



Department of Transportation

State of Wyoming



Dave Freudenthal
Governor

John F. Cox
Director

December 10, 2010

Bill Watada, Administrator
NHTSA Region 8
12300 W. Dakota Avenue, Suite 140
Lakewood, CO 80228-2583

Dear Mr. Watada

Provided herein are three (3) copies of the FY2010 Wyoming Highway Safety Office Annual Report. It provides a report out of the State's progress in meeting its core highway safety goals and the projects and activities funded during the fiscal year that contributed to the progress. A copy of the Compliance to Certifications and Assurances, GTS Expenditure Close Report (HS-217) and the 154/164HE report have also been provided.

In reviewing the Annual Report, progress reports focus on the core highway safety measures identified in the FY2010 Highway Safety Plan. These are the core measures agreed upon by the Governor's Highway Safety Administration (GHSA) and NHTSA. Activity reports of some key projects cross program areas. When selected by the Highway Safety Office, some may also be featured in the Noteworthy Section of the Annual Report. This duplication allows the reader to selectively review sections of the report without losing pertinent content.

If you have any questions, please feel free to contact Dee West Peterson at (307) 777-4257.

Sincerely,

Matthew D. Carlson, P.E.
State Highway Safety Engineer

cc: Gina Espinosa-Salcedo, Deputy Administrator
Mario Ramos, NHTSA State Representative

- WYOMING - HIGHWAY SAFETY OFFICE ANNUAL REPORT



FISCAL YEAR

2010

**HIGHWAY SAFETY PROGRAM
WYOMING DEPARTMENT OF TRANSPORTATION
5300 BISHOP BLVD.
CHEYENNE, WYOMING 82009-3340**

FINAL ADMINISTRATIVE REPORT
WYOMING FY2010 HIGHWAY SAFETY PLAN

December 31, 2010

Matthew D. Carlson, P.E.
State Highway Safety Engineer
Governor's Representative for Highway Safety

Dee West Peterson, Supervisor
Highway Safety Program
State Highway Safety Coordinator

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**Wyoming Department of Transportation
FY2010 Highway Safety Program**

Office Structure

The Wyoming Highway Safety Office is one of the Highway Safety Program sections within the Department of Transportation. The section consists of four staff members that report to the Governor's Representative. Together, with the insight of skilled veterans, all are focused on refinements in problem identification, project expectations, evaluation and the communications of each. Listed below are the members of the Highway Safety Office.

GR:

Matt Carlson
Governor's Representative for Highway Safety
State Highway Safety Engineer

HSO Staff:

Dee West Peterson
Highway Safety Program Supervisor
State Highway Safety Coordinator

Dalene Call
Grant Manager
Areas: Law Enforcement DUI, Speed & Equipment,
Grant Tracking System, Agency Financial, etc.

Anna Thompson
Grant Manager
Areas: Occupant Protection, Motorcycle, Safe Communities, etc.

Stephanie Lucero
Grant Manager
Areas: Media, Data Analysis, Traffic Records, Problem ID,
TRCC, etc.

Fortunately, each employee goes well beyond the parameters noted above to improve the efforts of the office. We are deeply committed to our goal of reducing the number of persons injured and killed on Wyoming roadways.

Compliance to Certifications and Assurances

The Wyoming Department of Transportation, Highway Safety Program (aka Highway Safety Office) has complied with all the Certifications and Assurances required under 49 CFR Part 18 and 19, 23 U.S.C. Chapter 4, 23 CFR Chapter 11, NHTSA Order 462-6C, and the Highway Safety Grant Funding Policy. Additionally and more specifically the following assurances are made.

1. At least 40 percent of all Federal funds apportioned to Wyoming were expended for the benefit of the local highway safety programs. The FY 2010 percentage was 41.0%.
2. Support national highway safety goals by participating in national law enforcement mobilizations, sustained enforcement of statutes addressing impaired driving, occupant protection and driving in excess of posted speed limits.
3. Support national highway safety goals by conducting an annual safety belt use survey using an NHTSA acceptable methodology. The June 2010 survey observed 66.6% of all vehicle occupants were wearing safety belts.
4. Development of a statewide data system to provide timely and effective data analysis to support allocation of highway safety resources.
5. The Wyoming Highway Patrol and the members of the Wyoming Sheriffs and Chief of Police Association follow the IACP's guidelines established for vehicular pursuits.



Matthew D. Carlson, P.E.
State Highway Safety Engineer
Governor's Representative for Highway Safety

Executive Summary

About Wyoming

Wyoming is a large frontier state, rural with a small population base. It is comprised of 97,814 square miles and has an estimated 2009 population of 544,270. This equates to 5.56 persons per square mile. Ninety-six percent of Wyoming highways are 2-lane.

The following summary provides progress reports to the FY 2010 Highway Safety Plan, Measures of Success. Following this page are additional illustrations and goal progress reports.

- The Wyoming fatality rate, per 100 million vehicle miles traveled (100M VMT), decreased from [1.71] in 2008 to [1.43] in 2009.
- The combined serious injury and fatality rate, per 100 million vehicle miles traveled (100M VMT), decreased from 9.9 in 2008 to 8.1 in 2009.
- The percentage of crashes with drinking drivers involved in fatal crashes decreased from 46.8% in CY 2008 to 41.4% in 2009.
- The alcohol involved fatality rate per 100M VMT decreased from 0.85 in CY 2008 to 0.59 in CY 2009.
- The number of alcohol-impaired drivers under the age of 21 involved in crashes increased from 184 in CY 2008 to 215 in CY 2009.
- After a rallying 403 grant effort, the state observed belt usage increased from 63.5% in 2006 to 72.2% in 2007, 2008 results fell to 68.6% and 2009 results fell to 67.6%. A decrease was observed in **WY resident** belt usage, 66.9% in 2008 to 65.5% in 2009. The percentage of unbelted fatalities decreased from 71.9% in CY 2008 to 70.5% in CY 2009.
- Proper child restraint use, observed at CPS Check Up Events, continues to only hover in the 10-13% range. Since persons instructed or confident in proper placement of their children in child restraints do not typically attend these events, we may not recognize the full benefit of CPS instruction and education.
- Speed-related crashes, defined as exceeding the speed limit or driving too fast for roadway conditions, increased from 23.4% in CY 2007 to 26.0% in CY 2008. The speed-related fatality rate per 100M VMT also decreased from 0.93 in CY2008 to 0.77 in CY2009.
- The speed-related fatal and serious injury rate decreased from 4.45 in CY 2008 to 4.08 in CY 2009.
- Motorcycle fatalities decreased from 19 in CY 2008 to 13 in CY 2009. Motorcycle crashes have decreased from 397 in 2008 to 352 in 2009.

**Annual Report
of
Performance & Core Outcome
Measures**

Performance and Core Outcome Measures Progress Reports

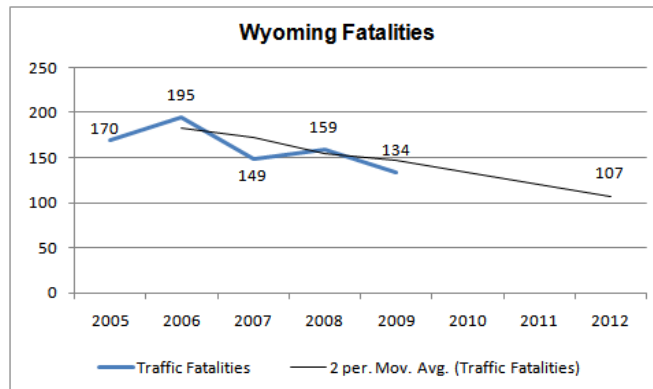
To decrease traffic fatalities 5 percent from the 2004-2008 calendar base year average of 168 to 159 by December 31, 2011.

[NHTSA/GHSA Core Measure 1; Data Source: FARS]

Progress Report:

Since the creation of the FY2010 Highway Safety Plan, FARS has updated their database to include the calendar year 2009. The average number of fatalities over the years 2005-2009 was 161.6 which is a 3.8% reduction thus far.

Twenty-five fewer people died on Wyoming roadways in 2009 than the year prior, 159 versus 134. Given the small fatality numbers in Wyoming, relative to other national counts, variation is expected.



To decrease fatalities/VMT from 2004-2008 calendar base year average of 1.68 to 1.59 by December 31, 2011.

[NHTSA/GHSA Core Measure 3a; Data Source: FARS]

Progress Report:

Between the years 2004-2008, the average rate was 1.68.

To decrease rural fatalities/VMT from the 2004-2008 calendar base year average of 2.16 to 1.84 by December 31, 2011.

[NHTSA/GHSA Core Measure 3b; Data Source: FARS]

Progress Report:

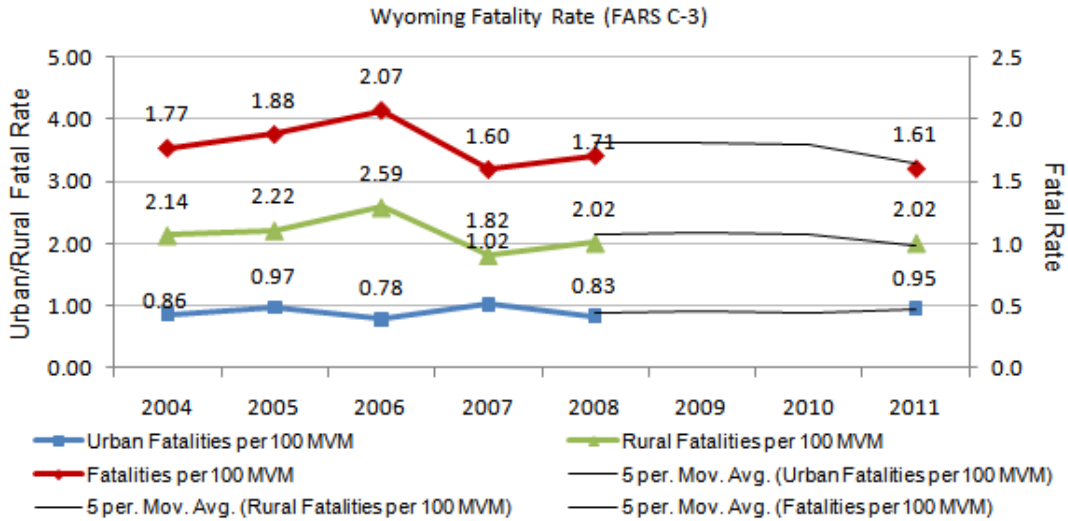
Between the years 2005-2009, the average rate was 2.16.

To decrease or maintain urban fatalities/VMT from the 2004-2008 calendar base year average of 0.89 to no more than 0.89 by December 31, 2011.

[NHTSA/GHSA Core Measure 3c; Data Source: FARS]

Progress Report:

Between the years 2004-2008 the average rate was 0.89. Not unexpectedly, rural fatality rates are higher than urban rates.

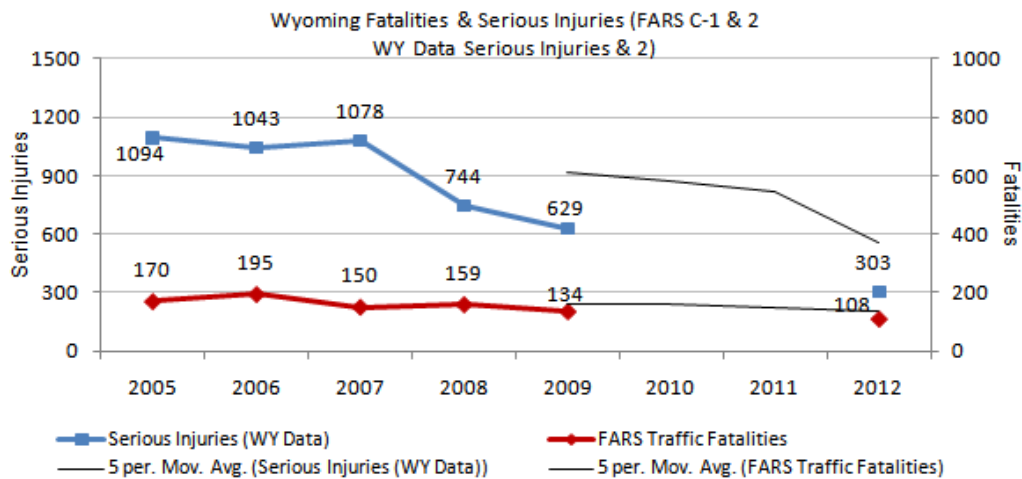


To decrease fatalities and serious injuries by 3 percent from 2003-2007 calendar base year average of 1,252 to 1,214 by December 31, 2011.

[State Performance Measure; Data Source: State]

Progress Report:

The current average number of fatalities and serious injuries from 2005-2009 is 1,079.

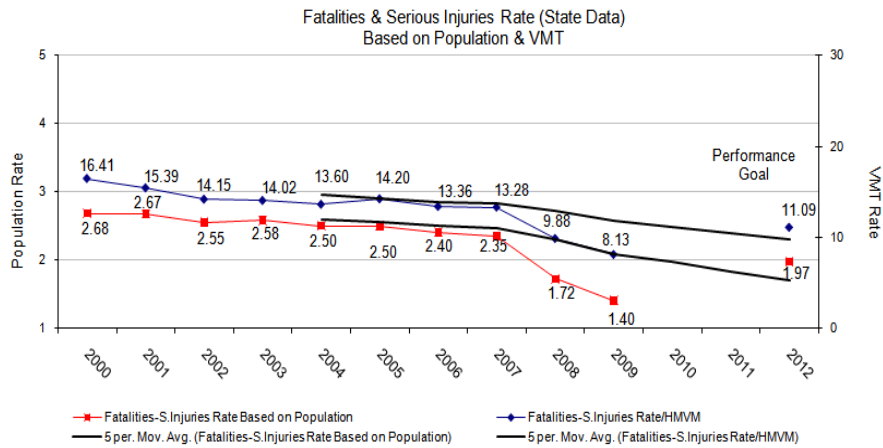


To continue the projected reduction of fatality and serious injury rates per 100M VMT from 13.28 in 2007 to 11.50 by December 31, 2011.

[State Performance Measure; Data Source: State]

Progress Report:

The current average VMT rate for fatal and serious injuries from 2005 to 2009 is 11.77.



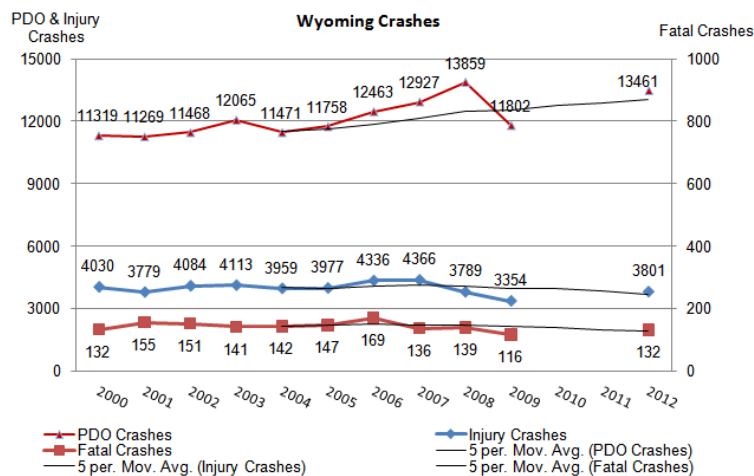
To decrease serious traffic injuries 3 percent from the 2003-2007 calendar base year average of 1,083 to 1,051 by December 31, 2011.

[NHTSA/GHSA Core Measure 2, Data Source: State]

Progress Report:

Since the creation of the FY2010 Highway Safety Plan, the State has updated their database to include the calendar year 2009. Officer reporting of serious injuries as incapacitating injuries appears to have decreased when comparing it with reported injury description. The Highway Safety Data Management section is addressing this concern.

Note: Serious injuries are defined as an incapacitating injury which varies from unable to walk normally to paralyzed and comatose. Until more accurate medical assessment data is available, the Highway Safety Office will continue to measure serious injury as an incapacitating injury.



Occupant Protection



To increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles 2 percentage points from the 2008 calendar base year average usage rate of 68.6 to 70.5 percentage points by December 31, 2011.

[NHTSA/GHSA Behavior Measure 1; Data Source: State]

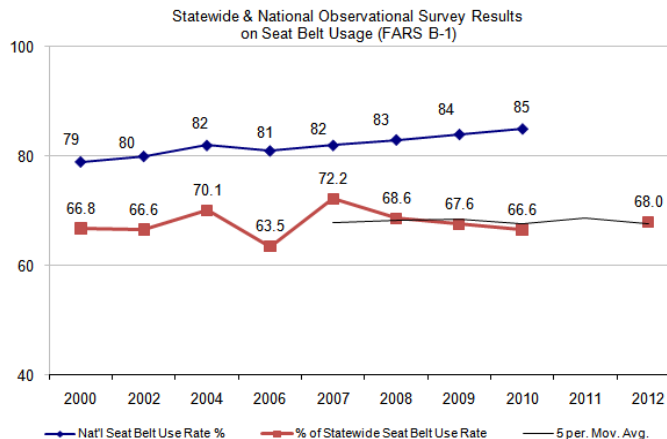
Progress Report

After a rallying 403 grant effort, the state observed belt usage increased from 63.5% in 2006 to 72.2% in 2007. Since then the state observed belt usage rate has fallen to 66.6%. A decrease was also observed in **WY resident** belt usage, 66.9% in 2008 to 65.5% in 2009. Dismal as these observations were, the percentage of unbelted fatalities decreased slightly from 71.9% in 2008 to 70.5% in 2009.

It is clear the state of Wyoming struggles to make an impact in seat belt usage. Knowing this, the Wyoming Seat Belt Coalition (WYSBC) is supporting the Governor level workforce safety effort that has targeted legislation to increase seat belt usage for individuals 21 and younger. This effort will start in the 2011 Legislative session.



Another WYSBC project targets law enforcement incentives, recognition and awards for enforcing the Wyoming secondary seatbelt law. The award presentations continue from FY2010. More information is provided in the Occupant Protection portion of the Annual Report.

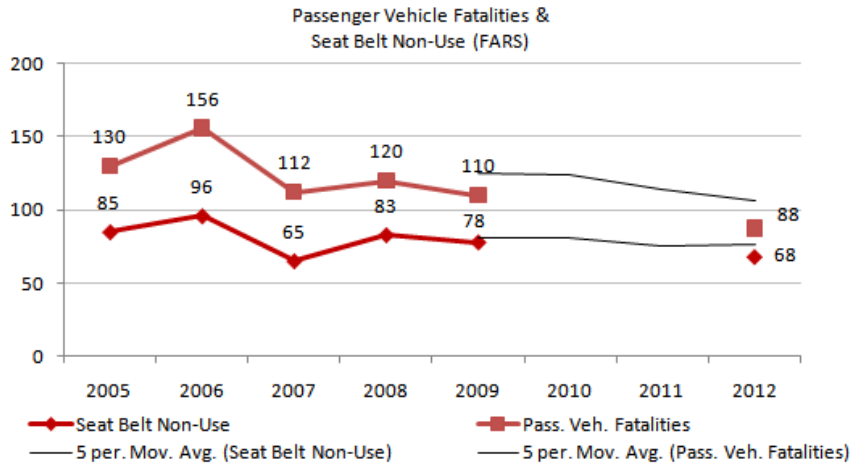


To decrease unrestrained passenger vehicle occupant fatalities, in all seating positions, 5 percent from the 2004-2008 calendar base year average of 82 to 78 by December 31, 2011.

[NHTSA/GHSA Core Measure 4; Data Source: FARS]

Progress Report:

The percentage of unrestrained fatalities decreased slightly from 71.9% in 2008 to 70.5% in 2009. This is a two percent reduction at this time.

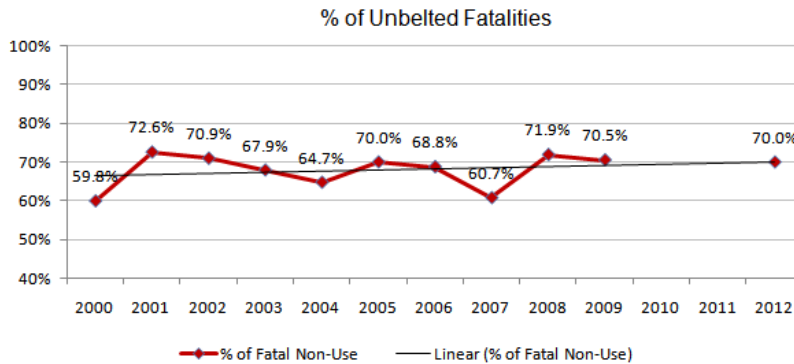


To reduce the unrestrained fatalities from 71.9% in CY 2008 crashes to 66.5% in CY 2011.

[State Performance Measure; Data Source: State]

Progress Report:

The 2009 unrestrained fatality involvement was 70.5%. Heightened efforts are on-going in FY2011 with the hope that legislative, enforcement, safe communities, the Wyoming Seat Belt Coalition and media will help the state obtain their goal.

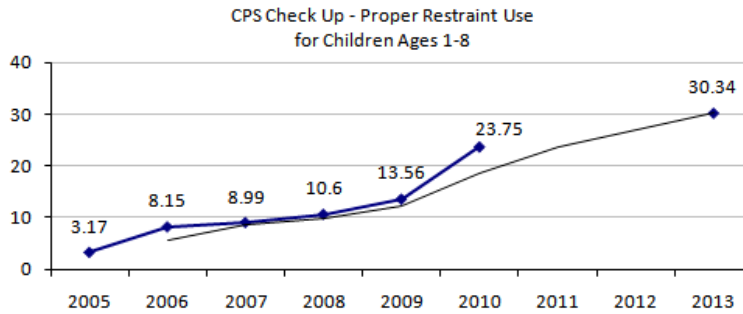


To increase the proper restraint use of children age 1-8 from 10.6% to 18.2%, as demonstrated by the CPS Check-Up Tracker, by December 31, 2011.

[State Performance Measure; Data Source: State]

Progress Report:

The number of child restraints check in 2010 was 2,469 with 627 new seats distributed at CPS checkup events.



The misuse rate has declined from 82.59% in 2009 to 76.25% in 2010.

The number of seat belt citations issued during grant-funded enforcement activities for FY2010 were 987 seatbelt citations and 89 child restraint citations.

[NHTSA/GHSA Activity Measure 1; Data Source: State]

Progress Report:

Law enforcement serving 80% of the state's population participated in overtime grants to increase belt usage on Wyoming roadways. Local enforcement seat belt citations increased by 93.8%! Though the numbers are still low, they are almost double the number in FY2009 during grant periods. There was no change in the number of child restraint citations by local law enforcement. The Wyoming Highway Patrol (WHP) had a 31.4% decrease in the number of seat belt citations written during Speed and DUI grant enforcement and a 24% decrease in child restraint citations this year. Overall, comparing FY2010 to FY2009 activity, there was a 53.5% increase in seatbelt citations and an 8% decrease in child restraint citations written.

Although the WHP showed a decrease in the seat belt citations, their availability to work overtime had decreased from 3,161 in FY2009 to 1,792 in FY2010. This a 43.3% decrease in hours worked. If calculated into the above citation reduction, seat belt citations would still show a decrease and child restraint citations would show an increase.



Alcohol

To decrease alcohol impaired driving fatalities 5 percent from the 2004-2008 calendar base year average of 57 to 54 by December 31, 2011.

[NHTSA/GHSA Core Measure 5; Data Source: FARS]

Note: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.



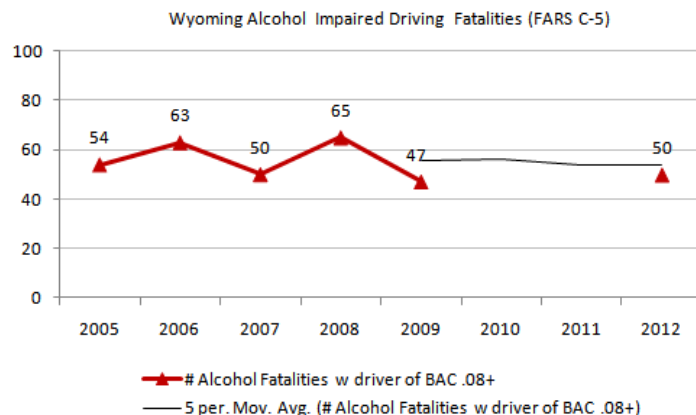
Progress Report:

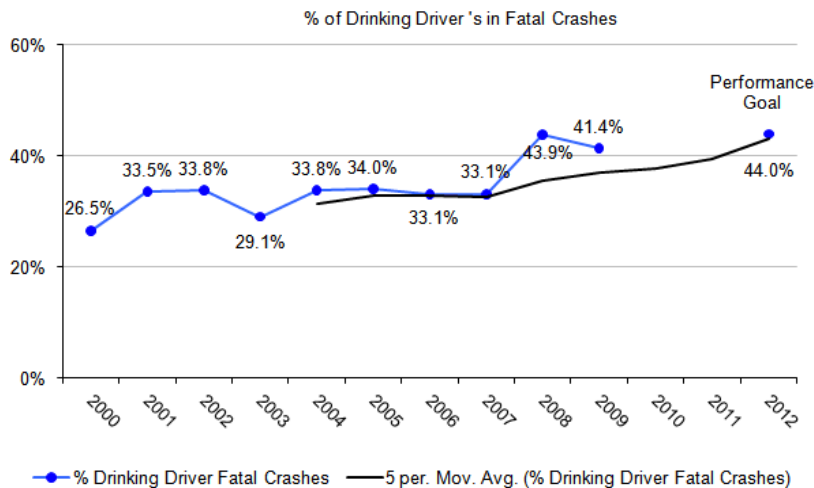
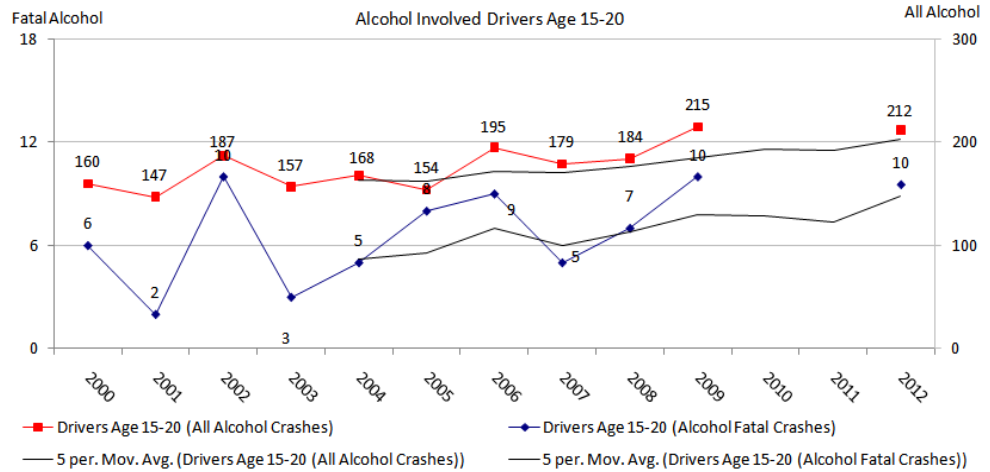
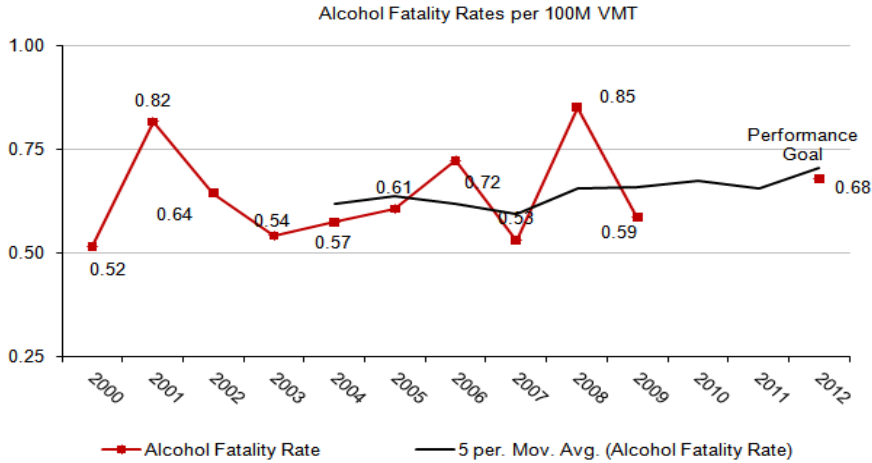
- The number of alcohol impaired driving fatalities decreased from 65 in 2008 to 47 in 2009. This is a 27.7% decrease.
- The percentage of alcohol involved drivers in fatal crashes has decreased from 43.9% in CY 2008 to 35.8% in 2009.
- The percent of deaths that were alcohol related in CY2009 was 41.0%.
- The alcohol involved fatality rate per 100M VMT decreased from 0.85 in CY 2008 to 0.59 in CY 2009.
- The number of persons killed in alcohol related crashes decreased from 79 in CY2008 to 55 in CY2009. This was a 30% decrease.
- The number of alcohol-impaired drivers under the age of 21 involved in crashes had almost a 4% decrease from 180 in CY 2008 to 173 in CY 2009.

The state recognizes the alcohol impaired driving problem and is addressing it on many fronts. The following were new events of FY2010.

- Legislation to address underage possession and impairment statute gaps passed and effective July 1, 2010.
- Legislation to enhance DUI penalties passed. The law expanded the definition of "controlled substances, prohibited a driver from exceeding the maximum blood alcohol level of 0.08% within two hours of a lawful arrest, allowed the introduction of evidence related to the tests obtained more than two hours after an alleged violation, and expanded from 5 to 10 years the time period in which prior offenses are counted for purposes of enhanced penalties. The law was effective July 1, 2010.
- The Governor's Leadership Team to Prevent Impaired Driving completed a Strategic Plan and discussed it with the Governor elect in October. A December meeting with the Governor elect's staff has been scheduled to determine how best to move this Plan forward under the new state administration.

Supporting grant project information is offered in the Alcohol section.





buzzed
driving is
drunk
driving
designate a sober driver

The number of impaired driving arrests made during grant-funded enforcement activities were 336 DUI/Alcohol citations

[NHTSA/GHSA Activity Measure 2; Data Source: State]

Progress Report:

Law enforcement serving 80% of the state's population participated in overtime grants to increase DUI enforcement on Wyoming roadways. Comparing FY2010 to FY2009 grant activity, there was an overall decrease of 15.8% in DUI arrests. Local enforcement DUI Arrest increased 16.4% and Wyoming Highway Patrol decreased 53% in FY2010. Although the WHP showed a decrease in the seat belt citations, their availability to work overtime had also decreased from 3,161 in FY2009 to 1,792 in FY2010. This a 43.3% decrease in hours worked.

Speed

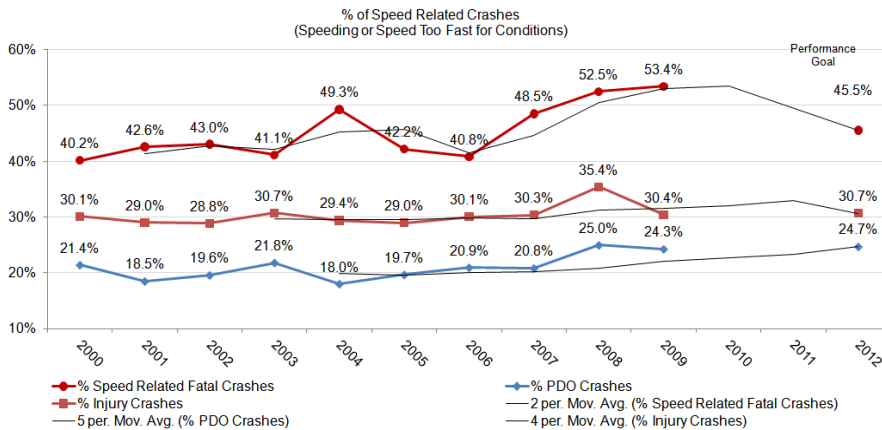
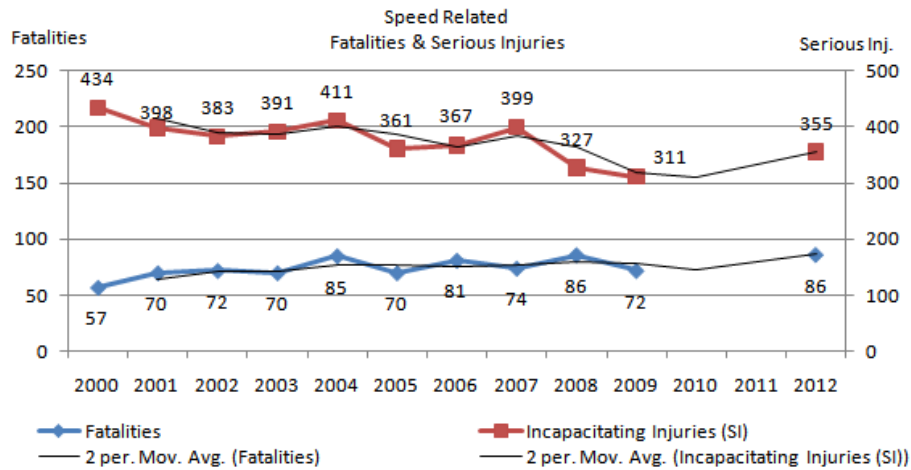
To decrease speeding-related fatalities 5 percent from the 2004-2008 calendar base year average of 62 to 59 by December 31, 2011.

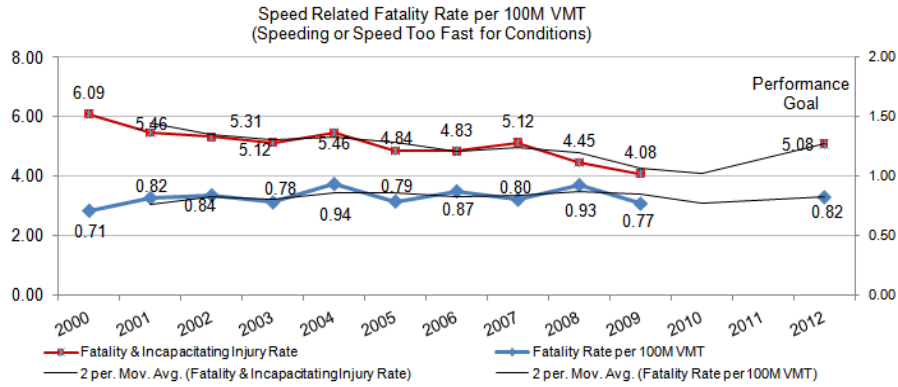
[NHTSA/GHSA Core Measure 6; Data Source: FARS]

Note: Speed-related fatalities include the primary elements of a) exceeding the posted speed limit and b) speed too fast for conditions.

Progress Report:

- The average number of speed-related fatalities decreased to 76.6 over the years 2005-2009.
- Speed-related crashes, defined as exceeding the speed limit or driving too fast for roadway conditions, decreased from 27.4% in CY 2008 to 25.8% in CY 2009.
- The speed-related fatality rate per 100M VMT also decreased slightly at 0.93 in CY2008 to 0.77 in CY2009.
- The speed-related fatal and serious (incapacitating) injury rate decreased from 4.45 in CY 2008 to 4.08 in CY 2009. This was an 8% rate decrease.





The number of speeding citations issued during grant-funded enforcement activities were: 6,002 speed and non DUI citations

NHTSA/GHSA Activity Measure 3; Data Source: State

Progress Report:

Law enforcement serving 80% of the state's population participated in overtime grants to reduce speeding on Wyoming roadways. Comparing 2010 to 2009 law enforcement grant activity there a 14.8% decrease in speed citations written. Local law enforcement speed citations increased 4.7% and the Wyoming Highway Patrol decreased 34.7%. Although the WHP showed a decrease in speed citations, their availability to work overtime had decreased from 3,161 in FY2009 to 1,792 in FY2010. This a 43.3% decrease in hours worked. If calculated into the above citation reduction, speed citation rate would show an increase.

Motorcycle

To decrease motorcyclist fatalities 10 percent from the 2004-2008 calendar base year average of 18 to 16 by December 31, 2011.

[NHTSA/GHSA Core Measure 7; Data Source: FARS]

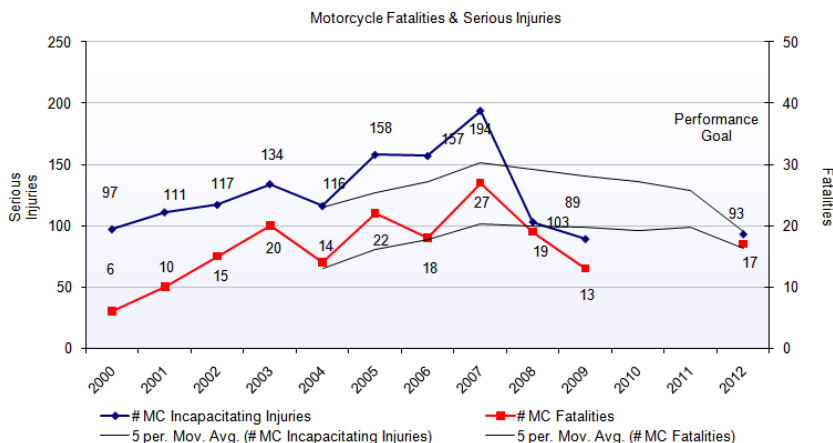
Note: FARS has a different definition of motorcycles than the state. It is less inclusive.

Progress Report:

The average motorcyclists killed remained at 18 over the years of 2005-2009, however, motorcycle fatalities did decrease from 19 in CY 2008 to 13 in CY 2009. Sadly, thus far in CY 2010, motorcycle fatalities have been on the rise and we anticipate a final number near 31.

The Section 2011 Motorcycle Safety application was successful and used for a public awareness media campaign “Look Twice” paid media campaign that started in April 2010.

There were 108 motorcycle training courses taught that served 1,089 students statewide.



To decrease unhelmeted motorcyclist fatalities 10 percent from the 2004-2008 calendar base year average of 13 to 12 by December 31, 2011.

[NHTSA/GHSA Core Measure 8; Data Source: FARS]

Progress Report:

The average number unhelmeted motorcyclists killed between 2005-2009 was 12.2.

Youthful Drivers

To decrease drivers age 20 or younger involved in fatal crashes 5 percent from the 2004-2008 calendar base year average of 23 to 22 by December 31, 2011.

[NHTSA/GHSA Core Measure 9; Data Source: FARS]

Progress Report:

The average number of youthful drivers, as defined above, remained the same over the years 2005-2009.



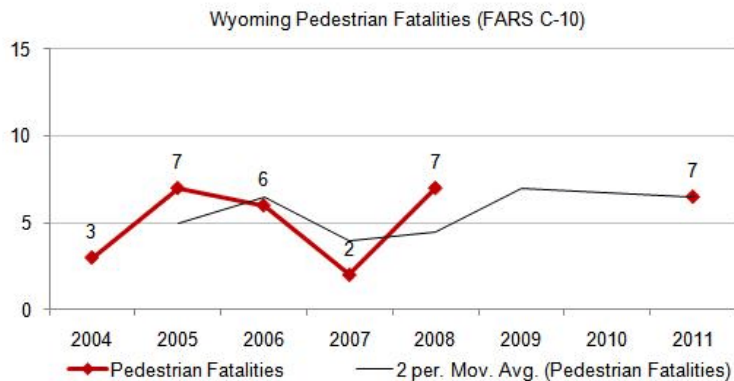
Pedestrian Fatalities

To reduce pedestrian fatalities 20 percent from the 2004-2008 calendar base year average of 5 to 4 by December 31, 2011.

[NHTSA/GHSA Core Measure 10; Data Source: FARS]

Progress Report:

The average number of pedestrians killed over the years 2005-2009 declined slightly to 4.8.



EXPENDITURE SYNOPSIS

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Wyoming

Expenditure Close Out Report

Page: 1

2010-HCS-31

Report Date: 12/28/2010

Posted: 12/28/2010

Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
NHTSA									
NHTSA 402									
Planning and Administration									
	PA-2010-00-PA-01	Planning & Administration	\$123,251.05	\$123,251.05	\$0.00	\$162,652.11	12 VOU-19		Dec-23-2010
		Planning and AdministrationTotal	\$123,251.05	\$123,251.05	\$0.00	\$162,652.11	12 VOU-19		Dec-23-2010
Occupant Protection									
	OP-2010-00-OP-01	Comprehensive Safety Belt Prog	\$15,654.46	\$15,654.46	\$0.00	\$5,845.54	4 VOU-12		Jul-29-2010
	OP-2010-00-OP-02	WHP Alive at 25	\$125,218.93	\$125,218.93	\$0.00	\$34,224.67	12 VOU-19		Dec-23-2010
	OP-2010-00-OP-03	CRMC - Buckle Up Kids	\$112,290.70	\$112,290.70	\$0.00	\$5,748.20	9 VOU-17		Nov-10-2010
	OP-2010-00-OP-04	Protect Our Future Expansion	\$3,082.77	\$3,082.77	\$0.00	\$7,501.23	7 VOU-13		Aug-27-2010
	OP-2010-00-OP-05	CRMC - Protect Our Future	\$39,176.95	\$39,176.95	\$0.00	\$1,321.55	9 VOU-17		Nov-10-2010
	OP-2010-00-OP-06	Fremont Co. Protect Our Future	\$56,180.07	\$56,180.07	\$0.00	\$4,249.93	9 VOU-17		Nov-10-2010
	OP-2010-00-OP-07	CPS Training	\$1,960.73	\$1,960.73	\$0.00	\$10,339.27	1 VOU-18		Dec-15-2010
	OP-2010-00-OP-08	Cheyenne MPO - HS/HVS Campaign	\$20,668.61	\$20,668.61	\$0.00	\$4,331.39	2 VOU-18		Dec-15-2010
	OP-2010-00-OP-09	WY Seatbelt Coalition for FY2	\$0.00	\$0.00	\$0.00	\$154,597.00	0		
		Occupant ProtectionTotal	\$374,233.22	\$374,233.22	\$0.00	\$228,158.78	12 VOU-19		Dec-23-2010
Police Traffic Services									
	PT-2010-00-PT-01	Law Enforcement Coordinator (L	\$136,000.00	\$136,000.00	\$0.00	\$10,369.80	8 VOU-18		Dec-15-2010
	PT-2010-00-PT-02	WHP Crash Invest. Team Reconst	\$22,494.83	\$22,494.83	\$0.00	\$4,017.35	1 VOU-9		May-12-2010
	PT-2010-00-PT-03	WASCOP - STOPPED Program - La.	\$12,271.73	\$12,271.73	\$0.00	\$502.00	2 VOU-16		Oct-18-2010
	PT-2010-00-PT-04	Chey. PD M.C. HVE Summer Enfor	\$2,187.00	\$2,187.00	\$0.00	\$251.00	2 VOU-18		Dec-15-2010
	PT-2010-00-PT-05	Local HVE Law Enforcement	\$405,178.73	\$405,178.73	\$0.00	\$120,421.27	9 VOU-18		Dec-15-2010
	PT-2010-00-PT-06	WASCOP - Traffic Safety Commit	\$156.25	\$156.25	\$0.00	\$12,343.75	1 VOU-18		Dec-15-2010
	PT-2010-00-PT-07	FY2011 Continued Local NON-DUI	\$0.00	\$0.00	\$0.00	\$459,855.73	0		

U.S. Department of Transportation National Highway Traffic Safety Administration

State: Wyoming

Expenditure Close Out Report

Page: 2

2010-HCS-31

Report Date: 12/28/2010

Posted: 12/28/2010

Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
Police Traffic ServicesTotal			\$578,288.54	\$578,288.54	\$0.00	\$607,760.90	10	VOU-18	Dec-15-2010
Traffic Records									
	TR-2010-00-TR-01	TR Assessment	\$18,692.84	\$18,692.84	\$0.00	\$31,307.16	2	VOU-9	May-12-2010
	TR-2010-00-TR-10	Driver license Data Retrieval	\$4,752.00	\$4,752.00	\$0.00	\$926.92	2	VOU-9	May-12-2010
Traffic RecordsTotal			\$23,444.84	\$23,444.84	\$0.00	\$32,234.08	2	VOU-9	May-12-2010
Roadway Safety									
	RS-2010-00-RS-01	PAO T.S. Info/Commun. Developm	\$7,500.06	\$7,500.06	\$0.00	\$18,249.94	7	VOU-16	Oct-18-2010
	RS-2010-00-RS-02	SMS Projects	\$66,040.07	\$66,040.07	\$0.00	\$33,959.93	8	VOU-16	Oct-18-2010
	RS-2010-00-RS-03	PAO Sports Incentives for Proj	\$9,154.28	\$9,154.28	\$0.00	\$1,145.72	6	VOU-12	Jul-29-2010
Roadway SafetyTotal			\$82,694.41	\$82,694.41	\$0.00	\$53,355.59	8	VOU-16	Oct-18-2010
Safe Communities									
	SA-2010-00-SA-01	Safe Community Local Coordinat	\$57,564.99	\$57,564.99	\$0.00	\$3,300.29	8	VOU-18	Dec-15-2010
	SA-2010-00-SA-02	Statewide Safe Community Coord	\$15,603.76	\$15,603.76	\$0.00	\$19,196.24	7	VOU-17	Nov-10-2010
	SA-2010-00-SA-03	NA Safe Community - WYMC Found	\$21,552.79	\$21,552.79	\$0.00	\$447.21	9	VOU-18	Dec-15-2010
	SA-2010-00-SA-04	Expanded Cheyenne CAN Program	\$39,794.04	\$39,794.04	\$0.00	\$6,729.96	9	VOU-18	Dec-15-2010
	SA-2010-00-SA-05	Campaign Calendar	\$4,192.00	\$4,192.00	\$0.00	\$1,308.00	1	VOU-4	Jan-20-2010
	SA-2010-00-SA-06	Chey. MPO - T.S. Legislative U	\$12,714.88	\$12,714.88	\$0.00	\$1,785.12	3	VOU-16	Oct-18-2010
	SA-2010-00-SA-07	Attitude and Awareness Survey	\$25,415.00	\$25,415.00	\$0.00	\$32,585.00	1	VOU-19	Dec-23-2010
Safe CommunitiesTotal			\$176,837.46	\$176,837.46	\$0.00	\$65,351.82	11	VOU-19	Dec-23-2010
Speed Enforcement									
	SE-2010-00-SE-01	WHP Speed Enforcement	\$81,660.19	\$81,660.19	\$0.00	\$36,789.81	7	VOU-17	Nov-10-2010
	SE-2010-00-SE-02	WHP Radar Upgrades	\$140,950.55	\$140,950.55	\$0.00	\$13,291.95	2	VOU-13	Aug-27-2010
Speed EnforcementTotal			\$222,610.74	\$222,610.74	\$0.00	\$50,081.76	7	VOU-17	Nov-10-2010
Paid Advertising									
	PM-2010-00-PM-01	PAO Paid Media	\$95,263.80	\$95,263.80	\$0.00	\$23,186.20	10	VOU-18	Dec-15-2010

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Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
	PM-2010-00-PM-02	PAO Sports Targeted Pd Media	\$166,313.00	\$166,313.00	\$0.00	\$18,716.20	6	VOU-16	Oct-18-2010
	Paid AdvertisingTotal		\$261,576.80	\$261,576.80	\$0.00	\$41,902.40	10	VOU-18	Dec-15-2010
	NHTSA 402Total		\$1,842,937.06	\$1,842,937.06	\$0.00	\$1,241,497.44	13	VOU-19	Dec-23-2010
405 OP SAFETEA-LU									
	K2-2010-00-K2-01	FY - 2007	\$0.00	\$0.00	\$0.00	\$0.00	0		
	K2-2010-00-K2-02	FY - 2008	\$144,319.64	\$144,319.64	\$0.00	-\$5,429.13	10	VOU-19	Dec-23-2010
	K2-2010-00-K3-03	FY - 2009	\$11,597.84	\$11,597.84	\$0.00	\$145,045.16	1	VOU-18	Dec-15-2010
	405 Occupant ProtectionTotal		\$155,917.48	\$155,917.48	\$0.00	\$139,616.03	11	VOU-19	Dec-23-2010
	405 OP SAFETEA-LUTotal		\$155,917.48	\$155,917.48	\$0.00	\$139,616.03	11	VOU-19	Dec-23-2010
408 Data Program SAFETEA-LU									
	K9-2010-00-TR-01	FY - 2008	\$314,334.63	\$314,334.63	\$0.00	\$145,694.39	7	VOU-17	Nov-10-2010
	K9-2010-00-TR-02	FY - 2009	\$157,245.04	\$157,245.04	\$0.00	\$832,790.49	2	VOU-19	Dec-23-2010
	408 Data Program IncentiveTotal		\$471,579.67	\$471,579.67	\$0.00	\$978,484.88	9	VOU-19	Dec-23-2010
	408 Data Program SAFETEA-LUTotal		\$471,579.67	\$471,579.67	\$0.00	\$978,484.88	9	VOU-19	Dec-23-2010
410 Alcohol SAFETEA-LU									
	K8-2010-00-41-01	FY - 2007 - AL SAFETEA-LU	\$110,000.00	\$110,000.00	\$0.00	\$0.00	1	VOU-4	Jan-20-2010
	K8-2010-00-41-02	FY - 2008 (HFR)	\$0.00	\$0.00	\$0.00	\$0.00	0		
	410 Alcohol SAFETEA-LUTotal		\$110,000.00	\$110,000.00	\$0.00	\$0.00	1	VOU-4	Jan-20-2010
410 High Fatality Rate									
	K8FR-2010-41-01-01	FY08	\$223,150.18	\$223,150.18	\$0.00	\$806,541.12	1	VOU-17	Nov-10-2010
	410 High Fatality RateTotal		\$223,150.18	\$223,150.18	\$0.00	\$806,541.12	1	VOU-17	Nov-10-2010
410 High Visibility									
	K8HV-2010-41-01-01	FY08	\$0.00	\$0.00	\$0.00	\$965,721.08	0		
	410 High VisibilityTotal		\$0.00	\$0.00	\$0.00	\$965,721.08	0		

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Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
2010 Motorcycle Safety									
	K6-2010-00-MC-01	FY - 2007	\$99,353.99	\$99,353.99	\$.00	-\$10,794.42	4	VOU-19	Dec-23-2010
	K6-2010-00-MC-02	FY - 2008	\$47,999.88	\$47,999.88	\$.00	\$52,000.12	3	VOU-16	Oct-18-2010
	K6-2010-00-MC-03	FY - 2009	\$.00	\$.00	\$.00	\$100,000.00	0		
	K6-2010-00-MC-04	FY - 2010	\$.00	\$.00	\$.00	\$100,000.00	0		
	2010 Motorcycle Safety IncentiveTotal		\$147,353.87	\$147,353.87	\$.00	\$241,205.70	6	VOU-19	Dec-23-2010
	2010 Motorcycle SafetyTotal		\$147,353.87	\$147,353.87	\$.00	\$241,205.70	6	VOU-19	Dec-23-2010
154 Transfer Funds									
	154AL-2010-00-AL-02	FY - 2008	\$1,119,566.47	\$1,119,566.47	\$.00	\$324,963.78	11	VOU-19	Dec-23-2010
	154AL-2010-00-AL-03	FY - 2009	\$.00	\$.00	\$.00	\$664,908.85	0		
	154AL-2010-00-AL-04	FY - 2010	\$.00	\$.00	\$.00	\$1,886,827.20	0		
	154AL-2010-00-AL-05	FY - 2011	\$.00	\$.00	\$.00	\$.00	0		
	154 AlcoholTotal		\$1,119,566.47	\$1,119,566.47	\$.00	\$2,876,699.83	11	VOU-19	Dec-23-2010
154 Hazard Elimination									
	154HE-2010-10-HE-01	FY - 2005	\$198,098.38	\$198,098.38	\$.00	\$.00	1	VOU-1	Nov-11-2009
	154HE-2010-10-HE-02	FY - 2006	\$181,096.12	\$181,096.12	\$.00	\$.00	2	VOU-2	Jan-13-2010
	154HE-2010-10-HE-03	FY - 2007	\$561,525.81	\$561,525.81	\$.00	\$.00	1	VOU-2	Jan-13-2010
	154HE-2010-10-HE-04	FY - 2008	\$285,586.00	\$285,586.00	\$.00	\$.00	1	VOU-2	Jan-13-2010
	154HE-2010-10-HE-05	FY - 2009	\$2,640,414.58	\$2,640,414.58	\$.00	\$1,032,148.42	5	VOU-15	Oct-04-2010
	154HE-2010-10-HE-06	FY - 2010	\$.00	\$.00	\$.00	\$3,964,172.00	0		
	154 Hazard EliminationTotal		\$3,866,720.89	\$3,866,720.89	\$.00	\$4,996,320.42	6	VOU-15	Oct-04-2010
	154 Transfer FundsTotal		\$4,986,287.36	\$4,986,287.36	\$.00	\$7,873,020.25	17	VOU-19	Dec-23-2010
164 Transfer Funds									
	164HE-2010-00-HE-04	FY - 2010	\$.00	\$.00	\$.00	\$5,829,664.00	0		

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Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
	164HE-2010-10-HE-01	FY - 2007	\$35,366.75	\$35,366.75	\$.00	\$.00	1	VOU-1	Nov-11-2009
	164HE-2010-10-HE-02	FY - 2008	\$2,746,925.74	\$2,746,925.74	\$.00	\$.00	2	VOU-5	Jan-26-2010
	164HE-2010-10-HE-03	FY - 2009	\$3,989,122.54	\$3,989,122.54	\$.00	\$1,552,755.46	5	VOU-15	Oct-04-2010
164	Hazard Elimination	Total	\$6,771,415.03	\$6,771,415.03	\$.00	\$7,382,419.46	6	VOU-15	Oct-04-2010
	164	Transfer Funds	Total	\$6,771,415.03	\$6,771,415.03	\$.00	6	VOU-15	Oct-04-2010
		NHTSA	Total	\$14,708,640.65	\$14,708,640.65	\$.00	19	VOU-19	Dec-23-2010
		Total	\$14,708,640.65	\$14,708,640.65	\$.00	\$19,628,505.96	19	VOU-19	Dec-23-2010

**ACCOMPLISHMENTS
&
HIGHLIGHTS**

FY 2010 Accomplishments/Highlights of Highway Safety Efforts

FY2010 safety efforts were focused on the data driven program areas of Occupant Protection, Impaired Driving and Speed Enforcement. Paid media, Safe Communities and Enforcement were used to support these areas.

The WYDOT Highway Safety Office investigated and applied for supplemental NHTSA grants to financially expand its capacity to fund valuable highway safety projects. Those applications addressed were:

408 Data Improvement Grant	- successful	\$	500,000
410 Alcohol Impaired Driving	- not eligible	\$	0
2010 Motorcycle Safety	- successful	\$	100,000

Accomplishments and Projects in Process

The following FY 2010 efforts have been highlighted below and when applicable will have more detail in the body of this document.

The Wyoming Seat Belt Coalition (WYSBC) has restructured as well as gained additional support from the State Occupational Epidemiologist and the oil and gas industry for enhanced seat belt legislation. These new partners support both a primary law as well as increased fines.

Through the state highway safety office, law enforcement coordinators (liaisons) and the Wyoming Association of Sheriffs and Chief of Police (WASCOP), a WASCOP Traffic Safety Committee has been formed and is currently active. Their targeted activities are: crash reporting and data retrieval at a local level, the development of a grant funding formula, and evaluation.

The Governor's Leadership Team to Prevent Impaired Driving met monthly to address gaps in the state's administrative DUI system and prepared 38 recommendations to close gaps in the areas of prevention, enforcement, adjudication and probation. The Team presented its recommendations to nearly 70 stakeholders and advocates from inside and outside of state government who narrowed the initial list to 15 priority recommendations. The Team developed detailed implementation plans for each of the 15 recommendations, created a report and presented it to the Governor, Governor candidates and finally the public at a media event in the State Capital. December plans now include discussion with the Governor elect's staff to determine how best to move the set of recommendations forward.

The HSO has been working with the Wyoming Prosecutor's Association regarding a Traffic Safety Resource Prosecutor (TSRP) for the past couple of years. This year, the Association hired a TSRP funded primarily through the National Prosecutor's Association grant. The HSO supplemented the funding for the TSRP's travel and training costs. FY2011 funding will provide additional funding for hourly work as well as travel and training as the initial grant funds expire in February 2011. Numerous newsletters and trainings have been conducted by the TSRP in the course of the fiscal year.

The HSO and WYDOT District 5 Public Information Specialist worked with the NHTSA diversity contractor to create media for the Native American population.

Two assessments were conducted in the state, Traffic Records and Standard Field Sobriety Test (SFST). Currently, there is discussion with our Federal partners on how to strengthen the Traffic Records Assessment process and the resulting report. Outcome of the SFST Assessment has resulted in training to raise the number of SFST Instructors throughout the state.

Administratively, NHTSA conducted a Impaired Driving Special Management Review. The final report will be out soon.

Challenges

The state's challenges remain primarily the same.

1) Raising the observed seat belt usage throughout the state continues to challenge the HSO. The state shares libertarian views. Legislators, once again, did not enhance the secondary seat belt law in 2010. The bill to increase the driver fine from \$25 to \$75 failed.

2) Law Enforcement - Wyoming consists of 93 local agencies in the second most rural state of the nation. The agencies struggle in maintaining full staffing when the energy industry competes financially and offers routine leisure time not typical of an enforcement career. While many states share the challenge of maintaining full staffing, many of Wyoming's agencies have only one or two officers per agency which places an unbearable strain on their traffic safety efforts.

3) Highway Safety Staffing - Because of other HSO work duties, the office has only the equivalent of two employees performing program management.

4) High risk population - Nearly 10% of all employees working in the state of Wyoming are related to mining. This pulls workers age 19-35 to the state, some residing in the communities during the week and traveling across state or out-of-state for the weekends. This demographic tends toward higher risk-taking behaviors.

5) Limited financial and human resources for projects - due to the distance between communities, more human resources are needed to place and run projects. Since the state has a low population, finding qualified, motivated and talented persons to make projects successful on a part-time basis is difficult and working project directors on an overtime basis simply burns them out and we lose them as a safety resource. Full-time funding would be needed to retain such talent so the highway safety office continues to try to balance the funding for projects and the amount for the project administration.

PROGRAM AREAS:

Impaired Driving
Occupant Protection
Speed
Paid Media
Traffic Records
Motorcycle Safety

IMPAIRED DRIVING PROGRAM

Total Expenditures

402 Funds	\$ 73,031.96
410 Funds	\$ 333,150.18
154AL/PM Funds	\$1,130,191.18

Achievements

1. A total of 52 law enforcement agencies, serving 85% of Wyoming's population, plus the WHP supported impaired driving reduction efforts compared to 44 in FY2009.
2. "A Strategic Plan to Reduce Impaired Driving in Wyoming" was completed and distributed by the Governor's Leadership Team to Prevent Impaired Driving. This was a 14 month comprehensive plan addressing policy changes within the state's administrative DUI system. Website: http://www.dot.state.wy.us/wydot/safety/safety_grant_info.
3. An Impaired Driving Special Management Review (SMR) was conducted in July 2010 and successfully involved 14 stakeholders outside the Highway Safety Office.

Key Projects

The Governor's Leadership Team to Prevent Impaired Driving

In May 2009, Governor Freudenthal, through a new executive order, created the Leadership Team to Prevent Impaired Driving. The Governor charged the Leadership Team (16 members) with developing a statewide strategic plan for eliminating impaired driving, looking specifically at policy changes to be made within the state's current DUI administrative system. The Leadership Team is composed of the agencies directly responsible for ensuring the state's DUI countermeasure system is most effective at preventing impaired driving. The Leadership Team developed a multi-agency strategic plan to prevent impaired driving and presented the Plan to Governor Freudenthal in September 2010. The Team's membership expects to meet monthly in FY2011 to begin the implementation of the recommendations. The Leadership Team has continued to include the stakeholders and advocates in the process. The Governor's Leadership Team recommendations are as follows:

- ◆ **DUI Policy Coordinator:** Assign a state funded in the Governor's Office to coordinate state efforts with local initiatives to reduce impaired driving in Wyoming.
- ◆ **Special Use Permits:** Wyoming Department of Revenue shall develop guidelines and model policies dealing with alcohol consumption at public events and encourage local governments to adopt the guidelines as a policy for granting special use permits.
- ◆ **Prevention Supports Enforcement:** Local prevention coalitions should strongly and publicly support DUI and MIP enforcement efforts by local law enforcement agencies.
- ◆ **Media Campaign:** Develop a statewide, unified impaired driving prevention media campaign.
- ◆ **E-Citations:** Encourage the Judicial and Executive branches of government to secure funding to adopt electronic citations (e-citations) statewide.
- ◆ **Electronic DUI Reporting:** Streamline the reporting requirements for processing DUI offenders by using a uniform electronic format for the officer DUI arrest report and associated documents.
- ◆ **DUI Database:** Following the implementation of e-citations, develop a process to build a statewide database of meaningful DUI offender data.
- ◆ **DUI Enforcement Training:** Provide frequent, updated DUI enforcement training and require all peace officers to attend.
- ◆ **Drug Evaluation and Classification Program:** Expand the Drug Evaluation and Classification Program to have approximately 90-120 Drug Recognition Experts (DREs) for the State.
- ◆ **Drug Testing Equipment:** Procure funding for both the necessary equipment and operation

of the equipment so the Wyoming Chemical Testing Program laboratory can test for newer drugs and confirm drug impairment.

- ◆ **Traffic Safety Resource Prosecutor:** Provide permanent funding for a full-time Traffic Safety Resource Prosecutor (TSRP).
- ◆ **Pretrial Evaluations:** Amend the Rules of Criminal Procedure governing the conditions of bond to specifically allow courts to order evaluations necessary to begin substance abuse treatment allowed by the current Rules of Criminal Procedure governing bond.
- ◆ **Judgment and Sentencing Orders:** Develop a template or checklist for Judgment and Sentencing orders for DUI convictions that can be used by Municipal, Tribal and Circuit Courts.
- ◆ **Supervised Probation:** Establish a task force to explore greater opportunities for supervising adjudicated high risk DUI offenders including creating DUI Courts, expanding Drug Courts and Probation and Parole services, and developing DUI Supervised Probation programs.
- ◆ **Minor in Possession (MIP) Adjudication:** Establish a task force to thoroughly investigate best practices and available resources to effectively adjudicate underage alcohol offenders in Wyoming.

The Governor's Leadership Team continued the Annual Recognition Forum. It was held in Casper during the Spring of 2010; over 200 people attended the event. Citizen awards and the DUI Enforcement Awards (the top 100 officers) were presented by Governor Freudenthal. The electronic images of all the Governor's Award recipients were submitted to media outlets throughout the state and are on the website, http://www.dot.state.wy.us/wydot/safety/safety_grant_info.

Traffic Safety Resource Prosecutor

The Wyoming Traffic Safety Resource Prosecutor (TSRP) was a newly formed position within the Wyoming Prosecutor's Association that began February 2010. This position was designed to provide continuing professional education opportunities to all prosecuting attorneys in the state regarding DUI prosecution. The focus of this position is to provide information that will allow attorneys to more effectively prosecute traffic safety violations, especially those involving alcohol. A Wyoming TSRP a web page was set up, www.wyomingtsrp.com to provides pertinent information and a monthly newsletter on topics to assist prosecutors, law enforcement officers and other traffic safety authorities. The website also has the established training presentations such as: Wyoming Search and Seizure Law; Overcoming DUI Defenses: A Guide for Prosecutors and Law Enforcement; Drug Recognition Experts; DUI Administrative Hearing Process; and Voir Dire. Eleven presentations have been given around the state to Administrative Judges Conference, Governor's Leadership Team, Law Enforcement DUI Prevention Awards Ceremony, Uinta County and Lyman police departments, Wyoming Association of Municipalities, local prosecutors, local law enforcement, County Attorney Offices, Wyoming County and Prosecuting Attorneys Association. The TSRP also uses the County Attorney Listserv to communicate with the County Attorneys and also uses the listserv involving TSRPs from around the country to obtain information about expert witnesses, briefs, and other traffic safety issues facing the nation and Wyoming. News articles have also been submitted to the newspapers for the public to be more aware of the issues.

DRE Training

The Highway Safety Office provided funding to train 20 officers as DREs (Drug Recognition Experts). The project utilized the nationally recognized program where experienced officers in Standardized Field Sobriety Tests (SFST) and DUI enforcement were trained through an intensive 3-week program to assess and evaluate offenders who are suspected to be under the influence of drugs. Wyoming now has a total of 74 total DREs around the state. The DREs have all been trained to enter their evaluations on the DRE Evaluation Tracking Website. Currently, 54 of the 74 DREs are up to date with their entries. Of the 54, a total of 240 Training Evaluations were

completed since October 1, 2009 and a total of 141 enforcement evaluations have been completed in that same time period. Of the evaluations entered, an overall 90.0% of the DRE opinions were supported by Toxicology. The minimum standard for this is 75%.

Since the inception of the program, Wyoming DREs have entered a total of 674 training evaluations and 491 enforcement evaluations with an overall 88.35% of the evaluations supported by toxicology. One area of concern remains the Cannabis category. 359 of the Cannabis suspects completed toxicology and 299 of these were confirmed Cannabis, giving an overall 83.29% rate of opinion supported by toxicology. In many other states, Cannabis is the highest category confirmed by toxicology with most states in the high 90's on their confirmation rate.

Wyoming Chemical Testing Program - Equipment

This provided for the purchase of a Triple Quadruple Liquid Chromatograph/Mass Spectrometer (LC/MS) System. The LC/MS System is a specialized instrument used to quickly detect and identify drugs with high sensitivity and specificity. The LC/MS system will enable the Wyoming Chemical Testing Program (WCTP) to provide much more support, than is currently possible with our existing equipment, to the growing statewide law enforcement Drug Recognition Expert (DRE) Program and by extension to prosecutors and courts. The estimated percentage of sample analysis for this instrument directly related to traffic safety is 98-100%. Currently many requests by DRE officers must be sent to private, usually out-of-state laboratories for identification due to our lack of a comprehensive, rapid drug screening instrument. Samples sent to private laboratories are expensive to analyze and sometimes are cost prohibitive to prosecute when the expert witness from the private laboratory must be paid to testify. The LC/MS will provide evidence for the prosecution of drug impaired driving cases which currently may not be prosecuted due to the expense of obtaining confirmed evidence and expert testimony.

This equipment was purchased and received towards the end of the Fiscal Year.

Law Enforcement Coordinator

Johnson and Associates was contracted by the Wyoming Highway Safety Office to assist in the administration and coordination of the Law Enforcement Selective Traffic Enforcement Program grants program for FY 2010. Overall, this year's efforts proved to be successful in terms of continuing to streamline the overall grants administration process, for enhancing the coordination of law enforcement activities in the state and for having traffic safety become a priority concern for law enforcement administrators statewide.

A number of changes that were instituted during the previous fiscal year continued to be refined and improved upon during this year – specifically, in the grant application process, the reporting of grant activity and the process for reimbursement. More importantly, efforts were successful during this year in having the Wyoming Association of Sheriffs and Chiefs of Police create a Standing Committee on Traffic Safety. This standing committee will be the primary means for receiving critical input from law enforcement administrators on grant administration issues and will also be instrumental in helping Wyoming's grant enforcement activities become more effective and successful in the future.

The creation of the Standing Committee on Traffic Safety was an essential first step in working towards having the Wyoming Association of Sheriffs and Chiefs of Police assume a greater role and responsibility for the administration and coordination of the Highway Safety grants during the next fiscal year and beyond. More effective use of highway safety grant funds by Wyoming's law enforcement community has been, and will continue to be, a priority focus for the Traffic Safety Committee.

Towards that end, the Committee has formulated new evaluation criteria for all grantee agencies that will now include productivity, as well as local traffic crash data in the analysis. This newly developed evaluation criteria will be used by the Traffic Safety Committee in the process of making decisions relative to an agency's grant eligibility status in the future. The Committee has also assumed the responsibility for devising a new grant funding formula for awarding grant funds in the future. The funding formula that is being devised by the Committee will be problem-based and data driven. The new formula should be completed and will be used in awarding FY 2012 grant funds.

Considerable effort this year was dedicated in the Association's future acceptance of a greater role in directing and coordinating Wyoming's law enforcement's traffic safety activities in the future and to assume responsibility for the grants administration process during the coming year. The Highway Safety Office managers, Johnson and Associates staff and the Executive Board for the Association were able to resolve a host of issues and concerns in order for the Highway Safety Office to contract with the Association to assume the grant administration and coordination responsibilities for FY 2011. A contract between the Association and Johnson and Associates to provide essential staff and project management services, as it has for the last two years, was also finalized. Subsequently, the transition of grant administration responsibilities to the Association for FY 2011 was accomplished in a seamless manner and, for the most part, trouble-free for all grantee agencies.

Specifically, the following targeted administration and coordination objectives were accomplished during FY 2010:

- Establishing traffic safety as a priority concern statewide among Wyoming law enforcement administrators – by the creation of a Standing Committee on Traffic Safety by the Wyoming Association of Sheriffs and Chiefs of Police.
- Working towards making Wyoming law enforcement's use of highway safety grant funds more effective in the future – by having the Association provide critical input and agreeing to be more involved in the decision-making process for evaluating grantee agency performance; and by the Association devising a more effective/equitable formula for awarding highways safety grant funds in the future. Grant applications were consolidated with relatively few complications.
- Conversion to an events-based focus for all grant enforcement activities was well received by the law enforcement agencies during the previous year and has now become institutionalized. Grant funded law enforcement activities are now more focused and effective.
- The new activity reporting system that allowed reports to be submitted electronically was refined and is now being used by grantee agencies without issue.
- Communication, interaction and records documentation among and with department personnel has been facilitated by the online project management sites that have been created for individual departments and for the Grants Network. Departments are now more familiar with the system and are using them more readily.
- The Wyoming Highway Safety Office and Johnson and Associates hosted four regional Law Enforcement Grants Network meetings for all agencies that had received grant funding, or were planning on applying for grant funding in the future. These meetings were instrumental for providing essential information about the grant process and agency requirements, for providing grant reporting materials and for allowing new grantee agency personnel to become acquainted with Johnson and Associates staff.
- Johnson and Associates staff assumed greater responsibility to ensure fiscal accuracy and grant activity reporting as the year progressed. This added responsibility is critical for the Association assuming these fiscal responsibilities in

the coming year.

- The grants coordinator provided assistance to a number of agencies by phone, email and on-site visits. The law enforcement grants manager and coordinator were also very visible, available and promoted the value of the law enforcement highway safety grants program at a number of law enforcement conferences during this year.
- Formal audits of three departments were also conducted by the coordinator and the HSO Law Enforcement Grants Manager. One agency "lost" their grant funding as a result of inadequate/non-existent grant enforcement activities.
- Efforts to refine and improved the process for reporting grant activity electronically continued throughout the year. The "bugs" have now been eliminated or minimized.
- Staff continued to review all documents for completeness and accuracy before they were submitted to the Wyoming Highway Safety Office for final processing. This additional task helped to ensure that the records were more accurate or reliable - and the processing of these reports more efficient.
- Agencies have now become accustomed to Johnson and Associates staff administering the grants process and handling the coordination of law enforcement highway safety grant activities on behalf of the Highway Safety Office and the Wyoming Association of Sheriffs and Chiefs of Police.

Traffic Safety Committee

The Traffic Safety Committee was organized as a standing committee of the Wyoming Association of Sheriffs and Chiefs of Police (WASCOP), through a grant agreement that was funded with Highway Safety Program. The committee was established comprising law enforcement administrators to more effectively address traffic safety issues and concerns in Wyoming. The committee's focus is to make recommendations on traffic safety topics relating to both current concerns and program development of law enforcement. By-laws and membership were reviewed and the scope of the committee was discussed. Four focus areas were addressed in the grant agreement:

1. Crash data collection and reporting in new crash system
2. Data driven funding formulas for Impaired Driving and Seat Belt campaign efforts
3. Grant productivity
4. Other traffic safety topics

Updates were provided by various partners to provide the committee with the current issues being discussed in Wyoming. Updates were provided by:

- Wyoming Seat Belt Coalition
- DUI Coalition/Governors Leadership Team
- WYDOT Highway Safety Program, Data Management staff regarding the electronic crash reports and "Report Beam" concerns
- WYDOT Highway Safety Office staff

Project objectives were identified and prioritized for the group to begin planning and working toward solutions which could be provided to the WASCOP membership. Those objectives are as follows:

- Crash Data collection challenges
- Discussion from the various meetings led to the development of reporting forms which will be implemented in 2011 to capture data and report such.
- Develop and recommend an effective funding formula for the distribution of selective traffic enforcement Highway Safety overtime grant funds
- Two funding formulas are under development; one for 402 funded HVE seat belt campaigns and one for 154AL funded DUI enforcement.

- A considerable amount of time was dedicated to developing a formula which took into consideration the crash data and community based targeted enforcement strategies.
- Development and recommendation for criteria which evaluates the effectiveness/productivity of the overtime enforcement grant participants.
- This was in development and the Traffic Safety Committee will be provided with statistics for each national event by departments. These statistics will be a break down by department of their enforcement efforts.
- Crash data and department enforcement statistics will provide those evaluating performance with the tools necessary to make informed decisions and provide input into future funding decisions related to grants under the discretion of this committee.

The committee spent a considerable amount of time working through and discussing the funding formula, productivity evaluation, and equitable distribution of the grant funds. Future funding to support the Traffic Safety Committee is expected to continue the partnership between WYDOT Highway Safety and WASCOP in their common goal of keeping safety on our roadways a top priority.

DUI Overtime Enforcement (State and Local)

State and local law enforcement agencies requested and worked overtime hours to target alcohol impaired driving and preempt its involvement in crashes. The overtime also increased their visibility and traffic enforcement time on state roadways. All overtime/high visibility grants are encouraged to utilize their contact time to support child restraint and seat belts laws through education, warnings and citations. Activity reports are provided to capture this information. DUI appropriate equipment was funded. A total of 52 law enforcement agencies, serving 85% of Wyoming's population, plus the WHP supported impaired driving reduction efforts.

There were 332 DUI arrests made during overtime efforts in FY2010 compared to 478 in FY2009. This was a 30.5% decrease in activity. This may be due to the grants distributions. 25% of the arrests were performed by the Wyoming Highway Patrol. There were 7,195 other citations issued in the course of working DUI, and High Visibility Enforcement (HVE) grants. In addition to equipment allowances within overtime grants, HSO provided funding for speed radars (Not part of DUI Effort), video camera's, PBT's (Portable Breath Testers), and Intoximeters, to support local law enforcement agencies in their effort to reduce impaired driving both during and in between traffic safety campaigns.

The HSO also funded the WHP's C.A.R.E. Conference. Due to budget restrains the WHP did not send anyone this year to the Conference.

Enforcement (state and local)

Wyoming is a secondary seat belt law state. As such, all overtime/high visibility speed and alcohol grants are encouraged to utilize their contact time to support child restraint and seat belt use through education, warnings and citations. Each grantee activity report form provides a location to capture this information. In FY2010, 1,076 child restraint and seat belt citations were issued compared to 103 in FY2009. This represents a 90% increase in activity on overtime! One hundred sixty seven [84.5%] were issued by Wyoming Highway Patrol personnel. Information is provided in the Addendum of the Annual Report.

May Mobilization

Law Enforcement

Although the May Mobilization is focused on increasing belt usage, 14 DUI arrests were made during the campaign.

Safe Communities

In Natrona County, the Safe Community Program placed a wrecked vehicle at Kelly Walsh High School and one at Natrona County High School on May 17 with a follow-up assembly. One vehicle was in an alcohol related crash where the victim was severely injured and is not expected to fully recover. The second vehicle was in a rollover crash where the driver was texting, but was wearing a seat belt and walked away. A press conference was held on May 25 with Susan Burk from the Wyoming Medical Center Foundation as the announcer. Sheriff Benton spoke on the Combined Accident Reduction Traffic Enforcement (CARTE) Operation over the Memorial Day weekend and Connie Jacobson, Natrona County Coroner, on the importance of buckling up your seat belt. Significant awards were presented to the P.A.R.T.Y. program and to the four junior high schools for their participation in the Wyoming Seat Belt Coalition Junior High Project. Each school did a pre and post seat belt survey at their schools and then did posters and school morning announcements to increase awareness of the use of seat belts when coming to school. Each school increased their usage. (More information can be found in the Noteworthy Project section.)

In Albany County, the Safe Community Program held a Safety Day before the prom, where they discussed impaired driving, seat belt safety and making good choices around drugs and alcohol with about 200 students attending.

In Laramie County, the Safe Community Program conducted the Junior High Project with Johnson Junior High; had a safety booth at the Safe Kids Day Event; a booth for the Public Health Nursing County Managers Annual Meeting; a booth at Taco John's Event Center on "Fight Night" and also ran three ads in the newspaper May 28-30th.

Media

May Mobilization began with a seat belt safety with a spot entitled "Teleport" in which individuals are saved at the moment before the crash with a law enforcement officer then speaking about the importance of seat belts. TV was purchased in the amount of \$20,000, radio was purchased for \$4,000 and print was purchased for \$8,300.

July 4th Mobilization

Law enforcement

All law enforcement grantees participated in the short July 4th Mobilization safety campaign. The campaign could be worked for DUI and/or Occupant Protection. The results were 174.25 O/T hours worked that resulted in 4 DUI arrests, 2 seat belt citations, 20 speeding citations and 265 other citations or contacts. More Information is in the Occupant Protection Section of this report and the Addendum. Deterrence may have been a factor in the decreasing of low numbers.

National August Impaired Driving Crackdown

Law Enforcement

All law enforcement grantees participated in the National August Impaired Driving Enforcement Crackdown safety campaign. This was a requirement of their grant. The results were, 2,156 O/T hours worked that resulted in 66 DUI Arrests, 84 Seat Belt Citations, 7 Child Restraint Citations, 572 Speeding Citations, and 2721 other contacts or citations. Information is provided in the Addendum of this report.

Safe Communities

In Natrona County, a fundraising concert was held on August 27th, to benefit the Tippy Taxi program that provides free rides home to impaired patrons. The C.A.R.T.E. operation along with a media campaign reminded folks to buckle up and not to drink and drive. New posters

were distributed to the bars throughout the county with the message, "Drunk Driving. Over the Limit. Under Arrest. Casper College held a "Welcome Back" evening for students on August 29th with materials focusing on occupant protection and drunk driving. "Drunk Driving. Over the Limit. Under Arrest." cocktail napkins were distributed to the bars.

In Albany County, the "Drunk Driving. Over the Limit. Under Arrest." cocktail napkins were distributed to 8 high-traffic restaurant/bars to be used with the University of Wyoming returning students and on the UW football games.

In Laramie County, the Safe Community Program staffed an information booth for the Regional Trauma Conference on August 19-20 providing "Drunk Driving. Over the Limit. Under Arrest." cocktail napkins for the lunch, BAC cards, Buzzed Driving litter bags for those attending. The coordinator went on the CBS Morning Show Channel 5 on Aug. 31 to discuss impaired driving and the importance of designating a sober driver when out celebrating. An information booth at Laramie County Community College for the students stressed impaired driving issues and buckling up. Two different 1/4 page advertisements were run in the Wyoming Tribune Eagle for Friday and Saturday and then Sunday and Monday, September 3-6th using the materials from the NHTSA website for the Crackdown. Approximately 18,000 cocktail napkins were distributed to the local bars and restaurants for the Labor Day weekend and also at the Greek Festival on the same weekend. A news release was written and run in the Wyoming Tribune Eagle to "Urge everyone to lookout for impaired drivers."

Media

TV and radio media was used to promote the "August Crackdown" with an alcohol spot entitled "Eerie" in which crash scene graphics are shown with somber music and reminding everybody to not to drink and drive or to designate a sober driver. TV was purchased in the amount of \$10,000, radio was purchased for \$3,400.

Speed Enforcement

Speed Enforcement projects provide the opportunity for local law enforcement and the WHP to target speeding issues and reduce its involvement in crashes. Additionally, the project increases their visibility, the number of traffic enforcement hours and perception of heightened enforcement on the roadways. All overtime, high visibility grants, are encouraged to also utilize their contact time to support child restraint and seat belt laws through education, warnings and citations.

There were 4,012 Speeding citations issued during overtime efforts in FY2010, compared to 8,850 speeding citations issued during overtime efforts in FY2009. Patrol worked a total of 949.0 hours during Speed Enforcement, and had 4 DUI arrests during the Speed Enforcement Grant. Local Law Enforcement worked a total of 12,023.75 or overtime hours during FY2010. In those hours they got 3,750 speeding citations, 64 Child Restraint citations, 845 Seat Belt citations, and 249 DUI arrest. There was a 54.7% decrease in activity. [6.5%] were performed by the Wyoming Highway Patrol. An additional 7,195 other citations were issued by those working high visibility enforcement and DUI enforcement. In addition to equipment allowances within overtime grants, HSO provided funding for speed radars, video camera's, PBT's (Portable Breath Testers), and Intoximeters, to support local law enforcement agencies in their effort to reduce impaired driving both during and in between traffic safety campaigns. Information is provided in the Addendum of the Annual Report.

Wyoming Law Enforcement Academy (WLEA) - SFST Assessment

The grounds of the request were based on the fact that the WLEA is statutorily tasked with the basic training of our Wyoming peace officers. One facet of this basic training includes a dedicated 24 hour block of instruction of DWI Enforcement which includes detection and standardized testing

components. This 24 hour course follows the NHTSA designed and developed curriculum and is taught by troopers with the Wyoming Highway Patrol.

The goal of this assessment was to evaluate current course content and to seek validation that it does meet the prescribed NHTSA classroom and practical skills requirements. In addition to the validation of the basic training curricula, information would be discovered on the availability of officers to attend and receive refresher training once they return to their respective agencies after their basic training.

On July 15, 2009 the HSO and WLEA were informed that NHTSA had granted an SFST Assessment for the WLEA. The date of December 8 - 10, 2009 was established for the Assessment.

A Technical Assessment Team was assembled which reviewed the WLEA's 24 hour DWI Enforcement training and conducted interviews of 17 individuals that represented law enforcement administration, command staff, training officers, first line supervisors, and line officers. Also included in the interviews were members of the judiciary, prosecuting and defense attorneys, Department of Health and the Department of Transportation.

At the conclusion of the Assessment a report was furnished indicating the current strengths of the DWI curriculum while identifying several areas in need of improvement. As a result of these recommendations the WLEA has made the needed adjustments in our current Peace Officer Basic training curriculum. In addition, discussions were initiated to identify possible avenues in establishing a comprehensive state SFST program to include: statewide SFST Coordinator, centralized data base for SFST instructor/practitioner, statewide plan to ensure all law enforcement patrol officers receive the 24 hour NHSTA/IACP SFST training and increase the availabilities of the Wyoming law enforcement officer to attend SFST refresher training.

As a result of these preliminary discussions the WLEA has sought and received additional FY2011 funding to address the current refresher training deficiencies through scholarship based Instructor Development and SFST Trainer courses of instruction.

The Evaluation of Alcohol Factors

The Evaluation of Alcohol Factors involved the collection of alcohol-related custodial arrests in Wyoming to assess the impact of alcohol in all Wyoming crimes. This data is used to determine more effective strategies to reduce the number of alcohol-related traffic crashes and crimes in Wyoming. The statistics and analysis are used by a large number of prevention, treatment, law enforcement professionals, the media, town forums and general public. It is the only comprehensive, statistically based analysis of the impact of alcohol on crime in Wyoming. The data collected shows alcohol continues to be a major factor whenever a person is taken into custody by law enforcement.

This project was part of a continuing effort by the Wyoming Association of Sheriffs and Chiefs of Police. The data from 2009-2010 was evaluated from all twenty-three counties. Specific alcohol-related information collected from a total of 18,863 persons who were arrested and subsequently detained in a county detention facility was considered in this analysis plus the Fremont County Alcohol Crisis Center data. Data collected during this project period indicates that alcohol continues to be a major factor whenever a person is taken into custody by law enforcement in Wyoming. The percentage of arrests involving alcohol (72.09%), the percentage of arrests for public intoxication and driving under the influence (13.5% and 36.41%), and the high levels of blood alcohol content reported for these arrests (0.22 and 0.1525) equaled or surpassed the statistics recorded for the previous year.

The project involves the assembling and analysis of the collected data and the authoring of two reports - a main report which highlights statewide data and county statistics comparisons; and a supplemental report which provides specific statistics for every community by county. Felony arrests accounted for 6.9% of the total arrests statewide. Driving under the influence arrests accounted for 36.41% of all arrests statewide. The average blood alcohol content (BAC) reported for 5,946 persons arrested for driving under the influence statewide was 0.1525. The average BAC level was a reduction; the average BAC reported for FY2008-FY2009 was 0.158.

The age group with the highest percentage of DUI arrests was age 21-25 (19%), followed by age 26-30 (15%) and 31-35 (11%). Juvenile arrests that resulted in detention in a county detention facility accounted for less than 2% of the total custodial arrests. But alcohol was involved in 50% of the these arrests. The high percentage of alcohol-involved arrests, the inordinate number of arrests for public intoxication and driving under the influence, and the high levels of blood alcohol content recorded for this twelve-month period equals or surpasses the statistics that have been recorded during each of the previous three years.

Sweetwater Co DUI Supervised Probation

In Sweetwater County, the DUI Supervised Probation (DSP) program completed its second year with technical assistance from the Fremont County DSP program. The purpose of this program is to reduce recidivism by ensuring that convicted DUI offenders complied with the conditions of probation imposed by the courts. This program provides an intermediate step between the "honor system" (for DUI offenders with low risk of re-arrest) and drug court (for the highest risk DUI offenders) in Sweetwater County. The program provides frequent, regular monitoring of DUI offenders and coordination of all probation activities to ensure compliance. One DSP caseworker/agent monitors the offender's progress and refers any problems back to the court. Since the program began accepting DUI offenders, 116 have been referred to DSP. Self sufficiency is the ultimate direction of this program with an overwhelming reduction in the recidivism rate of participants. Through this program, self sufficiency will be accomplished at the start of FY2012. At the end of FY2010, the DSP program had a 78% compliance rate. The program receives clients sentenced through the Rock Springs Municipal Court, and the Circuit Court in both Rock Springs and Green River. The DSP works with local counseling and treatment organizations in the community to ensure the DSP clients are complying with any court ordered recommended alcohol treatment. There are currently five agencies that provide Alcohol Evaluations and treatment on a sliding-fee scale to accommodate those unemployed or on lower fixed incomes and is not part of the grant funding. The DSP works closely with the Treatment Providers in the community ensuring clients are attending any required treatment sessions. Other community organizations that are utilized by the DSP office on a regular basis include law enforcement agencies, the public defender, prosecuting attorney, the Department of Family Services, Veterans Services, Vocational Rehabilitation, local drug and alcohol testing facilities, community service recipients, Star Transit, Ignition Interlock providers and local 12 Step public meeting groups.

WHP DUI Education

The WHP DUI Education grant allowed overtime for Troopers to go out into the community, public schools and various health and safety fairs to educate people about the dangers of Impaired Driving. In order to help the Troopers accomplish this program, the grant provided overtime funding to reach more people without taking officers off the road. Educational efforts are in higher demand as community awareness increases. During this grant period, a golf cart and trailer were purchased to be used for impaired driving simulations. The drivers of the golf cart were given the opportunity to drive the cart with and without Fatal Vision goggles. Without fail, the driver would show poor driving skills with the use of the Fatal Vision goggles. The golf cart was found to be useful in educating drivers to the dangers of "Texting" and driving. The SIDNE (**S**imulated **I**mpaired **D**riving **N**g **E**xperience) vehicle was used by Troopers to demonstrate the effects alcohol and drugs have on people in a controlled environment. Limited public service announcements were provided to each division to perform on local radio broadcasts about the Report Every Drunk Driver Immediately (REDDI) and Impaired Driving program. Several incentive items were purchased to enhance the safety education talks. A total of 15,815 people received education from Troopers and Staff on the effects of impaired driving across the state. The funding provided manpower and supplies to help the Wyoming Highway Patrol get out into the communities and schools to educate the public on the devastating consequences of impaired driving.

Cheyenne PD Summer Enforcement Grant

This project provided the opportunity for Cheyenne law enforcement to target crash factors prominent in Wyoming crashes and reduce its involvement in Wyoming crashes. Such factors involved: speeding, drinking and driving, reckless driving, red light running, etc. Cheyenne P.D. will participate in overtime enforcement to drive down the number of persons injured or killed in the City of Cheyenne, WY. This project also provides an opportunity to enhance occupant protection by enforcing the state seat belt law (secondary enforcement).

The grant was focused on enhancing Summer Enforcement in Cheyenne and the use of motorcycle enforcement in it. Of the 139 fatal crashes and 159 fatalities in 2008, reference page two of the FY2010 Problem Identification book, 75 involved speeding; 41 involved speeding and alcohol; 47 involved speeding and no seat belts; and 57 involved alcohol, no seat belts, and speeding. On page five of the same book, speed related crashes are represented in 29% of all 2007 Crashes. A five-year average shows speed related crashes represented 28%.

Equipment for motorcycles is vital for the speed enforcement grants. Equipment was provided for this project. Up to 2 radar units were authorized by the HSO office, and 3 E-Citation units were authorized by the HSO office.

The Cheyenne PD ordered three (3) Road Warrior motorcycle video systems with 9GB compact flash, controller and monitor, and two (2) SCOUT cordless radar units with holsters for the Summer Enforcement Program. Due to technical issues with the equipment all items have been on back-ordered. Additional information on project activities and goal achievement can be provided after implementation of the program.

Laramie County Sheriff's Office STOPPED (Teen/Parent Enforcement Effort)

In FY2010 the Laramie County Sheriff's Office in conjunction with the Wyoming Association of Sheriff's and Chiefs of Police introduced a Statewide program called STOPPED (Sheriffs Telling Our Parents and Promoting Educated Driving) Program, a voluntary parental notification system used to reduce the number of young drivers involved in motor vehicle collisions..

When participating vehicles with teens are stopped, officers contact the Wyoming Association of Sheriff's and Chiefs of Police with the registration number from the STOPPED decal, the registered

owners name and address will then be supplied to the agency. A letter containing the information from the contact card is then mailed directly to parents to make them aware of the enforcement stop and potential problems, thus enabling them to enforce any parental rules that often coexist with teenage driving privileges.

This year the project paid for the development and placement of media for the public to be aware of the STOPPED Program in Wyoming.

The Laramie County Sheriff's Office will enhance the STOPPED Program with a media proposal from NexMedia to promote this project. Laramie County Sheriff's Office will be working with Nexmedia around Wyoming to do billboards and bus benches for the agencies that have approached Laramie County, in doing the STOPPED Program in their community.

Additional information on project activities and goal achievement can be provided after implementation of the program in FY2011.

\$4,409.75 expended on supplies.

\$7,861.98 expended on advertising.

Eight (8) Agencies have currently received program supplies, and have registered 132 vehicles.

Since the project was just initiated, zero (0) contacts have been made with STOPPED vehicles.

Wyoming Chemical Testing Program - Training and Equipment

Upon request, the Department of Health, Chemical Testing Program (WCTP) assists the HSO by selecting sites in need of stationary alcohol testing devices, configuration, calibration, repairs and training. The HSO provided training and equipment in this effort. New to the equipment effort this year was the funding of a AlcoSensor V which has enhanced capabilities that will be useful in training Law Enforcement officers on the use of Breath Alcohol equipment to aid in the WCTP's efforts to assist Law Enforcement in getting impaired drivers off the road. The HSO also provided funding for WCTP staff to attend a course on Drugs, Driving and Highway Safety, and also the nationally acclaimed Robert F. Borkenstein Course on Alcohol and Highway Safety. This course covers everything from breath alcohol instruments to alcohol pharmacology and metabolism. This course is a very important training tool for all forensic toxicologists and the reference materials obtained during this course are a valuable added benefit.

Fremont County S.O. Video Cameras/Accessories

To increase for DUI Arrest Support for Alcohol Countermeasures, Fremont County S.O. investigated various cameras systems and purchased 20 Digital Ally 750's. The agency is about 75% satisfied, having solved some initial issues and currently working through some other programming and software issues. Future upgrades for this system are planned.

The agency has had a few court cases involving video's taken from the cameras and found the evidence gained from video camera's very beneficial in the court room setting. At least one (1) court case never came to trial due to the video evidence. Video evidence has also addressed "Citizen Complaints" in a very positive way as well.

Other Programs

Other programs that work to reduce alcohol related crashes are the Natrona County Safe Community, Cheyenne CAN Programs, and the University of Wyoming Safe Ride program. 1) The Natrona County Safe Community works in partnership with law enforcement, media, major employers, health, MADD, citizen advocates to implement an annual effort to reduce impaired driving by providing free or reduced taxi rides home if impaired; media coverage of the activities

with results from law enforcement efforts. 2) Cheyenne CAN (Change Attitudes Now) program works with high school students who mentor elementary and junior high school students to make healthy choices in their lives such as: to avoid the use of alcohol and other drugs, not to ride with an impaired driver and to always buckle up as a defense against an impaired driver. This program was active in three high schools, three junior highs and many elementary schools. 3) The University of Wyoming SafeRide program provides safe transportation for UW students, WyoTech students and other members of the Laramie community. The SafeRide vans have a regular schedule on Thursday-Saturday evenings to take students throughout the community from 7:00pm to 10:00pm and then provide on-call service until 2:00am. This service has reduced the number of impaired drivers on the roadways in Laramie. In FY2010, the service provided 33,000 rides. The UW SafeRide program has partnered with the Coalition to Prevent Substance Abuse, which is a new safe communities program to provide SafeRide monthly venues to interact with various members of the community including the Laramie Police Department, members of the city courts, and other prevention specialists from around the community. Through this new partnership, the data showed a need for the SafeRide service to be available from 2:00am-3:00am when 18% of all DUIs happen on Friday, Saturday and Sunday morning, which is the one hour immediately after SafeRide stops operations. The UW SafeRide program through local funding, funds from both the University and WyoTech Training Center is becoming self sufficient. They have not requested FY2011 grant funds.

Impediments to Achievements

- Limited funding for dedicated DUI Courts
- Limited time of Legislative sessions in which to enact comprehensive DUI laws (Rotating annual legislative sessions, 40 day general session year followed by a 20 day budget session)
- Limited citation and adjudication data availability
- Law enforcement staffing challenges
- High number of energy related workers in Wyoming (tend to be high risk takers)
- No combined municipal/county prosecutor association
- No dedicated HSO alcohol coordinator. Responsibilities are shared by all.

Future Strategy

- Provide funding assistance for SCRAM units in DUI and Drug/DUI hybrid courts.
- Continue funding the Wyoming Prosecutor's Association TSRP until permanent funding is available.
- Pursue a judicial liaison (JOL) through the judicial association.
- Work to implement the Governor's Leadership Team to Prevent Impaired Driving document, "A Strategic Plan to Reduce Impaired Driving in Wyoming".
- Work with the new Statewide Safe Communities Coordinator to help communities identify and address local impaired driving challenges.
- Continue the WASCOP Traffic Safety Committee to address traffic safety enforcement and productivity.

OCCUPANT PROTECTION PROGRAM

Total Expenditures

402 Funds	\$ 622,259.22
405 Funds	\$ 155,917.48

Achievements

- A seat belt bill was successfully introduced that would have increased the driver's fine from \$25 to \$75. It passed the Senate but was unsuccessful in the House. A bill to make Wyoming's seat belt law a primary offense is expected in the 2011 Legislative Session.
- Proper child restraint use for children age 1-8, observed at CPS Check Up Events, increased from 12% in September 30, 2009 to 23.75% by September 30, 2010.
- The percentage of unbelted fatalities decreased slightly from 71.9% in 2008 to 70.5% in 2009.
- The Wyoming Seat Belt Coalition has added new members and a Work Force Committee to address the development of industry partnerships to promote compliance to the law, provide additional funding, promote industry policy development, implementation and internal policy enforcement.

Key Projects

The Wyoming Seat Belt Coalition

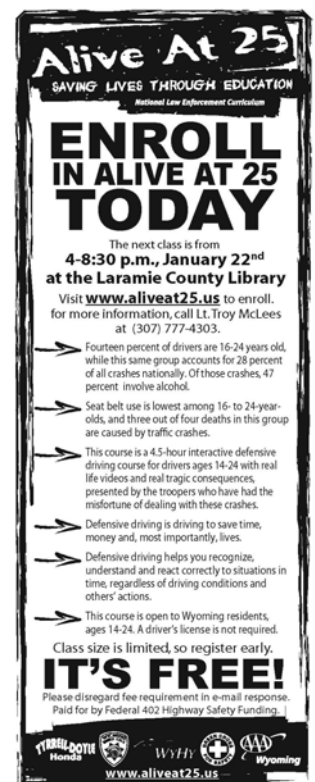
The Wyoming Seat Belt Coalition was established in October 2006. The Coalition has brought seat belt advocates together from around the state to increase the level of awareness and usage. The coalition activities included maintaining the public website with the web address of: <http://www.wysbc.org>; the planning and development of a law enforcement incentive program that utilizes collectable coins per agency type with the first statewide agency recognition, October 2009; the development, production and distribution of a Coalition brochure with other incentive items to heighten statewide awareness of the Coalition's mission and goal. The Junior High Project was developed in 2008 and implemented in six counties through a partnership with Safe Kids Wyoming and the local chapters and in three counties in 2010. The project coordinator worked with a student group in each of the participating Jr. High Schools to perform a pre-seat belt observational survey, an awareness campaign, and a post seat belt survey to determine effectiveness of each project. In each of the schools surveyed, the seat belt usage increased. Typical school awareness campaigns included student created posters, t-shirts, opinion surveys, school assemblies, the Click-it Challenge, etc. This project will continue in FY2011 with more schools participating. The trailer to transport a seat belt survivor car has been used across the state to spread the message to buckle up. Boost 'Til 9 was again provided statewide in partnership with Safe Kids Of Wyoming, the Wyoming Highway Patrol and the Highway Safety Office. (See Addendum for Boost 'Til 9 numbers and other materials.) Law enforcement statewide have been working through the law enforcement committee and during the May Mobilization utilized the magnetic strips provided by NHTSA to promote seatbelts: SEATBELT ENFORCEMENT – BUCKLE UP & SEAT BELT ENFORCEMENT * CLICK IT OR TICKET. A new information fact sheet was developed and has been distributed through out the state for law enforcement, trauma, new legislators etc. A new committee was formed to include industry in the coalition and has moved forward with an information survey at the Safety Summit following the last coalition meeting.

Some of the successes this year include:

1. Increased membership and participation by Wyoming law enforcement and various segments of the private sector.
2. Increased awareness among key state policymakers: the creation of Workplace Safety Task Force; the hiring and involvement of the State Occupational Epidemiologist – who is now an active member of the Coalition; the increased promise for stronger legislation in the near future.
3. Increased educational efforts targeting the general public: launching of the Coalition’s public website; creating and disseminating up-to-date informational brochures and fact sheets at numerous conferences, health fairs and training sessions; creating and disseminating awareness posters throughout the state; presentations by members at a variety of forums and venues.
4. Provided financial support for the Jr. High Project where students become involved and more aware of the importance of wearing seatbelts – four communities participated this year.
5. Provided financial support for the Boost til 9 efforts of the Safe Kids chapters in Wyoming by purchasing booster seats, t-shirts, posters and flyers for each event. (See Boost til 9 results in addendum.)
6. Working in a collaborative effort to develop a statewide strategic plan – a work plan for implementing a series of initiatives during the coming year.

“Alive at 25”

The “Alive at 25” Program is designed to make young drivers aware of safe driving practices, encourage appropriate teen driving behavior, and encourage them to use seatbelts. This program is for young drivers age 14 to 24 years old. Every year Wyoming has a number of deaths and serious injuries on our highways that could be prevented or reduced. Twenty-eight percent (28%) of Wyoming traffic deaths were young people age 15-24. Young drivers are among the leading cause of motor vehicle crashes in the nation. Young drivers are also the easiest group to change driving behaviors and attitudes when driving. There are fifteen Alive at 25 instructors who taught 77 classes across the state with 1,408 students. Ten courts are now using the Alive at 25 class as a sentencing option for young adults as well as an increased use in the Driver Education classes. During 2009, 13 instructors taught 62 classes throughout the state and reached about 1,100 students. The two Seat Belt Convincers were used in conjunction with the two Rollover Simulators. The Rollover Simulators were requested by many organizations. The Seat Belt Convincers made a strong showing again around the state. All four pieces of equipment traveled throughout the state. The crash vehicles also were used throughout the state. Limited public service announcements were provided to each division to perform on local radio broadcasts. To promote the Alive At 25 program throughout Wyoming radio advertising and newspaper ads were purchased in the class locations which generated tremendous interest.



Buckle Up Kids

The Buckle Up Kids program focused on educating the public on proper child passenger safety. Wyoming provided three National Child Passenger Safety Certification courses where 33 students were trained to be CPS technicians with a total of 185 statewide. There were 347 Child Passenger Safety check up events with approximately 1,976 child safety seats inspected, approximately 829 child seats were distributed to the communities. There were 470 events held with approximately 18,262 children and 17,482 adults attending. According to the data collected through the CPS Events, 76.25 percent of the child seats were misused which is a significant change from 2009 which was at 88 percent misuse. The Buckle Up Express newsletter was published and distributed

quarterly to technicians and safety advocates. Safe Kids Wyoming and the chapters are a partner in this program providing local education to parents and care givers statewide. There were 4 Renewal and 6 Refresher CPS classes with 48 technicians kept current and active. The turnover in trained technicians has been reduced through these classes.

Protect Our Future

Protect Our Future - Wind River is an educational program in Fremont County and the Wind River Indian Reservation which includes three complimentary components. 1) The Little Convincer Program teaches young children about the importance of buckling up and provides a hands-on opportunity to practice the skill with 321 kindergarten students throughout Fremont County and the Wind River Indian Reservation(WRIR). 2) The Gimme a Boost Program combines educational programs for children and parents along with enforcement to increase the use of booster seats by children in 1st and 2nd grades. 3) The 100-Mile Challenge Program is an educational incentive program designed to increase the use of safety belts and bicycle helmets by students and their families for 5th grade students by traveling at least 100 miles in a safety belt or bicycle helmet within three weeks with 267 students which was 57% participation in the program. Through the Protect Our Future Program, 13 Safety Rodeos taught children kindergarten through 3rd grade and their families (approximately 2,039) what they can do to reduce the risk of injury in the vehicle, on a bicycle, walking and around their home. Seat belt usage has increased on the WRIR from 8 percent in 1996 to 35 percent in 2009. There is a tremendous amount of work to be done on the Reservation but progress is happening. Nine elementary schools participated in the 100 Mile Challenge with St. Stephens having the highest participation of 71%. For child safety seat checks, there were 125 families with 168 children.



Protect Our Future - Laramie County had their second year in the schools. Over the past grant year there were 8 elementary school health fairs and other programs with 479 kids learning about helmet and bike safety. The Little Convincer Program was presented at Goins Elementary for 65 kindergartners and the 100 Mile Challenge took place in three elementary schools. A quarterly newsletter was started in the Spring 2010. Other presentations for the Protect Our Future Program were at Safe Kids Day, two Mothers of Preschoolers, Christmas Parade, the Governor's Council on Physical Fitness & Sports Health and Fitness Day, Super Day, Frontier Day Parades and the Pancake Breakfast, Boost til 9, The Hispanic Festival. As part of the Boost 'Til 9 campaign, Laramie County held their event at the Kohl Department Store parking lot with 51 booster seats were checked and 14 distributed. The coordinator has partnered with both WHP and the Cheyenne Police Department for an officer to be part of the Little Convincer Program to ensure the children took the message seriously about the use of the booster seat and later the seat belt.

Cheyenne MPO Occupant Protection Program

The Cheyenne MPO conducted a targeted safety belt campaign with the high schools in Cheyenne called the Battle of the Belts. The Mayor's Youth Council helped coordinate the efforts in each of the three high schools to build seat belt usage through the Alive At 25 Assembly at each school and the pre and post seat belt surveys. The Cheyenne Police Department in partnership with the MPO conducted targeted enforcement in and around the high schools for a two week period. The



Battle of Belts Recognition

school resource officer identified student drivers who were buckled up and then the Principal at each school personally awarded the student with a goodie bag that had an itune card, a t-shirt or other special things and emphasized the benefits of seat belts. A pre and post observational survey were done at each school as part of the "Battle of the Belts" program where the winning high school received a cash prize to be used for a school activity or event. Cheyenne Central was the winner whose students showed the greatest seat belt usage change and received the prize which was matched by the Laramie County School District #1 board. This effort was supported by the media. The MPO is continuing to follow-up with the challenges identified through the committees formed in the emphasis areas; Impaired Driving, Distracted Driving, Occupant Protection, Young Drivers, Older Drivers, and Intersections from the initial meetings in 2008.

Enforcement (state and local)

Wyoming is a secondary seat belt law state. As such, all overtime/high visibility speed and alcohol grants are encouraged to utilize their contact time to support child restraint and seat belt use through education, warnings and citations. Each grantee activity report form provides a location to capture this information. In FY2010, 1,076 child restraint and seat belt citations were issued compared to 103 in FY2009. This represents a 90% increase in activity on overtime! One hundred sixty seven [84.5%] were issued by Wyoming Highway Patrol personnel. Information is provided in the Addendum of the Annual Report.

May Mobilization

Law Enforcement

All law enforcement grantee agreed to participate in the May Mobilization safety campaign. The local law enforcement agencies were required to support the National Campaign efforts. A total 3545.75 hours worked that resulted in 14 DUI Arrests, 372 Seat Belt Citations compared to 2932.5 hours, 600 Seat Belt Citations in 2009, 27 Child Restraints Citations, 1602 Speeding citations, and 5877 other contacts or citations. There was a significant decrease in Seat Belt Citations, but an increase in total number of hours worked. Information is provided in the Addendum of the Annual Report.

Safe Communities

In Natrona County, the Safe Community Program placed a wrecked vehicle at Kelly Walsh High School and one at Natrona County High School on May 17 with a follow-up assembly. One vehicle was in an alcohol related crash where the victim was severely injured and is not expected to fully recover. The second vehicle was in a rollover crash where the driver was texting, but was wearing a seat belt and walked away. A press conference was held on May 25 with Susan Burk from the Wyoming Medical Center Foundation as the announcer. Sheriff Benton spoke on the Combined Accident Reduction Traffic Enforcement (CARTE) Operation over the Memorial Day weekend and Connie Jacobson, Natrona County Coroner, on the importance of buckling up your seat belt. Significant awards were presented to the P.A.R.T.Y. program and to the four junior high schools for their participation in the Wyoming Seat Belt Coalition Junior High Project. Each school did a pre and post seat belt survey at their schools and then did posters and school morning announcements to increase awareness of the use of seat belts when coming to school. Each school increased their usage. (More information can be found in the Noteworthy Project section.)

In Albany County, the Safe Community Program held a Safety Day before the prom, where they discussed impaired driving, seat belt safety and making good choices around drugs and alcohol with about 200 students attending.

In Laramie County, the Safe Community Program conducted the Junior High Project with Johnson Junior High; had a safety booth at the Safe Kids Day Event; a booth for the Public Health Nursing County Managers Annual Meeting; a booth at Taco John's Event Center on "Fight Night" and also ran three ads in the newspaper May 28-30th.

Media

May Mobilization began with a seat belt safety with a spot entitled "Teleport" in which individuals are saved at the moment before the crash with a law enforcement officer then speaking about the importance of seat belts. TV was purchased in the amount of \$20,000, radio was purchased for \$4,000 and print was purchased for \$8,300.

July 4th Mobilization

Law enforcement

All law enforcement grantees agreed to participate in the July 4th Mobilization safety campaign. The local law enforcement agencies were required to support the National Campaign efforts. The results were, 174.25 O/T hours worked that resulted in 4 DUI Arrests, 2 Seat Belt Citations - compared to 1638.55 hours, 738 Seat Belt Citations in 2009, no Child Restraint Citations - compared to 22 Child Restraints in 2009, twenty (20) Speeding Citations, and 265 other contacts or citations. Although the numbers are low, again, there was a significant increase in the Seat Belt Citations and Child Restraints, but also a decrease in total number of hours worked. Information is provided in the Addendum of the Annual Report.

Traffic Safety Committee

The Traffic Safety Committee was organized as a standing committee of the Wyoming Association of Sheriffs and Chiefs of Police (WASCOP), through a grant agreement that was funded with Highway Safety Program. The committee was established comprising law enforcement administrators to more effectively address traffic safety issues and concerns in Wyoming. The committee's focus is to make recommendations on traffic safety topics relating to both current concerns and program development of law enforcement. By-laws and membership were reviewed and the scope of the committee was discussed. Four focus areas were addressed in the grant agreement:

1. Crash data collection and reporting in new crash system
2. Data driven funding formulas for Impaired Driving and Seat Belt campaign efforts
3. Grant productivity
4. Other traffic safety topics

Updates were provided by various partners to provide the committee with the current issues being discussed in Wyoming. Updates were provided by:

- Wyoming Seat Belt Coalition
- DUI Coalition/Governor's Leadership Team
- WYDOT Highway Safety Program, Data Management staff regarding the electronic crash reports and "Report Beam" concerns
- WYDOT Highway Safety Office staff

Project objectives were identified and prioritized for the group to begin planning and working toward solutions which could be provided to the WASCOP membership. Those objectives are as follows:

- Crash Data collection challenges

- Discussion from the various meetings led to the development of reporting forms which will be implemented in 2011 to capture data and report such.
- Develop and recommend an effective funding formula for the distribution of selective traffic enforcement Highway Safety overtime grant funds
 - Two funding formulas are under development; one for 402 funded HVE seat belt campaigns and one for 154AL funded DUI enforcement.
 - A considerable amount of time was dedicated to developing a formula which took into consideration the crash data and community based targeted enforcement strategies.
- Development and recommendation for criteria which will evaluate the effectiveness/productivity of the overtime enforcement grant participants.
- Traffic Safety Committee will be provided with statistics for each national event by departments. These statistics will be a break down by department of their enforcement efforts.
- Crash data and department enforcement statistics will provide those evaluating performance with the tools necessary to make informed decisions and provide input into future funding decisions related to grants under the discretion of this committee.

The committee spent a considerable amount of time working through and discussing the funding formula, productivity evaluation, and equitable distribution of the grant funds. Future funding to support the Traffic Safety Committee is expected to continue the partnership between WYDOT Highway Safety and WASCOP in their common goal of keeping safety on our roadways a top priority.

Impediments to Achievements

- Libertarian minded state and legislature - rights issue
- Secondary seat belt law
- Public's low expectation of a crash occurring in Wyoming - False sense of security due to low traffic volumes
- Public's low expectation of receiving a seat belt citation - based on survey data.
- Limited public health focus on belt and restraint use to reduce injuries, severity of injuries and the health costs associated with each.

Future Strategies

- Work on low expectations of law enforcement citing for current seat belt law.
 - 1) Continue to educate officers similar to Cheyenne MPO's training with media coverage.
 - 2) Discuss avenues to increase belt usage in WASCOP's Traffic Safety Committee.
 - 3) Provide award to officers in the presence of their peers for OP safety efforts/citations.
 - 4) Utilize the event based law enforcement to target OP at least three times per year.
- Wyoming Seat Belt Coalition partnered with the Governor's Workplace Safety Task Force which identified failure to use seat belts as a major contributor of workplace fatalities.
- Increase the number of Safe Communities to provide the needed local community involvement for each of the traffic safety campaigns which will increase seat belt awareness and usage.
- Continue to be a resource and advocate for the benefits of strengthening the state's current seat belt law.

SPEED RELATED PROGRAM

Total Expenditures

402 Funds	\$684,086.84
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Achievements

- There were 3,750 Speeding citations issued during the overtime efforts in FY2010, compared to 8,850 in FY2009. Local High Visibility Enforcement (HVE), funded by 402 funds, is focused primarily on seat belt. There were 21,483 other citations were issued by those working High Visibility Enforcement (HVE) in FY2010 which included the 3,750 Speeding citations.
- The Wyoming Highway Patrol worked a total of 949.0 hours and wrote 2,284 speeding citations, compared to 8,850 citations wrote in FY2009.
- WYDOT placed variable speed limit signs along full length of that section of Interstate 80. The new variable speed limits sign allow WYDOT to set the speed as the actual situation and conditions on the road dictate. WYDOT can now better respond to road and traffic conditions thus creating a safer environment for traveling motorists.

Key Projects

Speed Enforcement

Speed Enforcement projects provide the opportunity for local law enforcement and the WHP to target speeding issues and reduce its involvement in crashes. Additionally, the project increases their visibility, the number of focused traffic enforcement hours and perception of heightened enforcement on the roadways. All overtime, high visibility grants, are encouraged to also utilize their contact time to support child restraint and seat belt laws through education, warnings and citations.

There were 4,012 Speeding citations issued during overtime efforts in FY2010, compared to 8,850 speeding citations issued during overtime efforts in FY2009. Patrol worked a total of 949.0 hours during Speed Enforcement Grant and had 2,284 speeding citations, 4 DUI arrests, 18 child restraint citations, 67 seat belt citations and 132 Other.

Local Law Enforcement worked a total of 12,023.75 overtime hours during FY2010. In those hours they got 3750 speeding citations, 64 Child Restraint citations, 845 Seat Belt citations, and 249 DUI arrest. There was a 54.7% decrease in activity. [6.5%] were performed by the Wyoming Highway Patrol. An additional 7,195 other citations were issued by those working high visibility enforcement and DUI enforcement. In addition to equipment allowances within overtime grants, HSO provided funding for speed radars, video camera's, PBT's (Portable Breath Testers), and Intoximeters, to support local law enforcement agencies in their effort to reduce impaired driving both during and in between traffic safety campaigns. Information is provided in the Addendum of the Annual Report.

Town of Buffalo - Speed Trailer (approved by the Safety Management System team)

A Speed Alert Trailer in the town of Buffalo was purchased to reduce traffic safety concerns in areas of: speeding, aggressive driving, pedestrian involved crashes, as well as increasing public awareness to slow down. The Speed Alert Trailer is able to provide data so that they can better focus their resources on areas of egregious traffic violations.

Town of Saratoga - Speed Trailer (approved by the Safety Management System team)

With Saratoga home to heavy tourist, residential, vehicle and pedestrian traffic, excessive speed involvement are a concern. The Saratoga Police Department is stretched to capacity and needed assistance in slowing the traveling public. This project purchased two trailer mounted radar speed limit signs to supplement the Police Department efforts in speed control. The Saratoga Police Department has identified “hot spot” areas that would use the radar speed limit signs to increase public awareness, remind people to slow down, and collect traffic data at key points throughout the community. This will help target law enforcement efforts and support the implementation of a strong safety program .

Impediments to Achievements

- Large state resulting in high average miles driven per person
- Rural/frontier state which has a low traffic volume
- No perceived risk of driving except in high wind and poor weather related roadways
- Legislative limitations - no automated speed technologies can be used in the state.

Future Strategies

- Continue using dynamic speed limit signs that are more responsive to fall/winter/spring weather and road conditions.
- Review reduced speed data in FY2010 to warrant expanded use of dynamic speed limit signs.
- Install more Dynamic Message Signs (DMS) to warn the public of hazardous driving conditions.
- Continue high visibility enforcement overtime grants.

Media Report

Total Expenditures

402 Funds	\$332,222.66
154PM Funds	See Impaired Driving Program

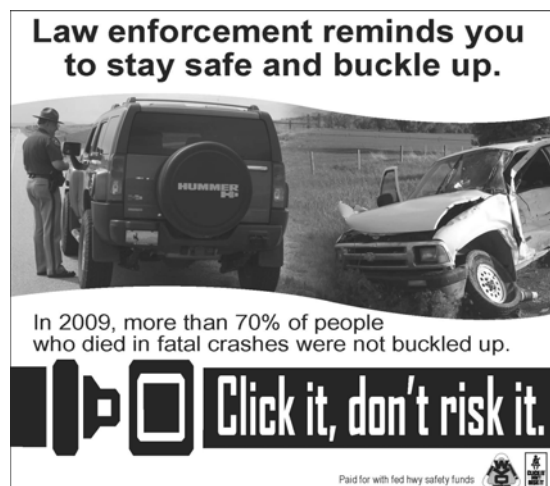
Achievements

- Targeting our hard to reach audience was accomplished through a Sports Targeted Media grant. Partnerships with the University of Wyoming, local junior/high schools, local sports teams were created and messaging was created to reach the pick up drivers and males 18-34. Junior and high school messaging focused on 'Click It-Don't Risk It'.
- The Native American Media campaign has been an overwhelming success. Not only getting messaging but also building relationships is critical in forming partnerships that can affect roadway safety. A NHTSA diversity contractor was utilized to create a campaign in which Native Americans spoke to other Native Americans. High school sports is huge on the Reservation and the radio and print media showed local athletes and leaders speaking to roadway safety (seat belt, speeding, impaired driving).
- Paid Media reporting requirements are provided in the Addendum.

Other Key Media Efforts

Occupant Protection

One major component of the Occupant Protection Program is statewide media. Wyoming utilizes two small networks located in Casper and Cheyenne, cable buys, radio stations and media events. The message is always the same with the "Click It, Don't Risk It" tag line. The annual survey showed that 48% of people said they recalled the new 'Teleport' PSA, which featured two young ladies who weren't wearing their seat belts, were distracted and ended up teleporting to safety. Those that saw the PSA, indicated that the PSA had an impact with 63% saying they had either a positive or a somewhat positive feeling about the spot. The survey also showed that about 79% of those surveyed said they've heard of the "Click It, Don't Risk It" campaigns. In addition, 98% of the respondents indicated that TV and/or radio is where they get their news and information which are the primary forms of media purchased. The Wyoming Attitudinal and Awareness survey showed that "Click It, Don't Risk It" message was observed by 41.8% of the surveyed Wyomingites on our roadway Dynamic Message Signs (DMS).



Impaired Driving

WYDOT Public Affairs Office (PAO) began fiscal year 2010 with a December holiday media push. PAO placed radio ads around the State of Wyoming for the "Buzzed Driving is Drunk Driving" message and followed it with a parody of "Grandma Got Run Over By A Reindeer" to speak to the risks of drinking, driving and enforcement. Assurance of success was found when 72% of those surveyed had seen or heard the "Buzzed Driving is Drunk Driving" message.

In addition to the radio spot, a new television spot featured a dramatic presentation of crash photos. This spot featured statistics and urged the audience to use a designated driver. In total, 56% of those surveyed remembered seeing or hearing of such a message.

PAO also continued to keep the message fresh, using motion templates with dramatic music backgrounds.

Roadway Safety

“Ice & Snow - Take It Slow”. This campaign successfully launched in February of 2008 and continued in FY2010. Wyoming is one of 14 states that participate in this campaign. One fatal safety problem common to all Wyoming jurisdictions is motorists who drive too fast for roadway conditions. Educating drivers to slow down is directly beneficial to ongoing efforts in the areas of law enforcement, traffic services, speed enforcement and roadway safety. Radio messages reminded motorists to use caution, reduce speed and that ice and snow don’t just occur during inclement weather but affect the roadways even during clear winter times. Incentives were emblazoned with the program slogan and radio advertisements educating the public were key to this project’s success distributed statewide at meetings, conferences, radio stations, etc.



Motorcycle Safety

WYDOT’s Public Affairs Program included motorcycle public awareness spots in their Paid Media efforts this fiscal year. It reminded the motorist to “Look Twice” for the hard to see motorcycles. This program is covered more in depth in Motorcycle Safety. This year the billboards were designed and posted April - September in seventeen locations across the state where many of the fatal crashes occurred. The billboard message was, “Some Drivers Only See Us By Accident”. Reviewing the billboard design after posting, it did not visually express the message as well as was hoped so work will be done to ensure it in the future.



Alive at 25

The Department of Transportation, Public Affairs Office (PAO) provided advertisement design assistance to the WHP's Alive at 25 project to promote the young driver class in print media.



Regional/Local Media Efforts

The PAO also coordinated media campaigns with WYDOT Public Involvement Specialists (PIS) around the State to engage local law enforcement and community leaders in radio and print messaging for both seat belts and alcohol that would resonant better with the communities around the state. WYDOT Public Involvement Specialists created their own script and orchestrated local law enforcement and other local leaders to personalize the script. Radio media was used to carry this message for outstanding efforts to prevent impaired driving.

One highly successful local campaign was "It's Open Season on Drunk Drivers" implemented in District 2 which includes the second highest populated city of Casper. Jeff Goetz, PIS, received an award from Wyoming's Governor Dave Freudenthal.

An advertisement featuring a television screen showing a car crash. The text on the screen reads "FATAL CRASH" and "46' 5:03 NANS". Below the screen, the text says "Here's your 15 seconds of fame." and "In Bar Nunn, it's OPEN SEASON on DRUNK DRIVERS". At the bottom, it says "Be dangerous to a drunk driver, call 9-1-1" and includes the Wyoming Department of Transportation logo and the text "You Drink & Drive YOU LOSE of Natrona County".

Native American Media Outreach

Between December 14, 2009, and September 30, 2010, a grant was granted to Cody Beers, WYDOT District 5 Public Involvement Specialist, for Native American Media Outreach in Fremont County communities, including the Wind River Indian Reservation. These grant funds were used to produce and purchase media for more than 120 30-second radio spots, which ran on Fremont County radio stations

An advertisement featuring a young man, Caleb Her Many Horses, holding a basketball. The text on the right says "I want you to be safe. I need you and you need me. Please slow down and obey our speed limits. You could save a life or change yours forever." At the bottom, it says "Caleb Her Many Horses Wyoming Indian High School" and "This message paid for with Federal 402 Highway Safety Funds." and includes the Wyoming Department of Transportation logo.

for four months; a three-month series of newspaper advertisements in the Wind River News (Wyo.), Riverton (Wyo.) Ranger, and Lander (Wyo.) Journal; three months of use on two billboards (Wyoming 789 near Riverton and U.S. 287 near Lander); and 600 t-shirts which were distributed at two high school basketball games on the Wind River Indian Reservation (Wyoming Indian High School and St. Stephen's Indian High School).

Subject matter for this campaign included tribal voices, tribal models for photos, and tribal messaging, and messages focused on "buckle up, don't drink and drive, child seat safety, and pedestrian safety." Reports on the effectiveness of this campaign are noteworthy. Many of the radio spots have continued to run for "free," as the radio stations believe in the effectiveness of this campaign. Combined with enhanced law enforcement on the reservation, there have been three highway fatalities in Fremont County during the first 10 months of 2010; in the same 10 months in 2009, there had been 18 traffic fatalities in Fremont County. Other noteworthy events included this campaign and Beers receiving one of Gov. Dave Freudenthal's "Governor's Awards for Outstanding Efforts to Prevent Impaired Driving."

More Native American media is under development between WYDOT District #5 PIS and the NHTSA Diversity Contractor.

Other Media

Dynamic Message Signs: Every major campaign is supported by dynamic messaging signs (DMS) that display the targeted messages such as: "Click it-Don't Risk It! Please Buckle Up." This type of media outreach is an effective way to reach our Wyoming audience. In the Attitude and Awareness Survey for seat belt messaging, 42% of the respondents indicated that they saw the message on DMS (billboards) signs.

CARTE

The Combined Accident Reduction Task Enforcement (CARTE) program, which was created from the federally funded District 2 Traffic Summit provides monthly press releases and data from their enforcement campaign. The project has blossomed and requires no federal funds.

The WYDOT Report

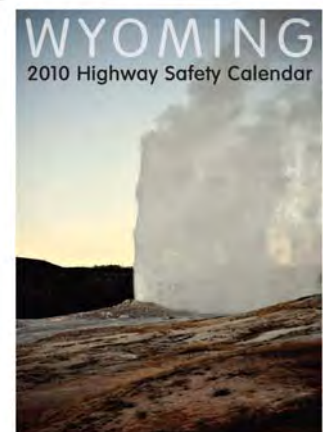
The Wyoming Department of Transportation (WYDOT) Public Affairs Office used television media to promote occupant restraint use. The Public Affairs Office receives 90 seconds during both evening newscasts, one day every week on each of the following television stations: KGWN TV5 of Cheyenne, K2 of Casper and KCWY Channel 13 of Casper for a WYDOT Report feature. This feature is not funded with NHTSA grant funds. Every message is dedicated to traffic safety and every message ends with a reminder to buckle up.

Crash data

Crash data was provided in the form of the Fatal Crash Summary, and Wyoming's Problem Identification which was provided in both hard copy and electronically via the WYDOT website.

Safety Calendar

The 2010 Highway Safety Communications Calendar was published and distributed to all grant recipients and safety partners. It provides a single source of all campaign information to rally partners that includes focus, slogan, time frame, and safety information. Distribution included law enforcement agencies throughout the State, the media, health care



professionals, safe communities, informing them of Statewide coordinated media and law enforcement dates.

Impediments to Achievements

- There is no true statewide coverage from media within the State of Wyoming. Larger markets outside of the State of Wyoming bleed into the state from bordering states such as Colorado, South Dakota, Utah and Montana. With few stations dedicated to solely Wyoming, getting safety messages out is a challenge.

Future Strategies

- Continue media structure of state wide media coverage with WYDOT Public Affairs, regional/local media with WYDOT District Public Involvement Specialists, local media events with Safe Communities and local law enforcement media events coordinated by the Law Enforcement Media Coordinator.
- Implement the Governor's Leadership Team recommendation to create a statewide, unified impaired driving prevention media campaign.
- Continue to encourage and support WYDOT Public Involvement Specialists in all Districts to take a more active part in local media and media events.
- New mediums will be researched as a way to connect with Generation X and Y.
- WYDOT will continue to post all PSA's to YouTube and FaceBook for greater exposure.
- Utilize the NHTSA Regional Office's Diversity Contractor to target Native Americans and Hispanic populations.

Traffic Records

Total Expenditures

402 Funds	\$ 49,720.50
408 Funds	\$471,579.67

Achievements

- Traffic Records Assessment in February 2010.
- Highway Safety Office is utilizing a consultant to assist in project planning, coordinating, project tracking and reporting.
- Improved Quality Control Program of the newly implemented crash data system, including automated QC checks.
- Electronic Crash Data Records - discussions have been held regarding map-based location entry; a new project has been created to track this effort.
- Initial extract of driver data and procedure for annual update of the same.
- Purchased and instituted a statewide electronic EMS data collection software package compatible with the needs of the state. The software bundle integrates EMS and trauma data. The Wyoming Ambulance Trip Reporting System (WATRS) data has incorporated two additional NEMSIS elements and these elements will be included in the data capture.
- Follow-up enhancements to the WyHSAS Safety Analysis system have been completed as part of the ongoing maintenance and support, as well as additional enhancements such as the Safety Index and Hot Spot Analysis with crash and roadway feature data.
- GIS/LRS Project continues to progress.
- WYDOT Integration of Safety Project Planning and Asset Management is advancing further improvements to the integration of crash and roadway feature data. Additional data sets are being integrated such as super elevation and access density.
- The TRIPRS web site was updated for the purpose of the FY2010 Section 408 grant application, project update and FY2011 planning.

Key Projects

Traffic Records Assessment

A Traffic Records Assessment was conducted in February 2010. The scope of this assessment covered all of the components of a traffic records system. The purpose was to determine whether the traffic records system in Wyoming is capable of supporting management's needs to identify the State's safety problems, to manage the countermeasures applied to reduce or eliminate those problems, and to evaluate those programs for their effectiveness.

Wyoming Department of Health, Office of Emergency Medical Services (EMS)

The Department of Health - EMS purchased an electronic EMS data collection software package compatible with the needs of the state. The software bundle is integrating EMS and trauma data. The Wyoming Ambulance Trip Reporting System (WATRS) data has incorporated two additional NEMSIS elements and these elements will be included in the data capture. A data sharing agreement with WYDOT and Department of Health EMS is underway to capitalize on the new EMS/Trauma Registry data collection system.

Crash Data

An electronic Crash Data Quality Control Program was implemented to automate the quality control reports. This improvement makes the data more accurate and timely.

Driver License Data

The WYDOT Highway Safety Program and Driver Services has set up an annual extract from the driver registration database (mainframe held RIS database) that will return a file format that can be loaded into Oracle, allowing Highway Safety to perform queries to correlate drivers license information to crashes. The project designed and developed a process by which to retrieve driver and adjudication information from RIS using Driver Services RIS Consultant. This project paid for a consultant to program the annual extract.

Wyoming Highway Patrol (WHP) Crash Investigation Team

The WHP purchased updated and improved accident reconstruction software. This software does calculations and animations to determine what happened with the vehicle, pedestrian, motorcycle or commercial vehicle. The software also takes measurements from the Impulse and PDA currently used by the WHP. The software is compatible with WYDOT's Highway Safety Program electronic crash reporting software.

Impediments to Achievements

- More crash reporting training is needed. Wyoming is a large state and engaging other traffic safety partners regularly in person is a challenge. The diverse and widely dispersed nature of law enforcement renders it quite challenging to understand everybody's issues and to address them in a concerted manner. Two key initiatives have been undertaken to address this:
 - 1) Creation of a de facto user group (culled from those officers who were willing to beta test a recent major enhancement)
 - 2) The state-wide set of training sessions
- Another challenge is providing appropriate crash data collection equipment for all law enforcement agencies and EMS personnel. Some agencies are small and do not have budgets which will support the purchase of equipment for electronic crash data capture, citation or EMS data reporting.
- Limited 408 Traffic Records funding.

Future Strategies

- The Supreme Court Citation Assessment will be used to educate municipalities, legislators and law enforcement agencies.
- Utilize the Supreme Court and the Governor's Leadership Team's strategic plans to implement an e-citation system.
- Update to the Traffic Records Strategic Plan.
- Pursue map-based crash location data entry.
- Further enhance the crash data quality control capability and quality assurance processes.
- Complete the City Street Linear Reference System (LRS).
- Continue enhancing the hot spot analysis to be in line with the WYDOT Safety Index calculations.
- Further enhancements to the filters and variables that facilitate the safety analysis system in WYDOT.
- Building up the number of usable data sets.
- Enhanced web-based analysis and reporting capabilities for more users with the Critical Analysis Reporting Environment (CARE).

Motorcycle

Total Expenditures

2010 Funds	\$147,353.87
402 Funds	\$ 2,187.00

Achievements

- Motorcycle fatalities decreased from 27 in CY 2007 to 13 in CY 2009 and decreased in the number of injuries from 103 to 89. As of September 30, 2010, there are 30 fatalities from motorcycle crashes.

Key Projects

WYDOT Highway Safety Paid Media

Wyoming included motorcycle public awareness spots in their Paid Media efforts this fiscal year. Television, radio, and electronic newspaper spots were used to get the message out to the public to “Look Twice, Save A Life.” The spot reminded motorists to look twice for the hard to see motorcycles. The electronic newspaper banners were new this year with the two newspapers that have a statewide reach the Wyoming Tribune Eagle and the Casper Star Tribune. The dynamic messaging signs (DMS) around the State posted the message “Motorcycle Safety & Awareness Month, Look Twice, Save a Life.” Also new this year were the billboards designed and posted April - September in seventeen locations across the state where many of the fatal crashes occurred. The billboard message was, “Some Drivers Only See Us By Accident”. After reviewing the billboard design, once posted, it did not visually express the message as well as was hoped so work will be done to ensure it in the future.



Electronic Newspaper banner spots



or



The electronic newspaper banners were utilized from the end of March to the end of September, during the motorcycle ride time. This was an effective, low cost way to get the message out.

Motorcycle Safety and Training courses are state funded. There were 108 classes taught across the state from April through October 2010 with 1,089 students in attendance. The classes were taught in Casper(25), Cheyenne (33), FEWAFB (4), Cody (8), Gillette (16), Lander (7), Rock Springs (10) and Sheridan (5).

The State Motorcycle Safety Coordinator and two Rider Coach Trainers attended the State Motorcycle Safety Administrator meeting in Columbus, Ohio in August. These expenses were covered by state funds.

The Motorcycle Media Survey indicated that 61 percent of the respondents had seen the media promoting motorcycle awareness and 77 percent were aware of the "Look Twice, Save A Life" campaign and 54 percent were aware of the "Share the Road" campaign. The "Look Twice" campaign made 87 percent more aware of motorcyclists.

Casper Motorcycle Awareness Project

The motorcycle awareness and safety project was initiated by a combined task force made up of law enforcement, city council, local motorcycle enthusiasts including ABATE motorcycle group and some local business owners. The Casper area had some significant motor vehicle crashes that included motorcycles with significant injuries or fatalities. The task force researched what was available from other states for motorcycle awareness and selected two designs developed in Utah. The task force placed the billboards in four locations in Casper reminding drivers to be aware of motorcyclists and also to remind motorcyclists to drive safely. The billboards were placed in high volume locations to get the best results. The locations and daily traffic count (DTC) are listed: Center Street at I-25, DTC 6,094; Hwy 220 @ Prospector, DTC 9,117; Wyoming Boulevard, DTC 6,265; and 2nd Street @ Sinclair, DTC 14,069.

Numerous people contacted the coordinator of this project and advised how much they liked the billboards and appreciated the reminder. The coordinator also appeared on the morning news slot on News 13 and spoke about motorcycle safety, awareness and the billboards. The reduced crashes may be a result of the billboards, news, press releases, etc. The combined effort of the community and the State's campaign increased the awareness level of motorists therefore reducing the crashes. Lamar (Billboard Company) extended the billboard time without charge and put up ABATE's designs in other locations to double the awareness message. In general, media grabs the attention of all types of people, age groups, motorists, passengers etc. which in essence make more people aware whether they are driving or a passenger, more eyes on the road and surroundings is a safer ride for all. (See addendum for pictures of billboards)

Impediments & Challenges to Achievements

- Wyoming only has a primary helmet law for persons under 18 years of age.
- Wyoming motorcycle registrations on September 30, 2008 were 30,647 with 12,056 ATVs. On September 30, 2009 there were 30,122 motorcycles registered with 16,354 ATVs. This shows a large increase in the licensed 4-wheel ATVs which also are used on the roadways throughout Wyoming.

Future Strategies

- Strategies include a motorcycle instructor recruitment campaign. The Motorcycle Safety Coordinator is working closely with the WYDOT Public Affairs Office to have a recruitment campaign ready by late winter.
- The Motorcycle Program is still working towards on-line payment for motorcycle training. Currently only on-line registration is available.
- The website for the Motorcycle Safety Program is an ongoing process that WYDOT is funding.
- In 2011, the Motorcycle Program is planning to start a video and book library for the Rider Coaches to help them expand their knowledge about motorcycle training. The Program is also looking into adding some of the new curriculum offered by the Motorcycle Safety Foundation.

NOTEWORTHY PRACTICES

Noteworthy Projects

Project Title: Governor's Leadership Team to Prevent Impaired Driving
Target Group: Governor and the citizens of Wyoming
Program Area: 154AL Alcohol Transfer Funds

Problem Statement:

Alcohol continues to be a factor in Wyoming's fatal traffic crashes which occur each year. Deaths from all traffic crashes and from impaired driving crashes have been decreasing nationally over the last decade. In Wyoming, however, while the number of deaths from all traffic crashes has been slowly decreasing, alcohol impaired driving fatalities have been gradually increasing. A similar pattern holds true for crashes that resulted in serious bodily injury: while the number of people who've suffered serious injuries in traffic crashes has steadily declined over the last decade, the number of people who've been seriously injured in crashes involving alcohol has remained virtually unchanged.

Objectives:

- To develop a statewide strategic plan for eliminating impaired driving, looking specifically at policy changes to be made within the state's current DUI administrative system.
- The Leadership Team was to be composed of the agencies directly responsible for ensuring the state's DUI countermeasure system for preventing impaired driving.
- To present the Implementation Plan to Governor Freudenthal by September 2010.
- To continue to include the stakeholders and advocates in the process.

Strategies/Results:

In May 2009, Governor Freudenthal, through a new executive order, created the Leadership Team to Prevent Impaired Driving. The Governor charged the Leadership Team (16 members) with developing a statewide strategic plan for eliminating impaired driving, looking specifically at policy changes to be made within the state's current DUI administrative system. The Leadership Team is composed of the agencies directly responsible for ensuring the state's DUI countermeasure system is most effective at preventing impaired driving. The Leadership Team developed a multi-agency strategic plan to prevent impaired driving and presented the Plan to Governor Freudenthal in September 2010. Key steps for implementation are part of the final report broken down by First Steps; Short Term steps and Long Term Steps with the evaluation component for each recommendation. The Governor's Leadership Team examined the state's administrative system as it pertains to misdemeanor DUI, and identified strategies that would have the most measurable impact on the system as a whole.

The Governor's Leadership Team recommendations are as follows:

- ◆ **DUI Policy Coordinator:** Assign a state funded position by July 2011 in the Governor's Office to coordinate state efforts with local initiatives, provide and/or coordinate training for various service providers, and inform state and local service providers about potential funding opportunities to reduce impaired driving in Wyoming.
- ◆ **Special Use Permits:** Wyoming Department of Revenue shall develop guidelines and model policies dealing with alcohol consumption at public events and encourage local governments to adopt the guidelines as a policy for granting special use permits. To implement from three percent to seventy-five percent of Wyoming's one hundred twenty two licensing authority jurisdictions within five years.

◆**Prevention Supports Enforcement:** Local prevention coalitions should strongly and publicly support DUI and MIP enforcement efforts by local law enforcement agencies within the next five years.

◆**Media Campaign:** Develop a statewide, unified impaired driving prevention media campaign that meets established quality criteria for evidence-based anti-DUI media campaigns within the next four years.

◆**E-Citations:** Encourage the Judicial and Executive branches of government to secure funding to adopt electronic citations (e-citations) statewide to enable local and state law enforcement agencies to obtain the equipment, software and services necessary to collect electronic citation data by July 2012.

◆**Electronic DUI Reporting:** Streamline the reporting requirements for processing DUI offenders by using a uniform electronic format for the officer DUI arrest report and associated documents which would be used by all participating law enforcement agencies in the State and would be compatible with the various computerized record management systems used by Wyoming municipalities and counties by July 2012.

◆**DUI Database:** Following the implementation of e-citations, develop a process to build a statewide database of meaningful DUI offender data within the next four years.

◆**DUI Enforcement Training:** Provide frequent, updated DUI enforcement training and require all peace officers to attend. To train an additional 24 SFST instructors and an additional 10 DRE instructors by July 2011; require all peace officers to complete SFST prior to assuming patrol responsibilities; require all peace officers to complete a 4-hour SFST refresher course every two years; encourage all peace officers with patrol responsibilities to complete an ARIDE class; and encourage officers from counties with few or no DRE to attend the DRE program.

◆**Drug Evaluation and Classification Program:** Expand the Drug Evaluation and Classification Program to have approximately 90-120 Drug Recognition Experts (DREs) for the State with at least two DREs in every county by September 2012.

◆**Drug Testing Equipment:** Procure funding for both the necessary equipment and operation of the equipment so the Wyoming Chemical Testing Program laboratory can test for newer drugs and confirm drug impairment. This equipment will give the laboratory the capability to analyze and quantitate levels of drugs that are becoming more prevalent in impaired driving cases.

◆**Traffic Safety Resource Prosecutor:** Provide permanent funding for a full-time Traffic Safety Resource Prosecutor (TSRP) by January 2012. (As mentioned earlier in this report, a Traffic Safety Resource Prosecutor has been working in Wyoming since February 2010 through a grant funded position.

◆**Pretrial Evaluations:** Amend the Rules of Criminal Procedure governing the conditions of bond to specifically allow courts to order evaluations necessary to begin substance abuse treatment allowed by the current Rules of Criminal Procedure governing bond.

◆**Judgment and Sentencing Orders:** Develop a template or checklist for Judgment and Sentencing orders for DUI convictions that can be used by Municipal, Tribal and Circuit Courts by September 2011.

◆**Supervised Probation:** Establish a task force to explore greater opportunities for supervising adjudicated high risk DUI offenders including creating DUI Courts, expanding Drug Courts and Probation and Parole services, and developing DUI Supervised Probation programs by September 2012.

◆**Minor in Possession (MIP) Adjudication:** Establish a task force to thoroughly investigate best practices and available resources to effectively and uniformly adjudicate underage alcohol offenders in Wyoming by September 2012.

The Team's membership will meet monthly in FY2011 to begin the implementation of the

recommendations. The Leadership Team has continued to include the stakeholders and advocates in the process.

The Governor's Leadership Team continued the Annual Recognition Forum. It was held in Casper during the Spring of 2010; over 200 people attended the event. Citizen awards and the DUI Enforcement Awards (the top 100 officers) were presented by Governor Freudenthal. The electronic images of all the Governor's Award recipients were submitted to media outlets throughout the state and are on the website, www.ImpairedDrivingCouncil.org. The electronic version of A Strategic Plan to Reduce Impaired Driving in Wyoming can also be found on this website and on the Wyoming Department of Transportation website: http://www.dot.state.wy.us/wydot/safety/safety_grant_info.

Members of the Governor's Leadership Team to Prevent Impaired Driving are: Circuit Court Judge Timothy Day; Dept. Of Revenue, Liquor Division Tom Montoya; County Prosecutor Mike Blonigen; Drug Evaluation & Classification Program Lt. Jonlee Anderle; Department of Health, Chemical Testing Program Mike Moore; Indian Health Services Treatment Provider Myron Littlebird/ Kellie Webb; Department of Health, mental Health & Substance Abuse Services Division Marilyn Patton; Private/Public Treatment Provider Ed Wigg; Department of Health, Mental Health & Substance Abuse Services Division Keith Hotle; Office of Administrative Hearings Deborah Baumer; University of Wyoming, Dean of Students Dave Cozzens; Wind River Police Department Chief Joseph Brooks; WYDOT Driver Licensing Tom Loftin; Wyoming Association of Sheriffs and Chiefs of Police Byron Oedekoven; WYDOT Highway Safety Program Dee West Peterson; and Wyoming Highway Patrol Col. Sam Powell (retired)/ Captain Len DeClercq with Leadership Team facilitators Lorrie Pozarik and Rich Lindsey.

Cost: \$139,722.09

Funding Source: 154AL Alcohol Transfer Funds

Project Title: Law Enforcement Coordination
Target Group: Law Enforcement
Program Area: Police Traffic Services

Project Description

The Highway Safety Office provides grant funding opportunities to all law enforcement agencies in the State of Wyoming in the area of high visibility enforcement, DUI and seat belt usage enforcement. Approximately 75 individual grant applications are received annually, are approved, contracted through a grant agreement and monitored in both finance and activity. The Highway Safety Office contracted with Johnson and Associates to assist in the administration and coordination of the Law Enforcement Selective Traffic Enforcement Program grants program.

Johnson and Associates, (J&A) a Wyoming based management consulting firm, provided the staffing resources necessary to effectively administer the law enforcement grant process. In addition, assigned staff coordinated law enforcement initiatives and strategies in accordance with grant requirements, and facilitated the flow of information between WYDOT Highway Safety Program Office (HSO) and Wyoming law enforcement agencies. Specifically, this included the following activities and services:

Project Objectives

- Continue the administration/coordination of authorized grants
- Continue to assess and improve existing law enforcement grants management system
- Maintain the Online/Consolidated Grants Management System as appropriate
- Provide for Grant Announcements/Information/Follow-up
- Handle Grant Applications and Administration Process - A to Z (Authorization & grant approval will be performed by the HSO)
- Monitor Grantees event activity reporting and expenditures
- Forward vouchers and activity summaries to the HSO for review and payment
- Perform required Grant Documentation
- Submit Monthly Administrative Overview and Summary Report of all grant activity, along with Invoices for services
- Conduct On-Site visits to monitor subgrantee activity and documentation
- Schedule and coordinate/facilitate regional meetings for all law enforcement grantees
- Coordinate state activities with national initiatives
- Assist coordination of law enforcement activities with state and local traffic safety initiatives
- Provide technical assistance/coordinate efforts with TRSP
- Institute a mechanism/process for effective communication between HSO and Wyoming law enforcement
- Provide Communication/project management system for all participants

Overall, this year's efforts proved to be successful in terms of streamlining the overall grants administration process and for enhancing the coordination of law enforcement activities in the state. What follows is a brief summary of this past year's experience:

Strategies/Results

Over the past year, the Highway Safety Office strategies with overtime law enforcement grants changed to:

- 1) Event-based/campaign grants
- 2) Web based reporting, documentation and communication
- 3) Regional grant meeting to discuss grant requirements

A number of changes that were instituted during the previous fiscal year continued to be refined and improved upon during this year – specifically, in the grant application process, the reporting of grant activity and the process for reimbursement. More importantly, we were successful during this year in having the Wyoming Association of Sheriffs and Chiefs of Police create a Standing Committee on Traffic Safety. This standing committee will be the primary means for receiving critical input from law enforcement administrators on grant administration issues and will also be instrumental in helping Wyoming's grant enforcement activities become more effective and successful in the future.

The creation of the Standing Committee on Traffic Safety was an essential first step in working towards having the Wyoming Association of Sheriffs and Chiefs of Police (hereafter referred to as the Association) assume a greater role and responsibility for the administration and coordination of the Highway Safety grants during the next fiscal year and beyond. More effective use of highway safety grant funds by Wyoming's law enforcement community has been, and will continue to be, a priority focus for the Traffic Safety Committee.

Towards that end, the Committee has formulated new evaluation criteria for all grantee agencies that will now include productivity, as well as local traffic crash data in the analysis. This newly developed evaluation criteria will be used by the Traffic Safety Committee in the process of making decisions relative to an agency's grant eligibility status in the future. The Committee has also assumed the responsibility for devising a new grant funding formula for awarding grant funds in the future. The funding formula that is being devised by the Committee will be problem-based and data driven. The new formula should be completed and will be used in awarding FY 2012 grant funds. The grant process begins February/March 2011.

Considerable effort this year was dedicated in transitioning towards having the Association accept a greater role in directing and coordinating Wyoming's law enforcement's traffic safety activities in the future and to assume responsibility for the grant administration process during the coming year. The Highway Safety Office managers, Johnson and Associates staff and the Executive Board for the Association were able to resolve a whole host of issues and concerns in order for the Highway Safety Office to contract with the Association to assume the grant administration and coordination responsibilities for FY 2011.

A contract between the Association and Johnson and Associates to provide essential staff and project management services, as it has for the last two years, was also finalized September 2010. Subsequently, the transition of grant administration responsibilities to the Association for FY 2011 was accomplished in a seamless manner and, for the most part, trouble-free for all grantee agencies.

Specifically, the following targeted administration and coordination objectives were accomplished during FY 2010:

- Establishing traffic safety as a priority concern statewide among Wyoming law enforcement administrators – by the creation of a Standing Committee on Traffic Safety by the Wyoming Association of Sheriffs and Chiefs of Police.
- Working towards making Wyoming law enforcement's use of highway safety grant funds

more effective in the future – by having the Association provide critical input and agreeing to be more involved in the decision-making process for evaluating grantee agency performance; and by the Association and the Highway Safety Office devising a more effective/equitable formula for awarding highways safety grant funds in the future.

- Grant applications were consolidated with relatively few complications.
- Conversion to an events-based focus for all grant enforcement activities was well received by the law enforcement agencies during the previous year and has now become institutionalized. Grant funded law enforcement activities are now more focused and effective.
- The new activity reporting system that allowed reports to be submitted electronically was refined and is now being used by grantee agencies without issues.
- Communication, interaction and records documentation among and with department personnel has been facilitated by the online project management sites that have been created for individual departments and for the Grants Network. Departments are now more familiar with the system and are using them more readily.
- The Wyoming Highway Safety Office and Johnson and Associates hosted four regional Law Enforcement Grants Network meetings for all agencies that had received grant funding, or that were planning on applying for grant funding in the future. These meetings were instrumental for providing essential information about the grant process and agency requirements, for providing grant reporting materials and for allowing new grantee agency personnel to become acquainted with Johnson and Associates staff.
- Johnson and Associates staff assumed greater responsibility to ensure fiscal accuracy and grant activity reporting as the year progressed. This added responsibility is critical for the Association assuming these fiscal responsibilities in the coming year.
- The Johnson & Associates grants coordinator provided assistance to a number of agencies by phone, email and on-site visits. The law enforcement grants manager and coordinator were also very visible, available and promoted the value of the law enforcement highway safety grants program at a number of law enforcement conferences during this year.
- Formal audits of three departments were also conducted by the coordinator and the law enforcement grants manager. One agency “lost” their grant funding as a result of inadequate/non-existent grant enforcement activities.
- Efforts to refine and improved the process for reporting grant activity electronically continued throughout the year. The “bugs” have now been eliminated or minimized.
- Staff continued to review all documents for completeness and accuracy before they were submitted to the Wyoming Highway Safety Office for final processing. This additional task helped to ensure that the records were more accurate, reliable and the processing of these reports more efficient.
- Agencies have now become accustomed to Johnson and Associates staff administering the grants process and handling the coordination of law enforcement highway safety grant activities on behalf of the Highway Safety Office and the Wyoming Association of Sheriffs and Chiefs of Police.

Costs: \$ 146,369.80

Funding Source(s): 402 Funding

Project Title: WASCOP Traffic Safety Committee
Target Group: Law Enforcement
Program Area: Police Traffic Services

Project Description

This project paid for travel, lodging, meal and meeting expenses for approximately eight (8) officers representing police, sheriff and law enforcement advocates to attend up to four meetings.

Joining together allows focused discussion in the determination of traffic safety challenges and solutions in the most efficient enforcement process possible.

Project Objectives

- Continue the administration/coordination of authorized grants
- Continue to assess and improve existing law enforcement grants management system
- Maintain the Online/Consolidated Grants Management System as appropriate
- Provide for Grant Announcements/Information/Follow-up
- Handle Grant Applications and Administration Process - A to Z (Authorization & grant approval) will be performed by the HSO
- Monitor Grantee event activity reporting and expenditures and forward to HSO for review and payment
- Perform required Grant Documentation
- Submit Monthly Administrative Overview and Summary Report of all grant activity, along with Invoices for services
- Conduct On-Site visits
- Schedule and coordinate/facilitate regional meetings for all law enforcement grantees
- Coordinate state activities with national initiatives
- Assist coordination of law enforcement activities with state and local traffic safety initiatives
- Provide technical assistance/coordinate efforts with TSRP
- Institute a mechanism/process for effective communication between HSO and Wyoming law enforcement
- Provide Communication/project management system for all participants

Strategies/Results

The Traffic Safety Committee was organized as a standing committee of the Wyoming Association of Sheriffs and Chiefs of Police. The committee was established with membership consisting of law enforcement administrators to more effectively address traffic safety issues and concerns in Wyoming. The committee's focus is to make recommendations on traffic safety topics relating to both current concerns and program development to meet the future needs of law enforcement. By-laws and membership were reviewed and the scope of the committee was discussed. The following standing agenda items provide updates on other traffic safety topics being discussed in the state. They are:

Wyoming Seat Belt Coalition
Governor's Leadership Team to Prevent Impaired Driving
Crash, "Report Beam" User Group
Crash data extraction and reporting

The FY2010 Committee activities included:

- 1) 4 meetings
- 2) Discussion of electronic crash data collection/reporting challenges
 - a) technology
 - b) compatibility to various agency Records Management Systems
 - c) best practices to speed reporting efforts
 - d) the development of a quarterly reporting form to capture data for productivity for grant monies will be implemented in 2011
- 3) Discussion and preliminary work began on a data-driven, equitable funding formula for the Highway Safety overtime enforcement grant.
- 4) Discussion began to create criteria which evaluates the effectiveness or productivity of the overtime enforcement grant participants. Past participation information was shared with the members. Crash data and department enforcement statistics will provide those evaluating performance with the tools necessary to make informed decisions and provide input into future funding decisions related to grants under the discretion of this committee.

The committee will finalize the funding formula in February 2011 and will continue discussion of equitable evaluation grant efforts.

Costs: \$ 12,500.00 budgeted
\$ 158.00 expended

Funding Source(s): 402 Funding

Project Title: State Chemical Testing Program Equipment,
Liquid Chromatograph/Mass Spectrometer (LC/MS) System
Target Group: Law Enforcement, DREs, Coroners, Prosecutors
Program Area: Alcohol

Project Statement

Wyoming currently does not have equipment to quickly screen, confirm and quantitate blood and urine samples to support the current 57 Drug Recognition Experts (DREs). According to Wyoming DREs and coroners, drug impaired driving in Wyoming is increasing. This is substantiated by the number of drug related DWUIs reported to Driver Services; 24 in the calendar year 2006, 98 in 2007 and 160 in 2008. Drugs and poly-drugs are involved in traffic crashes, however, the full impact is unknown since requested confirmed/quantitated drug tests are typically sent out-of-state, are too costly for agencies and prosecutors to request, are not time responsive for officers or prosecutors and often involve additional cost for out-of-state expert testimony. As a result law enforcement, prosecutors and coroners often stop at ethanol testing leaving Wyoming's true drug involvement in traffic crashes unknown.

To further the discussion of the latter problem, a review of FARS' fatal driver drug information shows that 52% of the drivers were not tested for drugs. There is currently no way to quantify the number of drug impaired drivers in crashes since the officers are not prioritizing the drug data capture when other influences can be identified easier. The LC/MS will not only serve the state's DREs but also start providing data to accurately identify the extent of drug involvement in Wyoming traffic crashes.

Project Description

This project will provide for the purchase of a Triple Quadrupole LC/MS System. The LC/MS System is a specialized instrument used to quickly detect and identify drugs with high sensitivity and specificity. The LC/MS system would enable the Wyoming Chemical Testing Program (WCTP) to provide much more support, than is currently possible with our existing equipment, to the growing statewide law enforcement Drug Recognition Expert (DRE) Program and by extension to prosecutors and courts. The estimated percentage of sample analysis for this instrument directly related to traffic safety is 90%. Currently many requests by DRE officers must be sent to private, usually out-of-state laboratories for identification due to our lack of a comprehensive, rapid drug screening instrument. Samples sent to private laboratories are expensive to analyze and sometimes are cost prohibitive to prosecute when the expert witness from the private laboratory must be paid to testify. The LC/MS will provide evidence for the prosecution of drug impaired driving cases which currently may not be prosecuted due to the expense of obtaining confirmed evidence and expert testimony.

Project Objectives

- To purchase an LC/MS instrument for timely comprehensive drug screening and confirmation in an effort to get impaired drivers off the road by supporting the state DRE Program.
- To obtain training for our laboratory staff to become proficient on using the LC/MS system.
- To increase the timeliness of comprehensive drug reports by performing them in-state.
- To increase the likelihood of drug impaired prosecution by reducing the costs to city and county prosecutors. The costs will be covered by the Department of Health, State Chemical Testing Program.
- To use the equipment to support the needs of other traffic safety projects such as Drug

Recognition Experts (DRE), other law enforcement during heightened enforcement periods, DUI Supervised Probation projects, DUI courts monitoring, etc.

- To make available the resulting drug data to state safety partners to assist in understanding the scope of drug involvement in traffic safety.
- To make available the resulting data available to the Department of Transportation, Highway Safety Program for problem recognition, problem scope and effective countermeasures during highway safety planning and evaluation.

Strategies/Results

The purchase and use of this equipment will allow more drug detection, citation/arrests, prosecution and conviction of drug or poly-drug impaired drivers. It will help the state determine the scope of the impairment and determine if reduction projects are successful.

The equipment was purchased and delivered upon conclusion of the fiscal year. It is awaiting installation anticipated in late December 2010. Once installed, testing protocols will be developed. Rules and regulations regarding testing procedures will be modified to include the protocol. The equipment will be ready for enforcement and prosecutor support by June 2011. The estimated percentage of sample analysis for this instrument directly related to traffic safety is 98-100%.

Costs: \$223,115.18

Funding Source(s): 410 Funding

Project Title: Native American Media Outreach
Target Group: Native Americans
Program Area: Paid Media

Problem Statement

Fremont County houses the Wind River Indian Reservation that includes Northern Arapahoe and Eastern Shoshone tribes. Getting safety related messages that resonate with this targeted population has been difficult through the years. The Reservation is number one in the nation in pedestrian fatalities and Fremont County ranks consistently above the statewide average for driver safety equipment NON-usage, crash rate by population and alcohol crash rate/VMT.

Project Description

Between December 14, 2009, and September 30, 2010, a grant was provided to WYDOT District 5 Public Involvement Specialist (PIS), Cody Beers, for Native American Media Outreach in Fremont County communities, specifically targeting the Winder River Indian Reservation. He worked with the Region 8 NHTSA Diversity contractor, Hispanidad, and a media campaign was developed.

Project Objectives

- To work with the NHTSA Diversity Contractor to develop safety messages that resonate with the Wind River Reservation Native American tribes..
- To place the developed messages through various media such as newspaper, television, radio, internet, mail, and other media in a manner that best targets identified groups or sub groups.
- To ensure all campaign efforts are data driven.
- To complete the Evaluation Section "Summarized Media Report for each media campaign.

Strategies/Results

Media was purchased for more than 120 30-second radio spots, which ran on Fremont County radio stations for four months; print media was purchased for a three-month series of newspaper advertisements in the Wind River News, Riverton Ranger, and Lander Journal; a purchase was made for three months of use on two billboards (Wyoming 789 near Riverton and U.S. 287 near Lander); and 600 t-shirts were distributed at two high school basketball games on the Wind River Indian Reservation (Wyoming Indian High School and St. Stephen's Indian High School) during games with safety message announcements.



Subject matter for this campaign included tribal voices, tribal models for photos, and tribal messaging. Messages focused on "buckle up, don't drink and drive, child seat safety, and pedestrian safety." Many of the radio spots have continued to run for "free" due to the support developed with radio stations that believed in the effectiveness of this campaign.

Combined with enhanced law enforcement on the reservation, there have been three highway fatalities in Fremont County during the first 10 months of 2010; compared to 18 in the same 10 months of 2009.

Another noteworthy event of this campaign was Cody Beers receiving the "Governor's Award for Outstanding Efforts to Prevent Impaired Driving" presented by Governor Dave Freudenthal.

More Native American media is currently in development between WYDOT District #5 PIS and the NHTSA Diversity Contractor.

Costs: \$24,511.77

Funding Source(s): 402 Funding

Project Title: Sports Targeted Media
Target Group: 18-34 Male Drivers
Program Area: Paid Media

Problem Statement

Wyoming does not have a professional sports team and has only one state university. Therefore, youth as well as parents gravitate to all university sports venues. This project will capitalize on this fact and will center media efforts around the University of Wyoming sports teams. The project targets the statewide problem of youth and adult impaired driving and low seat belt use. The WYDOT Public Affairs Office (PAO) is the safety partner that is addressing key safety issues with targeted audiences as identified by the Highway Safety Office.

Project Description

Wyoming does not have a professional sports team and has only one state university. Therefore, youth as well as parents gravitate to all university sports venues. This project will capitalize on this fact and will center media efforts around the University of Wyoming sports teams. The project targets the statewide problem of youth and adult impaired driving and low seat belt use. The WYDOT Public Affairs Office (PAO) is the safety partner that is addressing key safety issues with targeted audiences as identified by the Highway Safety Office.

Project Objectives

- To work with the Highway Safety Program/ Highway Safety Office as the PI&E.
- To work with the Cowboy News Network, Don Day Weather, University of Wyoming Sports Properties to coordinate the development and distribution of communication-related traffic safety information for the traveling public through various sporting and outdoor activity venues and media outlets.
- To coordinate the distribution of the Highway Safety Office message through various media processes and entities, such as newspaper, television, radio, internet, mail, and other media in a manner that best targets identified groups or sub groups.
- To complete the Evaluation Section "Summarized Media Report for each media campaign.
- to conduct a paid advertising assessment to measure target audience reaction for the media campaigns paid for by this grant.

Strategies/Results:

Since Wyoming does not have any pro-sports teams, a large support base exists for University of Wyoming sports. This is the only University in Wyoming. Therefore, the PAO used sports venues to reach our target audience of young male drivers. The fiscal year 2010 began with a partnership with the University of Wyoming Athletic Department to conduct advertising for both occupant restraint and impaired driving during football, men's & women's basketball and the state high school football championships (held at the Arena Auditorium on campus).

The statewide radio powerhouse, Cowboy State News Network and KFBC radio aired the safety messages during popular sports and outdoors radio programming all over



Wyoming. Between the target age groups attending the games and all other ages supporting the team both at the campus and via radio, a broad population base has been affected by the sports media. The message included "...don't get a personal foul, make sure you always buckle when you are going to or coming from the game...".

Products included game day weather forecasts, sideline signage, scoreboard signage in-game "jumbo screen" messages from the coaches and t-shirts tossed into the crowd by the cheerleaders. The shirts had a corresponding buckle up message on them. The game announcer reminded the crowd to always buckle and designate a sober driver.

PAO also partnered with the Mountain Sports television network. The Mountain is the only network to consistently broadcast University of Wyoming sporting events. Their creative products have allowed PAO to grab the viewers attention and feed them a highway safety message.

A rewarding 58% of those surveyed who had been to Wyoming sporting events stated that they had heard alcohol and/or seat belt messages during the game. 71% of those had heard the "Buzzed Driving..." message and 86% had heard the "Go Pokes, Buckle Up!" message.

Overall, survey results indicate that 69.7% had heard an impaired driving message and 79% had heard an occupant restraint message.

Costs: \$166,313.00

Funding Source(s): 402 Funding

Project Title: **Alive At 25**
Target Group: **Young Adults age 14-24 years**
Program Area: **Occupant Protection**

Problem Statement:

Every year Wyoming has a large number of deaths and serious injuries on our highways that could be prevented or reduced through the proper use of occupant restraints. In 2008, approximately fifty-three percent (53.0%) of Wyoming residents killed on Wyoming highways were not using occupant restraints at the time of the crash. Almost sixty seven percent (66.67%) of the Wyoming deaths under 21 years of age were not properly restrained. Young drivers are among the leading cause of motor vehicle crashes in the nation. Young drivers are also the easiest group to change driving behaviors and attitudes when driving.

Objectives:

- To train WHP Troopers as instructors and use them to instruct the "Alive At 25" program. Educate teen drivers from the age of 14 to 24 years old.
- To produce media messages to educate the young drivers about the use of seat belts and how the "Alive At 25" program can play an important part in their driving.

Strategies:

- To purchase media for the "Alive At 25" programs through newspaper articles, radio and limited T.V. advertisement.
- To develop and distribute support materials for the "Alive-At-25" safety education program such as stickers, pamphlets, incentive items, banners, and other program items needed.
- To host an "Alive at 25" instructor training for Troopers and other law enforcement agencies.
- To utilize Troopers, Sergeants, and Lieutenants to teach the 4.5 hour "Alive at 25" class for a total of 5 hours of overtime per class.
- To send safety and training officers to safety education conferences and training throughout the year.

Results:

During the grant period, the "Alive At 25" instructors taught 77 classes with over 1,408 students attending. The program has been approved as curriculum to be used in any Driver Education program in the state. Many driver education teachers are taking advantage of this class. The courts are also utilizing the program as a sentencing tool for young drivers. Two additional Troopers were trained as "Alive At 25" instructors, making 15 instructors statewide. Refresher training was also provided for the existing instructors. Sgt. Ellis is a national trainer for this program. One of Wyoming's instructors, Trooper Brian Bragonier, was nationally recognized for his excellence in teaching. Before each "Alive At 25" class, radio and newspaper ads are provided locally to encourage young people to attend. At present, the student evaluations have all been positive with email messages from parents thanking the instructors. None of the students have re-offended or been involved in a vehicle crash.

Costs: \$

Funding Source(s): 402 Funds

Project Title: Cheyenne MPO Occupant Protection Program - "Battle of the Belts"
Target Group: Cheyenne High School Students
Program Area: Occupant Protection

Problem Statement:

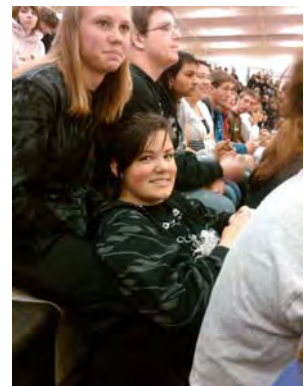
In 2009, Wyoming's safety belt use rate was 68.6 percent, a rate that is below the national use rate of 83 percent. Using the most current data available to the city, in 2007 in Laramie County, 277 persons were seriously or fatally injured in vehicle crashes, with 32 percent unbelted. Novice drivers and their passengers are more likely not to wear safety belts and be injured in a crash. Young vehicle occupants (age 16-20) represented 29 percent (600 of 2099) of the unbelted persons in injury crashes and 8 percent (4 of 53) of unbelted persons in fatal crashes in greater Cheyenne.

Objectives:

- To conduct a targeted safety belt campaign with the two high schools in Cheyenne.
- To purchase and distribute to student drivers stopped for wearing a safety belt a program specific reward.
- To partner with the Cheyenne CAN students to conduct a pre-campaign seat belt observation survey at both schools. Assist with other seat belt awareness efforts at the schools.
- To plan and conduct an assembly at the high schools to promote seat belt safety utilizing speakers from law enforcement, EMS, and an individual "saved by the belt."
- To conduct a post seat belt observation survey to determine the greatest usage by the schools over a week long period which will be referred to as the "Battle of the Belts." The winning school would then win \$1,000 for an activity/ event at the school before May 30, 2010.
- To partner with the Cheyenne Police Department to conduct a targeted enforcement in the community and around the high schools for a two week period, November 16-29, 2009. (The enforcement funding will be through a grant directly with the Cheyenne Police Department.)
- To hold a media event to launch the school and the community enforcement campaigns.

Results:

The Cheyenne MPO conducted a targeted safety belt campaign with the high schools in Cheyenne called the Battle of the Belts. The Mayor's Youth Council helped coordinate the efforts in each of the three high schools to build seat belt usage. A pre-seat belt survey was done at each school to establish a baseline. Then each school held an "Alive At 25" Assembly where the students watch a multimedia presentation about the risks they each face when driving. In addition to the media presentation, there were stories shared by family members who had lost a loved one and then an officer who had to do a death notification to the family. The Mayor's Youth Council members developed school announcements, had a t-shirt designed, put up posters, and helped collect prizes for the goodie bags for those caught buckled up. The Cheyenne Police Department in partnership with the MPO conducted targeted enforcement in and around the high schools for a two week period. The school resource officer identified student drivers who were buckled up and then the



Prize pack winner

Principal at each school personally awarded the student with a goodie bag that had an itune card, a t-shirt or other special things and emphasized the benefits of seat belts. A post observational survey was done at each school as part of the “Battle of the Belts” program where the winning high school received a cash prize to be used for a school activity or event. Cheyenne Central was the winner whose students showed the greatest seat belt usage change and received the prize which was matched by the Laramie County School District #1 board. This effort was supported by news reports on the television and in the newspaper. The MPO is continuing to follow-up with the challenges identified through the committees formed in the emphasis areas; Impaired Driving, Distracted Driving, Occupant Protection, Young Drivers, Older Drivers, and Intersections from the initial meetings conducted in 2008. The results from the observational surveys for each of the schools are:
Cheyenne Central–Before 55.3% After 70.0% Percent of increase 14.8%; Cheyenne East–Before 58.5% After 68.1% Percent of increase 9.7%; Triumph–Before 31.2% After 41.7% Percent of increase 10.5%.



Central High School Battle of Belts Winner

Costs: \$ 20,668.61

Funding Source(s): 402 Funding

Project Title: Natrona County Safe Communities Programs
Target Group: Citizens of Natrona County
Program Area: Safe Communities

Problem Statement:

Natrona County is located in the mid-eastern part of Wyoming with its largest city, Casper, having a population of 73,129 as of July 1, 2008. It is considered a metropolitan area with an increase of 4.6% in population (2000-2005), outpacing the non-metropolitan counties in the state. Natrona County is more densely populated at 12.5 persons per square mile compared to the state average of 5 persons per square mile. The county accounts for roughly 13.7% of the population of the State, 14.7% of the traffic crashes and 8% of the State's traffic fatalities. The age distribution of the population is assumed to be aligned with the state of Wyoming with 53% of our population being between the ages of 20-54 years old. It is a county of a wide variety of economic and educational backgrounds. It is a county that boasts of scenic sights and wide open spaces. It is also a county that has extremely high motor vehicle crash statistics.

In 2007 (the most current crash data available), Natrona County experienced 2,570 total traffic crashes, an increase of over 100 crashes from 2006 with 12 fatalities and an additional 963 injured. Of those deaths, three resulted from an alcohol related crash. Data shows in 2007, of all fatal/serious injury crashes in Natrona County, 19% involved alcohol, with 25.5% unbuckled and predominantly male; 19% were young drivers (14-20). The rate of misuse of child passenger safety seats averages 85% at the monthly car seat checks.

Objectives:

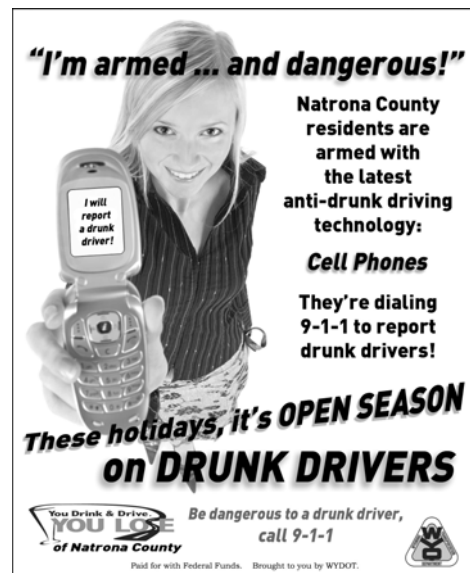
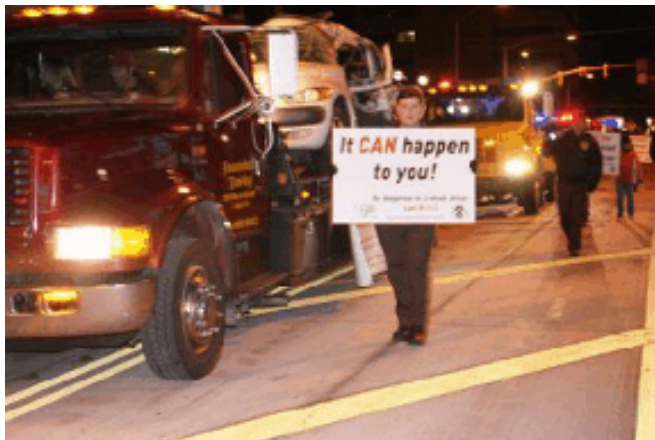
- To develop programs directed at the male population, ages 21-34 to create awareness and motivation to use restraints for themselves and their young families.
- To develop and launch a media campaign to show the potential deadly behavior of drinking and driving, non-use of seat belts and the effect on the lives, finances and well being of the community thus reducing the number of alcohol-related motor vehicle crashes in Natrona County in the next year.
- To continue participation in the Wyoming Seat Belt Coalition and implement programs from the coalition such as the Junior High Project.
- To reduce the number of injury related deaths of children, ages 0-14, due to motor vehicle crashes, whether it be alcohol related or the lack of the proper restraint by the parent or child.
- To offer alternatives to drinking and driving through education, party options and safe rides home will continue through campaigns in partnership with the city, law enforcement, MADD, and Natrona Co. Prevention Coalition.
- To strengthen the coalition, through identified goals and the use of data collection utilizing both state and local agency statistics; and meeting regularly to measure the progress toward the reduction of motor vehicle crashes.
- To partner with local agencies, including the media, CARTE efforts/enforcement and awareness of potential dangers associated with holiday drinking; 4th of July (Impaired Driving); Labor Day (Drunk Driving); Christmas; St. Patrick's Day and Memorial Day (May Mobilization) will be featured and scheduled.
- To develop and implement a pedestrian campaign for all ages to create safe walkways and awareness and enforcement of the guidelines and laws.
- To educate the bicycle riders and the public on the "rules of the road" to reduce traffic crashes involving this mode of transportation.

- To plan and participate in a safety fair in May that will include the topics of impaired driving, seat belt use, child restraints, pedestrian and bike safety.

Results:

FY2010 began with pedestrians learning to “Walk this Way to School Day”. On October 7th, a group of volunteers descended on two elementary schools to talk to students and parents about school zone safety, safely crossing the street and working together to keep the traffic issues to a minimum. The students were also taught to be aware of the potential dangers of crossing between cars, walking through school parking lots and even entering or exiting a vehicle at school. As part of this pedestrian safety message, the Combined Accident Reduction and Traffic Enforcement group (CARTE) in Natrona County were out issuing citations for speeding within school zones when the school year began.

Much planning and preparation was needed for the Holiday campaign. The coalition worked with the committee, “You Drink & Drive, You Lose” of Natrona County. The theme, “Open Season on Drunk Drivers” came about during the initial committee meeting when a passing remark by the County Commissioner became the theme. This effort brought law enforcement and the greater Casper community behind a common cause: reducing drunk driving over the holidays. Billboards, 9 outdoor business signs, 6 dynamic message signs, posters, newspaper articles, radio messages etc were all used to get the message out that in Casper and Natrona County, citizens were to be dangerous to drunk drivers and call 911. Part of this campaign was participation in the Christmas Parade on the Saturday after Thanksgiving. The committee entered a tow truck with a crashed car with signage stating, “This Parade has been crashed by a drunk driver.” It was very effective. Each community in the county had posters with their community listed declaring “Open Season on Drunk Drivers” and asking for citizens to call 911. (See addendum for sample posters.)



Another part of this campaign was the promotion of the Casper Tipsy Taxi program which provides rides to impaired drivers at no cost. Posters were in the bar restrooms with the phone numbers for the cab service. From December 6, 2009 to September 30, 2010 there have been 2,348 vouchers distributed to allow potential drunk drivers to get home safely and more importantly, keeping them off the roads. Casper College students were involved in the overall

campaign by spreading the message throughout the college community by word-of-mouth, flyers and talking with local bar and liquor store owners encouraging all to report drivers appearing drunk.

The results of this campaign included decreases in drunk driving arrests in three jurisdictions, increase in the number of drunk drivers reported. The number of drunk driving arrests in Natrona County from Nov. 24 through Jan. 1 increased county-wide. The number of alcohol-related crashes fell to 13 in 2009 and no fatalities were reported from alcohol-related crashes. The number of Report Every Drunk Driver Immediately (REDDI) reports increased dramatically in 2009 to 117 which was the highest number of reports since its inception in 2005.

St. Patty's Day campaign again addressed the drinking driver. The main theme, "Don't Rely on the Luck of the Irish. Designate a Sober Driver," made into posters for the community. The bars and restaurants were given drink coasters with the message, "Kiss Me, I'm Sober. Buzzed Driving is Drunk Driving." Posters with the message were distributed throughout the county. The media was sent through newspaper articles, PSAs on the radio and TV with morning and noon interviews sharing the message not to drink and drive. The press conference was held on March 15th with the Topsy Taxi program continuing to transport drunks free.

The Junior High Project was expanded from CY Junior High to include Casper Classical Academy, Centennial Junior High and Dean Morgan. Each school received a presentation about the program and elected to participate. Each school did a pre and post survey with an awareness campaign between. Each junior high used posters and school announcements to build awareness. The results were as follows: CY Before: 66.7% After 87.8% Percent of increase 25.9%; Centennial Before 67.6% After 75.2% Percent of increase 7.6%; Casper Classical Before 83.9% After 92.1% Percent of increase 8.2%; and Dean Morgan Before 56.3% After 61.1% Percent of increase 4.8%.

May 1 brought Safe Kids Day with information on safety belts and the "Little Convincer" to demonstrate the importance of booster seats with seat belts. May 8th was the free child safety seat check up event where five seats were distributed. The May Mobilization efforts began on May 17th with wrecked vehicles at the two high schools, one was an alcohol related crash where the victim was severely injured with no hope of complete recovery. The second vehicle was a rollover where the driver was texting but was wearing her seat belt and walked away with no injury. May 25th was the press conference regarding Memorial Day weekend enforcement and emphasizing seat belt use as a defense for impaired drivers. Recognition was given at the media event to the junior high schools for their completed occupant protection programs. The CARTE operation began on May 28 and 29th with an average of 12 law enforcement officers out on the highway leading to the lake.

These are just a few of the activities accomplished by Natrona County Safe Communities. The coalition is comprised of representatives from Natrona Co. Sheriff's Office, Casper PD, Mills PD, Evansville PD, County Coroner, Wyoming Highway Patrol, City of Casper, MADD, Casper College, Casper Fire/EMS, etc..

Costs: \$ 39,253.23

Funding Source(s): 402 Funds

ADDENDUM



Wyoming Drivers Survey, 2010

WYSAC Technical Report No. SRC-1018

September, 2010

Wyoming Drivers Survey, 2010

By

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Wyoming Drivers Survey, 2010

1. Executive Summary

In June 2010, the Wyoming Department of Transportation (WYDOT) and the Wyoming Survey & Analysis Center (WYSAC) contracted to conduct a statewide telephone survey of licensed Wyoming drivers. The purpose of this survey is to assess many aspects of driver attitudes, opinions, knowledge, and behaviors. Results from this effort will aid WYDOT in forming policy. WYSAC conducted this telephone- survey in August 2010 on a Wyoming state-wide sample representative of households with listed telephone numbers supplemented with a sub sample of cell phone numbers. Data collection ended on August 31, by which date 580 completed surveys had been collected.

- **Start and End dates:** August 2, 2010 – August 31, 2010
- **Sample Size:** 3,600 Wyoming households (2,000 land-line telephone numbers; 1,600 cell phone numbers)
- **Completed Surveys:** 580 surveys were obtained
- **Completions by Type:** 498 interviews were completed by land-line (~ 86%); 82 on a cell phone (~ 14%)
- **Response Rate:** Response rate is approximately 32%
- **Margin of Error:** The margin of error when interpreting the data on this project is around +/- 4 percentage points at 95% confidence

2. Introduction

2.1. Background

In June 2010, the Wyoming Department of Transportation (WYDOT) and the Wyoming Survey & Analysis Center (WYSAC) contracted for a project to assess driver attitudes, opinions, knowledge, and behaviors. This effort was conducted as a statewide telephone survey of licensed Wyoming drivers, with the goal to inform WYDOT policy decisions. WYSAC's Survey Research Center (SRC) conducted this telephone survey, which included a cell phone sub-sample for thorough coverage of the population, to Wyoming drivers from a sample of all Wyoming households in August 2010; 580 completed surveys were collected by the close of data collection.

2.2. Organization of this Report

This report is organized as follows. The *Executive Summary* (section 1) states the purpose and summarizes important statistics about the project. The *Methods* section (section 3) discusses questionnaire development, the pool of respondents, how the survey was administered, response rates and margin of error, and data analysis. The *Findings* section (section 4) provides a comparison of respondent demographic characteristics to those for Wyoming as a whole; discusses notable findings of the survey; and presents cross-tabulations with variables of interest for the demographic variables of respondent *sex*, *age*, and *type of vehicle* driven by respondents. The *Complete Survey Results* (section 5) present the raw frequency counts and percentage distributions of responses to all items on the survey; these are presented verbatim from the questionnaire. Section 6 is an appendix that contains responses to the survey's only open-ended question.

3. Methods

3.1. Questionnaire Development

The questionnaire for this project was developed from a set of core questions provided to WYSAC by WYDOT. Original questions were modified, where necessary, for clarity and for the purpose of gathering accurate data. WYSAC and WYDOT collaboratively finalized the questionnaire, after which it was programmed for telephone interviewing using WYSAC's Computer Assisted Telephone Interviewing (CATI) software. The programmed questionnaire was tested over several days for skip logic and proper flow by several members of the SRC.

3.2. Sampling Frame, Sample Size and Margins of Error

We used a dual sampling frame for this survey, which consisted of a listed landline telephone sample of all Wyoming households with listed land line phone numbers and a supplemental cell phone sample so that cell phone-only households—which are on the increase in Wyoming and elsewhere—were accounted for in the effort. The sample was purchased from the Marketing Systems Group (Genesys), a leading national vendor specializing in the generation of scientific samples. Of the total sample of 3,600 telephone numbers, 2,000 were landline numbers and 1,600 were cell phone numbers. The intent of the calling effort was to collect a minimum of 400 completed surveys from these samples. Random samples of 400 yield a margin of error of about +/- 5 percentage points with 95% confidence.

3.3. Survey Administration

The survey was administered from August 2 through August 31, 2010 as a telephone survey. During this period, skilled SRC interviewers called respondents from Sunday through Thursday between 5pm and 9pm and on Friday afternoons. Each respondent was properly screened as being 18 years old or older, living in a Wyoming household, and possessing a Wyoming driver's license. It took a mean of around 7.5 minutes to complete this survey with Wyoming drivers. Phone numbers in the sample were attempted up to 12 times in an effort to secure a completed interview, if previous attempts did not result in a completed survey, an irate refusal, or an otherwise not eligible number. Soft refusals were attempted a second time.

3.4. Response Rate and Margin of Error

Out of the initial 3,600 Wyoming phone numbers in the sample, 580 interviews were completed at the time of the data-collection close date and 1730 were eliminated as disconnected, or otherwise not eligible. This provides a response rate of about 32%. Of the 580 completes, 82 were completed via cell phone, for a total of around 14% of the surveys completed by cell phone. The sample size fixes the margin of error for the survey results at about +/- 4 percentage points with 95% confidence. The final number of completed surveys and, consequently, the margin of error, exceeded the goals set forth for this effort.

3.5. Data Compilation and Analysis

Upon completion of the data collection effort, data were exported from the CATI system into a Statistical Package for the Social Sciences (SPSS) data set. Data were checked for logical errors and outliers, and the cleaned data file was properly labeled and prepared for analysis. The data was weighted on age and gender to bring the sample distribution on these two demographic characteristics to reflect their actual distribution in the Wyoming population. Some variables were recoded for cross-tabulations to provide ease of analysis and interpretation. The full results of the survey are presented in *Complete Survey Results* (section 5), where the raw frequency counts and percentage distributions of responses to all items on the survey are presented in easily-read tables. Responses to open-ended questions were edited only for typographical and grammatical errors, and are presented in Appendix A. In addition, the *Key Findings* (section 4) contain a discussion of notable survey results, along with cross-tabulations.

4. Findings

4.1. Demographic Characteristics

Table 4.1. below presents a comparison of our statewide sample to the population of Wyoming as a whole, using the two demographic characteristics collected in the survey (respondent *sex* and *age*). As seen, the sex and age distribution of the survey sample does not conform to the actual distribution of the Wyoming population by these two characteristics, according to U.S. Census Bureau estimates for 2009. In the survey sample, the percentage of males is higher than females (due to introducing quotas during the interviewing process); also, as is typical with telephone surveys, actual respondents skew toward the higher age groups. Thus, for analysis purposes, these variables were accordingly weighted to properly represent the appropriate distributions for the state. All analyses presented in this report use the weighted data. Table 4.2. shows the distribution of types of vehicles driven by respondents to the survey; in descending order, the three types of vehicles most often driven are cars, pickup trucks, and SUV's.

Table 4.1. Comparison of Wyoming Population Estimates to Statewide Survey Sample on Selected Demographics

Demographic	2009 statewide estimates*	Statewide survey sample
Sex		
Male	50.7%	56.2%
Female	49.3%	43.8%
Age		
18-24 years	14.5%	4.4%
25-34 years	18.2%	7.5%
35-44 years	15.6%	12.7%
45-54 years	19.4%	20.0%
55-64 years	16.2%	24.0%
65-74 years	8.8%	18.8%
75 years and older	7.3%	12.5%

*Source: US Census Bureau.

Table 4.2. Types of vehicle driven most often by respondents

Type of Vehicle	Count	Percentage
Sex		
Car	212	38.0%
Pickup Truck	194	29.4%
Van	34	5.7%
SUV	127	24.8%
Motorcycle	3	0.6%
Semi	9	1.4%

4.2. Findings of Note

Below are some highlights from the survey results, organized by background variables and general subject category.

Types of Vehicles driven

- Markedly more females than males drive cars and SUV's, while far more males than females drive pickups. (Table 4.7)
- Drivers who primarily drive pickup trucks and semis also are the ones who are less likely to always wear their seat belt while driving. (Table 4.7)
- Opposition (*strongly oppose* or *oppose*) to higher fees/ fines for failure to wear seat belts is highest (45%) among pickup truck drivers. (Table 4.7)

Seat Belts Related

- Within the past 60 days, 55% of Wyoming drivers had read, seen, or heard something in the media about the enforcement of seat belt laws by police. In descending order, the sources for these messages were from billboards (42%), television (29%), print media (22%), and radio (21%). Just over 8% cited WYDOT release, though a substantial 14% stated "other," and variable message signs rate prominently in this last category. (Section 4.4. Question 2 and Question 2a.)
- Around 29% of Wyoming drivers say that chances are *high* or *extremely high* that one will be ticketed for not wearing a seat belt; 38% say that the chances are *50/50* for getting such a ticket, while 34% state that the chances are *low* or *extremely low*. (Section 4.4. Question 3.)
- Around 90% of Wyoming drivers say that they *always* or *often* wear a seat belt while driving, and fewer than 4% say they *rarely* or *never* wear a seat belt while driving. Percentages are similar with regard to wearing a seat belt while riding in the front seat. Over 80% of drivers say they *always* or *often* wear a seat belt while riding in the back seat of a vehicle. (Section 4.4. Question 4a.)

- Over 75% of Wyoming drivers believe it is possible to be ticketed for no other reason than not wearing a seat belt. (Section 4.4. Question 5.)
- Around 53% *strongly favor* or *somewhat favor* higher fines for failing to wear a seat belt, while around 18% neither favor nor oppose higher fines. (Section 4.4. Question 6.)
- When asked if receiving a ticket for a seat belt infraction would change their behavior, 42% of Wyoming drivers state that such a ticket would change their driving behavior *for a year or more*, while 16% said that such a ticket would *not at all* change their behavior. (Section 4.4. Question 15a.)
- Similar percentages (28%-29%) of males and females think that chances are *extremely high* or *high* for getting a ticket if they don't wear their seat belt. However, around 41% of males think that chances are *low* to *extremely low* compared to 26% of females who think that way. (Table 4.3.)
- Around 96% of females *always* or *often* wear their seat belt while driving, compared to 84% of males. Percentages for males and females are very similar for use of seat belts while *riding* in the front seat of a vehicle. (Table 4.3.)
- When riding in the back seat of a vehicle, 89% of females *always* or *often* wear their seat belt, compared to 77% of males; 15% of males say they *rarely* or *never* use a seat belt while riding in the back seat of a vehicle. (Table 4.3.)
- While 45% of males *strongly favor* or *favor* higher fees/ fines for failure to use a seat belt, 62% of females feel similarly. Around 40% of males *oppose* or *strongly oppose* higher fees/ fines, compared to only 16% of females who are opposed. (Table 4.3.)
- Drivers between 34 and 54 years old are the likeliest to think that chances are *low* or *extremely low* that they will get a ticket for failing to wear a seat belt. (Table 4.5.)
- Younger drivers, more so than older drivers, seem to believe that one can get a ticket for no other reason than for failing to wear a seat belt. (Table 4.5.)

Use of cell phones while driving

- Just under 68% of Wyoming drivers *rarely* or *never* make or receive phone calls while driving. Over 97% *rarely* or *never* text message while driving. (Section 4.4. Question 7a.)
- Around 39% of males and 26% of females make or receive phone calls, at least sometimes, while driving. (Table 4.4)
- Around 20% of males and 11% of females think that the chances of being arrested within city or town limits if they drive after drinking alcohol are *low* or *extremely low*. (Table 4.4)
- Over 40% of drivers from the ages of 25 to 54 report that they *sometimes*, *often*, or *always* make or receive phone call while driving. (Table 4.5)
- Around 10% of drivers from 35 to 44 years old report *sometimes* texting while driving; 5% of drivers from 25 to 34 report that they *sometimes* text. (Table 4.5)

Alcohol Use Related

- While over 82% of Wyoming drivers *never* drove within two hours of drinking alcohol within the past 60 days, 10% state that they did so once, and 6% did so between 2-5 times. (Section 4.4. Question 8.)
- Within the past 60 days, 69% of Wyoming drivers read, saw, or heard something in the media regarding the enforcement of impaired driving or drunk driving laws. Of those, most (51%) saw something on television, while 34% saw something in the print media, 33% heard something on the radio, and 16% saw something on a billboard. (Section 4.4. Question 9 and Questions 9a.)
- Over 56% of Wyoming drivers think that chances are *high* or *extremely high* that they would be arrested within city or town limits if they drove after drinking alcohol, while only 28% think the same for driving outside of city limits. (Section 4.4. Question 10a.)

- When asked if receiving a ticket for driving under the influence would change their behavior, around 93% of Wyoming drivers state that such a ticket would change their driving behavior *for a year or more*. (Section 4.4. Question 15c.)
- While clear majorities of both males and females *never* have driven within two hours of drinking alcohol (within the past 60 days), 21% of males and 9% of females have done so from one to three times. (Table 4.4.)
- Drivers from the ages of 25 to 34 are the most likely (33%) to have driven at least once within two hours of drinking alcohol (within the past 60 days). Over 15% of drivers 45 to 64 years old have driven at least once, and over 12% of drivers from age 65 and over have done so. (Table 4.5.)
- Younger drivers, more so than older drivers, tend to think that the chances are *extremely high* or *high* that they will be arrested within or outside city or town limits if they drive after drinking alcohol. (Table 4.6.)

Speeding Issues

- Around 69% of Wyoming drivers state that they *rarely* or *never* drive faster than 35 miles per hour within a 30 mile per hour zone, though 20% state that they *sometimes* do. (Section 4.4. Question 11.)
- Over 85% of Wyoming drivers state that they *rarely* or *never* drive faster than 75 miles per hour within a 70 mile per hour zone, though 8% state that they *sometimes* do. (Section 4.4. Question 12.)
- Within the past 60 days, 27% of Wyoming drivers read, saw, or heard something in the media regarding speed limit enforcement by police. Around 52% of those say they saw something in the print media, 26% saw something on television; both radio and billboards accounted for about 18% of these messages each. (Section 4.4. Question 13 and Question 13a.)

- Around 43% of Wyoming drivers think that chances are *high* or *extremely high* that one will get a ticket for speeding, though fully 46% say that the chances are around 50/50. (Section 4.4. Question 14.)
- When asked if receiving a ticket for speeding would change their behavior, 44% of Wyoming drivers state that such a ticket would change their driving behavior *for a year or more*, around 23% said it would change their behavior for *several* months, while 7% said that such a ticket would change their behavior *not at all*. (Section 4.4. Question 15b.)
- Over 39% of males and 21% of females *sometimes, often, or always* drive faster than 35mph on local roads with speed limits of 30mph. (Table 4.4.)
- Around 19% of males and 11% of females *sometimes, often, or always* drive faster than 75mph on roads with speed limits of 70mph. (Table 4.4.)
- Younger drivers, more so than older drivers, tend to *sometimes, often, or always* drive faster than 35mph on local roads with a 30mph speed limit, and to drive faster than 75mph on roads with a speed limit of 70mph. Younger drivers more than older drivers also tend to think that the chances are higher for getting a ticket for speeding. (Table 4.6.)

Media Related

- More males than females report to have heard radio messages for seat belt law enforcement and drunk driving enforcement. (Table 4.3. and Table 4.4.)
- The older the driver, the higher the likelihood that they have seen something about seat belt law enforcement in print media. (Table 4.5.)
- Around 90% of drivers from 18 to 24 years old say that they have seen information about speed limit enforcement in print media. (Table 4.6)

4.3. Cross-tabulations

Several variables of interest were cross-tabulated with the survey demographic variables of respondent *age*, *sex*, and *kind of vehicle driven most often*. Only those cross-tabulations that exhibited statistically significant differences ($p < 0.05$) by the background variables tested are presented below.

4.3.1. Cross-tabulations by Respondent Sex

Table 4.3. Crosstabulations of respondent sex by selected variables: 1.

	Sex	
	Male	Female
What type of vehicle do you drive most often?		
Car	29.7%	46.8%
Pickup Truck	48.3%	9.5%
Van	4.7%	6.7%
SUV	14.3%	35.9%
Motorcycle	1.3%	0.0%
Semi	1.7%	1.1%
Where did you read, see or hear about enforcement of seat belt laws by police?		
On the radio	26.5%	14.3%
What do you think are the chances of getting a ticket if you don't wear your seat belt in Wyoming?		
Extremely high/ High	28.0%	29.2%
50/50	30.8%	45.3%
Low/ Extremely low	41.3%	25.5%
When driving a motor vehicle do you have your seat belt on:		
Always or Often	84.0%	96.1%
Sometimes	10.0%	2.8%
Rarely or Never	6.0%	1.1%
When riding in the front seat of a motor vehicle do you have your seat belt on:		
Always or Often	86.0%	95.8%
Sometimes	8.0%	2.1%
Rarely or Never	6.0%	2.1%
When riding in the back seat of a motor vehicle do you have your seat belt on:		
Always or Often	76.8%	89.4%
Sometimes	8.2%	5.5%
Rarely or Never	15.0%	5.1%
To what extent do you favor or oppose higher fees/fines for failure to use a seat belt?		
Strongly favor or favor	44.7%	62.0%
Neither favor nor oppose	15.3%	21.9%
Oppose or strongly oppose	40.0%	16.1%

Table 4.4. Crosstabulations of respondent sex by selected variables: 2.

	Sex	
	Male	Female
How often do you make or receive phone calls while driving a vehicle?		
Always or Often	15.1%	6.3%
Sometimes	23.4%	19.3%
Rarely or Never	61.5%	74.4%
In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?		
Never	74.9%	91.2%
Once	12.4%	7.4%
2-3 times	8.4%	1.4%
4-5 times	2.7%	0.0%
5 or more times	1.7%	0.0%
Where did you read, see or hear about enforcement of drunk driving laws?		
On the radio	40.1%	24.0%
What do you think the chances are of someone in Wyoming getting arrested if they drive WITHIN city or town limits after drinking alcohol?		
Extremely high/ High	52.5%	60.4%
50/50	28.3%	28.8%
Low/ Extremely low	19.2%	10.8%
On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?		
Always or Often	11.0%	9.8%
Sometimes	28.4%	11.6%
Rarely or Never	60.5%	78.6%
On a road with a speed limit of 75 mph, how often do you drive faster than 80 mph?		
Always or Often	5.1%	8.7%
Sometimes	13.5%	2.4%
Rarely or Never	81.5%	88.8%

4.3.2. Cross-tabulations by Respondent Age

Table 4.5. Crosstabulations of respondent age by selected variables: 1.

	Age						
	18-24	25-34	35-44	45-54	55-64	65-74	75 or over
What type of vehicle do you drive most often?							
Car	66.3%	25.5%	24.4%	34.8%	35.1%	36.5%	59.5%
Pickup Truck	10.8%	30.2%	35.6%	33.9%	34.0%	32.7%	21.4%
Van	0.0%	8.5%	8.9%	4.5%	5.3%	9.6%	4.8%
SUV	22.9%	34.0%	26.7%	24.1%	24.5%	17.3%	14.3%
Motorcycle	0.0%	1.9%	0.0%	0.9%	0.0%	1.9%	0.0%
Semi	0.0%	0.0%	4.4%	1.8%	1.1%	1.9%	0.0%
Where did you read, see or hear about enforcement of seat belt laws by police?							
On television	32.4%	26.8%	13.1%	23.6%	44.9%	45.5%	50.0%
In print media	5.7%	14.6%	19.7%	21.8%	28.6%	45.5%	53.8%
What do you think are the chances of getting a ticket if you don't wear your seat belt in Wyoming?							
Extremely high/High	31.3%	30.1%	27.9%	22.1%	27.0%	36.2%	33.3%
50/50	55.4%	41.7%	25.6%	33.7%	41.6%	29.8%	28.2%
Low/Extremely low	13.3%	28.2%	46.5%	44.2%	31.5%	34.0%	38.5%
"You can get a ticket for no other reason than not wearing a seat belt while driving in Wyoming."							
True	77.1%	96.0%	78.0%	70.4%	59.8%	70.8%	65.0%
False	22.9%	4.0%	22.0%	29.6%	40.2%	29.2%	35.0%
How often do you make or receive phone calls while driving a vehicle?							
Always or Often	6.0%	20.8%	17.8%	12.4%	3.2%	2.0%	0.0%
Sometimes	22.9%	20.8%	23.3%	32.7%	20.4%	9.8%	2.4%
Rarely or Never	71.1%	58.5%	58.9%	54.9%	76.3%	88.2%	97.6%
How often do you text message while driving a vehicle?							
Always or Often	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Sometimes	0.0%	4.8%	10.0%	0.9%	0.0%	0.0%	0.0%
Rarely or Never	100.0%	95.2%	90.0%	98.2%	100.0%	100.0%	100.0%
In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?							
Never	91.6%	66.7%	86.7%	83.3%	82.8%	86.5%	88.1%
Once	6.0%	25.7%	4.4%	7.9%	7.5%	7.7%	9.5%
2-3 times	0.0%	1.9%	7.8%	7.0%	8.6%	3.8%	2.4%
4-5 times	2.4%	3.8%	0.0%	0.9%	0.0%	1.9%	0.0%
5 or more times	0.0%	1.9%	1.1%	0.9%	1.1%	0.0%	0.0%

Table 4.6. Crosstabulations of respondent age by selected variables: 2.

	Age						
	18-24	25-34	35-44	45-54	55-64	65-74	75 or over
What do you think the chances are of someone in Wyoming getting arrested if they drive WITHIN city or town limits after drinking alcohol?							
Extremely high/High	70.4%	65.7%	67.8%	47.3%	44.7%	42.0%	50.0%
50/50	21.0%	16.2%	15.6%	40.0%	39.4%	40.0%	34.2%
Low/Extremely low	8.6%	18.1%	16.7%	12.7%	16.0%	18.0%	15.8%
What do you think the chances are of someone in Wyoming getting arrested if they drive OUTSIDE OF city or town limits after drinking alcohol?							
Extremely high/High	31.3%	28.4%	37.1%	21.8%	25.0%	22.4%	31.6%
50/50	51.8%	42.2%	28.1%	47.3%	35.9%	42.9%	50.0%
Low/Extremely low	16.9%	29.4%	34.8%	30.9%	39.1%	34.7%	18.4%
Speed over 30							
Always or Often	14.5%	19.0%	13.2%	7.2%	5.3%	3.9%	4.8%
Sometimes	16.9%	23.8%	23.1%	18.9%	20.2%	17.6%	16.7%
Rarely or Never	68.7%	57.1%	63.7%	73.9%	74.5%	78.4%	78.6%
Speed over 70							
Always or Often	14.8%	12.4%	3.3%	7.1%	3.2%	1.9%	0.0%
Sometimes	17.3%	8.6%	7.7%	9.8%	5.3%	1.9%	2.4%
Rarely or Never	67.9%	79.0%	89.0%	83.0%	91.6%	96.2%	97.6%
Where did you read, see or hear about enforcement of speed limits by police? (past 60 days)							
In print media	89.5%	41.4%	40.0%	44.0%	40.7%	62.5%	72.7%
What do you think are the chances of getting a ticket if you drive over the speed limit in Wyoming?							
Extremely high/High	40.2%	51.4%	55.6%	32.4%	38.7%	38.0%	40.0%
50/50	57.3%	43.8%	37.8%	51.4%	44.1%	42.0%	35.0%
Low/Extremely low	2.4%	4.8%	6.7%	16.2%	17.2%	20.0%	25.0%

4.3.3. Cross-tabulations by Respondent Type of Vehicle

Table 4.7. Crosstabulations of respondent type of vehicle by selected variables.

	Type of Vehicle					
	Car	Pickup Truck	Van	SUV	Motorcycle	Semi
When driving a motor vehicle do you have your seat belt on:						
Always or Often	95.5%	80.8%	88.2%	93.1%	75.0%	77.8%
Sometimes	2.7%	11.6%	8.8%	5.5%	25.0%	0.0%
Rarely or Never	1.8%	7.6%	2.9%	1.4%	0.0%	22.2%
To what extent do you favor or oppose higher fees/fines for failure to use a seat belt?						
Strongly favor or favor	62.4%	38.2%	63.6%	56.4%	0.0%	37.5%
Neither favor nor oppose	18.3%	17.1%	12.1%	20.7%	0.0%	37.5%
Oppose or strongly oppose	19.2%	44.7%	24.2%	22.9%	100.0%	25.0%

4.4. Complete Survey Results

In this section are presented the frequency counts and percentage distributions of responses for each item of the survey instrument. Each item is presented in the order and with the exact wording that was used during survey administration. Frequency counts reflect raw data. Percentage distributions are based on weighted data—to correspond to the sex and age distribution of the population of Wyoming, and include only valid responses—*Don't know* and *No answer* responses are excluded from the percentage calculations.

Before the actual interview began, all respondents were read a disclaimer that their participation is voluntary and that they can terminate the interview at any time. Respondents were also screened on the basis of residency in Wyoming, being in a private household, being at least 18 years old, and holding a Wyoming driver's license.

In which county in Wyoming do you live?

County	Count	%
Albany	31	4.5%
Big Horn	17	2.9%
Campbell	39	7.4%
Carbon	20	4.1%
Converse	18	3.9%
Crook	13	2.3%
Fremont	44	6.5%
Goshen	9	1.2%
Hot Springs	10	2.0%
Johnson	9	1.2%
Laramie	100	17.1%
Lincoln	30	6.6%
Natrona	70	12.3%
Niobrara	3	0.5%
Park	32	5.8%
Platte	8	0.9%
Sheridan	24	3.8%
Sublette	5	0.6%
Sweetwater	34	5.5%
Teton	21	4.3%
Uinta	11	2.0%
Washakie	15	2.1%
Weston	16	2.4%
Total Valid	579	100.0
(Don't know/No answer)	1	
Total	580	

Q1: What type of vehicle do you drive most often?

	Count	%
Car	212	38.0%
Pickup Truck	194	29.4%
Van	34	5.7%
SUV	127	24.8%
Motorcycle	3	0.6%
Semi	9	1.4%
Total Valid	579	100.0%
(Don't know/Not sure)	1	
(No answer/Refused)	0	
Total	580	

Q2: In the past 60 days, have you read, seen, or heard anything about enforcement of seat belt laws by police?

	Count	%
Yes	296	55.1%
No	281	44.9%
Total Valid	577	100.0%
(Don't know/Not sure)	3	
(No answer/Refused)	0	
Total	580	

Q2a: [If yes] Where did you read, see or hear about enforcement of seat belt laws by police? Was it...? (Check all that apply.)

	Count	%
On television	99	29.0%
On the radio	55	20.8%
On a billboard	115	41.8%
In print media	84	21.8%
In a WYDOT release	24	8.2%
Other (specify)	26	14.0%
(Don't know/Not sure)	1	0.2%

➔ See Appendix A for a complete text listing of *Other* responses specified.

Q3: What do you think are the chances of getting a ticket if you don't wear your seat belt in Wyoming?

	Count	%
Extremely high	47	9.0%
High	108	19.7%
50/50	183	37.7%
Low	153	25.1%
Extremely low	51	8.5%
Total Valid	542	100.0%
(Don't know/Not sure)	37	
(No answer/Refused)	1	
Total	580	

Q4a: When driving a motor vehicle do you have your seat belt on...

	Count	%
Always	411	72.6%
Often	110	17.2%
Sometimes	37	6.5%
Rarely	11	2.1%
Never	11	1.5%
Total Valid	580	100.0%
(Don't know/Not sure)	0	
(No answer/Refused)	0	
Total	580	

Q4b: When riding in the FRONT SEAT of a motor vehicle do you have your seat belt on...

	Count	%
Always	414	71.9%
Often	109	18.9%
Sometimes	35	5.2%
Rarely	11	2.1%
Never	11	1.9%
Total Valid	580	100.0%
(Don't know/Not sure)	0	
(No answer/Refused)	0	
Total	580	

Q4c: When riding in the BACK SEAT of a motor vehicle do you have your seat belt on...

	Count	%
Always	337	66.3%
Often	82	16.9%
Sometimes	40	6.8%
Rarely	19	3.4%
Never	35	6.6%
Total Valid	513	100.0%
(Don't know/Not sure)	25	
(No answer/Refused)	42	
Total	580	

Q5: I am going to read a statement. Please tell me if you think it is true or false.

"You can get a ticket for no other reason than not wearing a seat belt while driving in Wyoming."

	Count	%
True	394	75.2%
False	159	24.8%
Total Valid	553	100.0%
(Don't know/Not sure)	27	
(No answer/Refused)	0	
Total	580	

Q6: To what extent do you favor or oppose higher fines for failure to use a seat belt?

	Count	%
Strongly Favor	149	27.0%
Somewhat Favor	144	26.1%
Neither Favor, Nor Oppose	102	18.4%
Somewhat Oppose	82	14.0%
Strongly Oppose	85	14.4%
Total Valid	562	100.0%
(Don't know/Not sure)	15	
(No answer/Refused)	3	
Total	580	

Q7a: How often do you make or receive phone calls while driving a vehicle?

	Count	%
Always	11	2.7%
Often	39	8.1%
Sometimes	113	21.5%
Rarely	198	39.2%
Never	218	28.5%
Total Valid	579	100.0%
(Don't know/Not sure)	1	
(No answer/Refused)	0	
Total	580	

Q7b: How often do you text message while driving a vehicle?

	Count	%
Always	0	0%
Often	1	0.1%
Sometimes	10	2.5%
Rarely	38	11.2%
Never	530	86.2%
Total Valid	579	100.0%
(Don't know/Not sure)	1	
(No answer/Refused)	0	
Total	580	

Q8: In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

	Count	%
Never	481	82.8%
Once	52	10.0%
2-3 times	36	5.0%
4-5 times	5	1.4%
5 or more times	5	0.9%
Total Valid	579	100.0%
(Don't know/Not sure)	1	
(No answer/Refused)	0	
Total	580	

Q9: In the past 60 days, have you read, seen, or heard anything in the media about enforcement of alcohol impaired driving or drunk driving laws?

	Count	%
Yes	389	69.1%
No	181	30.9%
Total Valid	570	100.0%
(Don't know/Not sure)	10	
(No answer/Refused)	0	
Total	580	

Q9a: [If yes] Where did you read, see or hear about enforcement of drunk driving laws? Was it...? (Check all that apply.)

	Count	%
On television	206	51.5%
On the radio	115	33.0%
On a billboard	56	16.5%
In print media	153	34.1%
In a WYDOT release	16	4.2%
Other (specify)	8	2.4%
(Don't know/Not sure)	4	0.9%

Q10a: What do you think the chances are of someone in Wyoming getting arrested if they drive WITHIN city or town limits after drinking alcohol?

	Count	%
Extremely high	90	18.9%
High	196	37.5%
50/50	192	28.6%
Low	73	12.6%
Extremely low	18	2.5%
Total Valid	569	100.0%
(Don't know/Not sure)	11	
(No answer/Refused)	0	
Total	580	

Q10b: What do you think are the chances of someone in Wyoming getting arrested if they drive OUTSIDE OF city or town limits after drinking alcohol?

	Count	%
Extremely high	34	7.1%
High	115	21.1%
50/50	231	41.9%
Low	150	24.0%
Extremely low	34	5.9%
Total Valid	564	100.0%
(Don't know/Not sure)	16	
(No answer/Refused)	0	
Total	580	

Q11: On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

	Count	%
Always	11	2.4%
Often	35	8.2%
Sometimes	119	20.2%
Rarely	257	43.8%
Never	157	25.4%
Total Valid	579	100.0%
(Don't know/Not sure)	1	
(No answer/Refused)	0	
Total	580	

Q12: On a road with a speed limit of 75 mph, how often do you drive faster than 80 mph?

	Count	%
Always	12	2.6%
Often	13	4.3%
Sometimes	39	8.0%
Rarely	153	26.9%
Never	362	58.1%
Total Valid	579	100.0%
(Don't know/Not sure)	1	
(No answer/Refused)	0	
Total	580	

Q13: In the past 60 days, have you read, seen, or heard anything in the media about speed limit enforcement by police?

	Count	%
Yes	161	26.7%
No	411	73.3%
Total Valid	572	100.0%
(Don't know/Not sure)	8	
(No answer/Refused)	0	
Total	580	

Q13a: [If yes] Where did you read, see or hear about enforcement of speed limits by police? Was it...?

	Count	%
On television	46	25.6%
On the radio	28	18.9%
On a billboard	28	18.3%
In print media	83	52.0%
In a WYDOT release	6	4.1%
Other (specify)	10	5.3%

Q14: What do you think are the chances of getting a ticket if you drive over the speed limit in Wyoming?

	Count	%
Extremely high	47	8.6%
High	181	33.9%
50/50	250	45.7%
Low	79	10.2%
Extremely low	12	1.6%
Total Valid	569	100.0%
(Don't know/Not sure)	9	
(No answer/Refused)	2	
Total	580	

Q15a: If you were to get a ticket for a seat belt violation, for how long would it change your behavior? Would you say...

	Count	%
Not at all	41	16.3%
For 1 day or less	11	7.9%
For several days	30	11.9%
For several weeks	21	10.4%
For several months	24	11.9%
For one year or more	101	41.6%
Total Valid	228	100.0%
(Do not/will never be in violation)	304	
(Don't know/Not sure)	46	
(No answer/Refused)	2	
Total	580	

15b: If you were to get a ticket for speeding, for how long would it change your driving behavior? Would you say your driving behavior would change:

	Count	%
Not at all	29	6.5%
For 1 day or less	19	5.7%
For several days	30	7.8%
For several weeks	44	12.4%
For several months	81	23.3%
For one year or more	177	44.3%
Total Valid	380	100.0%
(Do not/will never be in violation)	155	
(Don't know/Not sure)	43	
(No answer/Refused)	2	
Total	580	

15c: If you were to get a ticket for driving under the influence, for how long would it change your driving behavior? Would you say your driving behavior would change:

	Count	%
Not at all	5	1.7%
For 1 day or less	0	0.0%
For several days	4	1.5%
For several weeks	0	0.0%
For several months	10	4.0%
For one year or more	200	92.7%
Total Valid	219	100.0%
(Do not/will never be in violation)	350	
(Don't know/Not sure)	10	
(No answer/Refused)	1	
Total	580	

16: Finally, what is your age?

	Count	%
18-24	25	14.3%
25-34	43	18.2%
35-44	73	15.6%
45-54	115	19.5%
55-64	138	16.2%
65-74	108	8.9%
75 or over	72	7.3%
Total Valid	574	100.0%
(No answer/Refused)	6	
Total	580	

Respondent's sex

	Count	%
Male	326	51.3%
Female	254	48.7%
Total Valid	580	
(Can't tell)	0	
Total	580	

We appreciate your help in this study. Is there anything you would like to add?

➔ See Appendix A for complete text listing of responses.

5. Appendix A: Responses to open-ended question.

2a. Where did you read, see or hear about enforcement of seat belt laws by police? *Other specified* :

- Road sign.
- I work in the ER & I hear about it all the time.
- From state police when they pulled me over.
- Heard from a co worker.
- On a patrol car.
- Digital signs.
- Digital boards on I-80.
- Road signs.(2)
- On the side of roads.
- Word of mouth.
- Bumper stickers on patrol cars.
- Bumper sticker on the back of police car.
- Bumper sticker on police car.
- Word of mouth. It is a small town.
- At work.
- Electronic highway signs. (4)
- Road signs.
- In personal contact with all law enforcement agencies and the DA.
- Talking with friends.
- Signs on police cars and signs on the road.

13a. Where did you read, see or hear about enforcement of speed limits by police? *Other specified* :

- Portable speed signs that tell you your speed.
- Speed detector sign used to show driver speed.
- Signs in construction sites.
- I work at the Sheriff's office and read police reports.
- Posted speed traps by police in local paper.
- Signs in neighborhoods in Casper.
- Road signs.
- At work.
- Electronic signs on highway.
- Complained to city.

We appreciate your help with this survey. Is there anything you would like to add?

- Albany County needs to enforce more speeding laws.
- I think the penalties for driving drunk should be much more severe. People should be punished sufficiently the first time [so] that they never think to do it again.
- I think some of the wording of these questions could be improved.
- I think there should be more highway patrolmen.
- It isn't the tickets themselves (the fines) but the fact that the insurance company would penalize me that keeps me (and others) from speeding/driving recklessly.
- Need more patrolmen on the highways.
- I think WYDOT does a good job for the manpower they have. It is hard to cover so much area and they can't have cops everywhere all the time.
- The reason I believe in the seatbelts is because I had a daughter in a bad accident, so it

really changed our perspective more than maybe other people.

- WYDOT does a good job.
- We need more highway patrolmen.
- Using seatbelts should be optional for adults.
- Need to stop people from cell phone use and from texting.
- More enforcement of cell phone usage.
- I am from Connecticut, yellow arrows are idiotic.
- Drunk driving laws in Wyoming are better than average. However, law enforcement is limited. One has to screw up very bad to get pulled over, much less [get] arrested.
- Texting should be stopped. It should be outlawed.
- Do not believe in seat belt laws and believe it should be a personal choice.
- I just wish they'd enforce the seatbelt law on children more often.
- Keep the strips on the roads painted so they are easily seen.
- Need to enforce seat belt law; need to ban cell phone driving and texting. Would be wonderful if you outlawed it and ticketed people for using cell phones. Have also seen police officers doing this.
- I don't drink alcohol at all so that affected my answers to whether I drink and drive.
- I think with the area and so many roads that we have I think that our police are doing a pretty good job, it's just that there's a long way between things and not enough police.
- Wants more crackdown on drunk driving and appreciate the law enforcement of drunk [driving] and cell phone laws.
- Down south they have cameras that take your picture when you are speeding and you get fines. I think it's a good idea. It might help a whole lot.
- After 10:30 pm there are no highway patrol on the road. I think that is wrong, because the people who do drink are aware of this and know that their chances of getting caught are slim to none outside of city limits.

- I think the police do a pretty good job.
- Wish they would get drunks off the road.
- I'm employed by the DOT. I'm a highway maintenance worker in Chugwater. If you get caught drinking and driving you lose your CDL and your job.
- Do not allow cell phones while driving car.
- I work in law enforcement.
- Seat belts are a personal choice and government should not be involved.
- Our troopers and county law enforcement do a really good job. I'm proud of them and they have a job like no other.
- Need to hire more patrolmen.
- When are you going to pass a comprehensive helmet law? I will wear my seat belt all the time when motorcyclists wear helmets all the time.
- Need to enforce the cell phone or text messages more.
- Enforce seat belt laws more often.
- I wish people would obey the 40mph blinking lights. I think they don't because it is not higher than eye-level. But they're always out-of-staters. There used to be highway patrol on both sides on 287 but they're hardly there anymore. Maybe they're too busy on I-80. I know the county is doing I-25 going to Rawlins from our area and my husband got a ticket there. I don't know where those highway patrolmen are, but we're seeing a lot more rangers but you never see the highway patrol and that concerns me.
- As a Libertarian I don't believe in seatbelt laws but as a fireman I have pulled people out of cars that are quite dead, so I understand their effectiveness and the intent.
- I think you are doing well (law enforcement).
- More enforcement of people using cell phones for talking and texting.
- I just wish Wyoming had more money for more law enforcement.
- I wish there was some way to stop people from driving drunk, talking on the phone, etc.

- I don't think they should enforce a seatbelt law when they aren't ticketing people for texting and talking on the cell phone.
- I don't like the seatbelt laws or the cell phone laws because I think we should make our own choices.
- I oppose the seatbelt law. It's the state patrol and police's job to protect me from other drivers.
- I wish there were more patrols for children riding without seatbelts.
- Should be able to pull anyone over not wearing seat belts, especially unbelted children.
- The alcohol question is misleading because it doesn't say if you have had alcohol above the drinking limit or not.
- I'm glad to see that the highway patrol did put more units on I-80.
- Official representatives of the city need to be sure to always follow traffic laws. Not just police, but anyone acting in an official capacity needs to use their turn signals, etc., when they're driving. Also, a lot of people when turning right will turn into a left lane instead of the right lane. I almost get hit once every couple months because I have to slam on my brakes because someone has turned into the wrong lane where I have the right of way.
- Enforce speeding [laws] better.
- One thing that really bothers me is when people drive and talk on their cell phones. I think we should have much stricter laws about using a cell phone for calls or texting while driving, and the fines should be very high.
- I've never had a speeding ticket.
- I love Wyoming.
- They should do a lot more to prevent drinking and driving because we have a lot of problems with it in our county.
- I think that sometimes Wyoming's law enforcement go out of their way to alienate the young people. They get pulled over for no good reason. I think Wyoming is the worst in the country for alienating the younger drivers like 19 and 20 year olds. My son gets pulled over often for nothing at all.
- Hope to have stricter enforcement of drinking and driving in the county.

- I-20 North of Midwest needs to be re-done.
- Let's up the law enforcement.
- Questions regarding alcohol need to be revised. It is not illegal to drink and drive, it is illegal to drink in excess and drive.
- The Department of Transportation should have an education program to teach people to drive on multi-lane highways.
- We need more enforcement on speed laws and cell phones and seat belts.
- They are doing a new bridge in Teton County. The road is really messed up and I went through there on my motorcycle. They need to repave it before winter.
- I run the VFW in Sublette County and I take all people home who aren't able to drive. I am very, very careful. I once took nine people home who were too drunk to drive.

6. Appendix B: List of Questions Asked, Wyoming Drivers Survey, 2010

Q1: What type of vehicle do you drive most often?

Q2: In the past 60 days, have you read, seen, or heard anything about enforcement of seat belt laws by police?

Q2a: [If yes] Where did you read, see or hear about enforcement of seat belt laws by police? Was it...? (Check all that apply.)

Q3: What do you think are the chances of getting a ticket if you don't wear your seat belt in Wyoming?

Q4a: When driving a motor vehicle do you have your seat belt on...

Q4b: When riding in the FRONT SEAT of a motor vehicle do you have your seat belt on...

Q4c: When riding in the BACK SEAT of a motor vehicle do you have your seat belt on...

Q5: I am going to read a statement. Please tell me if you think it is true or false.

"You can get a ticket for no other reason than not wearing a seat belt while driving in Wyoming."

Q6: To what extent do you favor or oppose higher fines for failure to use a seat belt?

Q7a: How often do you make or receive phone calls while driving a vehicle?

Q7b: How often do you text message while driving a vehicle?

Q8: In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

Q9: In the past 60 days, have you read, seen, or heard anything in the media about enforcement of alcohol impaired driving or drunk driving laws?

Q9a: [If yes] Where did you read, see or hear about enforcement of drunk driving laws? Was it...? (Check all that apply.)

Q10a: What do you think the chances are of someone in Wyoming getting arrested if they drive WITHIN city or town limits after drinking alcohol?

Q10b: What do you think are the chances of someone in Wyoming getting arrested if they drive OUTSIDE OF city or town limits after drinking alcohol?

Q11: On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

Q12: On a road with a speed limit of 75 mph, how often do you drive faster than 80 mph?

Q13: In the past 60 days, have you read, seen, or heard anything in the media about speed limit enforcement by police?

Q13a: [If yes] Where did you read, see or hear about enforcement of speed limits by police? Was it...?

Q14: What do you think are the chances of getting a ticket if you drive over the speed limit in Wyoming?

Q15a: If you were to get a ticket for a seat belt violation, for how long would it change your behavior? Would you say...

15b: If you were to get a ticket for speeding, for how long would it change your driving behavior? Would you say your driving behavior would change:

15c: If you were to get a ticket for driving under the influence, for how long would it change your driving behavior? Would you say your driving behavior would change:

16: Finally, what is your age?

Respondent's sex

We appreciate your help in this study. Is there anything you would like to add?

ASPEN



MEDIA AND
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WYOMING DEPARTMENT

OF

TRANSPORTATION

2010 Alcohol Study
Percentage Report

Wyoming Department of Transportation
Alcohol Study – 2010

Hello, this is _____ with Aspen Research. We are conducting a brief 3-minute survey for the Wyoming Department of Transportation.

Q.1. Just so we have your response placed in the correct category, please tell me when I read the age range that includes your current age.... (Read List)

	2007		2008		2009		2010	
	N=100	Percent (%)	N=100	Percent (%)	N=100	Percent (%)	N=100	Percent (%)
18-25	13	13.0	2	2.0	18	18.0	16	16.0
26-35	87	87.0	98	98.0	82	82.0	84	84.0
36-55	--	--	--	--	--	--	--	--
Over 55	--	--	--	--	--	--	--	--
Under 18	--	--	--	--	--	--	--	--
DK/Refused	--	--	--	--	--	--	--	--
Total	100	100.0	100	100.0	100	100.0	100	100.0

Q.2. Which of the following advertising campaigns have you seen or heard of in Wyoming? (Read List, Multiple Answers)

	2007		2008		2009		2010	
	N=100	Percent (%)	N=100	Percent (%)	N=100	Percent (%)	N=100	Percent (%)
No Excuses Buckle Up!	64	64.0	81	81.0	83	83.0	61	61.0
Don't be a "DOO-MOSS"	38	38.0	34	34.0	--	--	--	--
Click it-Don't Risk It	78	78.0	84	84.0	83	83.0	68	68.0
Drunk driving. Over the Limit.	71	71.0	76	76.0	84	84.0	72	72.0
Under arrest								
Click it or Ticket!	89	89.0	93	93.0	88	88.0	90	90.0
Don't be a Dummy, Buckle Up!	47	47.0	40	40.0	--	--	--	--
Trunk Trooper	50	50.0	75	75.0	80	80.0	--	--
Buzzed Driving is Drunk Driving	--	--	--	--	65	65.0	72	72.0
None	2	2.0	1	1.0	2	2.0	4	4.0
DK/Refused	1	1.0	0	0.0	0	0.0	0	0.0
Total	440	440.0*	484	484.0*	485	485.0*	367	367.0*

* A Total Percent over 100 is due to multiple answers by respondents

Q.3. Did you see, hear, or hear about specifically any advertisements featuring the “Trunk Trooper?” (NOT ASKED IN 2010)

	2007		2008		2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>
Yes	53	53.0	79	79.0	82	82.0	--	--
No (skip to Q.7.)	47	47.0	21	21.0	17	17.0	--	--
DK/Refused (skip to Q.7.)	0	0.0	0	0.0	1	1.0	--	--
Total	100	100.0	100	100.0	100	100.0	--	--

Q.3A. Did you see or hear the commercial featuring drunk driving statistics, which urged motorists to not be a statistic and always use a designated driver? (NEW FOR 2010. NOT ASKED IN 2007, 2008, OR 2009)

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Yes	--	--	--	--	--	--	56	56.0
No	--	--	--	--	--	--	38	38.0
DK/Refused	--	--	--	--	--	--	6	6.0
Total	--	--	--	--	--	--	100	100.0

**Q.4. How did you feel about that commercial? (Read List)
(Read List) (NEW PHRASING IN 2010)**

	2007		2008		2009		2010	
	<u>N=53</u>	<u>Percent (%)</u>	<u>N=79</u>	<u>Percent (%)</u>	<u>N=82</u>	<u>Percent (%)</u>	<u>N=56</u>	<u>Percent (%)</u>
Positive	13	24.5	27	34.2	32	39.0	35	62.5
Somewhat Positive	15	28.3	14	17.7	15	18.3	11	19.6
Neutral	15	28.3	25	31.7	21	25.6	8	14.3
Somewhat negative	3	5.7	7	8.9	9	11.0	0	0.0
Negative	6	11.3	4	5.0	5	6.1	1	1.8
DK/Refused	1	1.9	2	2.5	0	0.0	1	1.8
Total	53	100.0	79	100.0	82	100.0	56	100.0

Q.5. How did the drunk driving commercial affect your attitude toward drinking and driving? (Read List) (NEW PHRASING IN 2010)

	2007		2008		2009		2010	
	<u>N=53</u>	<u>Percent (%)</u>	<u>N=79</u>	<u>Percent (%)</u>	<u>N=82</u>	<u>Percent (%)</u>	<u>N=56</u>	<u>Percent (%)</u>
More likely to drink and drive	1	1.9	1	1.3	0	0	0	0.0
Somewhat more likely to drink and drive	0	0	0	0	0	0	0	0.0
No effect	33	62.3	53	67.1	50	61	28	50.0
Somewhat less likely to drink and drive	3	5.7	8	10.1	9	11	4	7.1
Less likely to drink and drive	15	28.3	16	20.3	22	26.8	24	42.9
DK/Refused	1	1.9	1	1.3	1	1.2	0	0.0
Total	53	100	79	100	82	100	56	100.0

Q.6. Where did you see or hear the drunk driving statistic commercial? (Read List, Multiple Answers) (NEW PHRASING 2010)

	<u>N=53</u>	<u>Percent (%)</u>	<u>N=79</u>	<u>Percent (%)</u>	<u>N=82</u>	<u>Percent (%)</u>	<u>N=56</u>	<u>Percent (%)</u>
Television	48	90.6	76	96.2	80	97.6	49	87.5
Newspaper	2	3.8	7	8.9	4	4.9	2	3.6
Radio	4	7.5	15	18.9	12	14.6	13	23.2
Billboard	3	5.7	4	5.1	5	6.1	7	12.5
Word of Mouth	1	1.9	3	3.8	3	3.7	1	1.8
Other	2	3.8	1	1.3	0	0	2	3.6
DK / Refused	-	-	-	-	1	1.2	0	0.0
Total	60	113.3*	106	134.2*	82	128.1*	56	132.2*

Q.7. Have you ever driven alcohol impaired?

	2007		2008		2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Yes	37	37	35	35	34	34	38	38.0
No (skip to Q.9.)	61	61	64	64	65	65	62	62.0
DK/Refused (skip to Q.9.)	2	2	1	1	1	1	0	0.0
Total	100	100	100	100	100	100	100	100.0

* A Total Percent over 100 is due to multiple answers by respondents

Q.8. How often have you driven impaired in the last two years?

	2007		2008		2009		2010	
	<u>N=37</u>	<u>Percent (%)</u>	<u>N=35</u>	<u>Percent (%)</u>	<u>N=34</u>	<u>Percent (%)</u>	<u>N=38</u>	<u>Percent (%)</u>
Daily	0	0.0	0	0.0	0	0.0	0	0.0
Weekly	1	2.7	0	0.0	1	2.9	0	0.0
Monthly	1	2.7	0	0.0	0	0.0	1	2.6
Seldom	14	37.8	13	37.1	12	35.3	7	18.4
Only Once	7	18.9	7	20.0	8	23.5	12	31.6
DK/Refused	14	37.8	15	42.9	13	38.3	18	47.4
Total	37	100.0	35	100.0	34	100.0	38	100.0

Q.9. What would deter you from driving impaired?

	2007		2008		2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Please (Specify)	93	93	89	89	94	94	97	97.0
DK/Refused	7	7	11	11	6	6	3	3.0
Total	100	100.0	100	100.0	100	100.0	100	100.0

Q.10. Have you ever seen any anti-drunk driving messages displayed on the digital overhead signs on the highways?

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Yes	-	-	-	-	52	52.0	68	68.0
No (skip to end)	-	-	-	-	42	42.0	29	29.0
DK/Refused (skip to end)	-	-	-	-	6	6.0	3	3.0
Total	0	0	0	0	100	100.0	100	100.0

Q.11. Did the drunk driving messages display on those digital overhead signs affects your decision to not drink and drive?

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=52</u>	<u>Percent (%)</u>	<u>N=68</u>	<u>Percent (%)</u>
Yes	-	-	-	-	17	32.7	15	22.1
No	-	-	-	-	33	63.5	51	75.0
DK/Refused	-	-	-	-	2	3.8	2	2.9
Total	0	0	0	0	52	100.0	68	100.0

**And finally for classification purposes do you primarily identify yourself as
Caucasian, African American, Hispanic, Asian, Native American, or with another
Ethnic group?**

	2007		2008		2009		2010	
	<u>N=100</u>	<u>Percent</u> <u>(%)</u>	<u>N=100</u>	<u>Percent</u> <u>(%)</u>	<u>N=100</u>	<u>Percent</u> <u>(%)</u>	<u>N=100</u>	<u>Percent</u> <u>(%)</u>
Caucasian	96	96	89	89	89	89	90	90.0
African American	1	1	1	1	2	2	1	1.0
Hispanic	2	2	5	5	9	9	2	2.0
Asian	0	0	0	0	0	0	0	0.0
Native American	1	1	1	1	0	0	1	1.0
Other, specify	0	0	3	3	0	0	4	4.0
DK/Refused	1	1	1	1	0	0	2	2.0
Total	100	100.0	100	100.0	100	100.0	100	100.0

Q.9. What would deter you from driving impaired?

01 Specify

02 DK/Refused

Resp #	rpsquestion	rpsmatrix	rpsmention	Current Code	Open End Text	Code 1
0000000009	Q9	1	1	01	BETTER PUBLIC TRANSPORTATION--ESPECIALLY FOR PEOPLE AT BARS	
0000000073	Q9	1	1	01	EXTREME EMERGENCY--ACCIDENT.	
0000000222	Q9	1	1	01	PEOPLE WHO DO DRINK NEED TO THINK OF THE RISK OF OTHER	
0000000236	Q9	1	1	01	MY FAMILY AND CHILDREN	
0000000310	Q9	1	1	01	HIS 4 YEAR OLD DAUGHTER	
0000000326	Q9	1	1	01	THE DANGERS OF IT	
0000000352	Q9	1	1	01	HE RARELY DRINKS THE THREAT OF HURTING OR INJURING SOMEONE	
0000000407	Q9	1	1	01	THE EFFECTS IT HAS	
0000000437	Q9	1	1	01	MY LIVELY HOOD HE IS A COMMERCIAL TRUCK DRIVER	
0000000549	Q9	1	1	01	NOT HAVING A CAR	
0000000583	Q9	1	1	01	FRIENDS DYING IN AN ACCIDENT	
0000000665	Q9	1	1	01	OWN GUT FEELING	
0000000746	Q9	1	1	01	I'VE ALREADY LEARNED MY LESSON.	
0000000763	Q9	1	1	01	DON'T DRINK IN PUBLIC ONLY AT HOME	
0000000786	Q9	1	1	01	MY 3 CHILDREN	
0000000791	Q9	1	1	01	GETTING FIRED FROM MY JOB AND HURTING SOMEONE	
0000000832	Q9	1	1	01	LOOSING TWO FRIENDS	
0000000835	Q9	1	1	01	I WANT TO LIVE	
0000000881	Q9	1	1	01	DON'T WANT AN ACCIDENT	
0000000890	Q9	1	1	01	THE LOWER BAC LEVEL.	
0000000967	Q9	1	1	01	I DON'T DRINK. MORE EMOTIONAL OF VICTIMS OF DRIVING DRUNK AND VICTIMS TO	
0000000978	Q9	1	1	01	ACCIDENTS AND DRUNK DRIVING ALONE NOT TO DRINK AND DRIVE	
0000001004	Q9	1	1	01	CAN'T DRINK IN THE FIRST PLACE	
0000001018	Q9	1	1	01	DON'T DRINK	
0000001050	Q9	1	1	01	DWI	
0000001054	Q9	1	1	01	THE WHOLE ASPECT OF DEATH	
0000001059	Q9	1	1	01	I DON'T DRINK.	
0000001139	Q9	1	1	01	THE FACT THAT I DON'T DRINK	
0000001148	Q9	1	1	01	GROWING UP	
0000001226	Q9	1	1	01	SOME OF THE PICTURES I'VE SEEN OF WRECKS	
0000001278	Q9	1	1	01	HISTORY WOULD	
0000001313	Q9	1	1	01	NOT A BIG DRINKER. IT IS TANTAMOUNT TO MURDER	
0000001324	Q9	1	1	01	OTHER MOTORS LIVES MY FAMILY	
0000001347	Q9	1	1	01	GOT CAUGHT ONCE AND WONT DO IT AGAIN	
0000001395	Q9	1	1	01	KNOW SOMEONE WHO'S DIED THAT WAY	
0000001474	Q9	1	1	01	DON'T KNOW I DON'T DRINK AT ALL	
0000001504	Q9	1	1	01	DON'T WANT TO KILL SELF OR OTHERS	
0000001510	Q9	1	1	01	NOT SURE	
0000001529	Q9	1	1	01	MY FAMILY RESPONSIBILITY	
0000001534	Q9	1	1	01	SAFETY WITH HIMSELF AND OTHERS	

0000001575 Q9	1	1	01 JUST KNOWING HOW STUPID IT IS.
0000001596 Q9	1	1	01 I'VE HAD FAMILY GET KILLED BY DRUNK DRIVERS.
0000001654 Q9	1	1	01 I DON'T EVERY USUALLY DO IT. I HAVE KIDS TO WORRY ABOUT
0000001669 Q9	1	1	01 NOT WORTH THE RISK
0000001703 Q9	1	1	01 I HAVE TWO LITTLE BOYS, GOING TO JAIL.
0000001718 Q9	1	1	01 SAFETY FOR SELF AND OTHERS
0000001821 Q9	1	1	01 RELIGION
0000001845 Q9	1	1	01 NOT WORTH A TICKET OR A LIFE
0000001873 Q9	1	1	01 DOESN'T DRINK.
0000001893 Q9	1	1	01 MY SAFETY AND OF COURSE INSURANCE
0000001925 Q9	1	1	01 NEVER DRIVEN IMPAIRED
0000001931 Q9	1	1	01 AGAINST IT
0000001954 Q9	1	1	01 HAVING SOMEONE TO DRIVE ME HOME.
0000001965 Q9	1	1	01 NOT STUPID
0000001976 Q9	1	1	01 I DON'T DRINK AND DON'T WANT TO KILL SOMEONE..
0000001985 Q9	1	1	01 IT'S STUPID
0000002004 Q9	1	1	01 FAMILY AND CAREER.
0000002061 Q9	1	1	01 DON'T LIKE ALCOHOL
0000002081 Q9	1	1	01 RELIGION
0000002119 Q9	1	1	01 I HAVE A FAMILY NOW. HE HAS BEEN HIT BY A DRUNK DRIVER BEFORE AND NEVER WOULD DO
0000002163 Q9	1	1	01 THAT
0000002185 Q9	1	1	01 JAIL
0000002194 Q9	1	1	01 TERRIBLE
0000002226 Q9	1	1	01 JOB
0000002244 Q9	1	1	01 FAMILY SCHOOL AND JOB
0000002272 Q9	1	1	01 I DON'T DRINK
0000002280 Q9	1	1	01 CHILDREN
0000002323 Q9	1	1	01 FAMILY
0000002332 Q9	1	1	01 KNOW PEOPLE WHO HAVE BEEN IN ACCIDENTS..
0000002374 Q9	1	1	01 I DON'T BELIEVE IN IT.
0000002390 Q9	1	1	01 JUST GIVE UP DRINKING
0000002393 Q9	1	1	01 TO MANY PEOPLE I KNOW HAVE GOTTEN DUI'S
0000002407 Q9	1	1	01 RECKLESS DRIVING
0000002444 Q9	1	1	01 TOO MANY FRIENDS DIED IN DRINKING AND DRIVING DRUNK
0000002502 Q9	1	1	01 GOT A FAMILY
0000002566 Q9	1	1	01 COMMON SENSE
0000002589 Q9	1	1	01 BEING NON FUNCTIONAL
0000002592 Q9	1	1	01 JOB
0000002617 Q9	1	1	01 VALUES OF FAMILY
0000002657 Q9	1	1	01 THOUGHT OF KILLING SOMEONE AND HAVING TO LIVE WITH THAT
0000002843 Q9	1	1	01 I WON'T ANY WAY
0000002880 Q9	1	1	01 SAFETY OF MY LIFE
0000002892 Q9	1	1	01 DON'T DO IT ANYMORE, I HAD A KID WHO GOT IN A BAD ACCIDENT
0000002928 Q9	1	1	01 THOUGHT OF LOSING MY CHILD
0000002951 Q9	1	1	01 HURTING SOMEONE ELSE

			MY LIFE I WOULD LIKE IT AND STAY A LIVE MUCH LONGER DON'T DRINK
0000002972 Q9	1	1	01 ANYWAYS
0000003009 Q9	1	1	01 KNOWING THAT ITS DANGEROUS
0000003014 Q9	1	1	01 MY JOB IS WHAT HAS CAUSED ME TO SLOW DOWN ON DOING THAT
0000003051 Q9	1	1	01 MY WIFE
0000003079 Q9	1	1	01 PUNISHMENTS OR HURTING SOMEBODY
0000003081 Q9	1	1	01 I DON'T KNOW GOT MARRIED AND HAD KIDS
0000003153 Q9	1	1	01 SAFETY OF OTHERS
0000003189 Q9	1	1	01 LOSE MY JOB
0000003194 Q9	1	1	01 I DON'T DRINK
0000003214 Q9	1	1	01 RELIGION PROHIBITS HIM FROM DRINKING
0000003235 Q9	1	1	01 PEER PRESSURE, AVAILABLE OPTIONS AND AWARENESS
0000003265 Q9	1	1	01 MARRIAGE, HAPPINESS

And finally for classification purposes do you primarily identify yourself as Caucasian, African American, Hispanic, Asian, Native American, or with another Ethnic group?

- 01 Caucasian
- 02 African American
- 03 Hispanic
- 04 Asian
- 05 Native American
- 06 Other, SPECIFY
- 07 DO NOT READ: DK/Refused

Resp #	rpsquestion	rpsmatrix	rpsmention	Current Code	Open End Text	Code 1
000000073	RACE	1	1	06	CAUCASIAN /PUERTO RICAN	
000000583	RACE	1	1	06	ITALIAN-NATIVE AMERICAN	
000001054	RACE	1	1	06	MULTI RACIAL	
000001596	RACE	1	1	06	CAUCASIAN/ HISPANIC	

ASPEN



MEDIA AND
MARKET
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WYOMING DEPARTMENT

OF

TRANSPORTATION

2010 Seat Belt Safety Study
Percentage Report

Wyoming Department of Transportation
Seat Belt Safety Study - 2010

Hello, this is _____ with Aspen Research. We are conducting a brief 3-minute survey for the Wyoming Department of Transportation.

Q.1. Just so we have your response placed in the correct category, please tell me when I read the age range that includes your current age.... (Read List)

	2007		2008		2009		2010	
	N=100	Percent (%)	N=100	Percent (%)	N=100	Percent (%)	N=100	Percent (%)
18-25	21	21.0	8	8.0	16	16.0	13	13.0
26-35	79	79.0	92	92.0	84	84.0	87	87.0
36-55	0	0.0	0	0.0	0	0.0	0	0.0
Over 55	0	0.0	0	0.0	0	0.0	0	0.0
Under 18	0	0.0	0	0.0	0	0.0	0	0.0
DK / Refused	0	0.0	0	0.0	0	0.0	0	0.0
Total	100	100.0	100	100.0	100	100.0	100	100.0

Q.2. Do you get your news and information from... (Read List, Multiple Answers)

	2007		2008		2009		2010	
	N=100	Percent (%)	N=100	Percent (%)	N=100	Percent (%)	N=100	Percent (%)
Local Radio Stations	52	52	53	53	62	62	48	48.0
Local TV Broadcast Station	66	66	50	50	60	60	50	50.0
Newspaper	55	55	52	52	58	58	51	51.0
Internet	63	63	60	60	75	45	58	58.0
Other, specify	2	2	-	-	3	3	3	3.0
DK / Refused	1	1	2	2	1	1	-	0.0
Total	239	239.0*	217	217.0*	259	259.0*	210	210.0*

** A Total Percent over 100 is due to multiple answers by respondents*

Q.3. How often do you read the newspaper? (Read List)

	2007		2008		2009		2010	
	N=100	Percent (%)	N=100	Percent (%)	N=100	Percent (%)	N=100	Percent (%)
Daily	24	24	26	26	23	23	24	24.0
Nearly Daily	19	19	15	15	18	18	20	20.0
Weekly	21	21	21	21	20	20	22	22.0
Rarely	33	33	30	30	32	32	21	21.0
Never (Proceed to Q.6.)	3	3	8	8	7	7	13	13.0
DK / Refused	-	-	-	-	-	-	0	0.0
Total	100	100	100	100	100	100	100	100.0

Q.4. Which newspaper do you read? (Multiple Answers)

	2007		2008		2009		2010	
	N=97	Percent (%)	N=92	Percent (%)	N=93	Percent (%)	N=87	Percent (%)
SPECIFY (Other)	9	9.3	23	24.2	15	16.1	18	20.7
None	0	0	3	3.2	5	5.4	4	4.6
DK/Refused	3	3.1	1	1.1	0	0	2	2.3
Casper Star Tribune	48	49.5	34	35.8	48	51.6	41	47.1
Wyoming Tribune Eagle	42	43.3	28	29.5	36	38.7	29	33.3
Riverton Ranger	0	0	6	6.3	0	0	8	9.2
Total	102	105.2*	95	100.1*	104	111.8*	102	117.2*

Q.5. Which content of the newspaper do you read? (Read List, Multiple Answers)

	2007		2008		2009		2010	
	N=97	Percent (%)	N=92	Percent (%)	N=93	Percent (%)	N=87	Percent (%)
News	83	85.6	76	82.6	76	81.7	72	82.8
Opinion/Editorial	44	45.4	32	34.8	44	47.3	30	34.5
Sports	63	64.9	57	62	55	59.1	54	62.1
Entertainment	39	40.2	30	32.6	33	35.5	33	37.9
Outdoors	51	52.6	35	38	52	55.9	31	35.6
Classifieds	61	62.9	49	53.3	52	55.9	40	46.0
Obituaries	42	43.3	31	33.7	32	34.4	26	29.9
Comics	45	46.4	39	42.4	38	40.9	23	26.4
Other, specify	2	2.1	0	0	3	3.2	2	2.3
DK/Refused	1	1	0	0	4	4.3	3	3.5
Total	431	444.4*	349	379.4*	389	418.2*	314	361.0*

* A Total Percent over 100 is due to multiple answers by respondents

Q.6. How often do you watch television? (Read list)

	2007		2008		2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Daily	65	65	58	58	58	58	53	53.0
Nearly Daily	19	19	23	23	25	25	19	19.0
Weekly	9	9	12	12	6	6	11	11.0
Rarely	4	4	5	5	11	11	11	11.0
Never (Proceed to Q.11.)	3	3	2	2	0	0	6	6.0
DK / Refused	-	-	-	-	-	-	-	-
Total	100	100	100	100	100	100	100	100.0

Q.7. When do you watch more television? (Read List)

	2007		2008		2009		2010	
	<u>N=97</u>	<u>Percent (%)</u>	<u>N=98</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=94</u>	<u>Percent (%)</u>
Winter Months	63	64.9	71	72.5	57	57	64	68.1
Summer Months	3	3.1	0	0	2	2	1	1.0
Throughout the year	30	30.9	25	25.5	38	38	28	29.8
DK / Refused	1	1	2	2.1	3	3	1	1.1
Total	97	100	98	100	100	100	94	100.0

Q.8. Do you watch more cable or broadcast programming?

	2007		2008		2009		2010	
	<u>N=97</u>	<u>Percent (%)</u>	<u>N=98</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=94</u>	<u>Percent (%)</u>
Cable	76	78.4	70	71.4	74	74	72	76.6
Broadcast	20	20.6	26	26.5	17	17	18	19.1
DK/Refused	1	1	2	2.1	9	9	4	4.3
Total	97	100.0	98	100.0	100	100.0	100	100.0

Q.9. Do you record your TV programs or watch them live?

	2007		2008		2009		2010	
	<u>N=97</u>	<u>Percent (%)</u>	<u>N=98</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=94</u>	<u>Percent (%)</u>
Record	19	19.6	34	34.7	27	27	25	26.6
Live	76	78.4	62	63.3	69	69	41	43.6
Both	-	-	-	-	-	-	24	25.5
DK/Refused	2	2.1	2	2	4	4	4	4.3
Total	97	100	98	100	100	100	94	100

Q.10. During what part of the day are you most likely to watch television?

	2007		2008		2009		2010	
	<u>N=97</u>	<u>Percent (%)</u>	<u>N=98</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=94</u>	<u>Percent (%)</u>
Mornings	4	4.1	2	2.1	5	5	1	1.1
Afternoons	6	6.2	1	1	5	5	2	2.1
Evenings	86	88.7	95	96.9	88	88	84	89.4
Throughout the Day	-	-	-	-	-	-	6	6.4
DK/Refused	1	1	0	0	2	2	1	1.0
Total	97	100	98	100	100	100	100	100

Q.11. How often do you listen to the radio? (Read List)

	2007		2008		2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Daily	72	72	74	74	74	74	75	75
Nearly Daily	9	9	7	7	10	10	6	6
Weekly	7	7	5	5	3	3	5	5
Rarely	9	9	11	11	13	13	9	9
Never (Proceed to Q.15.)	3	3	3	3	0	0	5	5
DK/Refused	-	-	-	-	-	-	-	-
Total	100	100	100	100	100	100	94	100

Q.12. Where do you spend the majority of your time listening to the radio? (Read List)

	2007		2008		2009		2010	
	<u>N=97</u>	<u>Percent (%)</u>	<u>N=97</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=95</u>	<u>Percent (%)</u>
Car	70	72.2	68	70.1	74	74	61	64.2
Home	9	9.3	0	0	3	3	9	9.5
Work	20	20.6	28	28.9	18	18	23	24.2
Other, specify	0	0	1	1	4	4	2	2.1
DK/Refused	0	0	0	0	1	1	0	0.0
Total	97	100	97	100	100	100	95	100

Q.13. When do you typically listen to the radio? (Read List)

	2007		2008		2009		2010	
	<u>N=97</u>	<u>Percent (%)</u>	<u>N=97</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=95</u>	<u>Percent (%)</u>
Mornings	27	27.8	25	25.8	21	21	28	29.5
Afternoons	7	7.2	1	1	6	6	6	6.3
Evenings	9	9.3	4	4.1	10	10	3	3.2
Throughout the day	60	61.9	67	69.1	58	58	58	61.0
DK/Refused	2	2.1	0	0	5	5	0	0.0
Total	97	100	97	100	100	100	95	100

Q.14. What radio genre do you prefer? (Read List, Multiple Answers)

	<u>N=97</u>	<u>Percent (%)</u>	<u>N=97</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=95</u>	<u>Percent (%)</u>
	Country	34	35.1	42	43.3	35	35	35
Rock	55	56.7	53	54.6	62	62	46	48.4
Adult Contemporary	11	11.3	13	13.4	17	17	10	10.5
Oldies	20	20.6	16	16.5	26	26	18	19.0
Easy Listening	6	6.2	9	9.3	11	11	8	8.4
Sports	17	17.5	21	21.7	32	32	16	16.8
Talk	22	22.7	25	25.8	39	39	28	29.4
NPR (Nat'l Public Radio)	20	20.6	10	10.3	20	20	15	15.8
Other, specify	4	4.1	1	1	10	10	6	6.3
DK/Refused	1	1	0	0	0	0	0	0.0
Christian Programming	5	5.2	1	1	8	8	16	16.8
Total	97	201.0*	97	196.9*	260	260.0*	198	208.2

Q.15. Did you see the commercial featuring a bull rider who said, "I might take chances in the arena, but not on the road."? (NOT ASKED IN 2009 OR 2010)

	2007		2008		2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>
Yes	34	34	24	24	-	-	-	-
No (Proceed to Q.18.)	63	63	73	73	-	-	-	-
DK (Proceed to Q.18.)	3	3	3	3	-	-	-	-
Refused (Proceed to Q.18.)	0	0	0	0	-	-	-	-
Total	100	100	100	100	0	0	0	0

** A Total Percent over 100 is due to multiple answers by respondents*

Q.16. Thinking about that commercial, would you say you feel Positive, Somewhat Positive, Neutral, somewhat Negative, or Negative about the spot? (NOT ASKED IN 2009 OR 2010)

	2007		2008		2009		2010	
	<u>N=34</u>	<u>Percent (%)</u>	<u>N=24</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>
Positive	15	44.1	8	33.3	-	-	-	-
Somewhat positive	9	26.5	7	29.2	-	-	-	-
Neutral	10	29.4	7	29.2	-	-	-	-
Somewhat negative	0	0	1	4.2	-	-	-	-
Negative	0	0	0	0	-	-	-	-
DK/Refused	0	0	1	4.2	-	-	-	-
Total	34	100	24	100	0	0	0	0

Q.17. How did the commercial affect your attitude toward seat belt use? Are you? (Read List) (NOT ASKED IN 2009 OR 2010)

	2007		2008		2009		2010	
	<u>N=34</u>	<u>Percent (%)</u>	<u>N=24</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>
More likely to use	9	26.5	4	16.7	-	-	-	-
Somewhat more likely to use	4	11.8	3	12.5	-	-	-	-
No effect	20	58.8	16	66.6	-	-	-	-
Somewhat less likely to use	1	2.9	1	4.2	-	-	-	-
Less likely to use	0	0	0	0	-	-	-	-
DK/Refused	0	0	0	0	-	-	-	-
Total	34	100	24	100	0	0	0	0

Q.15.A. Did you see the television commercial featuring a Wyoming Highway Patrol Trooper who came out of a vehicle's trunk known as the "Trunk Trooper"? (NEW FOR 2009. NOT ASKED IN 2007, 2008, or 2010)

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>
Yes	0	0	0	0	79	79	0	0
No (Proceed to Q.18.)	0	0	0	0	20	20	0	0
DK (Proceed to Q.18.)	0	0	0	0	1	1	0	0
Refused (Proceed to Q.18.)	0	0	0	0	0	0	0	0
Total	0	0	0	0	100	100	0	0

Q.16A. Thinking about that commercial, would you say you feel Positive, Somewhat Positive, Neutral, somewhat Negative, or Negative about the spot? (NEW FOR 2009. NOT ASKED IN 2007, 2008, OR 2010)

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=79</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>
Positive	-	-	-	-	28	35.4	-	-
Somewhat positive	-	-	-	-	17	21.5	-	-
Neutral	-	-	-	-	26	32.9	-	-
Somewhat negative	-	-	-	-	2	2.6	-	-
Negative	-	-	-	-	6	7.6	-	-
DK/Refused	-	-	-	-	0	0	-	-
Total	0	0	0	0	79	100	0	0

Q.17A. How did the commercial affect your attitude toward seat belt use? Are you? (Read List) (NEW FOR 2009. NOT ASKED IN 2007, 2008, OR 2010)

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=79</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>
More likely to use	-	-	-	-	15	18.9	-	-
Somewhat more likely to use	-	-	-	-	7	8.9	-	-
No effect	-	-	-	-	55	69.6	-	-
Somewhat less likely to use	-	-	-	-	0	0	-	-
Less likely to use	-	-	-	-	1	1.3	-	-
DK/Refused	-	-	-	-	1	1.3	-	-
Total	0	0	0	0	79	100	0	0

Q.15B. Did you see the recent “Click It, Don’t Risk It” public service announcement that featured two young ladies who weren’t wearing their seat belts, were distracted, crashed into each other but ended up teleporting to safety? (NEW FOR 2010. NOT ASKED IN 2007, 2008, OR 2009)

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Yes	-	-	-	-	-	-	48	48.0
No (Proceed to Q.18.)	-	-	-	-	-	-	47	47.0
DK (Proceed to Q.18.)	-	-	-	-	-	-	5	5.0
Refused (Proceed to Q.18.)	-	-	-	-	-	-	-	-
Total	0	0	0	0	0	0	0	0.0

Q.16B. Thinking about that announcement, would you say you feel Positive, Somewhat Positive, Neutral, Somewhat Negative, or Negative about the spot? (NEW FOR 2010. NOT ASKED IN 2007, 2008, OR 2009)

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=48</u>	<u>Percent (%)</u>
Positive	-	-	-	-	-	-	21	43.7
Somewhat positive	-	-	-	-	-	-	9	18.8
Neutral	-	-	-	-	-	-	14	29.1
Somewhat negative	-	-	-	-	-	-	2	4.2
Negative	-	-	-	-	-	-	2	4.2
DK/Refused	-	-	-	-	-	-	-	-
Total	0	0	0	0	0	0	48	100.0

Q.17B. How did the announcement affect your attitude toward seat belt use? Are you...(Read List) (NEW FOR 2010. NOT ASKED IN 2007, 2008, OR 2009)

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=48</u>	<u>Percent (%)</u>
More likely to use	-	-	-	-	-	-	7	14.6
Somewhat more likely to use	-	-	-	-	-	-	6	12.4
No effect	-	-	-	-	-	-	33	68.8
Somewhat less likely to use	-	-	-	-	-	-	2	4.2
Less likely to use	-	-	-	-	-	-	-	-
DK/Refused	-	-	-	-	-	-	-	-
Total	0	0	0	0	0	0	48	0

Q.18. Which of the following campaigns have you heard of in Wyoming? (Read List, Multiple Answers)

	2007		2008		2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
No Excuses Buckle Up!	74	74.0	65	65.0	81	81.0	56	56.0
Don't be a Dum-ass	39	39.0	33	33.0	-	-	-	-
Click it-Don't Risk It	85	85.0	71	71.0	92	92.0	79	79.0
Buckle Those You Love	41	41.0	30	30.0	32	32.0	32	32.0
Click or Ticket!	84	84.0	77	77.0	91	91.0	78	78.0
Don't be a Dummy, Buckle Up!	55	55.0	37	37.0	56	56.0	52	52.0
Trunk Trooper	74	74.0	76	76.0	77	77.0	61	61.0
"Powder River Buckle Up"	0	0.0	30	30.0	24	24.0	27	27.0
None	1	1.0	4	4.0	1	1.0	16	16.0
DK/Refused	1	1.0	0	0.0	0	0.0	2	2.0
Don't Get Butchered, Buckle Up.	-	-	-	-	10	10.0	-	-
Total	454*	454.0*	423*	423.0*	464	464.0*	403	403.0*

Q.19. Do you Always, Nearly always, Sometimes, Seldom, or Never wear a seat belt when driving or riding in a vehicle?

	2007		2008		2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Always (Proceed to Q.22.)	73	73.0	73	73.0	73	73.0	72	72.0
Nearly always (Proceed to Q.21.)	17	17.0	20	20.0	11	11.0	15	15.0
Sometimes (Proceed to Q.21.)	6	6.0	4	4.0	10	10.0	8	8.0
Seldom (Proceed to Q.21.)	3	3.0	3	3.0	5	5.0	2	2.0
Never	1	1.0	0	0.0	1	1.0	3	3.0
DK/Refused (Proceed to Q.22.)	0	0.0	0	0.0	0	0.0	0	0.0
Total	100	100.0	100	100.0	100	100.0	100	100.0

Q.20 Why don't you wear your seat belt? (Multiple Answers)

	2007		2008		2009		2010	
	<u>N=1</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=1</u>	<u>Percent (%)</u>	<u>N=3</u>	<u>Percent (%)</u>
SPECIFY	1	100.0	0	0.0	1	100.0	3	100.0
DK/Refused	0	0.0	0	0.0	0	0.0	0	0.0
Total	1	100.0	0	0.0	1	100.0	3	100.0

** A Total Percent over 100 is due to multiple answers by respondents*

Q.21. What would motivate you to wear your seat belt all of the time? (Multiple Answers)

	2007		2008		2009		2010	
	<u>N=27</u>	<u>Percent (%)</u>	<u>N=27</u>	<u>Percent (%)</u>	<u>N=27</u>	<u>Percent (%)</u>	<u>N=28</u>	<u>Percent (%)</u>
SPECIFY	5	18.5	13	48.2	10	37.0	18	64.3
DK/Refused	10	37.0	11	40.7	17	63.0	10	35.7
Nothing	5	18.5	3	11.1	0	0.0	0	0.0
More Comfortable	2	7.4	0	0.0	0	0.0	0	0.0
Reminders	5	18.5	0	0.0	0	0.0	0	0.0
Total	27	100.0	27	100.0	27	100.0	28	100.0

Q.23. Have you seen any messages displayed on the electronic overhead signs on the highways advising you to wear your seatbelt? (NEW FOR 2009. NOT ASKED IN 2007, 2008. OR 2010)

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>
Yes	-	-	-	-	88	88	-	-
No (Proceed to Final Question)	-	-	-	-	11	11	-	-
DK / Refused	-	-	-	-	1	1	-	-
Total	0	0	0	0	100	100	0	0

Q.24. If so, did those messages have any impact on your decision to wear a seat belt? (NEW FOR 2009. NOT ASKED IN 2007, 2008. OR 2010)

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=89</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>
Yes	-	-	-	-	14	15.7	-	-
No (Proceed to Final Question)	-	-	-	-	74	83.2	-	-
DK / Refused	-	-	-	-	1	1.1	-	-
Total	0	0	0	0	89	100	0	0

Q.25. Which of the following best describes how these sign messages have impacted your decision to wear a seatbelt? (NEW FOR 2009. NOT ASKED IN 2007, 2008. OR 2010)

	2007		2008		2009		2010	
	<u>N=0</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>	<u>N=15</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>
Definitely more likely to wear	-	-	-	-	8	53.3	-	-
Somewhat more likely to wear	-	-	-	-	6	40	-	-
No change	-	-	-	-	1	6.7	-	-
Somewhat less likely to wear	-	-	-	-	0	0	-	-
Definitely less likely to wear m	-	-	-	-	0	0	-	-
Don't know /Refused	-	-	-	-	0	0	-	-
Total	0	0	0	0	15	100	0	0

Q.22. And finally for classification purposes do you primarily identify yourself as Caucasian, African American, Hispanic, Asian, Native American, or with another Ethnic group?

	2007		2008		2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Caucasian	92	92.0	92	92.0	90	90.0	88	88.0
African American	5	5.0	0	0.0	1	1.0	1	1.0
Hispanic	1	1.0	4	4.0	3	3.0	7	7.0
Asian	1	1.0	1	1.0	1	1.0	0	0.0
Native American	1	1.0	0	0.0	2	2.0	2	2.0
Other, specify	0	0.0	2	2.0	1	1.0	1	1.0
DK/Refused	1	1.0	1	1.0	2	2.0	1	1.0
Total	100	100.0	100	100.0	100	100.0	100	100.0

- Q.2. Do you get your news and information from:
- 01 Local Radio Stations
 - 02 Local TV Broadcast Station
 - 03 Newspaper
 - 04 Internet
 - 05 DO NOT READ: Other, SPECIFY
 - 06 DO NOT READ: DK/Refused

Resp #	rpsquestion	rpsmatrix	rpsmention	Current Code	Open End Text	Code 1	Code 2	Code 3
000000163	Q2	1	2	05	SATELLITE RADIO			
000000778	Q2	1	1	05	NONE OF THE NEWS			
000003237	Q2	1	1	05	I HAVE A MAGAZINE SUBSCRIPTION BUT THATS ABOUT IT			

Q.4. Which newspaper or newspapers do you read?

- 01 SPECIFY
- 04 Casper Star Tribune
- 05 Wyoming Tribune Eagle
- 06 Riverton Ranger
- 02 None
- 03 DK/Refused

Resp #	rpsquestion	rpsmatrix	rpsmention	Current Code	Open End Text	Code 1	Code 2	Code 3
					DENVER POST AND THE FORT COLLINS COLORADOAN AND			
000000084	Q4	1	1	01	STAR HERALD			
000000178	Q4	1	2	01	NY TIMES			
000000289	Q4	1	1	01	NEW YORK TIMES			
000000357	Q4	1	1	01	CASPER JOURNAL/WEEKLY			
000000580	Q4	1	1	01	US TODAY			
000000719	Q4	1	2	01	CASPER JOURNAL			
000000910	Q4	1	1	01	WARLAND PAPER			
000001248	Q4	1	2	01	RANGER			
000001461	Q4	1	1	01	NORTHERN DAILY NEWS			
000001931	Q4	1	1	01	SENTINEL			
000002124	Q4	1	2	01	HERALD			
000002424	Q4	1	1	01	STAR HERALD			
000002594	Q4	1	2	01	LANDARD JOURNAL			
000002668	Q4	1	1	01	SCOTTSBUFF HERALD			
000002830	Q4	1	1	01	LOCAL NEWSPAPER			
000002864	Q4	1	1	01	ANYTHING HE GETS HIS HANDS ON			
000002918	Q4	1	1	01	STAR TRIBUNE			
000003237	Q4	1	1	01	USA TODAY			

Q.5. Which content of the newspaper do you read?

- 01 News
- 02 Opinion/Editorial
- 03 Sports
- 04 Entertainment
- 05 Outdoors
- 06 Classifieds
- 07 Obituaries
- 08 Comics
- 09 DO NOT READ: Other, SPECIFY
- 10 DO NOT READ: DK/Refused

Resp #	rpsquestion	rpsmatrix	rpsmention	Current Code	Open End Text	Code 1	Code 2	Code 3
000001397	Q5	1	1	09	FRONT PAGES AND WYOMING SECTION			
000001820	Q5	1	2	09	HIGHLIGHTS			

- Q.12. Where do you spend the majority of your time listening to the radio?
- 01 Car
 - 02 Home
 - 03 Work
 - 04 DO NOT READ: Other, SPECIFY
 - 05 DO NOT READ: DK/Refused

Resp #	rpsquestion	rpsmatrix	rpsmention	Current Code	Open End Text	Code 1
0000001745	Q12	1	1	04	IN THE CAR AND AT WORK	
0000002905	Q12	1	1	04	HOME AND CAR	

Q.14. What radio genre do you prefer?

- 01 Country
- 02 Rock
- 03 Adult Contemporary
- 04 Oldies
- 05 Easy Listening
- 06 Sports
- 07 Talk
- 08 NPR (National Public Radio)
- 11 Christian Programming
- 09 DO NOT READ: Other, SPECIFY
- 10 DO NOT READ: DK/Refused

Resp #	rpsquestion	rpsmatrix	rpsmention	Current Code	Open End Text	Code 1	Code 2	Code 3
000000116	Q14	1	3	09	POP			
000000163	Q14	1	2	09	HOWARD STERN			
000000765	Q14	1	4	09	ALTERNATIVE			
000000899	Q14	1	1	09	R&B AND POP			
000001608	Q14	1	3	09	ALTERNATIVE			
000002613	Q14	1	1	09	MIX RADIO			

Q.20. Why don't you wear your seat belt?
 01 SPECIFY
 02 DK/Refused

Resp #	rpsquestion	rpsmatrix	rpsmention	Current Code	Open End Text	Code 1	Code 2	Code 3
					JUST NEVER DONT REALLY THINK ABOUT IT TILL I			
000000638	Q20	1	1	01	GET ON THE HIGHWAY			
000002524	Q20	1	1	01	IT IS UNCOMFORTABLE AND YOU FEEL CONFINED			
000002684	Q20	1	1	01	I DONT THINK I NEED TO			

- Q.21. What would motivate you to wear your seat belt all of
- 01 SPECIFY
 - 02 DK/Refused
 - 03 Nothing
 - 04 More Comfortable
 - 05 Reminders

Resp #	rpsquestion	rpsmatrix	rpsmention	Current Code	Open End Text	Code 1	Code 2	Code 3
					HAVING MY DAUGHTER AROUND ME ALL THE TIME			
000000276	Q21	1	1	01	AND WHEN I'M NOT IN A HURRY			
000000453	Q21	1	1	01	AN ACCIDENT			
000000638	Q21	1	1	01	SOMEBODY TELLING ME TO HELPS			
000000683	Q21	1	1	01	A TICKET			
000001248	Q21	1	1	01	NORMALLY DO			
000001345	Q21	1	1	01	MY KIDS TELL ME TO			
000001388	Q21	1	1	01	BEING A PASSENGER			
000001436	Q21	1	1	01	IF I RECIEVED A TICKET BY THE COPS			
000001595	Q21	1	1	01	SMARTER COMMERCIALS			
000001820	Q21	1	1	01	BIGGER FINES			
000002236	Q21	1	1	01	I DONT KNOW SOMETIMES I WANT OUT			
000002424	Q21	1	1	01	MY KIDS REMINDING ME HELPS			
000002594	Q21	1	1	01	ENFORCEMENT OF LAWS TO BUCKLE UP			
000002668	Q21	1	1	01	REMINDERS,AND CAR SAFETY SOUND			
000002772	Q21	1	1	01	HABIT, SAFETY			
000002787	Q21	1	1	01	SAFETY			
000002918	Q21	1	1	01	GETING IN THE HABIT			
					DRIVING MORE THAN 2 BLOCKS , LOTS OF SHORTS			
000002947	Q21	1	1	01	TRIPS			

Q.22 And finally for classification purposes do you primarily identify yourself as Caucasian, African American, Hispanic, Asian, Native American, or with another Ethnic group?

- 01 Caucasian
- 02 African American
- 03 Hispanic
- 04 Asian
- 05 Native American
- 06 Other, SPECIFY
- 07 DK/Refused

Resp #	rpsquestion	rpsmatrix	rpsmention	Current Code	Open End Text	Code 1
000003033	Q22	1	1	06	PORTUGESE AMERICAN	

ASPEN



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WYOMING DEPARTMENT

OF

TRANSPORTATION

2010 Sports Campaigns Study *Percentage Report*

Wyoming Department of Transportation
Sports Campaigns Study - 2010

Q.1. Just so we have your responses placed in the correct category; please tell me when I read the age range that includes your current age...(Read List)

	2010	
	<u>N=100</u>	<u>Percent (%)</u>
18-25	3	3.0
26-35	7	7.0
36-55	30	30.0
Over 55	60	60.0
Under 18	0	0.0
Don't Know/Refused	0	0.0
Total	100	100.0

Q. 2. Do you attend University of Wyoming sporting events?

	2010	
	<u>N=100</u>	<u>Percent (%)</u>
Yes (Continue)	12	12.0
No (Proceed to Q.7.)	88	88.0
Total	100	100.0

Q. 3. Have you seen or heard any advertising campaigns during University of Wyoming games related to alcohol safety?

	2010	
	<u>N=12</u>	<u>Percent (%)</u>
Yes	7	58.3
No	5	41.7
Don't Know/Refused	0	0.0
Total	12	100.0

Q.4. Have you seen or heard any advertising campaigns during University of Wyoming games related to wearing your seat belt?

	2010	
	<u>N=12</u>	<u>Percent (%)</u>
Yes	7	58.3
No	4	33.4
Don't Know/Refused	1	8.3
Total	12	100.0

Q. 5. I'm going to read a list of alcohol safety messages. Please indicate which ones you've seen or heard during University of Wyoming games. (READ LIST) [Multiple Answers Accepted]

	2010	
	<u>N=7</u>	<u>Percent (%)*</u>
Don't Drink and Drive	7	100.0
Always designate a driver	7	100.0
Call for a ride	4	57.1
Buzzed Driving Is Drunk Driving	5	71.4
Drink and die	3	42.9
Drunk Driving, Over the Limit Under Arrest	6	85.7
None of the Above	0	0.0
Total	32	100.0

** A Total Percent over 100 is due to multiple answers by respondents*

Q. 6. I'm going to read a list of seat belt safety messages. Please indicate which ones you've seen or heard during University of Wyoming games. (READ LIST) [Multiple Answers Accepted]

	2010	
	<u>N=7</u>	<u>Percent (%)*</u>
Just wear your seat belt	7	100.0
Go Pokes! Buckle Up!	6	85.7
Always Buckle Up	6	85.7
Powder River, Buckle Up	1	14.3
None of the Above	0	0.0
Total	20	100.0

** A Total Percent over 100 is due to multiple answers by respondents*

Q. 7. Do you listen to the radio?

	2010	
	<u>N=100</u>	<u>Percent (%)</u>
Yes	76	76.0
No (Proceed to Q.12)	24	24.0
Don't Know/Refused (Proceed to Q.12)	0	0.0
Total	100	100.0

Q. 8. During the times you listen to the radio, have you heard advertising campaigns related to alcohol safety?

	2010	
	<u>N=76</u>	<u>Percent (%)</u>
Yes	53	69.7
No	18	23.7
Don't Know/Refused	5	6.6
Total	76	100.0

Q. 9. During the times you listen to the radio, have you heard advertising campaigns related to wearing your seat belt?

	2010	
	<u>N=76</u>	<u>Percent (%)</u>
Yes	60	79.0
No	14	18.4
Don't Know/Refused	2	2.6
Total	76	100.0

Q. 10. I'm going to read a list of alcohol safety messages. Please indicate which ones you've heard while listening to the radio. (READ LIST) [Multiple Answers Accepted]

	2010	
	<u>N=53</u>	<u>Percent (%)*</u>
Don't Drink and Drive	52	98.1
Drinking is for Losers	18	34.0
Use a Designated Driver	48	90.6
Just Don't Drink	26	49.1
None of the Above	0	0.0
Total	144	100.0

** A Total Percent over 100 is due to multiple answers by respondents*

Q. 11. I'm going to read a list of seat belt safety messages. Please indicate which ones you've seen or heard while listening to the radio. (READ LIST) [Multiple Answers Accepted]

	2010	
	<u>N=60</u>	<u>Percent (%)*</u>
Always Buckle Up	53	88.3
Click It, Don't Risk It	48	80.0
Just Wear It	16	26.7
Don't be a Dummy, Buckle Up.	30	50.0
Go Pokes! Buckle Up!	12	20.0
None of the Above	2	3.3
Total	161	100.0

** A Total Percent over 100 is due to multiple answers by respondents*

Q. 12. And finally for classification purposes do you primarily identify yourself as Caucasian, African American, Hispanic, Asian, Native American, or with another Ethnic group? (Allow Multiple Answers)

	2010	
	<u>N=100</u>	<u>Percent (%)</u>
Caucasian	86	86.0
African American	2	2.0
Hispanic	3	3.0
Asian	1	1.0
Native American	5	5.0
Other, specify	0	0.0
Don't Know/Refused	3	3.0
Total	100	100.0

ASPEN



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WYOMING DEPARTMENT

OF

TRANSPORTATION

2010 Motorcycle Safety Study
Percentage Report

Wyoming Department of Transportation
Motorcycle Safety Study - 2010

Q.1. Just so we have your responses placed in the correct category; please tell me when I read the age range that includes your current age...(Read List)

	2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
18-25	6	6.0	3	3.0
26-35	30	30.0	5	5.0
36-55	37	37.0	27	27.0
Over 55	27	27.0	65	65.0
Under 18	0	0.0	0	0.0
Don't Know/Refused	0	0.0	0	0.0
Total	100	100.0	100	100.0

Q.2. Have you seen or heard any advertising campaigns related to motorcycle safety?

	2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Yes	63	63.0	61	61.0
No	37	37.0	37	37.0
Don't Know/Refused	0	0.0	2	2.0
Total	100	100.0	100	100.0

Q.3. Which of the following advertising campaigns have you seen or heard concerning motorcycle safety? (Read list, Allow Multiple Answers)

	2009		2010	
	<u>N=63</u>	<u>Percent (%)*</u>	<u>N=61</u>	<u>Percent (%)*</u>
Look Twice, Save A Life	49	77.8	47	77.1
Drive Hammered, Get Nailed	11	17.5	20	32.8
Share the Road	32	50.8	33	54.1
Other	5	7.9	8	13.1
Don't Know/Refused	3	4.8	4	6.6
Total	100	158.8	112	183.7

** A Total Percent over 100 is due to multiple answers by respondents*

Q.3A. If you can recall, what other advertising campaigns have you seen or heard concerning motorcycle safety? (DO NOT READ)

	2009		2010	
	<u>N=5</u>	<u>Percent (%)</u>	<u>N=0</u>	<u>Percent (%)</u>
Specify	5	100.0	0	0.0
Don't Know/Refused	0	0.0	0	0.0
Total	5	100.0	0	0.0

Q.4. Has the “Look Twice” campaign made you more aware of motorcyclists?

	2009		2010	
	<u>N=49</u>	<u>Percent (%)</u>	<u>N=47</u>	<u>Percent (%)</u>
Yes	41	83.7	41	87.2
No	7	14.3	4	8.5
Don't Know/Refused	1	2	2	4.3
Total	49	100	47	100

Q.5. Have you seen any messages about motorcycles on any of the overhead digital message signs on the Interstates or highways?

	2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Yes	16	16.0	26	26.0
No	81	81.0	70	70.0
Don't Know/Refused	3	3.0	4	4.0
Total	100	100	100	100

Q.6. Did any of those signs make you more aware of motorcyclists who may be sharing the road with you?

	2009		2010	
	<u>N=16</u>	<u>Percent (%)</u>	<u>N=26</u>	<u>Percent (%)</u>
Yes	11	68.8	21	80.8
No	4	25.0	4	15.4
Don't Know/Refused	1	6.2	1	3.8
Total	16	100.0	100	100.0

Q.7. Do you ride a motorcycle?

	2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Yes	9	9.0	11	11.0
No	91	91.0	88	88.0
Don't Know/Refused	0	6.2	1	1.0
Total	100	100	100	100

Q.8. Do you have a motorcycle operator's license?

	2009		2010	
	<u>N=9</u>	<u>Percent (%)</u>	<u>N=11</u>	<u>Percent (%)</u>
Yes	7	77.8	8	72.7
No	2	22.2	3	27.3
Don't Know/Refused	0	0.0	0	0.0
Total	9	100	100	100

Q.9. Do you wear a helmet?

	2009		2010	
	<u>N=9</u>	<u>Percent (%)</u>	<u>N=11</u>	<u>Percent (%)</u>
Yes	9	100.0	10	90.9
No	0	0.0	1	9.1
Don't Know/Refused	0	0.0	0	0.0
Total	9	100	100	100

Q.10. Are you aware that anyone 18 years or younger IS required to wear a motorcycle helmet?

	2009		2010	
	<u>N=9</u>	<u>Percent (%)</u>	<u>N=11</u>	<u>Percent (%)</u>
Yes	8	88.9	8	72.7
No	1	11.1	3	27.3
Don't Know/Refused	0	0.0	0	0.0
Total	9	100	100	100

Q.11. Are you aware that WYDOT has Motorcycle Safety Training classes throughout Wyoming?

	2009		2010	
	<u>N=9</u>	<u>Percent (%)</u>	<u>N=11</u>	<u>Percent (%)</u>
Yes	7	77.8	8	72.7
No	2	22.2	3	27.3
Don't Know/Refused	0	0.0	0	0.0
Total	9	100	100	100

Q.12. And finally for classification purposes do you primarily identify yourself as Caucasian, African American, Hispanic, Asian, Native American, or with another Ethnic group? (Allow Multiple Answers)

	2009		2010	
	<u>N=100</u>	<u>Percent (%)</u>	<u>N=100</u>	<u>Percent (%)</u>
Caucasian	84	84.0	81	81.0
African American	1	1.0	1	1.0
Hispanic	7	7.0	1	1.0
Asian	2	2.0	2	2.0
Native American	2	2.0	2	2.0
Other, specify	1	1.0	8	8.0
DK/Refused	3	3.0	5	5.0
Total	100	100.0	100	100.0

**FY2010
Paid Radio**

Campaign Name	Station	Start/End Dates	TV Total	Paid TV	Free TV	Radio Total	Paid Radio	Free Radio	Print Ads	Other Media	Audience Size	Evaluation Results	Frequency	Funding Source	Cost
Ice and Snow	Flaming Gorge Productions	Dec. 8, 2009								4				402	\$ 300.00
Ice and Snow	Montgomery Broadcasting	Dec. 17 to 24				17	17							402	\$ 3,240.00
Ice and Snow	Basin Radio Network	Month of February								Web				402	\$ 250.00
Ice and Snow	Big Horn Radio Network	Jan.-Feb.				64	32	32						402	\$ 512.00
Click it don't risk it	KVOW/KTAK	March 31, 2010				1	1							402	\$ 250.00
Click it don't risk it	Big Horn Radio Network	April 30, 2010				1	1							402	\$ 200.00
Click it don't risk it	Big Horn Radio Network	April 30, 2010				46	23	23						402	\$ 185.00
Click it don't risk it	Big Horn Radio Network	March to April 2010				181	25	156						402	\$ 499.00
Don't drink and drive	Big Horn Radio Network	month of May				31	31							402	\$ 135.00
Click it don't risk it	Big Horn Radio Network	month of May				32	32							402	\$ 250.00
Click it don't risk it	Laramie Colts end of game announcement	month of June				1	1							402	\$ 300.00
Buzzed driving	Laramie Colts baseball team	Month of June				1	1							402	\$ 300.00
Don't drink and drive	KPOW	month of June				42	42							402	\$ 225.00
Don't drink and drive	Big Horn Basin Network	Month of May				58	58							402	\$ 174.00
Don't drink and drive	Big Horn Basin Network	Month of May				58	29	29						402	\$ 203.00
Don't drink and drive	Big Horn Basin Network	Memorial Day week				58	29	29						402	\$ 232.00
Don't drink and drive	Big Horn Basin Network	Month of May				80	80							402	\$ 750.00
Click it don't risk it	Big Horn Basin Network	Month of May				80	80							402	\$ 337.50
Click it don't risk it	KVOW	Month of May												402	\$ 225.00
Click it don't risk it	KPOW	May 27-31				4	4							402	\$ 500.00
Don't drink and drive	Big Horn Radio Network	Month of May				35	14	21						402	\$ 67.27
Click it don't risk it	Big Horn Radio Network	Month of May				80	40	40						402	\$ 1,500.00
Winter driving	Basin Radio Network	Month of March								Web				402	\$ 250.00
Click it don't risk it	Freemont Broadcasting	Month of May				70	35	35						402	\$ 250.00
Click it don't risk it	Big Horn Radio Network	Month of May				30	30							402	\$ 90.00
Click it don't risk it	Big Horn Radio Network	Month of May				30	30							402	\$ 105.00
Click it don't risk it	Z94 FM	Month of May				18	18							402	\$ 112.50
Click it don't risk it	93.7 Coyote Country	Month of May				18	18							402	\$ 112.50
Click it don't risk it	Q104.9	Month of May				18	18							402	\$ 112.50
Click it don't risk it	Big Horn Radio Network	Month of May				30	15	15						402	\$ 120.00
Don't drink and drive	KVOW-Am	July 1, 2010				1	1							402	\$ 225.00
Don't drink and drive	KVOW-Am	July 2 to July 5				100	100							402	\$ 1,000.00
Don't drink and drive	KVOW-Am	July 2 to July 5				15	15							402	\$ 151.44
Don't drink and drive	KVOW-Am	July 2 to July 5				15	15							402	\$ 151.44
Don't drink and drive	KVOW-Am	July 2 to July 5				14	14							402	\$ 137.82
Don't drink and drive	KVOW-Am	July 2 to July 5				14	14							402	\$ 137.82
Don't drink and drive	KVOW-Am	July 2 to July 5				14	14							402	\$ 141.83
Don't drink and drive	KVOW-Am	July 2 to July 5				14	14							402	\$ 137.02
Don't drink and drive	KVOW-Am	July 2 to July 5				14	14							"	\$ 142.63
Don't drink and drive	KVOW-Am	July 2 to July 5				14	14							"	\$ 137.82
Don't drink and drive	Big Horn Radio Network	Month of July				53	22	31						402	\$ 185.00
Don't drink and drive	Big Horn Radio Network	Month of June				44	11	33						402	\$ 100.00
Click it don't risk it	Big Horn Radio Network	Month of June				44	11	33						402	\$ 100.00
Click it don't risk it	Big Horn Radio Network	Month of June				22	11	11						402	\$ 92.50
Don't drink and drive	Big Horn Radio Network	Month of June				22	11	11						402	\$ 92.50
Don't drink and drive	KVOW-AM	Month of June				1	1							402	\$ 225.00
Don't drink and drive	Basin Radio Network	July 4, 2010				4	4							402	\$ 60.00
Don't drink and drive	Basin Radio Network	July 4, 2010				4	4							402	\$ 40.00
Don't drink and drive	Basin Radio Network	July 4, 2010				4	4							402	\$ 50.00
Don't drink and drive	Basin Radio Network	May 27 to 30				12	12							402	\$ 304.00
Don't drink and drive	Basin Radio Network	May 27 to 30				12	12							402	\$ 128.00

**FY2010
Paid Radio**

Campaign Name	Station	Start/End Dates	TV Total	Paid TV	Free TV	Radio Total	Paid Radio	Free Radio	Print Ads	Other Media	Audience Size	Evaluation Results	Frequency	Funding Source	Cost
Don't drink and drive	Basin Radio Network	May 27 to 30				12	12							402	\$ 160.00
Click it don't risk it	Big Horn Basin Network	Month of July				481	259	222						402	\$ 1,500.00
Click it don't risk it	Big Horn Radiop Network	Month of June				44	22	22						402	\$ 100.00
Don't drink and drive	Big Horn Radio Network	Month of June				44	22	22						402	\$ 100.00
Click it don't risk it	Big Horn Radio Network	Month of June				44	22	22						402	\$ 92.50
Don't drink and drive	Big Horn Radio Network	Month of June				44	22	22						402	\$ 92.50
Click it don't risk it	Basin Radio Network	May 26 to 27				9	9							402	\$ 171.00
Click it don't risk it	Big Horn Radio Network	""				9	9							402	\$ 72.00
Click it don't risk it	Big Horn Radio Network	""				9	9							402	\$ 90.00
Click it don't risk it	Flaming Gorge Productions	June 28, 2010				1	1							402	\$ 75.00
Don't drink and drive	""	""				1	1							402	\$ 75.00
Don't drink and drive	Big Horn Radio Network	Month of May				21	21							402	\$ 60.00
Click it don't risk it	Big Horn Radio Network	Month of May				22	22							402	\$ 125.00
Don't drink and drive	Big Horn Radio Network	Month of May				21	21							402	\$ 75.00
click it don't risk it	Big Horn Radio Network	""				21	21							402	\$ 125.00
Don't drink and drive	Big Horn Radio Network	May 31, 2010				1	1							402	\$ 499.00
Don't drink and drive	KVWV	Month of June				1	1							402	\$ 500.00
Buzzed Driving	Laramie Colts Baseball	Month of June				1	1							402	\$ 300.00
Click it don't risk it	Laramie Colts Baseball	Month of June				1	1							402	\$ 300.00
Don't drink and drive	KPOW	Month of June				16	16							402	\$ 225.00
Don't drink and drive	Big Horn Basin	May 27 to 31				58	58							402	\$ 174.00
Don't drink and drive	Big Horn Radio Network	""				58	58							402	\$ 203.00
Don't drink and drive	Big Horn Radio Network	""				58	58							402	\$ 232.00
Don't drink and drive	Big Horn Basin Radio Network	Month of May				60	60							402	\$ 609.00
Click it don't risk it	Big Horn Basin Radio Network	Month of May				60	60							402	\$ 315.00
Click it don't risk it	KVOW	Month of May				5	5							402	\$ 225.00
Click it don't risk it	KPOW	May 28 to 31				50	50							402	\$ 500.00
Click it don't risk it	KVOW	May 28 to 31				75	75							402	\$ 750.00
Don't drink and drive	Big Horn Radio Network	May 3 to 31				30	30							402	\$ 75.00
Click it don't risk it	Big Horn Radio Network	May 3 to 31				32	32							402	\$ 125.00
Don't drink and drive	Big Horn Radio Network	May 3 to 31				21	21							402	\$ 60.00
Click it don't risk it	Big Horn Radio Network	May 3 to 31				21	21							402	\$ 125.00
Click it don't risk it	Big Horn Radio Network	May 28 to 31				520	280	240						402	\$ 1,500.00
Click it don't risk it	Basin Radio Network	March 31, 2010								Web				402	\$ 250.00
Click it don't risk it	Freemont Broadcasting	May 28 to 31				31	12	19						402	\$ 250.00
Buzzed Driving is Drunk Drive	Laramie Colts baseball team	June 23, 2010				1	1							402	\$ 300.00
Click it don't risk it	Laramie Colts baseball team	June 23, 2010				1	1							402	\$ 300.00
Click it don't risk it	Big Horn Radio Network	May 27 to 31				60	30	30						402	\$ 90.00
Click it don't risk it	Big Horn Radio Network	May 27 to 31				60	30	30						402	\$ 105.00
Click it don't risk it	Z94 FM	May 26 to 30				18	18							402	\$ 112.50
Click it don't risk it	93.7	May 26 to 30				18	18							402	\$ 112.50
Click it don't risk it	Q104.9	May 26 to 30				18	18							402	\$ 112.50
Click it don't risk it	Big Horn Radio Network	May 27 to 31				60	30	30						402	\$ 120.00
Click it don't risk it	Big Horn radio Network	April 1 to 30				66	66							402	\$ 200.00
Winter driving	Big Horn radio Network	March 4 to 27				32	32							402	\$ 256.00
Click it don't risk it	Big Horn radio Network	April 9 to 12				50	20	30						402	\$ 199.00
Click it don't risk it	Big Horn radio Network	April 1 to 30				43	21	22						402	\$ 185.00
Click it don't risk it	Flaming Gorge Productions	April 22, 2010								1				402	\$ 75.00
Don't drink and drive	""	""								1				402	\$ 75.00
Click it don't risk it	KVOW-AM	Oct. 16				1	1							402	\$ 250.00
Click it don't risk it	Big Horn Radio Network	Nov. 2 to Nov. 30, 2009				63	21	42						402	\$ 200.00

**FY2010
Paid Radio**

Campaign Name	Station	Start/End Dates	TV Total	Paid TV	Free TV	Radio Total	Paid Radio	Free Radio	Print Ads	Other Media	Audience Size	Evaluation Results	Frequency	Funding Source	Cost
Click it don't risk it	Big Horn Radio Network	Nov. 2 to Nov. 30, 2009				42	21	21						402	\$ 185.00
Click it don't risk it	KVOW-AM/KTAK-FM	Month of November				1	1							402	\$ 250.00
Click it don't risk it	Northern Broadcasting	Oct. 19, 2009 to Jan. 3, 2010				1	1							402	\$ 375.00
Click it, Distracted driver and	KCWC Radio 88.1	November 1, 2009				384	384							402	\$ 750.00
Click it don't risk it	Montgomery Broadcasting Cowboy Coach's Corner	Oct 2009 to March 2010				88	44	44						402	\$ 8,775.00
Click it don't risk it	Montgomery Broadcasting - Game Day Forecast	""				88	44	44						402	\$ 1,800.00
Click it don't risk it	Montgomery Broadcasting - Great Outdoors	""				88	44	44						402	\$ 4,875.00
Don't drink and drive	Montgomery Broadcasting - Great Outdoors	Oct. 2009 to March 2010				88	44	44						402	\$ 4,875.00
Don't drink and drive	Montgomery Broadcasting - Game Forecast	Sept. 2009 to Nov. 2009				88	44	44						402	\$ 1,800.00
Don't drink and drive	Montgomery Broadcasting - Cowboy Coach's Corner	Oct. 2009 to March 2010				88	44	44						402	\$ 8,775.00
Don't drink and drive	Montgomery Broadcasting - Dayweather	Oct. 2009 to March 2010				88	44	44						402	\$ 9,360.00
Don't drink and drive	Flaming Gorge Productions	Dec. 7, 2009								1				402	\$ 300.00
Click it don't risk it	Flaming Gorge Productions	Nov. 5, 2009								1				402	\$ 75.00
Don't drink and drive	Big Horn Radio Network	Dec. 15, 2009 to Dec. 27, 2009				105	15	90						402	\$ 374.00
Don't drink and drive	Big Horn Radio Network	Dec. 1, 2009 to Dec. 31, 2009				69	23	46						402	\$ 200.00
Don't drink and drive	Big Horn Radio Network	""				49	26	23						402	\$ 185.00
Don't drink and drive	Big Horn Radio Network	Dec. 29 to 31, 2009				155	1	154						402	\$ 897.00
Click it don't risk it	Big Horn Radio Network	Oct. 1 to 30, 2009				44	22	22						402	\$ 185.00
Don't drink and drive	Big Horn Radio Network	""				66	22	44						402	\$ 200.00
Don't drink and drive	Mountain West Sports Network	Month of October				21	16	5						402	\$ 1,500.00
Don't drink and drive	Big Horn Radio Network	Dec. 1 to 31, 2009				46	46							402	\$ 136.74
Click it don't risk it	Big Horn Radio Network	""				46	46							402	\$ 48.26
Don't drink and drive	Big Horn Radio Network	""				69	69							402	\$ 95.65
Click it don't risk it	Big Horn Radio Network	""				69	23	46						402	\$ 104.35
Click it don't risk it	Big Horn Radio Network	Oct. 1 to 30, 2009				44	22	22						402	\$ 185.00
Click it don't risk it	Big Horn Radio Network	""				66	22	44						402	\$ 200.00
	Montgomery Broadcasting - day weather	April 2010 to Sept. 2010				1	1							402	\$ 9,360.00
Don't drink and drive	Montgomery Broadcasting - Cowboy Coach's Corner	""				1	1							402	\$ 8,775.00
Don't drink and drive	Montgomery Broadcasting - Great Outdoors	""				1	1							402	\$ 4,875.00
Click it don't risk it	Basin Radio Network	Jan. 31 to Feb. 27, 2010				420	84	336						402	\$ 250.00
Click it don't risk it	KVOW-AM	March 1, 2010				1	1							402	\$ 250.00
Click it don't risk it	Big Horn Radio Network	March 1, 2010				69	69							402	\$ 200.00
Click it don't risk it	Big Horn Radio Network	March 1, 2010				46	23	23						402	\$ 185.00
Click it don't risk it	Big Horn Radio Network	March 1, 2010				171	15	156						402	\$ 499.00
Click it don't risk it	Big Horn Radio Network	April 1, 2010				66	66							402	\$ 200.00
Click it don't risk it	Big Horn Radio Network	March 1, 2010				182	150	32						402	\$ 1,772.00

**FY2010
Paid Radio**

Campaign Name	Station	Start/End Dates	TV Total	Paid TV	Free TV	Radio Total	Paid Radio	Free Radio	Print Ads	Other Media	Audience Size	Evaluation Results	Frequency	Funding Source	Cost
Click it don't risk it	Big Horn Radio Network	March 1, 2010				32	32							402	\$ 256.00
Click it don't risk it	Big Horn Radio Network	April 1, 2010				40	20	20						402	\$ 199.00
Click it don't risk it	Big Horn Radio Network	April 1, 2010				43	21	22						402	\$ 185.00
Total Radio Media Spots			0	0	0	6860	4194	2666	6860	8				TOTAL	\$ 101,861.59

**FY2010
Paid Print Media**

Campaign Name	Station	Start/End Dates	TV Total	Paid TV	Free TV	Radio Total	Paid Radio	Free Radio	Print Ads	Other Media	Audience Size	Evaluation Results	Frequency	Funding Source	Cost
Click it don't risk it	Northwest College Foundation	Fall '09-Spring '10								1				402	250.00
Click it don't risk it	Riverton Swim Club	Oct. '09-Feb. '09								1				402	1,000.00
Click it don't risk it	Cheyenne East HS	2009-2010 season								1				402	600.00
Click it don't risk it	Cheyenne Central High School	October 19, 2009								1				402	1,000.00
Don't drink and drive	Yellowstone Quake	Oct. 30, 2009								1				402	2,000.00
Don't drink and drive	Bar-D Signs	Nov. 24, 2009								1				402	400.00
Buzzed driving	Riverton Raiders Baseball	Nov. 17, 2009								1				402	1,200.00
Don't drink and drive	Casper Star Tribune	Nov. 21 & 27, 2009							2					402	1,229.16
Don't drink and drive	Western Sign and Design	Nov. 27, 2009								1				402	354.00
Click it don't risk it	UW Sports Properties	Dec. 10, 2009								1				402	2,000.00
Click it don't risk it	Cheyenne Raptors Baseball	Dec. 16, 2009								1				402	500.00
Don't drink and drive	Casper Star Tribune	Dec. 5, 12, 17 and 24, 2009							4					402	1,542.92
Don't drink and drive	Wyoming Lifestyles mag	Jan - April							1					402	550.00
Click it don't risk it	SH Cnty Chamber Commerce	March 10, 2010							1					402	1,500.00
Don't drink and drive	Laramie Bike Net	March 29, 2010								1				402	2,100.00
Don't drink and drive	Laramie Bike Net	March 31, 2010								1				402	1,000.00
Click it don't risk it	Dead Dog Race	March 31, 2010							1					402	1,500.00
Click it don't risk it	Sheridan Elks Lodge 520	April 1, 2010							1					402	2,000.00
Click it don't risk it	Cody Am. Legion	April 5, 2010							1					402	1,500.00
Click it don't risk it	Cody American Ledgion Baseball Booster Club	April 5, 2010							1					402	1,500.00
Click it don't risk it	Flaming Gorge Productions	April 22, 2010								1				402	75.00
Click it don't risk it	Cheyenne Central HS	April 30, 2010							1					402	500.00
Click it don't risk it	Casper Star Tribune	May 1, 2010							1					402	1,567.49
Click it don't risk it	Wyoming Cavalry team	May 3, 2010							1					402	1,500.00
Don't drink and drive	Wyo Lifestyles Mag	May 4, 2010							1					402	500.00
Click it don't risk it	Cheyenne Grizzlies	May 5, 2010								1				402	3,100.00
Click it don't risk it	Cheyenne Grizzlies	May 5, 2010							1					402	2,000.00
Click it don't risk it	UW Sports Properties	May 10, 2010							1					402	6,500.00
Click it don't risk it	UW Kids Day	May 10, 2010								1				402	6,500.00
Click it don't risk it	Casper Star Tribune	May 29, 2010							2					402	671.50
Buzzed driving	Laramie Colts baseball team	June 1, 2010							1					402	1,000.00
Click it don't risk it	Laramie Colts baseball team	June 1, 2010							2					402	1,400.00
Click it don't risk it	Statewide newspapers	June 15, 2010							40					402	7,656.60
Click it don't risk it	Laramie Colts Baseball	June 23, 2010							1					402	1,000.00
Click it don't risk it	Laramie Colts Baseball	June 23, 2010							1					402	400.00
Buzzed driving	Laramie Colts Baseball	June 23, 2010							1					402	1,000.00
Click it don't risk it	Cody Enterprise Ad	June 27, 2010							1					402	2,200.00
Don't drink and drive	Ad on all Riverton HS shirts	August 1, 2010							1					402	349.50
Don't drink and drive	Riverton Little League	August 9, 2010							1					402	1,000.00
Total Radio/TV/Print Media Spots			0	0	0	0	0	0	69	15				TOTAL	62,646.17

FY2010 MOTORCYCLE MEDIA SUMMARY

Campaign Name	Station	Start/End Dates	TV Total	Paid TV	Free TV	Radio Total	Paid Radio	Free Radio	Print Ads	Other Media	Audience Size	Evaluation Results	Audience Viewing	Funding Source	Cost	Amount Obligated (Highway Safety)	
Watch For	Casper Star	June 1- Aug 15, 2010			3414									201G	\$750.00		
											X						
Motorcycles	Tribune Eagle	Feb 2-Aug 30, 2010									X				201G	\$1,050.00	
Motorcycle	Bresnan	May 3-Sept 6, 2010	7026	3612											201G	\$50,000.00	
	KFNB-FOX																
	KLWY-FOX																
	KGWN																
	KCWY																
Rockies	Northern	April 1-Sept 30,2010						\$6,372.70							201G	\$6,372.70	
Package	Broadcasting																
Motorcycle	Montgomery	May 10- May 28, 2010						\$10,000.00							201G	\$10,000.00	
Safety	Broadcasting																
Motorcycle	KIGN-FM	May 5-Aug 27, 2010					\$9,350.00							201G	\$9,350.00		
PSA	KLEN-FM																
	KGAB-AM																
Motorcycle	NextMedia	April 15-Aug 30, 2010												201G	\$11,700.00		
Motorcycle	Lamar	April 7- Sept 13, 2010												201G	\$31,140.00		
		Total TV Spots															
		Total Radio Spots															
		Total Print Media															
		Total Radio/TV/Print Media Spots															
															\$120,362.00		

MEDIA SUMMARY

Campaign Name	Station	Start/End Dates	TV Total	Paid TV	Free TV	Radio Total	Paid Radio	Free Radio	Print Ads	**Other Media	Audience Size	Evaluation Results	Audience Viewing	Funding Source	Cost	Amount Obligated (Highway Safety)
Alive At 25										\$600						
Alive At 25	Rock Springs Daily Rocket-Miner	12/2/2009							1						\$251.20	
Alive At 25	Rock Springs Daily Rocket-Miner	12/8/2009							1						\$251.20	
Alive At 25	Pinedale Roundup	11/20/2009							1						\$283.40	
Alive At 25	Pinedale Roundup	11/27/2009							1						\$283.40	
Alive At 25	Daily Rocket-Miner	1/10/2010							1						\$251.20	
Alive At 25	Daily Rocket-Miner	1/12/2010							1						\$251.20	
Alive At 25	Gillette News-Record	1/10/2010							1						\$286.00	
Alive At 25	Gillette News-Record	1/13/2010							1						\$286.00	
Alive At 25	Green River Star	1/13/2010							1						\$200.00	
Alive At 25	Platte Co. Record Times	1/20/2010							1						\$269.00	
Alive At 25	Green River Star	2/24/2010							1						\$200.00	
Alive At 25	Casper Star-Tribune	3/3/2010							1						\$431.60	
Alive At 25	Casper Star-Tribune	3/8/2010							1						\$323.80	
Alive At 25	Green River Star	3/3/2010							1						\$200.00	
Alive At 25	Rock Springs Daily Rocket-Miner	4/20/2010							1						\$251.20	
Alive At 25	Rock Springs Daily Rocket-Miner	4/24/2010							1						\$251.20	

MEDIA SUMMARY

Campaign Name	Station	Start/End Dates	TV Total	Paid TV	Free TV	Radio Total	Paid Radio	Free Radio	Print Ads	**Other Media	Audience Size	Evaluation Results	Audience Viewing	Funding Source	Cost	Amount Obligated (Highway Safety)
Alive At 25	Sundance Times	4/1/2010							1						\$170.00	
Alive At 25	Sundance Times	4/8/2010							1						\$170.00	
Alive At 25	Green River Star	4/28/2010							1						\$210.00	
Alive At 25	Pinedale Sublette Examiner	4/20/2010							1						\$252.00	
Alive At 25	Pinedale Sublette Examiner	4/27/2010							1						\$252.00	
Alive At 25	Pinedale Roundup	4/16/2010							1						\$297.57	
Alive At 25	Pinedale Roundup	4/23/2010							1						\$297.57	
Alive At 25	Rock Springs Daily Rocket-Miner	6/2/2010							1						\$263.76	
Alive At 25	Rock Springs Daily Rocket-Miner	6/6/2010							1						\$263.76	
Alive At 25	Jackson Hole News and Guide	6/9/2010							1						\$389.00	
Alive At 25	Jackson Hole News and Guide	6/16/2010							1						\$389.00	
Alive At 25	Powell Tribune	6/10/2010							1						\$212.00	
Alive At 25	Powell Tribune	6/17/2010							1						\$212.00	
Alive At 25	The Daily Times	8/18/2010							1						\$173.40	
Alive At 25	The Daily Times	8/21/2010							1						\$173.40	
Alive At 25	Gillette News-Record	8/19/2010							1						\$286.00	

MEDIA SUMMARY

Campaign Name	Station	Start/End Dates	TV Total	Paid TV	Free TV	Radio Total	Paid Radio	Free Radio	Print Ads	**Other Media	Audience Size	Evaluation Results	Audience Viewing	Funding Source	Cost	Amount Obligated (Highway Safety)
Alive At 25	Gillette News-Record	8/22/2010							1						\$286.00	
Alive At 25	Moorcroft Leader	8/19/2010							1						\$148.80	
Alive At 25	Moorcroft Leader	8/26/2010							1						\$148.80	
Alive At 25	Casper Star-Tribune	5/7/2010							1						\$453.18	
Alive At 25	Casper Star-Tribune	5/10/2010							1						\$339.99	
Alive At 25	Green River Star	5/5/2010							1						\$210.00	
Alive At 25	Sundance Times	5/20/2010							1						\$178.50	
Alive At 25	Sundance Times	5/27/2010							1						\$178.50	
Alive At 25	Wheatland Platte County Record Times	5/12/2010							1						\$282.45	
Alive At 25	Wheatland Platte County Record Times	5/19/2010							1						\$282.45	
Alive At 25	Gillette News-Record	7/8/2010							1						\$286.00	
Alive At 25	Gillette News-Record	7/12/2010							1						\$286.00	
Alive At 25	Basin Radio KDDV-FM	08/13-16/10				40	40								\$680.00	
Alive At 25	Basin Radio Gillette KAML	08/13-16/10				40	40								\$520.00	
Alive At 25	Basin Radio Gillette KGWY	08/13-16/10				40	40								\$800.00	

MEDIA SUMMARY

Campaign Name	Station	Start/End Dates	TV Total	Paid TV	Free TV	Radio Total	Paid Radio	Free Radio	Print Ads	**Other Media	Audience Size	Evaluation Results	Audience Viewing	Funding Source	Cost	Amount Obligated (Highway Safety)
Alive At 25	Torrington Telegram	9/1/2010							1						\$319.80	
Alive At 25	Torrington Telegram	9/3/2010							1						\$319.80	
		Total TV Spots														
		Total Radio Spots				120	120								\$2,000.00	
		Total Print Media							46						\$12,002.13	
		Total Radio/TV/Print Media Spots													\$14,002.13	

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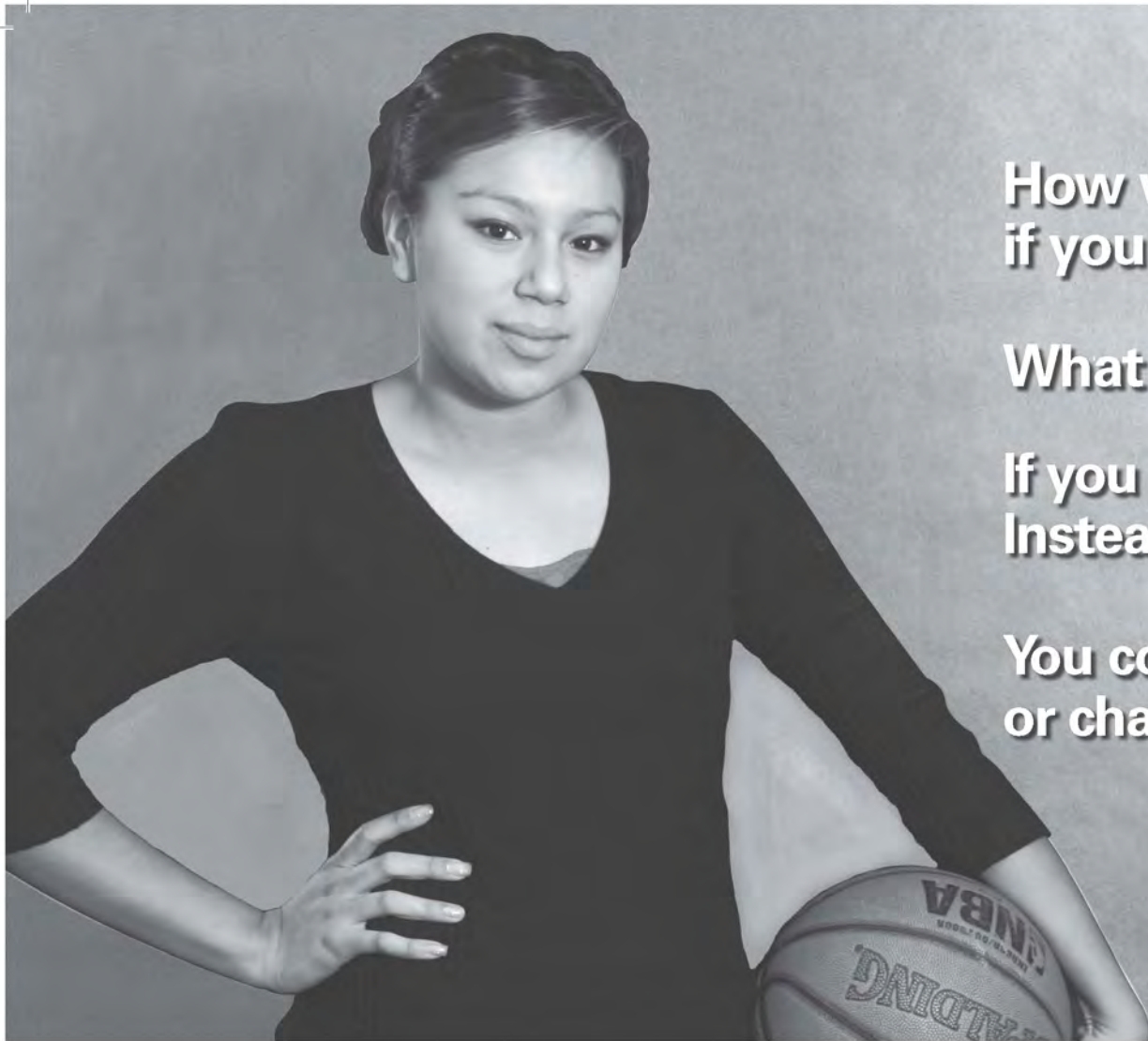
**You could save a life or change
yours forever.**

Caleb Her Many Horses
Wyoming Indian High School

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A156





How would you feel
if you caused a death?

What are you willing to lose?

If you are drinking, please don't drive.
Instead, please *think and drive*.

You could save a life
or change yours forever.

Nicolle Lee
St. Stephen's Indian School

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A157





Is today the day you forget
to buckle your seat belt?

What about your passengers?
Are your little ones in car seats?

Every ride. Every time.
Buckle up.

You could save a life
or change yours forever.

Jay Brown

St. Stephen's Indian School

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2010 Basketball Standings

Published Sunday, Jan. 3, 2010

After some holiday hoops, here are the latest basketball standings!

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WyoPreps in 2010!

Published Friday, Jan. 1, 2010

Some good changes are in store for the New Year!

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Several Lady Tigers Sign For College

Published Wednesday, Dec. 30, 2009

Several Rock Springs Lady Tigers have made their college decisions for volleyball and basketball.

[Read More](#) | [Add a Comment](#)

Lingle-Ft. Laramie Boys Basketball Forfeits 1 Game

Published Monday, Dec. 28, 2009

The Doggers have to forfeit a game played on Dec. 11th at Burns.

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Holiday Basketball

Published Sunday, Dec. 27, 2009

Several teams will get a few games in during the holidays.

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Peak Preps!

Published Wednesday, Dec. 23, 2009

There were some big performances in Week 3 on the hardwood.

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Final Hoop Rankings for 2009

Published Wednesday, Dec. 23, 2009

There isn't much change as all 8 #1's keep their positions going into the holiday break

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Basketball Standings

Published Monday, Dec. 21, 2009

Standings as of late Monday night.

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Video Dubs

Published Monday, Dec. 21, 2009

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OWN a WyoPreps Sweatshirt!

Published Monday, Dec. 21, 2009

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Top 5 Basketball Recap: Dec. 15-19

Published Monday, Dec. 21, 2009

A look back at how the top 5 fared in the last week of competition of 2009 for most teams

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the latest
anti-drunk driving
technology:**

Cell Phones

**They're dialing
9-1-1 to report
drunk drivers!**

***These holidays, it's OPEN SEASON
on DRUNK DRIVERS***



Be dangerous to a drunk driver,

A162 call 9-1-1



Paid for with Federal Funds. Brought to you by WYDOT.

**YOU'RE
DRUNK!**

***And you're stupid
for thinking you can drive home.***

**Contact your server now to ask about
Topsy Taxi and keep our streets safe!**



This year, Casper declares open season on drunk drivers ...

To report a drunk driver this holiday season, dial 9-1-1

**Majority of
convicted drunk
drivers still drive
without a license**

**Be dangerous to a drunk driver,
call 9-1-1**



ATG4
Paid for with Federal Funds. Brought to you by WYDOT.



**It *CAN* happen
to you!**

**Be dangerous to a drunk driver,
A165
call 9-1-1**



Paid for with Federal Funds. Brought to you by WYDOT.





**SOME DRIVERS ONLY SEE US
BY ACCIDENT**

Paid for by federal highway safety grant





Child Passenger Safety Week/National Seat Check Saturday Media Events

Region	State	City	Date	Time	Location	Campaign Theme	Who's Hosting the Event?	Activity (Media Event, Demonstration, Press Conference, etc.)	NHTSA Participation (Region/HQ)	Media Hook
8	Wyoming	Laramie	Sept. 25,2010	1:00-5:00pm	Fire Station #1	Boost Til 9	Laramie Fire/Albany Co. Safe Kids	None	None	invited
8	Wyoming	Gillette	Sept. 25,2010	10:00-2:00pm	Campbell Co Public Health	Boost Til 9	Safe Kids of Campbell County	None	None	invited
8	Wyoming	Glenrock	Sept. 27, 2010	3:00-6:30pm	Oregon Trail Rual Health Clinic	Boost Til 9	Safe Kids of Converse County	None	None	invited
8	Wyoming	Douglas	Sept. 29, 2010	3:00-6:30pm	Washington Park	Boost Til 9	Safe Kids of Converse County	None	None	invited
8	Wyoming	Riverton	Sept. 18, 2010	9:00-3:30pm	Kmart Parking Lot	Boost Til 9	Safe Kids of Fremont County/Injury Prevention Resources	None	None	invited
8	Wyoming	Thermopolis	Sept. 16, 2010	1:00-4:00pm	Behind Courthouse in Old Fire Station	Boost Til 9	Safe Kids of Hot Springs County	None	None	invited
8	Wyoming	Kaycee	Sept. 15, 2010		Kaycee Town Hall	Boost Til 9	Safe Kids of Johnson County/Public Health	None	None	invited
8	Wyoming	Buffalo	Sept. 23, 2010		Johnson Co. Public Health	Boost Til 9	Safe Kids of Johnson County/Public Health	None	None	invited
8	Wyoming	Cheyenne	Sept. 25, 2010	10:00-2:00pm	Kohl's Parking Lot	Boost Til 9	Safe Kids of Laramie County	None	None	invited
8	Wyoming	Casper	Sept. 9-11,2010			Boost Til 9	Safe Kids of Natrona County		None	invited
8	Wyoming	Cody	Sept. 25, 2010	9:00-1:00pm	Cathcart Health Center/Urgent Care	Boost Til 9	Safe Kids of Park County	None	None	invited
8	Wyoming	Wheatland	Sept. 25, 2010	10:00-2:00pm	Pamida	Boost Til 9	Safe Kids of Platte County	None	None	invited
8	Wyoming	Sheridan	Sept. 25, 2010	10:00-2:00pm	Rocky Mtn Ambulance	Boost Til 9	Safe Kids of Sheridan County	None	None	invited
8	Wyoming	Rock Springs	Sept. 25, 2010	10:00-2:00pm	Whisler Chevrolet	Boost Til 9	Safe Kids of Sweetwater County	None	None	invited
8	Wyoming	Green River	Sept. 25, 2010	10:00-2:00pm	Kiwanis	Boost Til 9	Safe Kids of Sweetwater County	None	None	invited
8	Wyoming	Evanston	Sept. 22, 2010	1:00-4:00pm	Fire Station	Boost Til 9	Safe Kids of Uinta County	None	None	invited
8	Wyoming	Worland	Sept. 23, 2010	5:00-7:00pm	US Bank	Boost Til 9	Safe Kids of Washakie County	None	None	invited
							A467			

TIPS

Training for Intervention Procedures

is the global leader in education and training for the responsible service, sale, and consumption of alcohol. Proven effective by third-party studies, TIPS is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving. <http://gettips.com/>

IN THE BEGINNING:

The TIPS program in Wyoming was started in 2000 by the Wyoming State Liquor Association (WSLA) with grant funding from the Department of Transportation. The second year of the program was funded through a grant by the Department of Health Substance Abuse Division (now known as the Wyoming Department of Health Mental Health and Substance Abuse Services Division – WDH),. After the first two years, funding ran out (2002), the following Legislative session House Bill 260 Alcohol Server Training was introduced. HB 260 posed establishing a state-wide alcohol server training program which would teach people in the liquor industry how to help prevent the abuse of alcohol, and thus lower the negative consequences of alcohol abuse.

In a concerted effort, the WSLA, the Wyoming Association of Sheriffs and Chiefs Of Police (WASCO), the Wyoming Department of Revenue Liquor Division, the WDH and Mothers Against Drunk Driving (MADD) developed, supported and/or worked to educate and present evidence on the success and value of the TIPS program to the Wyoming Legislators. Mike Moser from the WSLA lobbied heavily for this bill and through the efforts of all of these organizations the Legislators saw the benefits of TIPS and dedicated funds from the Liquor Division to sustain the program passing a bill in 2003.

The TIPS program was re-started in 2004. A contract is now in place between the WSLA and the Liquor Division, providing dedicated state funds to the WSLA to run the program. Those funds are contingent upon the number of people trained; if the WSLA doesn't make the annual goals, it does not receive the full amount of funds available. That contract also requires that TIPS trainings provided are "free-of-charge." This constraint is backed up by the legislative intent of the 2003 bill, passed in part because the classes would be free. The WSLA TIPS program, based on the amount of funding available, is fairly meager. The majority of non-administrative funding goes toward purchasing materials. In the past some of the funds were used to get trainers certified. There are no funds available to pay trainers for teaching the classes. In an effort to comply with funding requirements and extend resources, the WSLA waived commissions for classes conducted and obtained a greatly reduced rate on training materials from Health Communications Inc. (HCI), creators of the TIPS program.

Before the SPF SIG grant and the adoption of TIPS as a strategy by community prevention coalitions, there were 4 counties that did not have an active certified TIPS trainer. For those counties and for supplemental trainings in many counties, Mike Moser or Tom Montoya would

drive to the counties to conduct the classes. Logistically it was impossible to cover all areas of the state. Certified trainers other than Mike and Tom were predominantly law enforcement officers and liquor retailers. Officers were utilized as trainers because they could be paid through their position for their time in conducting the class. The liquor retailers, since they were not compensated by anyone, usually only trained their own staff. The materials were provided through the dedicated funds that WSLA received from the State. The program was small, but sustainable.

EVOLUTION OF A STRATEGY:

Last October (2009), with the use of SPF SIG funds, the WDH held two “trainings of trainers” (TOT) classes which made certain there were certified trainers in every county. Certified trainers in Wyoming now include Prevention Specialists, law enforcement, liquor retailers and a few individual community members. These trainers have been compensated for presenting TIPS classes either via their salary/position as a Prevention Specialist, or law enforcement officer, or with funding that was provided in each SPF SIG budget for TIPS training. All training materials were provided by the WSLA. Partnerships are how this valuable evidence based environmental strategy was advanced and implemented across the state.

Due to the addition of new trainers and a huge increase in the number of trainings around the state, we rapidly depleted the available training materials funds provided by WSLA. So, last winter through the SPF SIG grant, training materials were purchased directly from Health Communications, Inc. Those books were sent directly to WSLA and were shipped out to trainers free of charge. Over 2000 training manuals were distributed. During the summer of 2010, again with the use of SPF SIG funds, we ordered twice as many books to help sustain the program over the coming year. When operating under this program, certified trainers in Wyoming do not need to purchase training books for their classes. Class materials may be requested from the WSLA and will be shipped free of charge.

LOOKING FORWARD:

With the end of SPF SIG in sight and the desire to sustain TIPS strategies and support active certified trainers across the state, the WDH worked to set up a program for sustainability. This program has just recently come into fruition and is designed to compensate trainers who would not otherwise be paid through their employment for conducting a TIPS class. If a certified TIPS trainer is not a paid employee of a Prevention program funded through the State or a Law Enforcement officer and would not otherwise be compensated for presenting a TIPS class, compensation may be made through the TIPS Sustainability Program. The intent of this program is to provide a resource for prevention program managers to continue implementation of the TIPS strategy within their counties. It is designed to support and promote partnerships and collaboration between trainers, programs and coalitions.

Compensation available for providing a TIPS class is \$160.00 per class, with the requirement that the class may not be held for fewer than five (5) individuals. A trainer wishing to utilize this program must contact Mike Moser at the WSLA to obtain information and materials. As long as

certified trainers are conducting classes through the WSLA/WDH program they are subject to the restrictions and agreements of the WSLA.

In addition to on-site TIPS classes discussed thus far, eTIPS classes are also available. These on-line classes, when approved through the WSLA, are also free to recipients in Wyoming. However, these classes are not free to the WSLA and due to the cost of eTIPS (about twice as much as a regular class) the on-line classes are not heavily promoted. In order to take advantage of these classes, a potential student will need to contact the WSLA directly. Generally speaking, unless someone cannot make a class due to hardship or because they are completely out in the middle of nowhere (more than 100 miles to attend a class) they will not likely be approved by the WSLA to take the on-line class. The WSLA approves approximately 50 eTIPS classes per year.

"I have had a business or two request eTIPS for their whole staff, and needless to say, it was refused. As you know, when you have a skinny bottom line, that kind of stuff can blow you out of the water." Mike Moser, Executive Director, WSLA

GOING INDEPENDENT:

It is possible for a certified TIPS trainer to break out of the WSLA /WDH program. If an individual purchases their own materials directly from HCI, they can free themselves from obligations that restrict fees under the existing program. In this scenario, an individual can charge participants to attend their class. Additionally, they can sell eTIPS at the full price and get a commission from HCI. It should, however, be taken into consideration that if potential students learn that the training is free through other means they will likely back out of the class or if they take the class and then learn it is free elsewhere, there will likely be some backlash. Furthermore, if an employer requires attendance due to business policy or ordinance, they have to pay the employee and the additional cost of paying for the class quickly becomes prohibitive, especially if there are several employees. Charging for responsible beverage server training was tried in the late 90's prior to obtaining the first grant and the program was unsuccessful.

INVITATION TO ALL TRAINERS:

Providing TIPS to liquor retail establishments in your community is a fun and rewarding experience that will help keep your community safe. We encourage all Program Managers and coalition leaders to seek out certified TIPS trainers within their community and work together to provide consistent training opportunities. Where appropriate utilize the WSLA/WDH program to provide compensation. Build partnerships, be proactive and have fun. For more information contact; Tere Bragg tere.bragg@health.wyo.gov or Felicia Gutierrez Felicia.gutierrez@health.wyo.gov at the WDH; or Mike Moser moser@aagwyoming.com at the WSLA.

FY2010 HE REPORT
 October 1, 2009 -
 September 30, 2010

Fund Type	GTS Voucher		Voucher Paid on	Project #	Amount	Location & Safety Activity	Description
	Invoice Date	Date					
154HE	10/20/2009	11/11/2009	#1	ACSTP-H-B039-00(019	\$ 10,615.11	Interstate Statewide	Statewide in Wyoming
154HE	10/20/2009	11/11/2009	#1	2000043	\$ 26,551.35	Place guardrail on Wyoming Highway	Wilson-Idaho Line
154HE	10/21/2009	11/11/2009	#1	P601035	\$ 308,129.05	Turn Lane	Sheridan / Co RD 66, Fleming Drive
154HE	1/5/2010	1/13/2010	#2	803135	\$ 1,173,872.19	Resurfacing, reconstruction including safety slope modifications, ITS Improvement on I-80	Rock Springs - Rawlins/Wamsutter West Section
154HE	1/19/2010	1/26/2010	#5	I252156	\$ 44,204.85	Installation of guardrail, roadway lighting wywtem and dynamic message sign system on I-25	Bordeaux Lighting and CMS
154HE	1/19/2010	1/26/2010	#5	ICOPSRV	\$ 85,015.84	ICOP server installation to assist in patrol investigations	ICOP Server Installation - Patrol
154HE	4/4/2010	4/28/2010	#8	B095080	\$ 20,000.00	Greybull Streets / US16,20 & US 14	
154HE	4/14/2010	4/28/2010	#8	I252156	\$ 110,507.31	Bordeaux	Bordeaux Lighting and CMS
154HE	4/14/2010	4/28/2010	#8	803135	\$ 263,020.09	Resurfacing, reconstruction including safety slope modifications, ITS Improvement on I-80	Rock Springs - Rawlins/Wamsutter West Section
154HE	7/1/2010	7/14/2010	#11	803135	\$ 1,753,754.72	Resurfacing, reconstruction including safety slope modifications, ITS Improvement on I-80	Rock Springs - Rawlins/Wamsutter West Section
154HE							
154HE	9/24/2010	10/4/2010	#15	6598059	\$ 71,050.48	ITS / Traffic Management Center	Traffic Management Center
TOTAL OF 154HE/ FY2010					\$ 3,866,720.99		
164HE	10/22/2009	11/11/2009	#1	B061001	\$ 726.30	North I25 & I80 Various Location	Highway District 1 /ITS
164HE	10/26/2009	11/11/2009	#1	N372021	\$ 1,743,976.50	Reconstruction including safety modifications of curves and slopes on US15	Burgess Jct - Dayton / Steamboat Point Section
164HE	1/19/2010	1/26/2010	#5	W138007	\$ 52,608.02	Reconstruction including safety modifications of curves and slopes on HWY 139	Hudson - St. Stephens Rd - 8 Mile Section
164HE	1/19/2010	1/26/2010	#5	N372021	\$ 2,025,587.15	Reconstruction including safety modifications of curves and slopes on US15	Burgess Jct - Dayton / Steamboat Point Section
164HE	4/14/2010	4/28/2010	#8	PATRMDT	\$ 899,550.30	Statewide for each trooper to document evidence in crash and arrest investigation	Patrol Digital Cameras
164HE	4/14/2010	4/28/2010	#8	B061001	\$ 96,359.21	North I25 & I80 Various Location	Highway District 1 /ITS
164HE	4/14/2010	4/28/2010	#8	B062007	\$ 45,126.92	Install road closure gate system at various locations in District Two	Highway District 1 /ITS
164HE	7/1/2010	7/14/2010	#11	PATRMDT	\$ 367,180.42	Statewide for each trooper to document evidence in crash and arrest investigation	Patrol Digital Cameras
164HE	9/2/2010	9/10/2010	#14	N372021	\$ 484,789.95	Reconstruction including safety modifications of curves and slopes on US15	Burgess Jct - Dayton / Steamboat Point Section
164HE	9/24/2010	10/4/2010	#15	N372021	\$ 1,030,709.40	Reconstruction including safety modifications of curves and slopes on US15	Burgess Jct - Dayton / Steamboat Point Section
164HE	9/24/2010	10/4/2010	#15	6598059	\$ 24,800.86	ITS / Traffic Management Center	Traffic Management Center
TOTAL OF 164HE/ FY2010					\$ 6,771,415.03		
Tuesday, December 07, 2010							
File: Grant Information/FY2010 Grant Information/HE Information/Annual Report HE Funds							