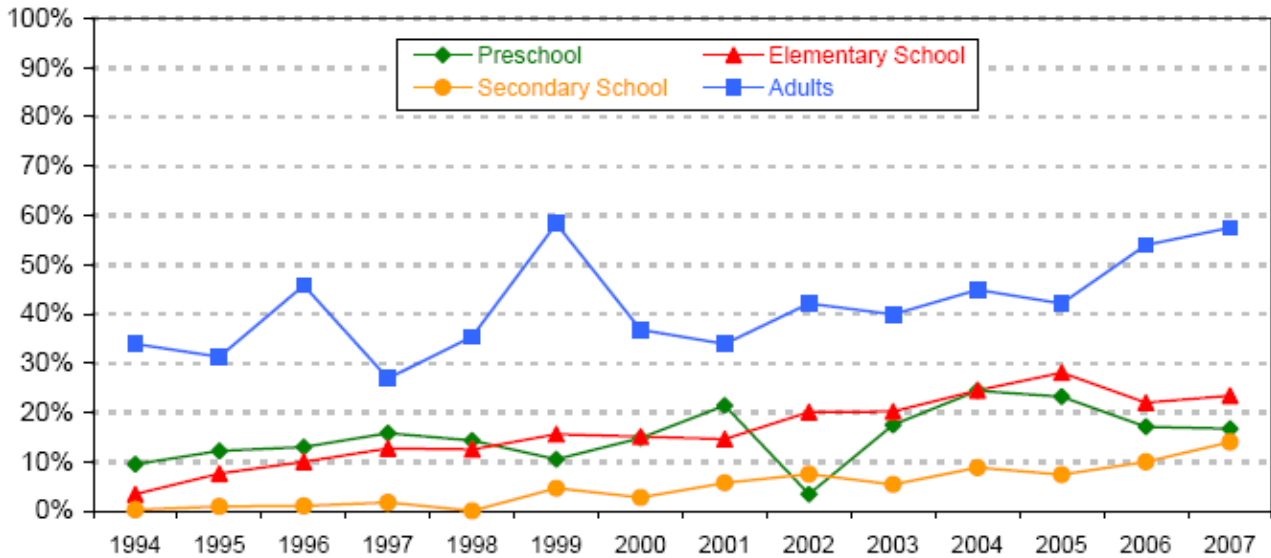
When a pedestrian or bicyclist is involved in a motor vehicle crash, the vehicle always wins. Pedestrians take the full impact with little or no protection as they make contact with the vehicle involved. Bicyclists may have the protection of a helmet, but are still no match for an automobile. Nearly all of pedestrian-motor vehicle crashes (88.0%) and bicycle-motor vehicle crashes (86.9%) result in an injury to the pedestrian or the bicyclist, compared to only 18.7% of motor vehicle occupants being injured in a crash. In fact, pedestrians hit in a crash are 24 times more likely to be killed than other persons in crashes.

The Utah Department of Health's (UDOH) Violence and Injury Prevention Program (VIPP) houses the state's **Pedestrian and Bicycle Safety Coordinator**. There was a change in staff from last year with Randy Black as the new coordinator. Randy serves as the state expert on pedestrian and bicycle safety and plays an active role by collaborating with schools, law enforcement, media, state and local government, and other groups that are working on pedestrian and bicycle safety issues. As part of Randy's responsibilities, an epidemiological assessment of the pedestrian and bicycle safety problem in Utah was conducted. This involved

BICYCLIST FATALITIES VS. CRASHES						
YEAR	2002	2003	2004	2005	2006	TOTAL
DEATHS	6	2	6	4	10	28
CRASHES	733	738	769	788	681	3,709

PEDESTRIAN FATALITIES VS. CRASHES						
YEAR	2002	2003	2004	2005	2006	TOTAL
DEATHS	34	36	38	27	29	164
CRASHES	968	974	986	907	701	4,536

Percentage of Bicycle Helmet Use By Age 1994-2007



AGE GROUP	94	95	96	97	98	99	00	01	02	03	04	05	06	07
0-4 Years	9.5	12.2	13.0	15.8	14.3	10.5	14.8	21.4	3.4	17.5	24.4	23.2	17.1	16.7
5-11 Years	3.4	7.6	10.0	12.7	12.5	15.6	15.1	14.6	20.1	20.2	24.5	28.1	21.9	23.4
12-18 Years	0.2	0.9	1.0	1.7	0.0	4.6	2.7	5.7	7.5	5.4	8.8	7.4	9.9	14.0
19 Years +	33.9	31.3	45.8	26.9	35.4	58.3	36.8	33.9	42.1	39.9	44.9	42.1	54.0	57.5

maintaining databases of all motor vehicle crashes occurring on public and private property involving a pedestrian or a bicyclist. This data also included a record of related fatalities. The information was made available to professionals and the public, including the 12 local health departments, through up-to-date fact sheets that are available on the UDOH's Web site.

Each year, the state bicycle/pedestrian coordinator conducts a **Bicycle Helmet Observation Study**. In the 2007 study, a total of 19,145 bicyclists were observed, which included 3.5% preschool aged (ages 0-4), 71.8% elementary school aged (ages 5-11), 14.7% secondary school aged (ages 12-18), and 10.0% adults (ages 19+). The survey showed the observed 2007 helmet use rate for all age groups was 27.8%, which is a 4.3% increase from 2006. Helmet

use rates varied greatly from one age group to the next, with adults having the highest helmet use (57.5%) followed by elementary school aged bicyclists (23.4%). The graph above provides the helmet use rates for the different age groups surveyed and shows that over the past 14 years, helmet usage in Utah is slowly increasing.

To help educate children about helmet safety, 57 bicycle rodeos were conducted, with more than 8,600 children completing the course. Participants learned valuable bicycle safety skills such as properly fitting a helmet, how and where to ride on the road with traffic, hand signals, proper braking and stopping techniques, scanning for traffic while maintaining control of the bicycle, rules of the road, and other important bicycle handling skills.

Despite research that suggests wearing a bicycle helmet can reduce the risks of head and brain injury by more than 85%, only one in four bicyclist wears a helmet in Utah.

The **Helmet Distribution Program** was supported during the year with a total of 1,383 helmets being distributed to community groups, schools, health departments, fire/EMS, and law enforcement agencies for distribution to needy families, and to use

ALCOHOL PROGRAMS *Continued from page 7*

week period during which law enforcement agencies held three administrative checkpoints.

DUI enforcement throughout Utah receives support from the UHSO on many fronts. Overtime shifts specifically designated for DUI enforcement are distributed to law enforcement agencies statewide. These are for targeted holiday enforcement, special events, and routine use throughout the quarter. A state-funded grant provides overtime shifts quarterly to more than 75 law enforcement agencies throughout the state. In SFY2008, this grant provided funding for more than 1950 DUI overtime shifts, which resulted in 1286 DUI arrests, a 65% success rate. Federal funds provided an additional \$120,000 worth of DUI overtime shifts, which were primarily worked during holidays and special event enforcement blitzes.

Many of these overtime shifts were worked in conjunction with the seven DUI checkpoints held by law enforcement agencies statewide. On major urban thoroughfares and canyon roads alike, agencies held DUI checkpoints at a greater rate than in recent years. The UHSO's DUI trailer contributes significantly to the ability of law enforcement agencies to conduct these checkpoints. Containing everything from roadway signage to flashlights, the trailer and its equipment remove one of the financial challenges faced by many agencies when planning a checkpoint. The popularity and utility of the DUI trailer is so high that the purchase of a second trailer for regional designation is planned for FFY2009.

Another element that contributes to the success of DUI enforcement efforts in the state is interagency



MATF officers supporting the UHSO St. Patrick's Day DUI media campaign.



UHP troopers making an arrest during a DUI saturation patrol.

cooperation, which is aided in no small part by the **Salt Lake and Davis County Multi-Agency Task Forces (MATF)**. The agencies in Salt Lake and Davis Counties have jurisdictions that abut each other and they face similar traffic safety challenges, especially in the area of DUI. Many agencies that hosted checkpoints solicited and received support from other agencies on the task force, showing interagency support and cooperation to not just the law enforcement community, but the public as well. A person passing through a checkpoint might encounter officers from five different agencies, which sends a strong signal about the collective and comprehensive DUI enforcement efforts in Utah. The MATFs provided an ideal forum for law enforcement agencies to share information and resources, and for the UHSO to garner support for enforcement and media campaigns throughout the year. This symbiotic relationship benefits not just the UHSO and law enforcement agencies, but all people on Utah's roadways.

Utah's Traffic Safety Resource Prosecutor (TRSP) program experienced a personnel transition during the reporting period, but Edward Berkovich picked up right where Brent Berkley left off and hit the ground running. Through numerous training sessions throughout the state, the TRSP helped prosecutors in jurisdictions both large and small to heighten their DUI prosecution skills and educate them about the latest DUI defense attorney tactics. His case law updates for both sides of the law enforcement team helped ensure that officers covered all of the necessary bases during their DUI arrests so

prosecutors had strong cases that could result in convictions. The TSRP continued to serve as a vital link of communication and education between prosecutors and officers and will help strengthen Utah's DUI enforcement efforts from arrest to conviction.

"...lots of students start school thinking they know everything. Drinking coffee doesn't sober you up, and neither does a shower. We try hard to dispel these myths so students are more informed."

*- Lindsay Brickell, Peer Mentor
Westminster College*

Reaching college students with impaired driving and underage drinking messages has proven to be extremely important, as they continue to represent a large percentage of motorists killed or injured in traffic crashes. The UHSO's partnership with the **Utah State Substance Abuse Prevention (USSAP)** consortium enables these messages to reach college students in literally all corners of the state. Eleven of Utah's twelve colleges and universities participate in the consortium and with UHSO funds are able to hold events and share messages that are tailored specifically to their students' needs. Messages that speak to a student at the University of Utah's urban campus may not resonate effectively with students at the College of Eastern Utah's campuses in Price and Monticello. Demographic, cultural, and general campus differences make the local control of the funding this partnership provides invaluable. Highlights from schools' activities this year include: peer mentor training and recruiting; stall stories placed in restroom stalls to provide education and thought-provoking information to a captive audience; ads from the UHSO's DUI media campaign utilized in a campus calendar; Prime for Life training manuals purchased for classes held for campus alcohol policy violators; and training for seven individuals at the National Bacchus Gamma General conference. Utah's institutes of higher education recognize that some of the learning college students do is outside of the classroom, especially when the topic is alcohol use. The UHSO's partnership with USSAP helps insure that students receive the right information about underage drinking and impaired driving, and are prepared to make informed decisions.

Although Utah has a nationally recognized program to eliminate underage drinking, almost 5,000 referrals to juvenile court for underage drinking offenses were made in 2007. To combat underage drinking from the enforcement side, numerous Utah law enforcement agencies formed Youth Alcohol and Drug Enforcement Task Forces. These single and multi-agency groups conduct operations to target underage drinking wherever it occurs: private homes, canyons, sand dunes, concerts, and empty fields. The task forces increased their activity and utilized their resources in newly effective and creative ways, such as purchasing all-terrain vehicles to better reach remote areas where kids like to party. The West Valley City Task Force (WVCTF) used the social networking site MySpace.com to gather intelligence about underage drinking parties planned in their area. This information enabled the task force to repeatedly infiltrate this group's parties and cite the minors and hosts for various violations. To get away from this task force, the group planned a party in Ogden, 30 miles to the north of West Valley City. When the WVCTF found these plans on MySpace.com, they notified the Ogden City Task Force, which in turn located and broke up the party in their area. The foiled parties never realized that police agencies use social networking sites as well. In Logan, the task force has conducted numerous "shoulder tap" operations, in which an undercover minor asks people to purchase alcohol for him outside of a retail location. These operations have helped the jurisdiction reduce the social supply of alcohol to minors and educate the community about the importance of adhering to all laws pertaining to underage drinking. The funding for these task forces allows law enforcement agencies statewide – from metropolitan areas like Salt Lake County to rural areas such as Vernal and Uintah



Photo booth displayed during a college campus DUI prevention media event.

County – to proactively address underage drinking in their communities.

The **State Bureau of Investigation’s Alcohol Enforcement Team (AET)** has a three-pronged approach to eliminate underage drinking and impaired driving in Utah. The AET is the enforcement agency for the Utah Department of Alcoholic Beverage Control (DABC), and is responsible for ensuring all DABC-licensed restaurants, bars, clubs, and taverns adhere to the state’s liquor laws. Through their Covert Underage Buyer (CUB) operations, the AET ensures that all DABC licensees do not admit or serve to minors. Their Serving Intoxicated Patrons (SIP) operations involve undercover officers looking for over-service, keep servers alert to patrons levels of intoxication and attempt to prevent impaired individuals from driving. The AET’s Target Responsibility for Alcohol Connected Emergencies (TRACE) investigations seek the source of alcohol following alcohol-related crashes, and can provide civil recourse for victims and criminal and administrative penalties for violators. During FFY2008, the AET conducted 19 SIP operations throughout the state, resulting in referrals to the DABC for over-service, as well as arrests for various violations uncovered during the operations. During their 12 CUB operations, the AET made a number of arrests and referrals as well, and helped heighten the hospitality industry’s awareness of consistently verifying their patrons’ ages. The team’s 18 TRACE investigations involved one alcohol-related fatality, and, following their investigation, the AET was able to conclusively show that the individuals had been served by the business after they were already intoxicated. With the goal of preventing events such as this fatality, the AET continues to combat underage drinking and impaired driving through the CUB, SIP, and TRACE programs throughout the state.

In July of 2008, the Utah Legislature allowed the plea-in-abeyance for driving under the influence of alcohol

or drugs to sunset, essentially removing the so-called “carrot” incentive to encourage DUI offenders to participate in a rigorous and extended treatment program to avoid a DUI conviction. Many entities found fault with various aspects of the plea-in-abeyance, but the majority agreed that substance abuse treatment needs to be part of the solution to address the issue of DUI, especially in the cases of repeat offenders. The current number of courts in Utah offering the treatment and judicial supervision features of a DUI court program is limited, and the existing ones are located primarily along the Wasatch Front. To make these courts and the treatment options available to citizens throughout the state, the UHSO provided funding for DUI court training to interested jurisdictions to begin the process of establishing their own DUI courts. Through this program, members of the Wasatch County Fourth District Court attended DUI court training in California and now, following careful planning, development and collaboration, will start their DUI court in January 2009. This court’s experiences can now be shared and its best practices and challenges utilized by other courts in the state that seek to start these valuable programs. As the effects of the sunset of the plea-in-abeyance are realized more widely, the funding for DUI court training will undoubtedly be sought by more jurisdictions throughout Utah, and hopefully more individuals requiring substance abuse treatment will receive the help they need and DUI recidivism will be reduced.

As prescription drug abuse and illicit drug use grow, drivers are increasingly impaired by substances other than alcohol. The **Drug Recognition Expert (DRE)** program trains officers to observe and document signs of impairment from drugs other than alcohol. This year, 26 officers completed DRE training, 120 police academy cadets received introduction to DRE training, and one DRE instructor attended the international DRE conference. The administration of the DRE training program transitioned from the Utah Highway Patrol to the Peace Officer Standards and Training, expanding its scope and reach, ensuring the program’s continued success.

Teri Pectol is the Alcohol Programs Manager and a senior staff member with the Utah Highway Safety Office (UHSO) and has been with the Utah Department of Public Safety for over 27 years. Helen Knipe is the Eliminate Alcohol Sales to Youth (EASY) Program Coordinator with the Office and has been with the Department for almost 3 years. Ted Tingey is a Utah Highway Patrol Sergeant whose current assignment is Law Enforcement Liaison for the Office. Ted has served with the UHP for over 17 years and is a Nationally Certified CPS Technician Instructor.

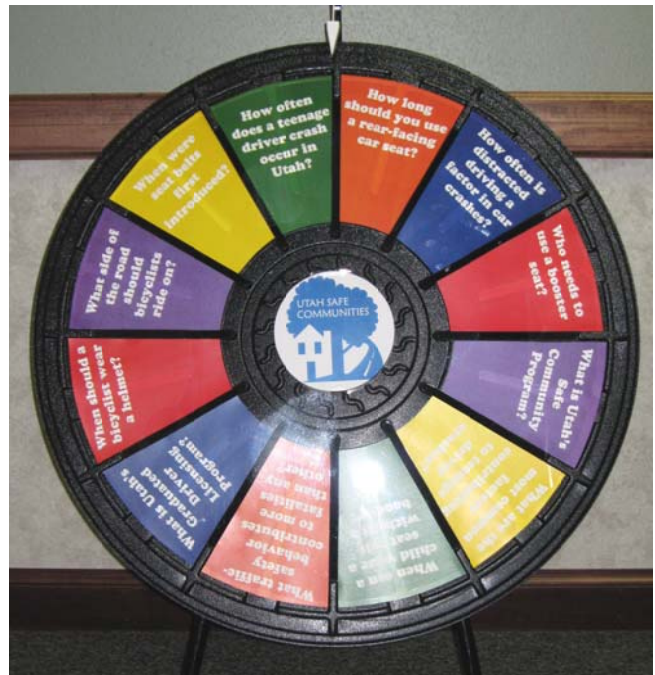
SAFE COMMUNITIES *Continued from page 9*

Data indicates seat belt use in rural Utah is significantly lower than the state average. Therefore, **Central Utah Safe Communities** coalition worked to increase child passenger safety seat and seat belt use throughout the communities in their six counties. With the assistance of the Rural Traffic Safety Coordinator, the coalition conducted child passenger safety classes at the local hospital, held child safety seat check up events, and participated in seven health fairs. The coalition also partnered with Snow College to produce a traffic safety public service announcement. The Utah Safe Community program received valuable assistance this year with the addition of a Rural Traffic Safety Coordinator to the UHSO staff. Terry Smith worked with the local coalitions to develop and/or strengthen their programs. Terry taught 30 teen driving classes, two Alive at 25 courses, and participated in 10 car seat checkpoints across rural Utah and has become an integral part of rural efforts.

The Latino community in Utah was primarily outreached through the **Hispanic Traffic Safety Outreach Project**, conducted by the Utah Latino Community Education Center. With the intent to collaborate efforts and target key traffic safety issues, the project director held a meeting that included the Latin American Chamber of Commerce, the Mexican Consulate, AAA of Utah, Una Mano Amiga, local businesses, law enforcement agencies and the UHSO. Traffic safety messages were developed for radio and television stations specifically targeting the Latino community. In addition, the project director continued partnering with the Utah Highway Patrol and utilized Spanish-speaking troopers to produce television programs. The project also hosts the International Summer Festival and Education Fair and participates in local events including Cinco de Mayo.

During FFY2008, the UHSO worked with those Safe Communities whose profile included the Native American population in an effort to lay the

groundwork for a Native American Safe Communities coalition(s). As part of this planning process, the Southeastern Utah Safe Communities coalition held a Four Corners Injury Summit. This conference brought together representatives from injury prevention, law enforcement, health, medical, Indian Health Services and Navajo Health Services from the states of Utah, Colorado, Arizona and Nevada in an effort to address traffic safety issues and coordinate injury prevention programs. A second meeting has been scheduled for April 2009.



Safe Communities activity wheel.

Safe Community project directors and coordinators were invited to participate in the UHSO's annual **Grant Management Training**. The training provided Safe Community and grant program project directors with detailed information on the complete grant process including sessions on data, resources, and reporting requirements. Measured results in the form of a written evaluation showed positive feedback from participants.



Theresa van Biljon has been with the Utah Highway Safety Office for just over one year and is the Safe Communities Coordinator. She served 11 years as a firefighter and continues her long-standing community involvement as a volunteer at a local homeless shelter and with the Fire Marshal's Office, and as a member of the Junior League of Salt Lake City. She is also a NHTSA Certified Child Passenger Safety Technician Instructor.

PEDETRIAN AND BICYCLE
Continued from page 15



Bicycle helmet fitting during a rodeo sponsored at the annual Safe Kids Fair.

in various safety events. Helmet recipients were educated on proper helmet fit and bicycle safety.

To help improve bicycle and pedestrian safety among children, the Program Coordinator conducted several **school-based programs and activities**. Randy worked closely with more than 45 elementary schools, in addition to secondary and high schools. Programs included National/International Walk to School Day, Safe Routes to School, Walking School Bus Program, bicycle rodeos, National Bike Safety Month activities, Green Ribbon Month, bicycle helmet distribution and the “Share the Road with Bicycles” Driver Education Program.

In addition to working with schools, the program coordinator worked with several local city, county, state and federal governmental agencies to increase awareness of pedestrian and bicycle safety issues. Partnerships with the National Highway Traffic Safety



Children participating in a bicycle rodeo.

Administration, Utah Department of Transportation (UDOT), local health departments, and local law enforcement agencies proved to be a vital component in effectively promoting pedestrian and bicycle safety and sustaining program funding and support.

The Program Coordinator, with support from the UHSO and UDOT, planned and implemented the **Heads Up Utah Pedestrian Safety Campaign**. Transportation enhancement funds were awarded to the UHSO from UDOT to promote the campaign. Billboard, busboards, bilingual bus shelter advertising boards and radio messages were placed in the fall of 2007 and spring of 2008 encouraging both drivers and pedestrians to watch out for one another. “Heads Up” is a dual message campaign that speaks to both the pedestrian and motor vehicle driver. In turn, it generated a lot of attention from both groups and was effective in increasing pedestrian awareness. More information about the campaign can be found in the Paid Media section of this report.



In addition to the paid media portion of the campaign, there was a crosswalk enforcement component. A total of 17 law enforcement agencies participated in the **Operation Crosswalk Enforcement** program by conducting pedestrian crosswalk “stings” in their communities. The goal of the campaign is to raise awareness and educate both motorists and pedestrians on crosswalk laws and the importance of safety. Participating agencies received training and were awarded overtime funding to conduct the enforcement activity. Officers were encouraged to educate both the motor vehicle drivers as well as the pedestrians on the rules of the road and pedestrian rights. A total of 2,599 hours were worked with 2,488 driver citations, 1,511 driver warnings, 86 pedestrian citations, and 41 pedestrian warnings issued. Local communities received a lot of media attention about the safety efforts taking place in their area. Law enforcement agencies issued a press release



School children participating in a Walk Your Child to School Day activity in Davis County.

prior to conducting the operations in an effort to notify the public of their upcoming efforts. One officer reported he received several calls during the enforcement effort from people that just “heard about it” and wanted to know more. Officers had every action from people making signs and protesting the enforcement after receiving a citation, to special requests for enforcement of crosswalks near their homes. Both positive and negative feedback were received from citizens impacted by the program. “One of the biggest successes of the program is the knowledge it brought to the officers that crosswalk and pedestrian safety education is urgent among motorists,” stated Sergeant Gilman, St. George Police Department. The awareness has increased patrol of crosswalks, and has made officers more aware of the critical streets and crosswalks needing extra attention in their communities.

Several officers were shocked from the number of people that thought it was the pedestrian’s responsibility to stop for traffic even in a crosswalk.”

- Sergeant Gilman, St. George Police Dept.

During the year, **educational and promotional** materials were developed and distributed to partnering agencies, resulting in thousands of brochures, fact sheets, videos, and fliers being distributed to the general public. While improved public awareness was the focus of this activity, it was determined the growing Latino community was not being adequately educated. In turn, three brochures were translated into Spanish including, “Be Pedestrian Safe- Be Pedestrian Smart,” “Utah Kids, the School

Bus, and Parents,” and “Motorists and Bicyclists Guide for Sharing the Road.” These brochures will be printed and distributed during FFY2009. The Spanish version of the “Bike Smart” brochure was printed in August of 2008 and successfully distributed to many of Utah’s Latino families.

Another one of Utah’s successful programs is **Spot The Tot**, which is administered by Primary Children’s Medical Center (PCMC). Over the past 11 years, 44 Utah children were killed and over 500 were seriously injured by vehicle back-over incidents. Many of these deaths were preventable had extra caution been taken by the drivers. To help educate the public and promote safety in and around cars, a media campaign was funded which placed 459 radio spots on five different stations during May 2008. Funds spent on paid media totaled \$15,000 in federal highway safety dollars and \$5,000 in PCMC contributions. At least \$20,000 in matching funds was received from radio stations resulting in a very effective media campaign. Education was also a priority of the program. PCMC staff conducted presentations at schools, during health fairs, and at state and national conferences. Staff provided training to all Meals on Wheels drivers in Salt Lake County, to Questar and Rocky Mountain Power drivers, and employees of several Costco stores in Utah. These many efforts have made a difference. In 2004, when the campaign was being created, 10 children died in driveway back-over incidents that year. In 2005, while 51 children were injured by back-overs, fatalities dropped to three. In 2006 there were five fatalities and in 2007 this number dropped to three.

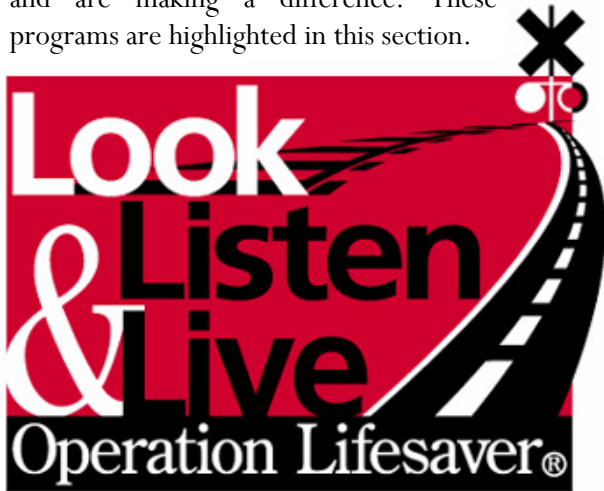
The Utah-based Spot The Tot program continues to grow both on a national and international level. The campaign is a key element of the Safe Kids Worldwide “Safety in And Around Cars” program and was launched nationally by Safety Kids USA in October 2006. In addition, Safe Kids Worldwide launched it internationally in April 2007 with the first international campaign beginning in Israel.

Keri Gibson is the Pedestrian and Bicycle Safety Program Manager and also oversees the Click It or Ticket Campaign. She is one of the state’s Certified Child Passenger Safety Technician Instructors and has been with the Utah Highway Safety Office for more than 9 years. She is also an avid bicyclist.

ROADWAY SAFETY

Sgt. Ted Tingey

The main emphasis of the programs in *Roadway Safety* are to decrease and hopefully one day, eliminate injuries and fatalities to the citizens of Utah. The Utah Highway Safety Office (UHSO) provided funding for these major programs again in an effort to promote safety on our roadways. Whether that takes place from an officer writing a ticket on a speed enforcement shift or keeping a motorist in check at a railroad grade crossing, these programs are succeeding and are making a difference. These programs are highlighted in this section.



Operation Lifesaver, Inc.

The UHSO continued its funding and support of "Operation Lifesaver, Utah." This program has made great strides in helping to keep Utah's citizens informed and educated about the dangers at rail grade crossings, railroad right of ways and train yards. The emphasis this year was on education, enforcement and engineering. The instructor overseeing this program was able to present at this year's annual "Utah Driver and Traffic Safety Education Association" Conference held in April 2008. This project also had display booths at the annual "Chiefs of Police" and "Sheriff's Association" conferences held this year. These three events, along with several others, brought significant exposure to this program. Over 345 presentations were done for the year which reached over 13,000 individuals. This proactive approach resulted in no fatalities and only six injuries in 15 highway-rail grade crossing incidents for 2007.

Speeding, as a component of aggressive driving, has been identified as a major contributor to fatalities and

injuries in Utah. As a result of data and statistical information obtained for the year 2006, the Utah Highway Safety Office set aside



funding for a pilot "Speed Management Program" in Tooele County, Utah. The data showed this county was one of three counties in Utah with the highest number of fatalities related to speed. This growing county has a population of over 55,000 people which is split among urban and rural areas. It is patrolled by four different law enforcement agencies. These police agencies emphasized education and enforcement. Several safety presentations were given to school groups, AARP classes, trucking companies and at Miller Motor Sports Park, a major national racing venue located in the county. Enforcement efforts yielded the following numbers: 3,472 vehicles were stopped for speeding which resulted in 2,683 citations issued and 1,490 warnings given out. The overall effort of everyone involved with this pilot program helped to obtain a 10% decrease in fatalities in Tooele County from the previous year.



UHP Corporal Andy Prescott working a speed enforcement shift in Tooele County, Utah.

The "Drive Friendly Campaign" is in its second year and the message is spreading. We had a new look for the logo and really wanted to get it out into the public view. Approximately five thousand car magnets were created and distributed around the state at numerous public events and safety fairs. The Utah Safety Council also distributed them to various businesses through their NETS Program (Network of Employers for Traffic Safety). South Jordan Police Department utilized their variable message boards to display the different "Drive Friendly" messages. The



variable message board trailer was placed in key traffic areas throughout South Jordan. As an example, one message read, “*Texting and Driving Don’t Mix...Pass It On*”. This message was placed on the main road near a high school. To further spread the word about driving with care and courteousness, a short article was created and sent to city newsletters and Web sites. Many cities participated in this program such as Clearfield, Fillmore, Layton, Herriman, Hyde Park, Murray, Midvale, Mapleton, Riverton and Tooele. Even the raceway in Price was involved in this program. Additional messages were created for the racing fans at the Desert Thunder Raceway, such as “*Drafting belongs on the raceway, not the roadways...Pass It On!*” and “*Hey Race Fans!!! Our roadways aren’t race tracks! Let’s all Drive Friendly...Pass It On!!!*” The announcer boomed these messages all evening at one of the races during the summer.



One of the message boards displayed by the South Jordan Police Department.

In 2007, 35 (14%) of the 258 fatal crashes were drowsy driving related resulting in 46 (15%) deaths. To help combat this problem, the “**Sleep Smart. Drive Smart.**” task force worked to educate the public about the dangers of drowsy driving. Partnering agencies such as the Utah Highway Patrol, Utah Department of Transportation and Med One Capital conducted various activities and promoted the innovative “Don’t be a bob” campaign.

In 2007, Utah had 43 fatal crashes due to impaired driving and 35 due to drowsy driving. Unfortunately, there is no test to determine sleepiness as there is for intoxication. If you are feeling tired or drowsy, don’t get behind the wheel. The results could be deadly!

During the year, at least 125,000 people were educated through 22 presentations and 12 community and school events. In addition, since there is an increased rate of drowsy driving in July and August, the task force partnered with the Zero Fatalities Program to educate the public through the media during those times. A Studio 5 appearance just before a state holiday weekend compared drowsy driving with impaired driving and relayed to the public that fatigued driving can be just as deadly as driving drunk.

Ted Tingey is a Utah Highway Patrol Sergeant whose current assignment is Law Enforcement Liaison for the Utah Highway Safety Office. Ted has served with the UHP for over 17 years. He is also a Nationally Certified CPS Technician Instructor and handles many of the media issues for the UHP.

MOTORCYCLE SAFETY

Derek Miller and Keri Gibson

This was an exciting year for the Utah Highway Safety Office (UHSO) and motorcycle safety. More motorcycles were on Utah's roads this year than ever before, with motorcycles registered for on-road use reaching a new high. More money was spent on paid media this year than previous years due to additional federally funded motorcycle safety funds. A new campaign, **DRIVE AWARE. RIDE AWARE.**, was launched to promote motorcycle safety awareness on Utah's roadways to combat the increasing number of motorcyclist fatalities.



DRIVE AWARE. RIDE AWARE. motorcycle tour kick-off event at the Utah Capital.

A new message to both motorists and motorcyclists was developed this year. With the **DRIVE AWARE. RIDE AWARE.** campaign kick-off, a pickup truck decorated with a bright orange graphic wrap toured the state, making stops along the way to give motorcycle safety presentations in various cities all across Utah. The tour began at the Capitol building in Salt Lake City, where the Governor declared May as Motorcycle Safety Awareness Month. The presentations caught the attention of the media and gained earned media stories across the state as local dignitaries participated in each presentation. The final presentation to end the tour was given in an elementary school in downtown Salt Lake City, with the Lieutenant Governor speaking. Two motorcycle crash survivors and a member of the Salt Lake Police Department also spoke, along with "Chief", the mascot of the Utah Blaze football team riding his Harley-Davidson into the school auditorium,



providing entertainment and giveaway items to the students.

ABATE (American Bikers Aiming Towards Education) of Utah conducted 49 "Share the Road" presentations to driver education classes in eight schools during FFY2008. These schools consisted of Logan High, Ben Lomond High, Fremont High, Ogden High, Ogden-Weber Applied Technology Center, Weber High, East High and Taylorsville High School. Approximately 1050 students attended the 60 minute presentation learning about the importance of being alert and aware of motorcycles on the roadway and driving safely around motorcycles. The Motorcycle Safety Foundation's Common Road video is used for these classes and participants receive "Share the Road" and Rider Education brochures provided by the UHSO. This program continues to expand as ABATE instructor volunteers come on board and as class requests increase. The UHSO supports ABATE's efforts by providing public education materials and incentives with motorcycle safety messages for "Share the Road" classes and community events.

ABATE members promoted motorcycle awareness at numerous statewide events throughout the year. Events included the Widow Maker Hill Climb in Morgan County, a motorcycle event at the Davis County Fairgrounds, and the Goldwing Road Riders Association display at the Utah State Fair. During the events, motorcycle awareness posters and banners were displayed, brochures were distributed and





promotional items with motorcycle safety messages were handed to those in attendance.

A total of 62 days of special traffic related details were performed by the **Utah Highway Patrol (UHP) Motor Squad** in 2008. These events included the Washington County Fair, Panguitch Motorcycle Rally, Manti Pageant and the St. George Marathon, as well as numerous community parades including the Freedom Festival Parade and the Days of '47 Parade. Motor squad officers participated in motorcades for President Bush, a Police Officer Memorial and the Captain Harold Terry Fund Raiser.

Motorcycle training courses were held by the UHP during the riding season and offered to police agencies across the state. A total of 36 officers completed the basic class with 15 officers graduating from the instructor class. Six refresher classes were held where 57 police officers from multiple agencies and two different states received the training. September's Police Motor Training had 51 officers attending from three different states. During the 2008 riding season, a total of 167 officers were trained from three different states. An eight hour class was offered for Utah Department of Public Safety civilian employees who commuted to work on motorcycles; eight employees completed the course. Police motor training performed a total of 456 hours.

In April 2008, three UHP sergeants and one trooper attended a police motorcycle training and competition in Las Vegas, Nevada. This training provided the UHP motor Instructors with 16 hours of increased knowledge on motorcycle operations and training ideas to implement in their program.

On September 5-6, 2008 the UHP Motor Squad hosted the 3rd annual Police Motorcycle Training/Skills Competition. The UHP provided 16 hours of intensive motorcycle training with 51 officers from three different states participating in the two-day event. Eight UHP troopers and one sergeant were in attendance. Grant funds were used to support the motor squad's program and training efforts by printing training manuals and certificates for classes, office supplies, score sheets and plaques for competition and training events.



Motor officer participating in a training course.

For the first three quarters of FFY2008, the Motorcycle Safety Program was overseen by Keri Gibson, who also successfully managed the Pedestrian and Bicycle Program. In April, Derek Miller was hired as the Information Program Coordinator for the UHSO and was also asked to take on the motorcycle program. Although he has been with the Department for less than a year, Derek's technology and communication skills are a great addition to this office.

TEEN DRIVING

Kristy Rigby



In the year 2007, who died on the roadways? How many involved teenage drivers? What can we do to help prevent these tragedies? These are some of the questions that members of the Teen Driving Task Force with leadership from the Utah Department of Health (UDOH) asked themselves. In 2007, 40 teens ages 15-19 years died in motor vehicle crashes in Utah. While the majority of those killed were either the driver or passenger of a car (34), there was also four motorcycle and two auto-pedestrian deaths. Surprisingly, it wasn't just the younger, less

drivers realize the impact their driving decisions have on others. This booklet and some of the stories were shared with the public during a media event on September 11, 2008. Since the event, the booklet has been downloaded from supporting Web sites more than 2,350 times with an additional 550 hardcopies being printed and distributed.

The state's **Teen Driving Task Force** worked during the year to address the traffic safety issues facing teen drivers and passengers. The task force includes representatives from the Utah Department of Public Safety, Utah Department of Transportation, UDOH, Utah State Office of Education, local health departments (LHD), Primary Children's Medical Center, Utah Safety Council, AAA of Utah, and the Emergency Medical Services for Children (EMSC) program. Task force members conducted various activities and outreached partnering organizations such as the state's LHDs, high schools, Safe Kids Coalitions and Chapters, and the law enforcement community to assess what resources and program materials are needed to impact teens in their areas. Through this assessment, the state created new educational

IT'S MORE THAN JUST THE NUMBERS
Families share stories of loss in hope of preventing motor vehicle crashes.

News Headline for the 2007 Teen Fatality Yearbook

experienced drivers who were killed as one might typically expect. In fact, teenagers ages 18-19 were involved in 62% of the fatal crashes when compared to other ages of teens. Sixty percent of the fatalities involved a single car and 61% had two or more passengers in the vehicle. Many of the crashes occurred in the late night, early morning, and on weekends. Poor judgment and distracted driving played a role in many of these crashes. Of the teens killed, 21 (54%) were not wearing a seatbelt. Speeding, not wearing a seatbelt or motorcycle helmet, and having multiple passengers in the car with a teenage driver combined with inexperience can have tragic consequences. Such tragedies could be prevented by making safe driving decisions.

At the beginning of FFY2008, the UDOH, with support from the Utah Highway Safety Office and Utah Teen Driving Task Force, embarked on a journey to learn as much as possible about the 40 teenagers who died on Utah's roads in 2007. They contacted the families of those killed and asked them to share their stories in the hope of sending a message to other teens to drive safely. What resulted from this year-long project was a collection of 16 stories, which were put into a booklet that will be used by the UDOH and others as a prevention tool to help young





West Jordan High Marching Band wearing Don't Drive Stupid shirts while performing in a 4th of July Parade.

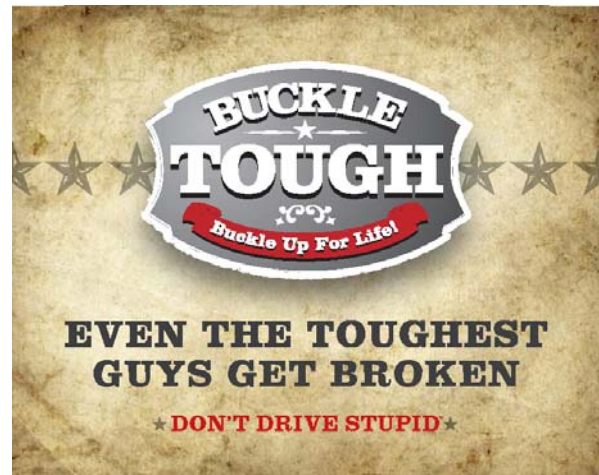
materials including posters, banners, an updated tool kit, and guide containing laws teen drivers and their parents should understand.

The **Don't Drive Stupid** catch-phrase was used to support and “brand” the overall statewide program and its related activities. Students across the state heard this message in class, during sporting events, at safety activities, by law enforcement and health officials, in the media, and even on the roads. The campaign is highlighted in a newly updated Web site (DontDriveStupid.com) and seen on banners, posters, promotional items, and t-shirts. The West Jordan High School Marching Band even wore Don't Drive Stupid shirts while performing in the West Jordan Stampede Celebration 4th of July Parade.

Safety belt observational surveys conducted at several high schools across the state in 2006 showed that only 67% of teen drivers buckled up, compared to the statewide average of 88.6% for the same year. This was no surprise to traffic safety advocacy groups. To help increase belt use among teens and improve driving behavior, **Adopt-A-High School** programs were developed by the Utah Highway Patrol (UHP), the UDOH, and the state's twelve LHDs. In FFY2008, 36 schools were “adopted” by these agencies and received traffic safety education throughout the school year. The program coordinators conducted observational surveys, event activities, mock crashes, parking lot activities, safety announcements and other efforts to increase safety belt use and decrease stupid driving behaviors. These efforts have proven to be successful in increasing safety belt use and other driving behaviors; however, safety belt observational survey results were not available by the time of this report.

Alive at 25 (AA25) is a survival course developed by the National Safety Council for 15-24 year olds. It is a 4 ½ hour program that focuses on the behaviors and decision-making paradigms that young drivers and passengers display in a motor vehicle. In October 2007 the Utah Safety Council offered the state's first train-the-trainer workshop where 15 officers become qualified to teach this course to young drivers and their parents. A second training was held August 4-8, 2008, after which an additional eight instructors were added to the roster. These instructors taught 830 students from six high schools during the year. In addition, the Driver License Division approved a 50 point reduction for taking AA25.

Teen safety belt use was especially targeted in rural communities, since young male pick-up truck drivers are at greater risk of being killed in a crash. In fact, each year nearly 20% of people killed on Utah roadways were riding in a light truck. In an effort to reach this target group, the UHSO continued its support of the **Buckle Tough** program, which is overseen by the EMSC. The program is designed to compliment and not duplicate the other efforts being conducted in the state. The public education campaign includes a newly created booth display, banner, educational brochure and movie theater spot. All program materials were promoted through the state's EMSC coordinators, the Teen Driving Task Force, and at Primary Children's Medical Center's Trauma Update.



Kristy Rigby is the Occupant Protection Program Manager and a senior staff member with the Utah Highway Safety Office. She also serves as a Certified Child Passenger Safety Technician and Safe Kids Utah Executive Board Member. Kristy has been with the Utah Department of Public Safety for over 14 years.

TRAFFIC RECORDS IMPROVEMENT

Carrie Silcox

What a year it has been for traffic record data improvement! Almost every traffic record information system has demonstrated measurable progress. After two challenging years of building system infrastructures, program foundations and relationships between agencies it is awesome to see such great improvement in multiple system areas.

The Administrative Office of the Courts (AOC) rebuilt and enhanced query capabilities to the Utah Department of Public Safety's (DPS) database to improve the physical description data on warrants issued for traffic cases. With this improvement, warrants can be served



accurately and in a timely manner. Linkage was created between the AOC and DPS's database based on a driver license number, Social Security Number or State Identification Number. By September 2008, court clerks were able to run a query and receive a response from the UDPS's driver license system in an average of three seconds. This is a decrease from the 15 seconds it took to get a response from the previous system.

At the onset of this project there were eight stand-alone courts that were technologically incapable of using the driver license look-up function. After implementation, seven of the eight courts are now able to use the query function. Because of departmental efforts on another initiative to consolidate justice court case management services, the total number of justice courts using this functionality has increased from 30 to 55, demonstrating an overall increase in accessibility from 30 courts to 63. With the court clerks using the driver license look-up feature, completeness has increased in cases that contain physical description data from 74% to 92%, an increase of 18 percentage points.

By implementing this query using three common identifiers instead of only one, there has been an increase in the overall number of cases that can use this functionality. Instead of only 19% of cases using this query, it can now be used on 80% of cases. As an added bonus for the courts systems, the AOC was able to implement this same query application in its Jury and Domestic Violence programs.



After 18 months of downtime, the **Centralized Crash Repository** was deployed in April of 2008. The previous electronic crash reporting system was taken offline in October of 2006 due to technical issues. It was a long and challenging effort to rebuild this system in a format that would be more efficient to maintain, easier to integrate with outside vendor crash reporting systems and yet meet the standards and criteria of the traffic data community. Bringing this system back into production was a culmination of effort between the state programmers, FATPOT Technologies, Driver License Division and the Utah Department of Transportation (UDOT). These organizations worked together to find solutions to the challenges during the rebuild process. After deploying the Centralized Crash Repository, all the crash data from 1996 to May 2008 being stored was downloaded into the system. A query into the database shows that by November 2008, the percentage of crashes submitted electronically has increased dramatically. Accessibility to the Centralized Crash System has also increased as the number of subscribers continues to grow.

Crash reports submitted electronically to the Centralized Crash Repository within 60 days of the event has increased from 0% to 67%.

In October 2006, the Bureau of Emergency Medical Services (EMS) began the task of rebuilding their Prehospital Data Reporting System, POLARIS, to

change it from a DOS based version to a web services application. By creating a system with a web services application, they have been able to give XML specifications to the outside reporting system vendors for a more efficient data integration. Other project goals were to create opportunities for real-time incident reporting, re-design the database tables to meet the latest National EMS Information System (NEMIS) standards and increase the level of data quality. The system was deployed statewide even though there was work yet to be done with the outside vendors becoming NEMIS compliant. In the past year, EMS has focused their work on the continual tweaking of the system for more efficiency and more reporting capabilities. Efforts have also increased to bring the commercial vendor systems into NEMIS compliance and to encourage the use of the real-time data transfer functionality in POLARIS.



As of September 2008, the percentage of emergency responder agencies reporting pre-hospital data via utilization of the web-based reporting system has increase from 54 to 62, an increase of 8%. The number of agencies that have been authorized to access POLARIS data for local area analysis increased from 1 to 86. By the end of September, the 90th percentile time for POLARIS to receive a patient care report was about 25 days after EMS was notified to respond to the incident. This is up slightly from the year 2007 time of 21 days. However this is still a great accomplishment, given the baseline in October 2006 showed it was taking 180 days for POLARIS to receive a patient care report after EMS was notified of the incident.

The roadway system databases housed at the UDOT have also undergone a rebirth. Both the Linear

Referencing System and the Safety Management System have been rebuilt using new platforms for greater efficiency in database management and ease of integration with other systems. The Linear Referencing System was updated to coincide with the statewide project of realigning the milepost markers of Utah's roadways. Roadway characters, features and attributes were also entered in the system. As of September 2008, the percentage of roadway characters and features accurately identified and referenced increased from 50 to 75.

Prior to the Safety Management System, UDOT used a crash system known as Crash Analysis Reporting System (CARS). The development of the Safety Management System incorporated the function of the old CARS but added more capabilities for crash data research development; road maintenance monitoring and signage need analysis. Because both systems were designed and built simultaneously, the capability to link them through common elements was a key factor in both system specifications. The goal is to ultimately link the citation data as well. As of September 2008, the linkage is between two systems, the Safety Management system and the Linear Referencing System, which demonstrates an increase from the past databases. The engineering and planning divisions within UDOT have been able to use the data systems to perform more comprehensive analysis since the deployment of the new systems. All of UDOT's engineering and planning divisions use the linked systems for analyzing roadways, traffic volume and roadway features for a more efficient and safe transportation system.

Through the hard work and perseverance of many, Utah's traffic information systems have shown measurable progress far greater than ever before. Within each of the traffic systems mentioned, there has been much improvement. While a short breath to enjoy successes can be taken, there is still a need to roll up sleeves and continue to forge onward with the data challenges that lie ahead.

Carrie Silcox is the Traffic Records Improvement Manager with the Utah Highway Safety Office. She has been with the Utah Department of Public Safety for nearly 2 years. She previously served with the Utah Department of Transportation in the Motor Carrier Division for over 17 years.

CRASH DATA RESEARCH & ANALYSIS

Gary Mower and Marilee Gomez

Crash data research and analysis are important tools used to support data-driven decision making in traffic safety. During 2008 the Utah Highway Safety Office (UHSO) helped the public, law makers, and other traffic-safety professionals understand the extent and nature of the motor vehicle crash problem in order to base decisions on data more than opinions.

Without data, you are just another person with an opinion."

- Anonymous

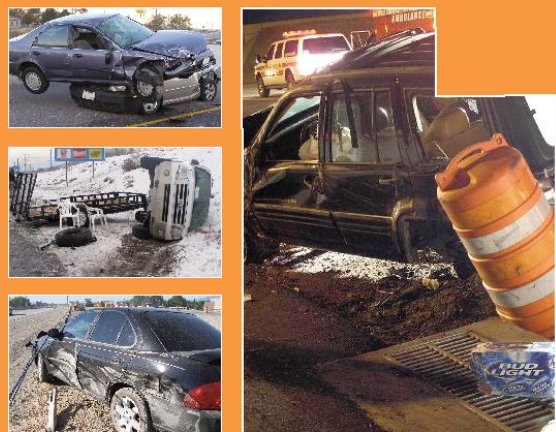
The UHSO uses several tools to educate the public on traffic safety issues. One important tool is the annual crash summary. During 2008, the UHSO released the **2006 Utah Crash Summary**, the most current crash data available. Major changes to the report include improvements in layout, improvements in county comparisons, crash rates by vehicle type, a breakout of impaired drivers by impairment type (alcohol, drug, both), the expansion of the speed-related crash section, comparisons of Utah vs. national data, improvements in the pedestrian and bicyclist sections, and the addition of a Utah Crash Synopsis, Utah Crash Facts, information on speed limits and travel speeds, driver distraction information, information on crashes involving animals, percent of impaired driver-related crashes by hour, data comparing teen crash rates by teen driver age, and motorcyclist crash rates by registered motorcycles.

The much anticipated annual crash summary took longer than usual to produce due to the significant changes in the way traffic crash data was collected beginning in 2006. The Utah Traffic Records Advisory Committee addressed this issue and worked on obtaining more timely crash data. Utah used 408 grant funds to improve the data collection system, create the Centralized Crash Repository, and improve communication among partnering agencies. With data systems rebuilt and in place, the 2007 crash summary, as well as future crash summaries, will be produced in a more timely manner.

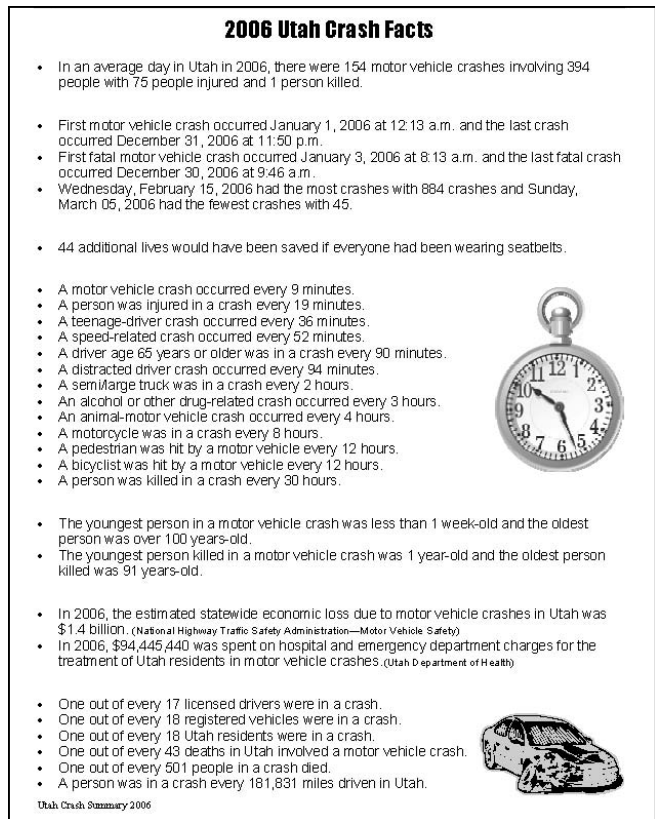
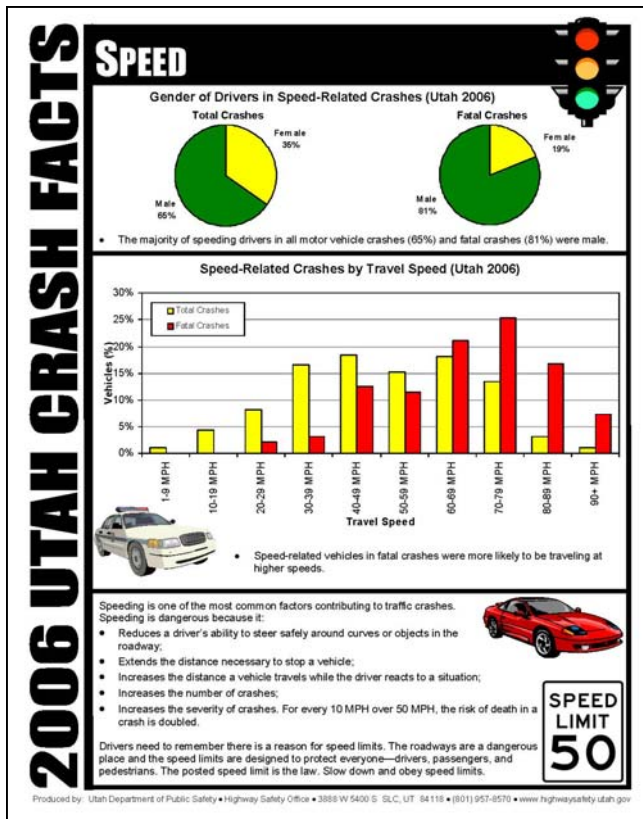


The public had a high interest and demand for motor vehicle crash data. The UHSO received crash data requests on a regular basis. These requests require additional crash data research, analysis, and publication. Special attention is given to responsibly interpret the data's reliability and validity. During 2008, the UHSO prepared documents used to educate legislators, provide support to the Department of Public Safety's Public Information Officer in response to media requests, and respond to many e-mail and phone inquiries.

Utah 2006 Crash Summary



State of Utah
Department of Public Safety



Utah Crash Fact Sheets, designed to provide information at a glance, are a particularly useful tool. Frequently requested topics for 2008 were child passenger safety, county-specific information, crashes involving animals, crashes/deaths on holidays, distracted driving, historical trends, impaired driving, motorcycle crashes, occupant protection, pedestrian safety, teenage-driver crashes, semi/large truck crashes, and speed-related crashes.

The UHSO used a data-driven approach in the problem identification process for the various traffic safety program areas in 2008 and provided this same support to partnering agencies. This allowed the UHSO and other programs to be more effective in their approach and strengthened the data-driven problem identification process for all.

The UHSO served as the main collector of fatal traffic crash data in Utah with the **Fatality Analysis Reporting System (FARS)**. Each fatal traffic crash

report was thoroughly reviewed, researched, and entered into the FARS database. This important data is used in UHSO plans, grants, reports, crash data analysis, information request responses, and demonstrating that Utah qualifies for various federal grant funds. FARS data will be a valuable aid in monitoring traffic safety outcomes as part of the new Traffic Safety Performance Measures for States and Federal Agencies.

The goals of the UHSO Crash Data Research and Analysis Section were to accurately collect traffic crash data, respond to data requests with accurate information in a timely and professional manner, provide understanding of motor vehicle crash data, and utilize crash data to affect change. The activities conducted during 2008 were consistent with these goals and will help in the reduction of motor vehicle crash injuries and deaths.

Gary Mower is the Research Analyst with the Utah Highway Safety Office (UHSO). He also serves as the Backup FARS Analyst and has been with the office for almost one year. He analyzed and interpreted the crash data, responded to data requests, prepared data sections of various UHSO plans/grants/reports, and prepared the annual Utah Crash Summary. Marilee Gomez is the FARS Analyst with the UHSO and has been with the office for over 25 years. She collected, interpreted, analyzed, coded, and entered the data from the fatal crashes into the FARS database. She also responded to inquiries from other states as part of the FARS program.

PAID MEDIA

Derek Miller



The Utah Highway Safety Office (UHSO) continues to use sustained paid and earned media to demonstrate measurable results in establishing branding with the public and changes to driver behavior. During the year, the UHSO supported the Click It or Ticket mobilization, Impaired Driving and Underage Drinking Prevention Programs, Heads Up pedestrian safety campaign, the DRIVE AWARE. RIDE AWARE. Motorcycle program, and the Getting the Word Out highway safety radio campaign. In addition, the UHSO supported the many campaigns supported by the Zero Fatalities Program, which is administered by the Utah Department of Transportation. These campaigns target a large audience with key messages to increase public awareness of roadway safety issues.



Representatives from all major media outlets were present during the Click It or Ticket kick-off event at Lagoon Park.

CLICK IT OR TICKET

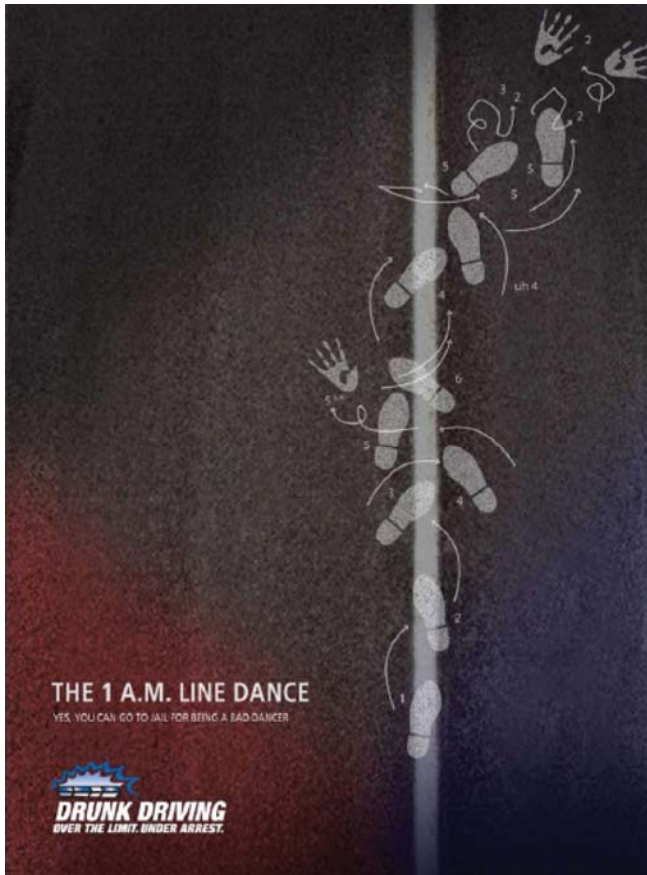
One of Utah's most effective occupant protection programs is the **Click It or Ticket (CIOT)** campaign, which has been conducted since 2000. The goal of this high-visibility enforcement mobilization is not to give out tickets, but rather to influence people to buckle up and prevent injuries and fatalities. However, the fear of getting a ticket and paying a fine is considered to be one of the methods used to change behavior and increase the number of people who wear their seat belt. In effort to inform the public about the

enforcement mobilization, each year the UHSO hosts a press event and places an extensive paid media campaign. In 2008, the CIOT campaign kicked off with a press event at Lagoon Amusement Park on May 20th during the park's High School Week. The event focused on the importance of safety belt use, especially among teen drivers, and the fact that law enforcement will be on the lookout for unbuckled motorists. Following the press event law enforcement from Salt Lake and Davis Counties conducted saturation patrols in the surrounding communities reporting 224 seat belt citations in a two-hour time period. During the week law enforcement saturated the amusement park grounds showing their support for the CIOT effort and reached more than 18,000 junior high and high school students with the buckle up message.

As part of the paid media campaign a new 60-second radio spot was placed, as well as outdoor creative. The CIOT message was seen on 35 billboards and 80 bus boards in six targeted counties (Cache, Davis, Salt



The Click It or Ticket Campaign used bus boards as one method to inform the public about the enforcement.



Lake, Utah, Washington and Weber). In addition the UHSO placed 1,581 radio advertisements promoting the enforcement effort. During the month-long campaign, paid media placement totaled \$90,379 and an additional \$103,961 was provided in bonus media. Earned media stories were generated by two successful press conferences and resulted in ten television news stories and nine print stories.

IMPAIRED DRIVING PROGRAMS

This year represented another successful year for the UHSO's impaired driving and underage drinking prevention media campaigns. The impaired driving media campaign incorporated the national "Drunk Driving. Over the Limit. Under Arrest."



message and the creative influence of the media contractor ensured that it garnered significant earned media to complement the paid media. Funds were used to produce and place radio spots, print advertisements, billboards and non-traditional media. The total campaign investment was \$230,000, with \$104,000 being spent on paid media and \$126,000 spent on production and agency fees. Extensive bonus and earned media were also received throughout the reporting period, which was estimated at \$222,875.

Parents Empowered, Utah's underage drinking prevention and education media campaign, spent \$1.1 million and received \$950,000 in bonus media for its award-winning television, radio, print, online and non-traditional media. Further details about these campaigns can be found in the Alcohol Programs Section.

HEADS UP CAMPAIGN

The Pedestrian and Bicycle Safety Program Coordinator, with support from the UHSO and Utah Department of Transportation (UDOT), planned and implemented the **Heads Up Utah Pedestrian Safety Campaign**. Transportation enhancement funds were awarded to the UHSO from UDOT to promote this dual message campaign that speaks to both the pedestrian and motor vehicle driver. Billboard, busboards, bi-lingual bus shelter advertising boards and radio messages were placed in the Fall of 2007 and Spring of 2008 encouraging both drivers and pedestrians to watch out for one another. Additionally, parking structure advertising boards, a Web site landing page, and a phone survey was conducted as part of the campaign.

A total of five different radio spots were produced for the campaign including community specific spots for Cache and Washington counties, Spanish radio, a specific spot for Salt Lake Radio Broadcasters



Association, and a general spot for all remaining radio stations. In all, 1,859 radio spots aired on stations statewide. In addition, 55 billboards, 2 Bulletins, and 60 bonus billboards were placed in Cache, Davis, Salt Lake, Utah, and Weber Counties. Busboards were also utilized with 137 paid boards and 80 bonus boards placed on Wasatch Front city buses and Trax. There were also 40 bus shelter advertisements (20 paid and 20 bonus) displayed in key areas in Salt Lake County. The parking structure advertising was displayed for a six month period at the Gateway Shopping District in Salt Lake City. Paid media totaled \$311,475 with \$207,833 being received in bonus media.

A campaign Web site (www.headsuputah.com) was also created and provides information on pedestrian safety and links to other pedestrian safety resources.

In order to measure the public's awareness of the campaign, pre and post-telephone surveys were conducted. In June 2008, following the Fall 2007 and Spring 2008 advertising flights, the public was surveyed and the awareness of having seen or heard some sort of advertising about pedestrian safety had more than doubled since the pre-survey. Nearly three out of four respondents who saw or heard the advertments indicated it did make them more aware of pedestrians. Overall, the Heads Up Utah Pedestrian Safety Campaign was successful in raising the awareness level and increasing pedestrian safety.

DRIVE AWARE. RIDE AWARE.

The DRIVE AWARE. RIDE AWARE. Motorcycle Safety Awareness campaign was launched in May 2008. Paid media efforts included radio spots and



Commissioner Duncan recording a Drive Friendly radio spot.

outdoor advertising with three different billboard designs placed across the Wasatch Front advertising specific safety messages aimed at motor vehicle drivers and motorcyclists. These eye catching billboards were also made into banners and posters displayed at different media events including concerts, the Utah State Fair, live radio broadcasts and multiple community celebrations. A total of 235 radio spots aired on nine radio stations during May and June with 235 bonus radio spots airing July through the first week in September. Between May and July, a total of 20 billboards (10 paid, 10 bonus) were on display. In all, \$106,306 was spent on paid media with a matching value of \$93,718.

GETTING THE WORD OUT

In 2008, the UHSO continued working with the Salt Lake Radio Broadcasters Association (SLRBA) to





Lone Peak High School students working to produce traffic safety radio spots for the Getting the Word Out Radio Advertisement Project.

develop and place a variety of traffic safety radio advertisements. Between May and September, twelve new radio spots were aired on 32 stations across the state. The spots addressed roadway safety challenges drivers face in Utah in an effort to increase public awareness and decrease injuries and crashes. To help record several of the spots, the UHSO developed a partnership with Lone Peak High School's Communication and Broadcasting program and utilized the students' vocal talents. In addition, Commissioner Scott Duncan agreed to be the "voice" for the Drive Friendly spot. In the last quarter of the reporting period \$8,000 was spent, while a total approximate value of \$99,600 of airtime was achieved by broadcasting the spots over 1500 times.

ZERO FATALITIES PROGRAM

The Zero Fatalities program is a comprehensive public outreach program attacking the top five contributing factors to fatalities on Utah roads: drowsy driving, distracted driving, aggressive driving, impaired driving and not buckling up. While the Utah Department of Transportation heads the program, it is a united effort with several partners including the Utah Highway Safety Office. Powerful television, radio and web

advertising have helped the Zero Fatalities team reach a broad audience across Utah.

In conjunction with the past television and radio spots, which cut through the clutter with real life situations, a new TV spot was developed entitled the "Sorry Letter." This depicts a young woman desperately trying to write an apology letter to parents for killing their child in a car crash. TV and radio were strategically placed to air during the months that statistically rank the highest in vehicular fatalities, mainly summer and into the holiday season. Throughout the year, particular sports events guaranteed to garner high viewer ratings supplemented the TV and radio buys. Along with broadcast media, high school students and parents were reached, with print ads in statewide high school championship guides. Lastly, this summer, movie theater posters were displayed in high traffic cinemas featuring the summer block buster hit Dark Knight.

The team was thrilled when the National Academy of Television Arts and Sciences awarded Zero Fatalities with a 2008 Emmy in the Public Service Announcement category for the complete Zero Fatalities TV campaign.

Zero Fatalities

A Goal We Can All Live With

Derek Miller is the Information Program Coordinator for the Utah Highway Safety Office and also manages the motorcycle safety program. Although he has been with the Department of Public Safety for less than a year, Derek's technology and communication skills are a great addition to this office.

PLANNING & ADMINISTRATION

Mark Panos



As I write this report on the Highway Safety Office's (UHSO) activities and accomplishments in FFY2008 and reflect on the program's direction as a whole, I am amazed at the significant evolution of the Highway Safety Program in Utah during the current five-year authorization, and the increase in scope and depth of many of our focus areas.

STRATEGIC AND PERFORMANCE PLANNING

The UHSO continued its active participation in the Utah Safety Leadership Team, a coalition of federal, state and local agencies, and private sector advocacy groups and partners who craft, refine and support Utah's Comprehensive Safety Plan, the state's overarching Strategic Highway Safety Plan (SHSP). David A. Beach, the UHSO Director, represents the UHSO on the Team and is an active member of the coalition.

The availability of timely crash data again affected the planning for the year, with the absence of current data creating challenges in evaluating the success of projects, and also in identifying changes in trends or emerging safety issues. I hope that FFY2009 will bring more timely crash data for reporting.

While most program areas have successes to celebrate, one prominent planning success is the revitalization of the Safe Communities program. For FFY2008 Utah changed direction with the program by employing the twelve health districts in the state as the launching point in each region for Safe Community activities instead of trying to create coalitions in each city. The infrastructure and staff at the health district offices were ready to start effecting positive changes right away, and more information on the success may be found in the Safe Communities section of this report.

FEDERAL GRANT APPLICATIONS

The overall grant application process proceeded smoothly in FFY2008 as the UHSO continued its aggressive efforts to secure the maximum amount of federal grant monies for the highway safety program in Utah. With the support and advocacy of the NHTSA Region 8 staff members assuring Utah's applications

would meet federal requirements, Utah qualified for all of the NHTSA grant monies available to the state.

Utah received the Section 406 incentive grant late in the fiscal year as a result of two consecutive years of seat belt usage over 85%. This one-time incentive money will serve in FFY2009 and beyond as a boost for program and focus areas which do not have a dedicated funding source. Planned projects for next year include those involving Native American nations and other minorities, teen driving and speed management. The State also qualified for Sections 1906 and 2011 funds, but the monies were awarded so late that activities will begin in FFY2009.

The Section 408 Traffic Safety Information Improvements grant application process continued to hold surprises for Utah, even in its third year. NHTSA is working closely with Utah and a few other states to solve the remaining concerns, and we hope this close interaction will stabilize the application process for FFY2010.

A final note regarding Utah's attempt to offer one application as part of the FFY2008 HSP: While partially successful, the challenges of the Section 408 and 2010 applications, the new applications for 1906 and 2011 (unanticipated), and the confusion on NHTSA's part with application signatures dated as much as nine months previous to the application deadline, the one application experiment will not be continued in FFY2009.

STAFF CHANGES

The UHSO experienced some staff turnover in FFY2008, and also added staff positions which enhanced and complimented the overall program and opened new and exciting opportunities.

In recognition of the importance that communication and media now play in the Highway Safety program, an information specialist position was established.



Derek Miller was hired to fill the position and his fresh ideas and communication expertise have added new depth to the UHSO's web site and informational programs. He has provided assistance to the UHSO's

program managers, and will be managing the Motorcycle Safety Program in FFY2009.



Brian Schultz was hired by the Utah Department of Public Safety as a financial analyst, and assigned to assist the UHSO with the increasing demands in the budget and accounting arena as the UHSO expanded the

highway safety program with additional NHTSA and other federal grants. Brian closely tracked the financial operations and monitored adherence to federal and state rules.



A quick glance at a Utah map reveals that the state is comprised of mainly rural areas which are low in resources and people to address their unique traffic safety needs. Retired Utah Highway Patrol trooper

Terry Smith was hired to represent the UHSO and its programs in Central, Eastern and Southern Utah. As a resident of a rural community, his extensive experience in law enforcement, child passenger safety, community services, and rural culture awareness proved a valuable resource to partners in these areas.



The need for traffic crash data research and analysis continued to increase, and Gary Mower filled some "big shoes" as the UHSO's research analyst when Amy Lightfoot left to pursue a promotional opportunity.

Gary brought 10 years of traffic safety experience to the job, having previously served as the State Pedestrian and Bicycle Safety Coordinator.

UHSO staff member Jill Sorensen was promoted to administrative secretary, replacing Kathy Memmott who moved to Central Utah. Along with her dedicated and resourceful support of the day-to-day operations of the office, Jill offered valuable technical assistance and administrative support to the various Multi-Agency Task Forces and the Coalition for Utah Traffic Safety. As a CPS technician, Jill also installed car seats for UHSO customers and at checkpoints.



To fill the customer service position vacated when Jill was promoted, Cherrie Gardner was hired as the primary contact for telephone and in-person inquiries. She assisted with educational and informational product requests, and managed the various "loaner" programs such as crash test dummies and child safety seats. Cherrie is also a CPS technician who checked car seat installations for UHSO customers and at community events.



Rhonda Parker rejoined the UHSO after an assignment at the Professional Development Center. She has worked on specific projects involving driver licensing and special permits, and assisted with other staff



needs. Rhonda is also a veteran CPS technician with over 10 years of experience and performed car seat inspections at the UHSO and community checkpoints.

The Utah Highway Patrol's Dave Moreno was promoted to sergeant and assumed responsibility for the Public Information and Education (UHP PI&E) program which is housed within the UHSO Offices. He has minority community ties and a genuine interest in community activities, and has supported the closely aligned goals of both agencies.



PROFESSIONAL DEVELOPMENT & TRAINING

The UHSO staff members continued to sharpen and refine their skills with many participating in national-level activities and associations, and each attended at least one professional development opportunity in FFY2008. Some examples of these opportunities include NHTSA's Program Management and Managing Your Federal Finances training courses, GHSA Executive Training, FARS Annual Meeting and Workshops, Utah Department of Public Safety's Leadership Academy, and a variety of other local, and regional and national opportunities.

The Governors Highway Safety Association (GHSA) represents each of the 50+ federal jurisdictions, and is governed by an Executive Board. At their Annual Meeting in Scottsdale, Arizona, GHSA members elected Dave Beach to the Board as the Association Secretary for the next year.

One of the tools NHTSA offers the states to improve the Highway Safety Program is an assessment of a specific program area. Occupant Protection is one such assessment available, and Kristy Rigby was invited to be an assessment team member. It is anticipated this will be an ongoing invitation.

Each year GHSA offers executive training for new UHSO senior staff, coordinators and governor's highway safety representatives. I (Mark Panos) was invited to be a faculty member for this training, with a focus on strategic and performance planning.

COMMITTEES AND TASK FORCES

The UHSO staff continued to serve on many important committees during the year, and offered technical assistance to any requestors. Two staff members serve on the ADTEC Committee, the group which oversees about \$800,000 in state monies targeting impaired drivers (within Utah). The group convened quarterly to review the distribution and results of overtime enforcement shifts statewide, and reviewed requests by local agencies for equipment related to removing impaired drivers from Utah's roads.

The Salt Lake County Multi-Agency Task Force, a very active coalition of law enforcement agencies within Salt Lake County, has served as a best practices

model for other aspiring areas. The law enforcement agencies in Davis County organized a task force to provide similar attention to traffic safety issues in their areas and kicked it off in November 2007. Law enforcement agencies in Weber and Utah Counties have observed the benefits from the multi-agency approach and are exploring similar task forces.

Another interesting task force is one focusing on teen drivers. With participation from a diverse group of agencies and organizations such as the Utah Department of Health, the Utah Department of Public Safety, the Utah Office of Education, AAA of Utah, Primary Children's Medical Center and more, the Teen Driver Task Force served as an example of the influence such a partnership can effect.

CONFERENCES

The UHSO staff continued to attend conferences to maximize knowledge of current and emerging traffic safety issues, to encourage extensive networking within the highway safety community, and to serve as a resource for other agencies. A sampling of the conferences attended includes the Lifesavers Conference, NHTSA's Strategic Communications Forum, Traffic Records Forum, and various law enforcement meetings.

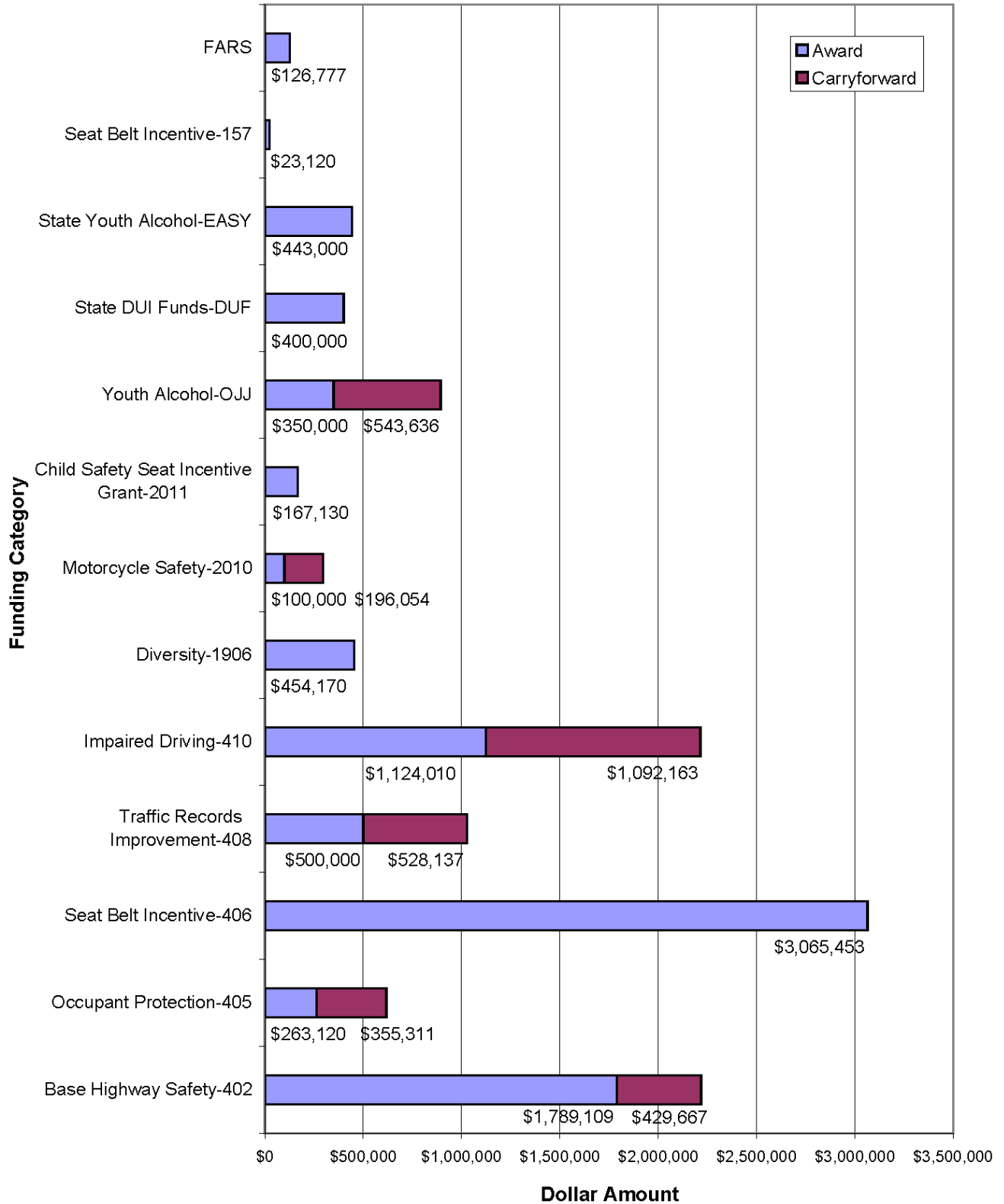
AWARDS AND ACHIEVEMENTS

Nominated by Art Brown, President of the Utah Chapter of MADD, the "alcohol programs" team (Teri Pectol, Sgt. Ted Tingey and Helen Knipe) at the UHSO received a DPS Unit Citation Award as a result of their success in removing impaired drivers from Utah's roadways.

Utah's Eliminating Alcohol Sales to Youth (EASY)/ ParentsEmpowered program received GHSA's Peter K. O'Rourke Special Achievement Award. The award recognized the success of this comprehensive and unique program which seeks to eliminate underage drinking in Utah through total community mobilization.

Mark Panos is the Deputy Director and Senior Program Planner with the Utah Highway Safety Office. He has been with the Utah Department of Public Safety for over 13 years. He has served at the Highway Safety Office for six years, and previously with the Driver License Division.

**Available Grant Funds in FFY2008
(Carryforward Plus Current SAFETEA-LU Funds)**



CURRENT LEVEL OF PERFORMANCE

OCCUPANT PROTECTION

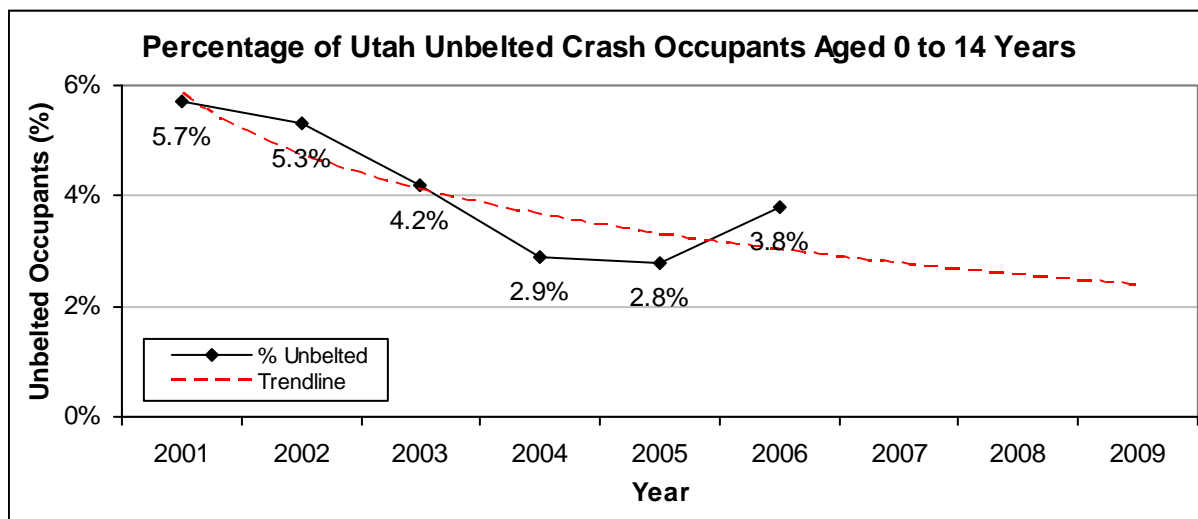
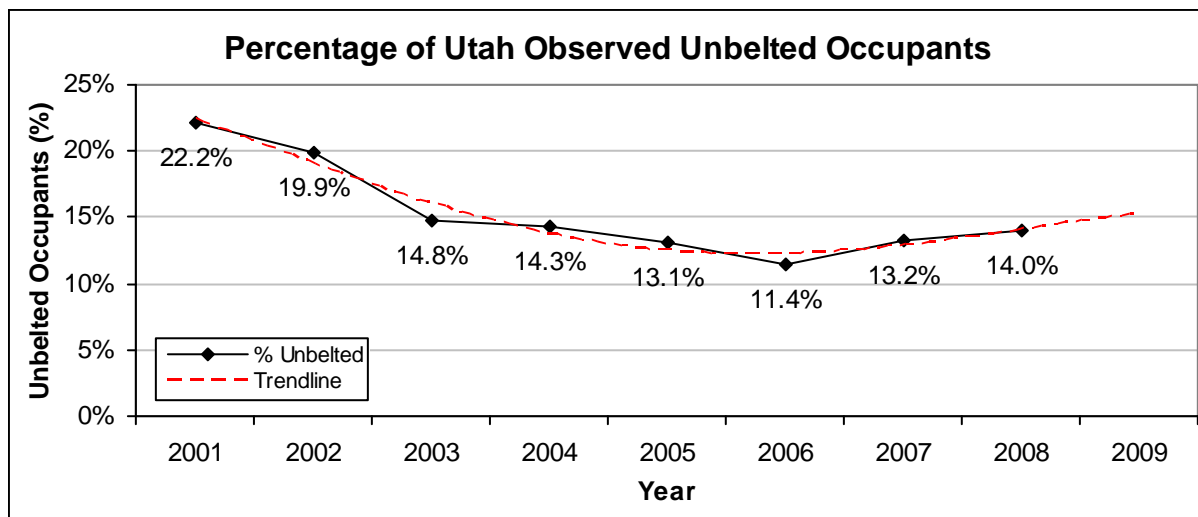
Performance Goal:

Sustain the favorable conversion trend of unbelted drivers and unrestrained children, through continued support of prevention, educational and enforcement programs.

Performance Measures:

- ◆ Continue the favorable trend by demonstrating a reduction in the percentage of unbelted crash occupants to 8.3% in 2008.
- ◆ Continue the favorable trend by demonstrating a reduction in the percentage of unbelted crash occupants aged 0-14 years to 1.5% in 2008.

Comments: The level of unbelted occupants (observed) in Utah has taken a slight downward trend, with the observational survey showing 14.0% of occupants unbelted in 2008. The UHSO recognizes this trend and has obligated funds to address the issue. The most current information for unbelted occupants aged 0 to 14 showed a continuing reduction trend and Utah is likely to meet this performance measure. Utah is one of the few states that qualified for Section 406 monies under the “performance state” criteria.



ALCOHOL PROGRAMS

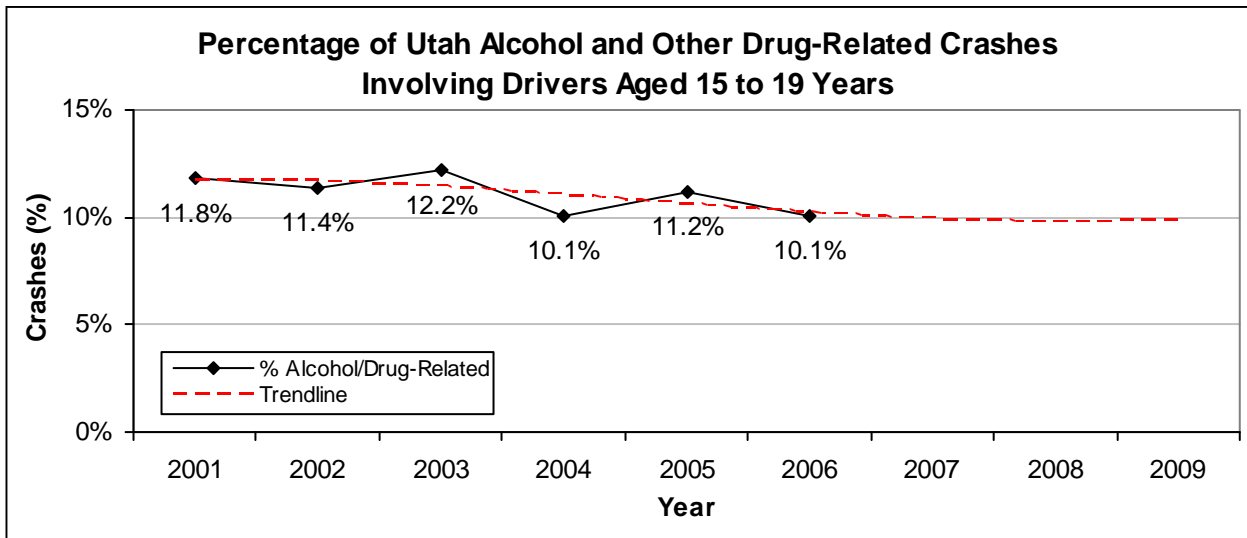
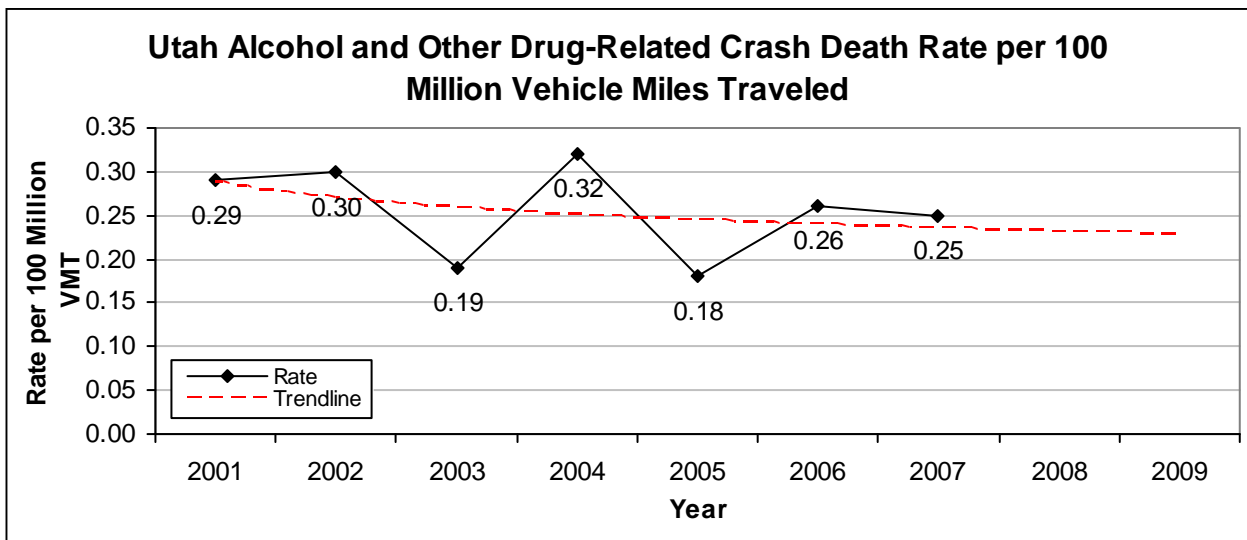
Performance Goal:

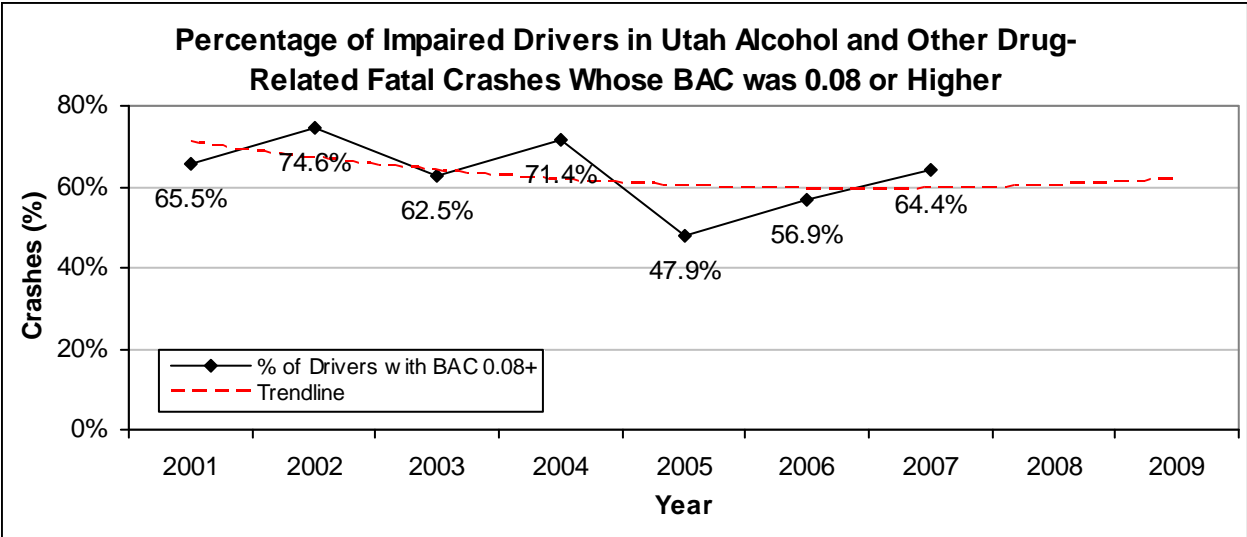
Through continued support of prevention, educational and enforcement programs, sustain the reduction trend in the alcohol-related fatality and serious injury rate.

Performance Measures:

- ◆ Continue the favorable trend by demonstrating a reduction in the alcohol and other drug-related traffic fatalities rate per 100 million vehicle miles traveled from 0.18 in 2005 to 0.16 in 2008.
- ◆ Continue the downward trend of alcohol and other drug-related crashes involving drivers aged 15-19 years from 11.2% in CY 2005 to 10.1% in CY 2008.
- ◆ Reduce the upward trend of drivers fatal alcohol and other drug crashes whose BAC was .08 or higher.

Comments: The trend of alcohol and other drug-related crashes continued the downward trend, as did the percentage of those crashes that involved drivers aged 15 to 19 years of age. While the percentage of drivers involved in fatal alcohol or other drug related crashes with a BAC of 0.08 or higher increased, this might reflect that Utah’s education and information efforts resonated with the casual drinker and kept them off the roadways. Also of note, Utah continued to lead the nation with the lowest percentage of crash fatalities which were alcohol-related.





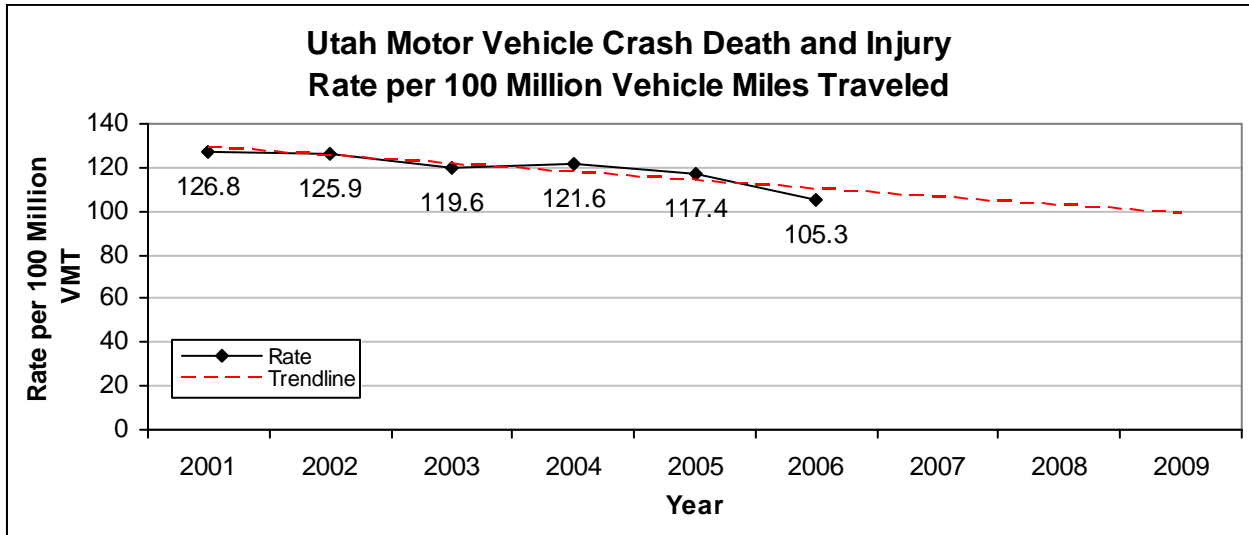
SAFE COMMUNITIES

Performance Goal:

Partner with Health Districts and traffic safety partners to continue the downward trend of Utah's traffic-related fatality and serious injury rate.

Performance Measure:

Continue the favorable trend by demonstrating a reduction in the motor vehicle crash fatalities and serious injuries rate per 10,000 population from 115.9 in 2005 to 105.1 in 2008.



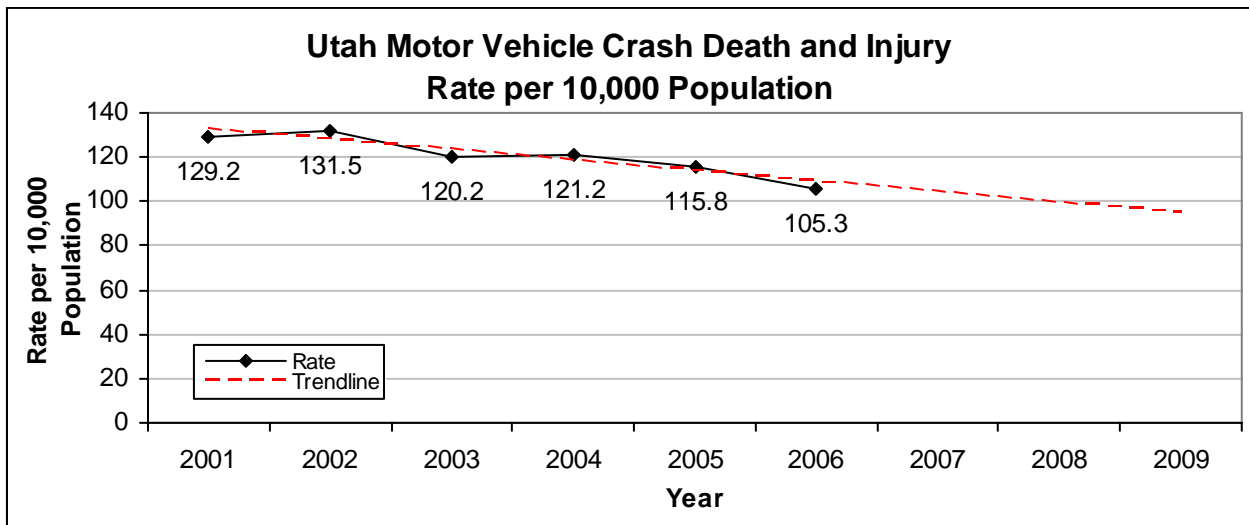
POLICE TRAFFIC SERVICES

Performance Goal:

Provide support for police traffic services to reduce the traffic fatality and serious injury rate in Utah.

Performance Measure:

Continue the favorable trend by demonstrating a reduction in the motor vehicle crash fatalities and serious injuries rate per 100 million vehicle miles traveled from 117.4 in 2005 to 110.7 in 2008.



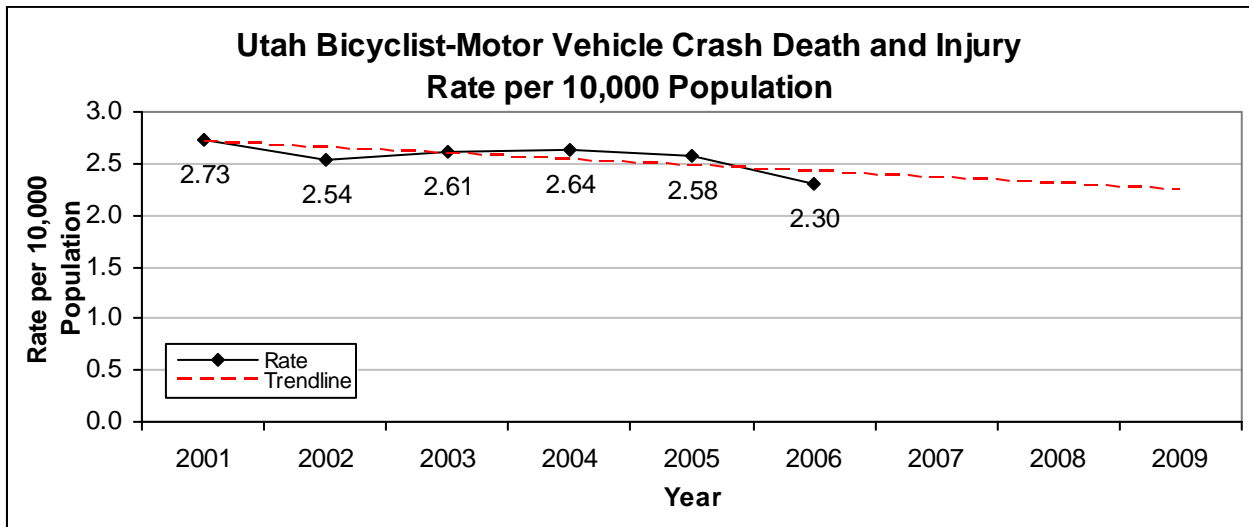
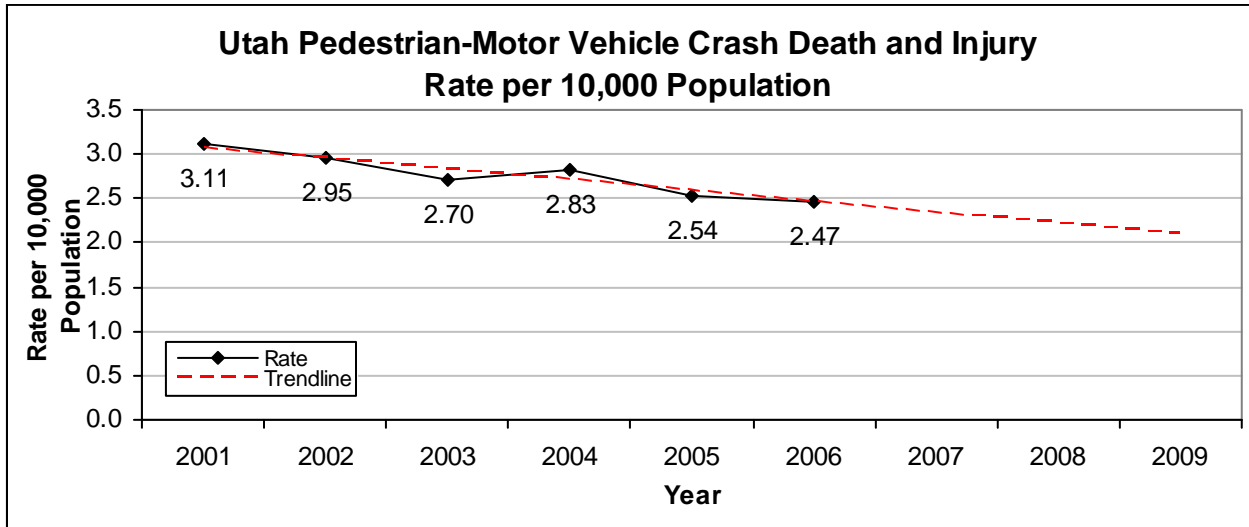
PEDESTRIAN AND BICYCLE SAFETY

Performance Goal:

Through support of prevention, educational and enforcement programs, continue the downward trend in the reduction in the pedestrian and bicyclist traffic fatality and serious injury rates.

Performance Measures:

- ◆ Continue the favorable trend by demonstrating a reduction in the serious injury and fatal pedestrian-motor vehicle crash rate per 10,000 population to 1.9 in 2008.
- ◆ Continue the favorable trend by demonstrating a reduction in the serious injury and fatal bicycle-motor vehicle crash rate per 10,000 population to 2.4 in 2008.



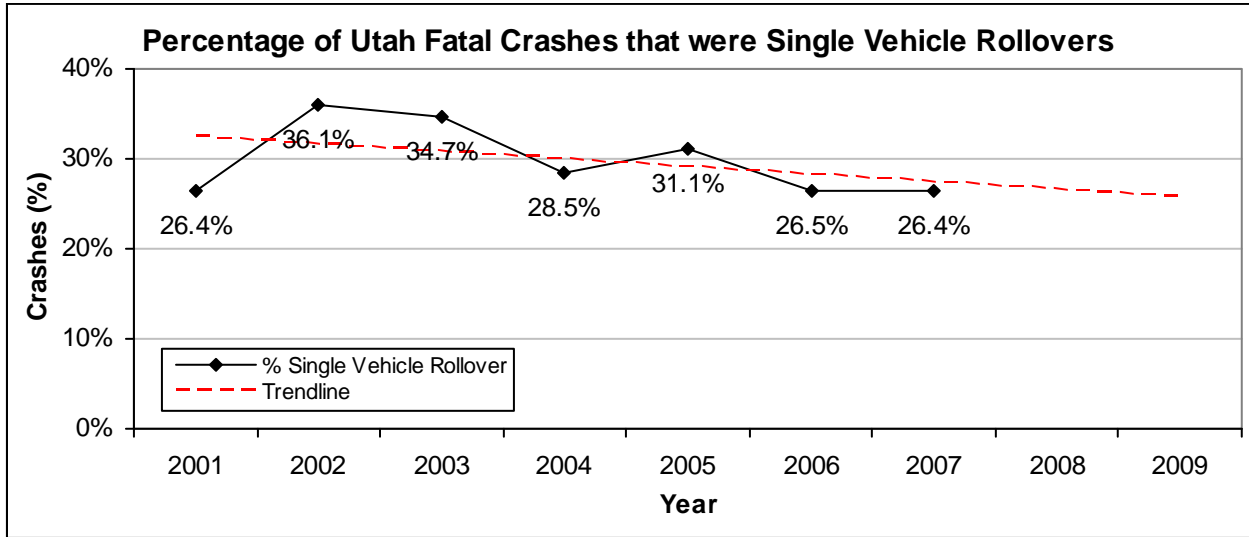
ROADWAY SAFETY

Performance Goal:

Support prevention, educational and enforcement programs to reduce the single-vehicle rollover fatality and serious injury rate.

Performance Measure:

Reduce the upward trend in the percentage of fatal crashes that were single vehicle rollovers in CY 2008.



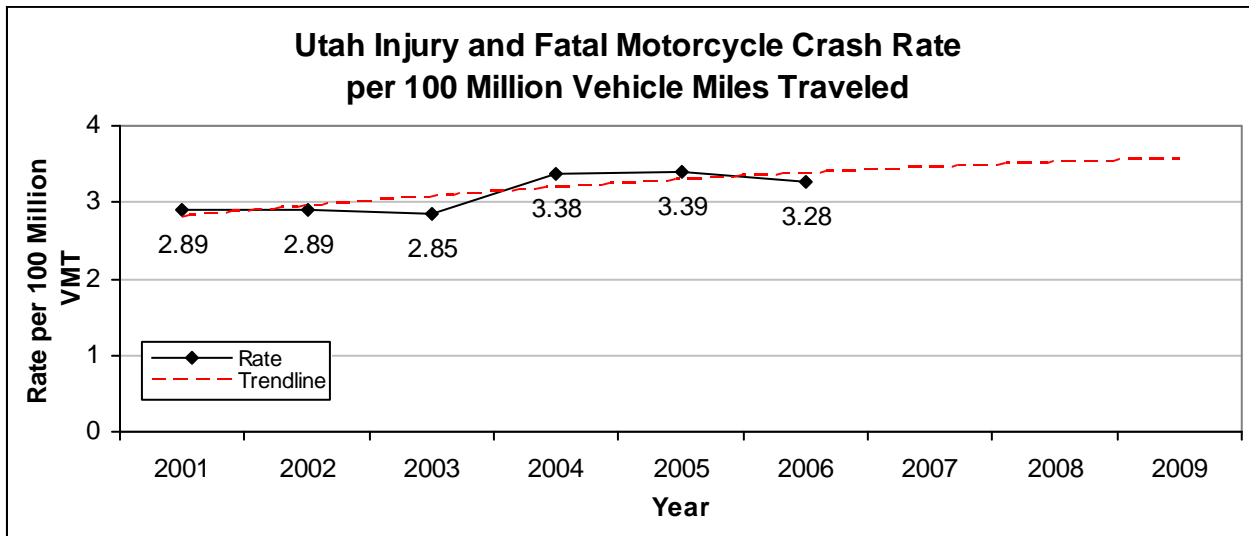
MOTORCYCLE

Performance Goal:

Support training and educational programs to reduce the upward trend in the motorcyclist traffic fatality and serious injury rate.

Performance Measure:

Reduce the upward trend in the serious injury and fatal motorcycle crash rate per 10,000 population in 2008.



TRAFFIC RECORDS IMPROVEMENT / CRASH DATA RESEARCH & ANALYSIS

Performance Goal:

Improve traffic data records in at least one core data system, in one performance measure area.

Performance Measures:

- ◆ Increase the percentage of pre-hospital crash injury data received at the EMS Bureau via utilization of a web-based reporting system within 60 days of the event from 60% to 80%.
- ◆ Increase the percentage of crash locations accurately referenced through utilization of geocoding services from 0% to 60%.
- ◆ Increase the percentage of correct and updated milepost data, and integrate into the roads data file from 0% to 90%.
- ◆ Increase the percentage of addresses matched against the postal service from 0% to 60%.
- ◆ Increase the percentage of roads referenced in a coherent, consistent system by geo-referencing historic data from 0% to 10%.

Comments: The percentage of pre-hospital crash injury data received at the EMS Bureau through the web-based reporting system has increased to 64%. Progress has been slowed due to the reluctance of vendor to take advantage of the new web services interface. The priority of the geo-coding services, address matching, and geo-referencing historical data projects is being re-assessed by UTRAC. Updated and accurate milepost data has been accomplished on 75% of Utah's roadways.

PAID MEDIA

Performance Goal:

Increase public recognition of highway safety-specific campaigns through branding, and their awareness of traffic safety issues and concerns.

Performance Measure:

Support the various highway safety focus areas with sustained media messages.

Comments: This extensive, sustained media program reached drivers statewide with radio and television messages being broadcast throughout the state.

PLANNING AND ADMINISTRATION

Performance Goal:

Continue the effective highway safety program in Utah through partnerships and participation with groups and coalitions focusing on highway safety issues, and by encouraging professional development of UHSO staff members.

Performance Measures:

- ◆ Provide staff members with continuing education opportunities, encourage new and continued professional affiliations, and inspire refinement of leadership skills.
- ◆ Successful alignment of the annual Highway Safety Plan (HSP) with the goals and measures of the Utah Comprehensive Safety Plan.

Comments: Each staff member attended at least one professional development function related to their area of expertise or for job-enrichment. The Office also achieved alignment of the goals and measures of success between the HSP and the UHSO's Strategic Plan.