

# WYOMING'S HIGHWAY SAFETY OFFICE ANNUAL REPORT



## FEDERAL FISCAL YEAR 2013

Highway Safety Program  
Wyoming Department of Transportation  
5300 Bishop Blvd. Cheyenne, Wyoming 82009-3340

**MATTHEW H. MEAD**  
Governor

**MATTHEW D. CARLSON, P.E.**  
Governor's Representative for  
Highway Safety

**FINAL ADMINISTRATIVE REPORT**  
**WYOMING FY2013 HIGHWAY SAFETY PLAN**

December 23, 2013

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

Dalene Call, Manager  
Highway Safety Behavioral Program  
State Highway Safety Supervisor



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**Wyoming Department of Transportation  
FY2013 Highway Safety Program**

**Office Structure**

The Highway Safety Office (HSO) is one of the Highway Safety Program sections within the Wyoming Department of Transportation. The section consists of four staff members that report to the Governor's Representative (GR). Together, through the insight of skilled veterans, HSO staff are focused on data driven problem identification, project funding to address identified problems and project evaluations to determine effectiveness. We are deeply committed to reducing the number of persons injured and killed on Wyoming's roadways. Listed below are the members of the Highway Safety Office.

GR:

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

HSO Staff:

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Communities

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### 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 2013 percentage was 40.33%.
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 NHTSA acceptable methodology. The June 2013 survey observed 81.9% 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



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## Executive Summary

### About Wyoming

Wyoming is a large rural state with a small population base. It is comprised of 97,093 square miles and has an estimated 2012 population of 576,412. This equates to 5.8 persons per square mile.

**The following summary provides progress reports to the FY 2013 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 1.62 in 2010 to 1.46 in 2011 (FARS Data). Note: 2012 data not yet available.
- The combined serious injury and fatality rate, per 100 million vehicle miles traveled (100M VMT), decreased from 6.81 in 2011 to 6.36 in 2012. (State Data)
- The percentage of alcohol related fatal crashes increased from 26.7% in 2011 to 37.6% in 2012. (State Data)
- The alcohol related fatality rate per 100M VMT increased from 0.38 in 2011 to 0.45 in 2012. (State Data)
- The number of alcohol-impaired drivers under the age of 21 involved in crashes increased from 209 in CY 2010 to 214 in 2011. The 2012 State Data for young drivers was unavailable at time of report. (State Data)
- The 2013 state observed belt usage was 81.9%. **WY resident** belt usage was 76.2% compared to Out-of-State at 91.9%. The 2012 Wyoming observed seat belt usage was 77% with WY resident usage at 72.2%. (State Data)
- The percentage of unbelted fatalities decreased from 63.1% in 2011 to 58.3% in 2012. (State Data)
- Proper child restraint use, observed at CPS Check Up Events, continues to hover in the 19% range for the 2009-2013 base year average. 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, decreased to 18.9% in 2012 from 37.8% in 2011. (State Data)
- The speed-related fatal and serious injury rate decreased from 3.57 in CY 2011 to 1.80 in CY 2012. State VMT's were updated in 2013. (State Data)
- Motorcyclist fatalities decreased from 33 in 2010 to 16 in 2011 to 12 in 2012. (FARS Data). Motorcycle crashes have increased slightly from 308 in 2011 to 325 in 2012 (State Data).

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

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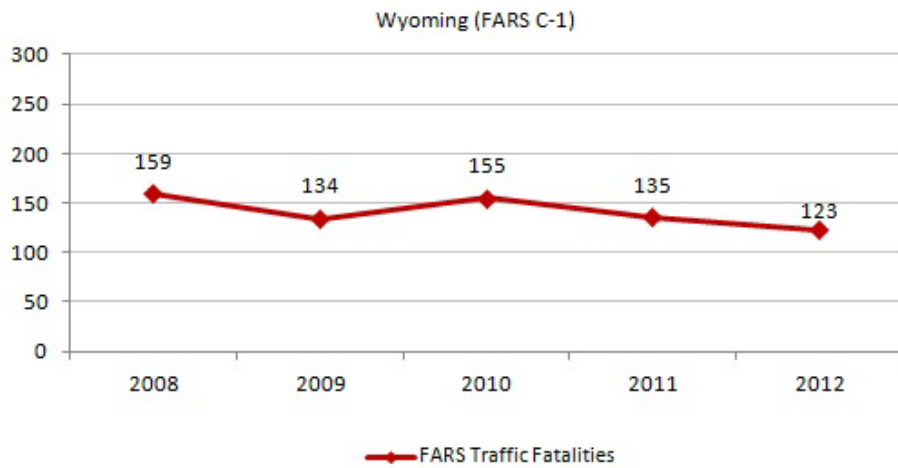
## Performance and Core Outcome Measures Statewide

To decrease traffic fatalities 9 percent from the 2006-2010 calendar base year average of 159 to 145 by December 31, 2013.

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

### Progress Report:

The average number of fatalities over the years 2008-2012 was 141. Traffic fatalities have decreased in Wyoming from the 2006-2010 calendar base year average of 158 to 135 in 2011. As of November 30, 2013, Wyoming State data indicates there were 79 traffic fatalities in Wyoming compared to 113 in 2012 during the same time period.

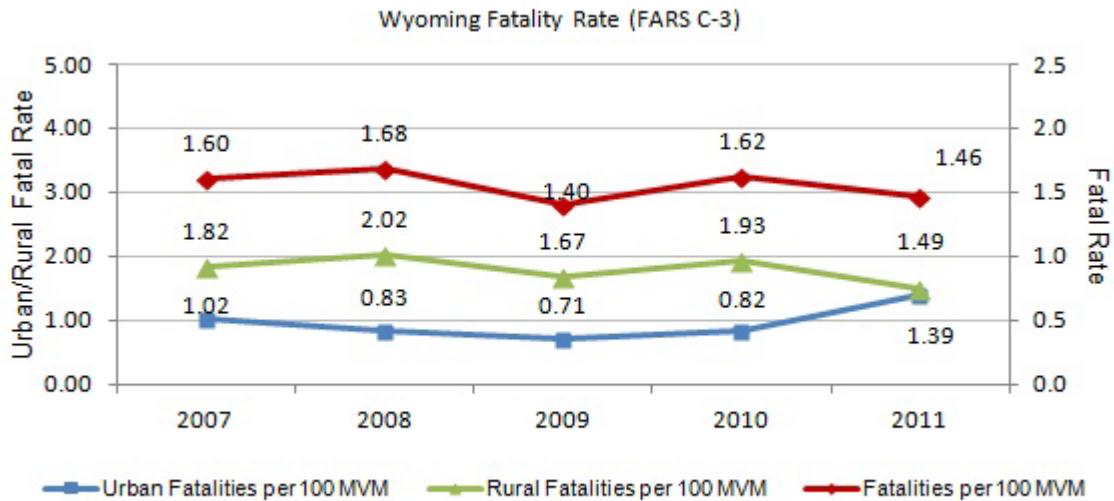


To decrease Wyoming fatality rate 10 percent from the 2005-2009 calendar base year average of 1.73 to 1.56 by December 31, 2012. (C-3a FARS). Note: 2010 Fatality Rates not available when determining goal.

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

Progress Report:

The 2011 fatality rate was 1.46 which is below the projected 1.56 by the December 31, 2012 goal. NOTE: FARS 2012 fatality (urban/rural) were not available at this time.



To maintain or decrease rural fatalities/VMT from the 2005-2009 calendar base year average of 2.06 to 1.86 by December 31, 2012. Note: 2010 Rural Fatality Rates not available when determining goal.

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

Progress Report:

Between the years 2007-2011, the average rural fatality rate was 1.79. The rural fatality rate for 2011 was 1.46 VMT which is below the projected 1.86 VMT by the December 31, 2012 goal.

To maintain a downward trend of the urban fatality rate (100MVMT) from the 2005-2009 calendar base year average of 0.86 to 0.63 by December 31, 2012.

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

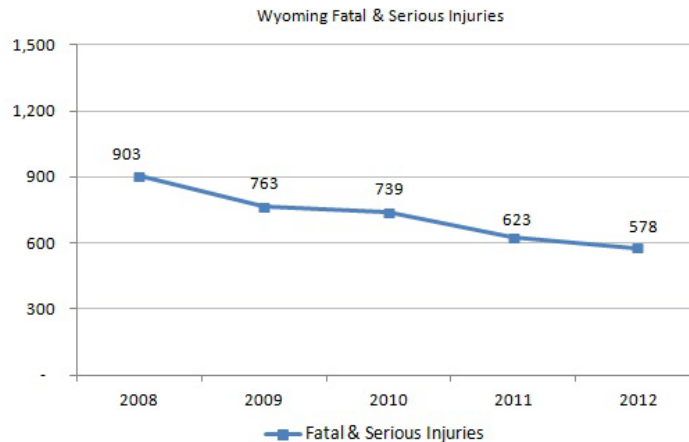
Progress Report:

Between the years 2007-2011, the average rural fatality rate was 1.79. The rural fatality rate for 2011 was 1.46 VMT which is below the December 31, 2012 goal of 1.86 VMT.

To decrease fatal & serious Injuries by 10 percent from the 2007-2011 calendar base year average of 878 to 790 by December 31, 2013. (State & FARS Data)

Progress Report:

The fatal and seriously injured was at 619 for 2011 and 578 for 2012 which is significantly below the December 31, 2013 projected number of 790.



To maintain or decrease the Wyoming Fatality and Serious Injury Rate/MVT trend from the 2007-2011 base year average of 9.50 to 8.29 by the end of CY2013 (State)

[Data Source: STATE]

Progress Report:

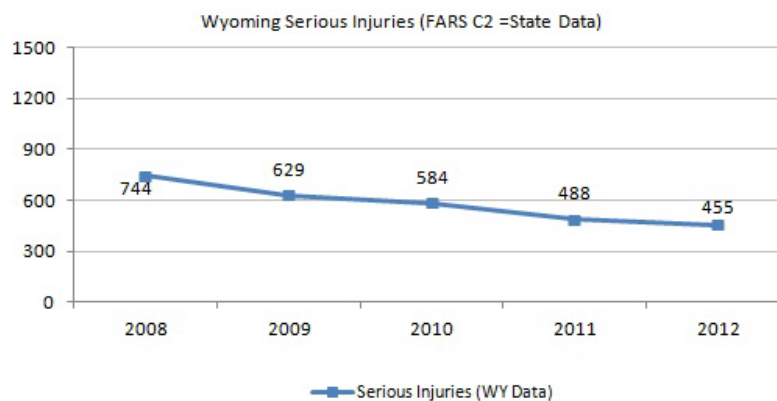
The fatal and serious injury rate was 6.36 during the calendar year 2012. This is below the projected goal of 8.29 VMT by the end of 2013. (State Data)

To decrease serious traffic injuries 10 percent from the 2010 calendar base year average of 623 to 561 by December 31, 2013. (C-2 State Data)

[NHTSA/GHSA Core Measure 2; Data Source: STATE]

Progress Report:

The number of serious traffic injuries for 2012 was 455 which exceeds Wyoming's projected goal of 561 by December 31, 2013.





## ALCOHOL

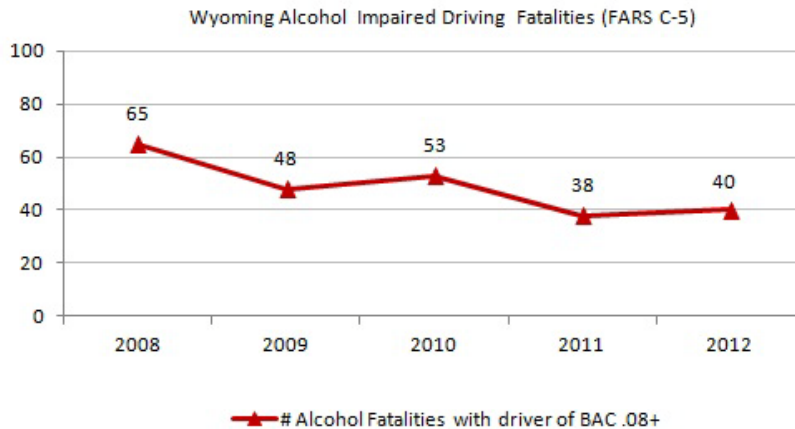
To decrease alcohol impaired driving fatalities 5 percent from the 2006-2010 base year average of 56 to 52 by December 31, 2013 (C5 – FARS). Note: Impaired driving is based off of BAC results = .08+.

[NHTSA/GHSA Core Measure C5; Data Source: FARS

### Progress Report:

The number of Alcohol Impaired Driving Fatalities increased by 2 from 38 in 2011 to 40 in 2012. This is a substantial reduction from the baseline calendar year 2008-2012 average of 49 fatalities.

The state recognizes its alcohol impaired driving problem and is addressing it on many fronts. The Governor's Council on Impaired Driving has made significant progress in FY2013 with the Enhanced Enforcement Initiative, statewide paid and earned media on the consequences of impaired driving. In addition to the media there were other projects such as the Governor's Enhanced Enforcement Initiative, Driver's License Records Updates/Expansion, Safe Communities, CLICK, Traffic Safety Resource Prosecutor which are all projects that have been funded through this office. The partnerships are growing throughout the state to combat this problem.

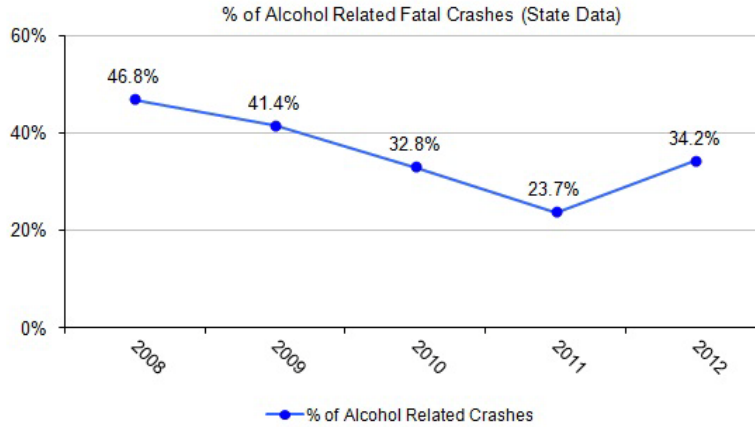


**buzzed**  
driving is  
**drunk**  
driving  
designate a sober driver

To maintain or decrease the percentage of alcohol involved drivers and pedestrians in fatal crashes from the baseline average of 36.1% instead of the projected 22.2% by December 31, 2013. (State). Note: The terminology, alcohol related, utilizes drivers or pedestrians with any BAC, or officer suspected alcohol involvement.

Progress Report:

The percentage of 2012 Alcohol Related Fatal Crashes was 37.6% which is near the baseline average of 37.0% from 2008-2012. (State Data)

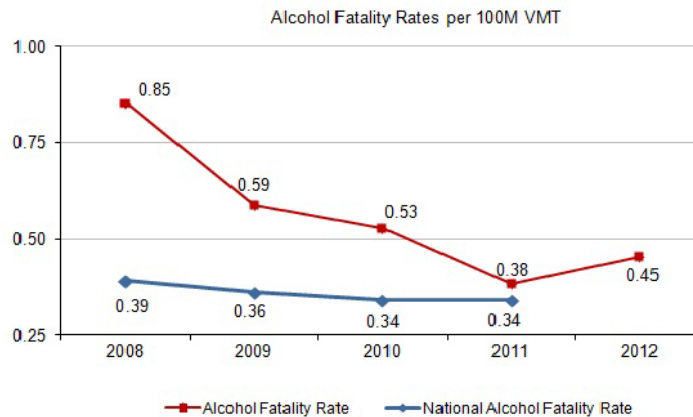


To decrease the alcohol involved fatality rate per 100M VMT from 0.38 in CY2011 to 0.26 by December 31, 2014. (State).

(Data Source: STATE]

Progress Report:

The Alcohol Involved Fatality Rate per 100 M VMT increased to 0.45 in 2012. There were 9 additional alcohol related fatalities in 2012 compared to 2011 and Wyoming VMT's were updated to current year.



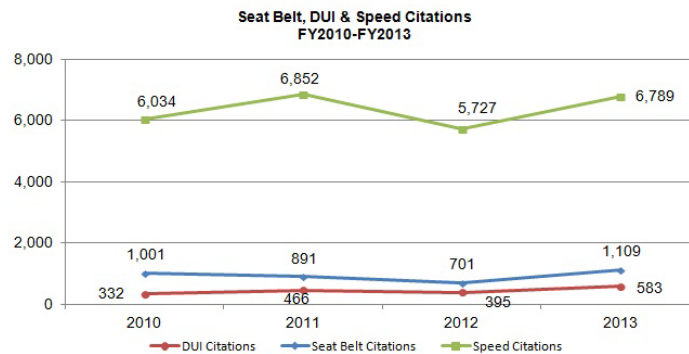
The number of impaired driving arrests made during grant-funded enforcement activities was 583 in FY2013.

[NHTSA/GHSA Core Measure A2; Data Source: State]

Progress Report:

Law enforcement agencies serving 85% of the state’s population participated in overtime grants to increase DUI enforcement on Wyoming’s roadways. Comparing FY2013 to FY2012 grant activity, there was an overall increase of 188 arrests. Law enforcement DUI arrests increased from 294 in FY2012 to 447 in FY2013 while overtime hours decreased by 136 hours overall. The Wyoming Highway Patrol increased DUI arrests from 101 in FY2012 to 136 in FY2013.

In 2013, the August crackdown had 48 law enforcement agencies participating compared to 32 in FY2012.





## OCCUPANT PROTECTION

To increase the statewide seatbelt usage rate from the 82.6% in 2011 observational level to 85.0% by August 31, 2014. (B1 – State)

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

### Progress Report:

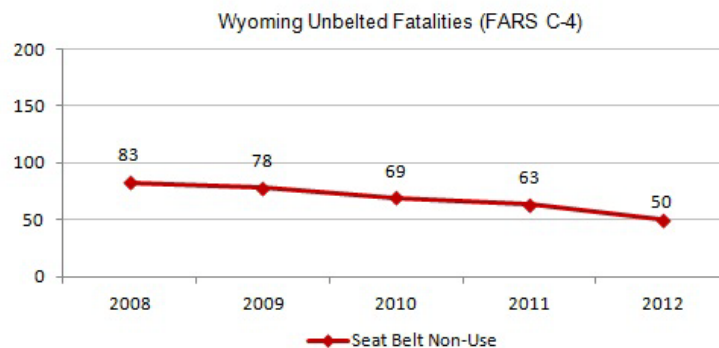
New methodology of surveying seat belt usage in Wyoming was implemented in 2012. The survey was developed in accordance with the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340. The baseline number for seat belt usage in Wyoming in 2012 was 77%. In 2013, the number increased to 81.9% which is on target for the 85.0% seat belt usage rate goal in August 2014.

Seat belt use rate was higher among females at 85.9% compared to males at 79.3%. Rural areas were belted at a rate of 84.5% compared to 72.4% in areas defined as urban.

The percent of unbelted fatalities has decreased to 58.3% in 2012 compared to 63.1% in 2011 (State Data).

To decrease unrestrained passenger vehicle occupant fatalities, in all seating positions, 5 percent from the 2006-2010 calendar base year average of 78 to 77 by December 31, 2013. (C4 – FARS)

[NHTSA/GHSA Core Measure C4; Data Source: FARS]

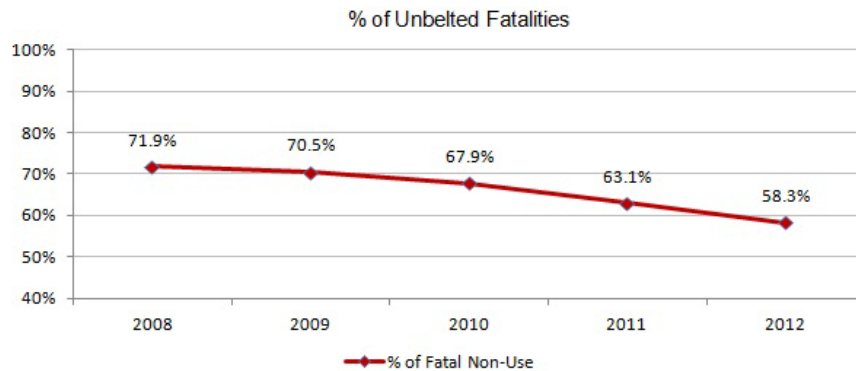


To maintain or reduce the percentage of unrestrained fatalities at 63.1% in CY2011 instead of the upward trend of 67.2% in CY2014. (State)

[Data Source: STATE]

Progress Report:

The percentage of unrestrained fatalities was 63.1% in 2011 and 58.3% in 2012 which surpassed Wyoming's goal for unrestrained fatalities. (State Data)

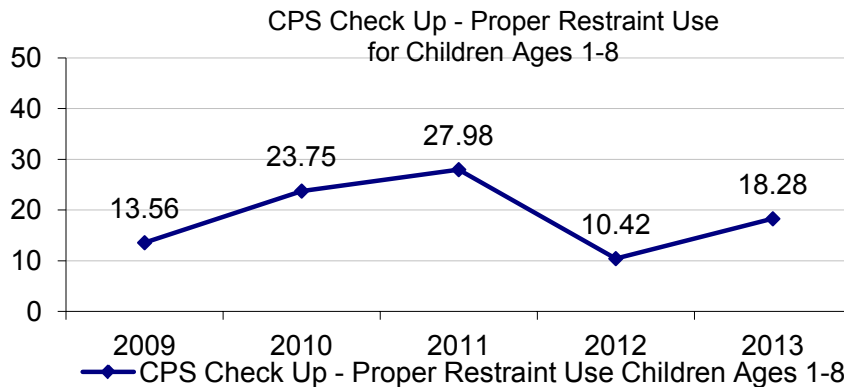


To increase the proper restraint use of children age 1-8 from 28.0% to 38.5%, as demonstrated by the CPS Check-Up Tracker, by December 31, 2014. (State)

[Data Source: STATE]

Progress Report:

The proper restraint use of children age 1-8 was at 18.28% in 2013. This is not the anticipated growth rate but it is better than 2012. The misuse rate has varied widely from 89.58 in 2012 to 81.72 in 2013.



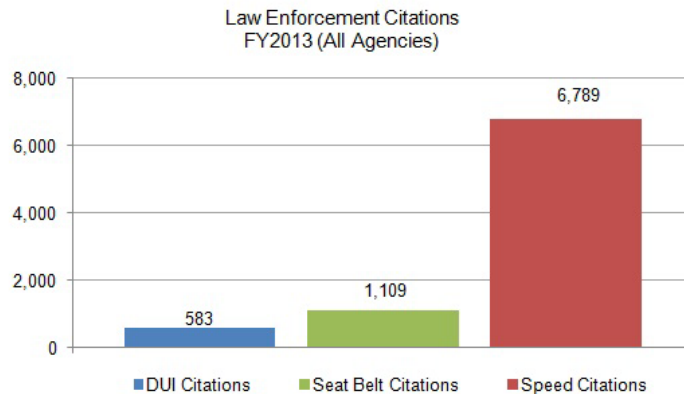
The number of seat belt citations issued during the FY2013 grant funded enforcement activities was 1,109.

[Data Source: STATE]

Progress Report:

Law enforcement agencies serving 85% of the state's population participated in overtime grants to increase seat belt usage on Wyoming roadways. Law enforcement seat belt and child restraint citations (all campaigns) increased from 478 in FY2012 to 736 in FY2013. The Wyoming Highway Patrol seat belt and child restraint citations increased from 223 in FY2012 to 373 in FY2013.

The Wyoming Association of Sheriffs and Chiefs of Police had addressed increasing seat belt citations on grant funded overtime hours at two of the three Traffic Safety Committee meetings. The Wyoming Highway Patrol has a zero tolerance policy for unbelted motorists. Progress has been made with 53 local law enforcement agencies who have applied for federal grant funds. Seat belt citations increased 35% from FY2012 to FY2013.



## SPEED

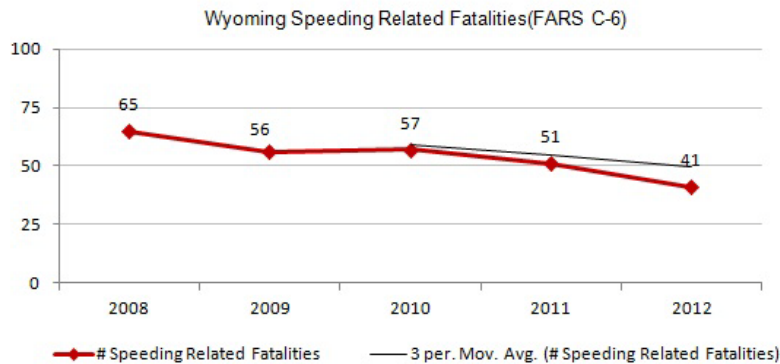
To decrease speed-related fatalities 7 percent from the 2006-2010 calendar base year average of 60 to 56 by December 31, 2013 (C6-FARS).

[NHTSA/GHSA Core Measure C4; Data Source: FARS]

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

### Progress Report:

In 2012, there were 41 Speeding Related Fatalities. The goal for 2013 was 56.



To reduce speed related fatal crashes 10% from the 2007-2011 base year average of 51.3% to 46.3% in CY2014 instead of the projected trend of 57.7%. (State)

[Data Source: STATE]

### Progress Report:

Wyoming is making progress on this front as demonstrated in FARS C6 which shows a decreasing trend in speed related fatalities. State data also indicates the same trend.

To reduce speed related fatality rate per 100M VMT from 0.86 in CY 2011 to the projected rate of 0.77 in CY2014.

[Data Source: STATE]

### Progress Report:

The CY2012 speed related fatality rate per 100M VMT was 0.41 which is well below the projected rate of 0.77 by CY2014.

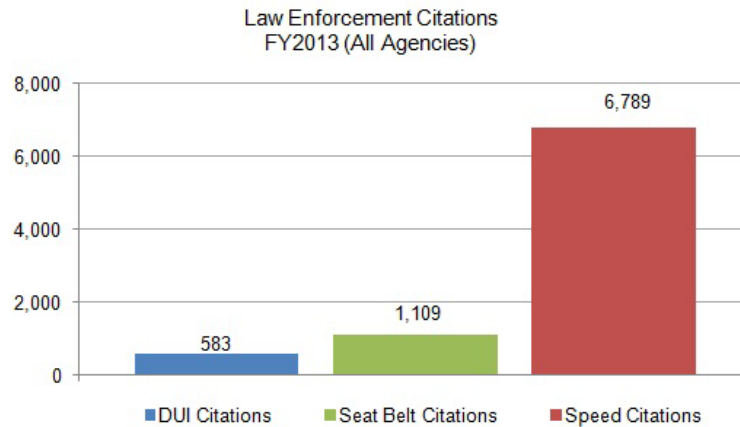
The number of speed citations issued during the FY2013 grant funded enforcement activities was 6,789. The WHP issued 3,160 citations and local law enforcement agencies issued 3,629.

[Data Source: STATE]

Progress Report:

Local law enforcement agencies serving 85% of the state's population participated in overtime grants to increase seat belt enforcement on Wyoming's roadways. Wyoming is a secondary law state and law enforcement use speed as a trigger offense to enforce the seat belt law.

Comparing FY2013 to FY2012 grant activity, there was an overall increase of 1,062 speed citations. Law enforcement speed citations increased from 5,727 in FY2012 to 6,789 in FY2013.





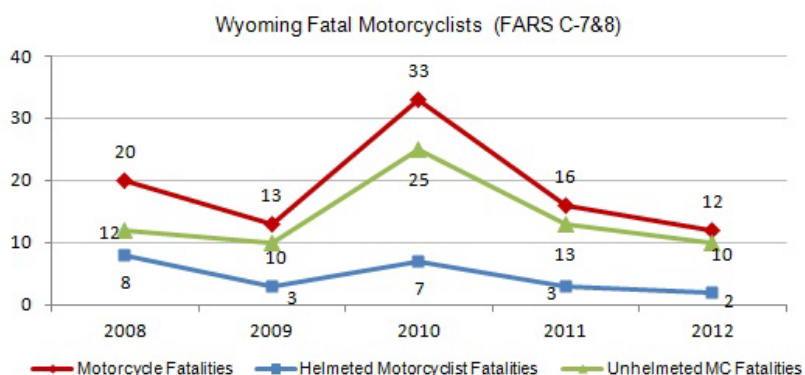
## MOTORCYCLES

To decrease motorcyclist fatalities from the 2006-2010 calendar base year average of 21 to 16 by December 31, 2013. (C7 – FARS).

[NHTSA/GHSA Core Measure C4; Data Source: FARS]

### Progress Report:

In 2012, Wyoming had 12 motorcyclist fatalities which is the below goal for the calendar year 2013. State data indicates another drop in motorcycle fatalities for 2013. As of November 30, 2013, there were 9 motorcyclists killed on Wyoming roads.



To decrease the number of motorcyclists killed or seriously injured by 10 percent from the 2007-2011 calendar base year average of 138 to 124 by December 31, 2014.

(Data Source: STATE)

### Progress Report:

The average number of motorcyclists killed or seriously injured from the 2008-2012 calendar base year average was 113. There were 98 motorcyclists killed or seriously injured in 2012. Wyoming is making great strides in motorcycle safety.

To decrease unhelmeted motorcyclist fatalities 10 percent from the 2006-2010 base year average of 14 to 13 by December 31, 2013.

(Data Source: STATE)

Progress Report:

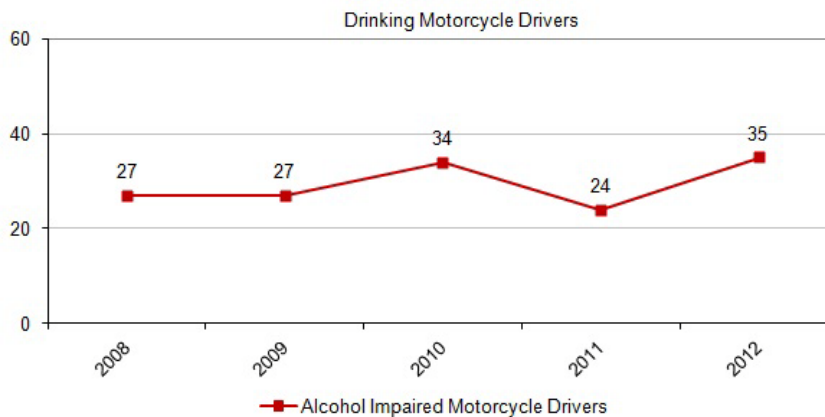
Wyoming had 10 unhelmeted motorcycle fatalities in 2012 which exceed the goal of 13 unhelmeted motorcyclists by December 31, 2013.

To reduce alcohol impaired motorcycle drivers by 10 percent from the 2007-2011 base year average of 32 to 29 in CY2013.

(Data Source: STATE)

Progress Report:

The 2008-2012 base year average of alcohol impaired motorcyclist was 29.4 which aligns with Wyoming's goal of 29 by CY 2013. The 2012 alcohol impaired motorcycle driver was at 35 which is an increase from 2011 at 24.



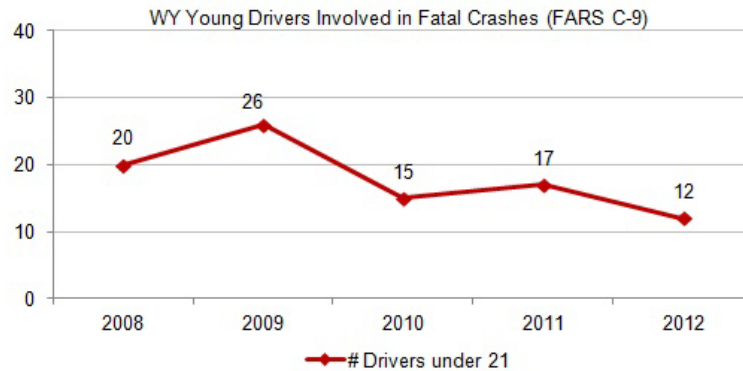
## YOUTHFUL DRIVERS/PEDESTRIANS

To decrease young drivers, age 20 or younger, involved in fatal crashes 10 percent from the 2006-2010 calendar base year average of 21 to 19 by December 31, 2012. (C9-FARS)

[NHTSA/GHSA Core Measure C4; Data Source: FARS]

### Progress Report:

The young drivers calendar base year average was 19.8 for the years 2007-2011. The actual count for 2012 was 12 which is below the projected goal.

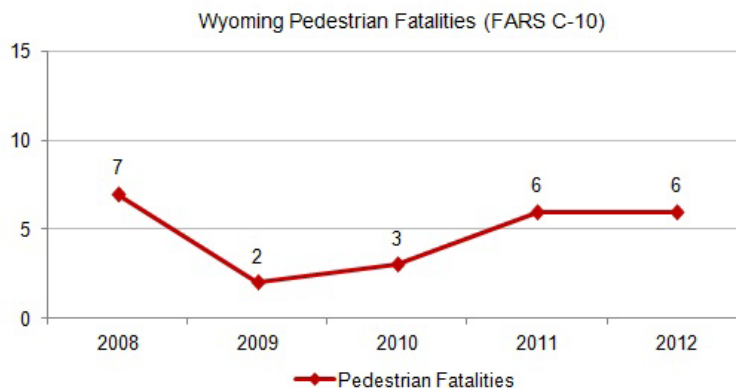


To reduce pedestrian fatalities 25 percent from the 2006-2010 calendar base year average of 4 to 3 by December 31, 2013. (C9-FARS)

[NHTSA/GHSA Core Measure C4; Data Source: FARS]

### Progress Report:

The calendar base year average of pedestrian fatalities from 2007-2011 was 3.6 which falls within the average goal of 3 by December 31, 2013. Wyoming will always strive for zero pedestrian fatalities.



## Activity Measures

**A1** – Number of seat belt citations issued during grant-funded enforcement activities. Law enforcement agencies serving 85% of the state’s population participated in high visibility enforcement overtime grants to increase seat belt usage on Wyoming roadways. Seat belt and child restraint citations increased by 408 citations (seat belts – 382 and child restraint – 26) while high visibility enforcement overtime hours decreased by 136 hours.

The 2013 May Mobilization had the Wyoming Highway Patrol and 49 local law enforcement agencies participating in this national campaign.

The Wyoming Association of Sheriffs and Chiefs of Police Traffic Safety Committee has made seat belt enforcement a priority during grant funded activities.

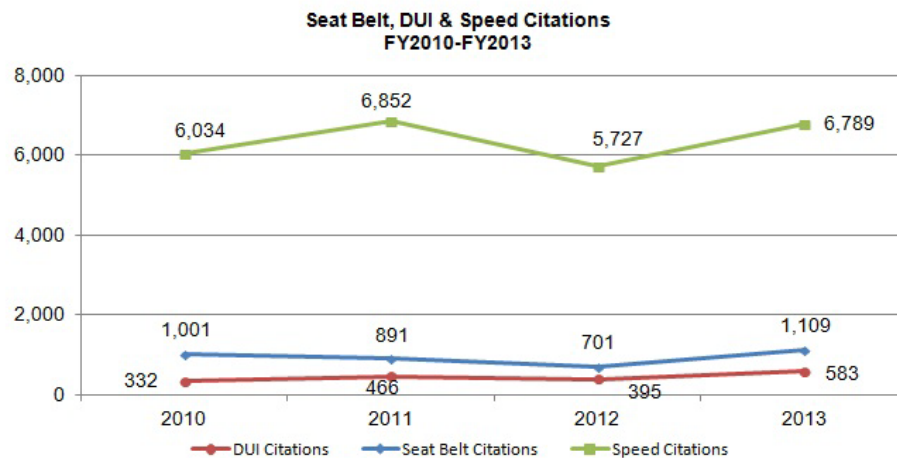
**A2** – Number of impaired driving arrests made during grant-funded enforcement activities.

Law enforcement agencies serving 85% of the state’s population participated in high visibility enforcement overtime grants to remove impaired drivers from Wyoming roadways. The number of DUI arrests during the grant-funded enforcement activities was 583. During the National August Crackdown campaign, 73 arrests were made.

**A3** – Number of speeding citations issued during grant-funded enforcement activities.

Law enforcement agencies serving 85% of the state’s population participated in high visibility enforcement overtime grants to reduce speeding on Wyoming roadways. Speeding is also used as a trigger offense to educate and cite individuals not wearing their seat belts.

The FY2013 Speed citations increased 18% from FY2012. There were 6,789 speed citations written during this grant funded period.



## Behavioral Measure

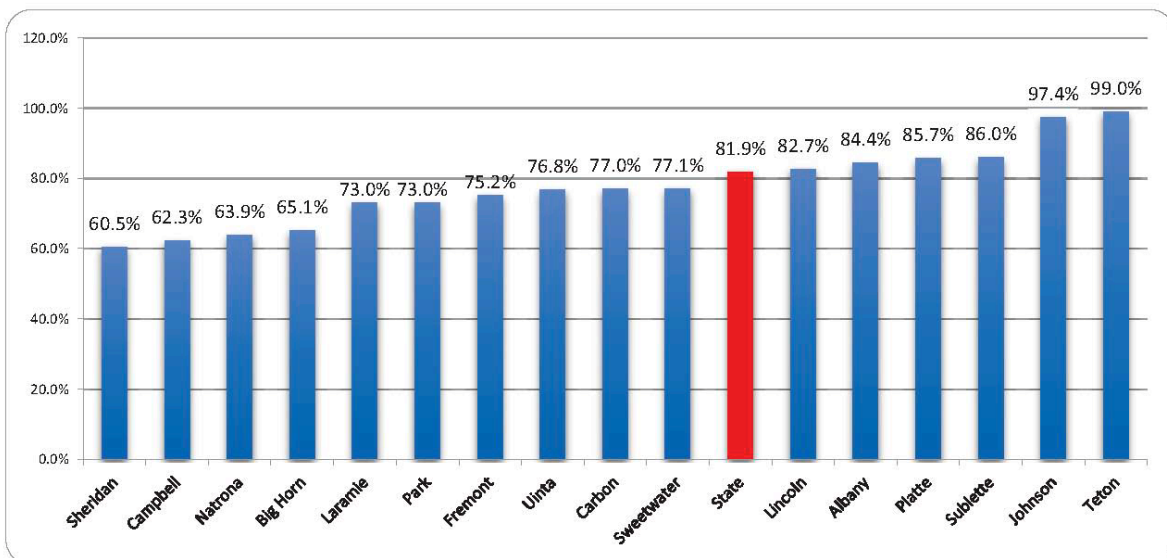
### Core Behavior Measure (V1-State Data) – OBSERVATIONAL SEAT BELT SURVEY

The Survey of Seat Belt Use\* is done annually the first full week of June. The standards and protocols align with the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340. At present, 16 of the 23 counties are included in the survey with 18 sites in each county for a total of 288 different intersections.

The overall estimate of seat belt use in 2013 for all vehicle occupants was 81.9 percent belted, with a standard error of 2.3 percent. The 2013 rate represents an increase of 6.4 percent over the rate of 77.0 percent in 2012. The 2013 estimate was based on observations of 15,428 drivers and 5,451 passengers, with complete data on seat belt use for 20,877 drivers and outboard, front seat passengers.

The seat belt use rate was above the average (81.9%) in Albany, Johnson, Lincoln Platte, Sublette, and Teton Counties. The highest estimated rate was in Teton County (99.0%), but the estimate for Johnson County (97.4%) was not much lower. The lowest rates were to be found in Sheridan (60.5%), Natrona (63.9%), and Big Horn (65.1%) Counties.

*Figure 13: Percent belted by county*



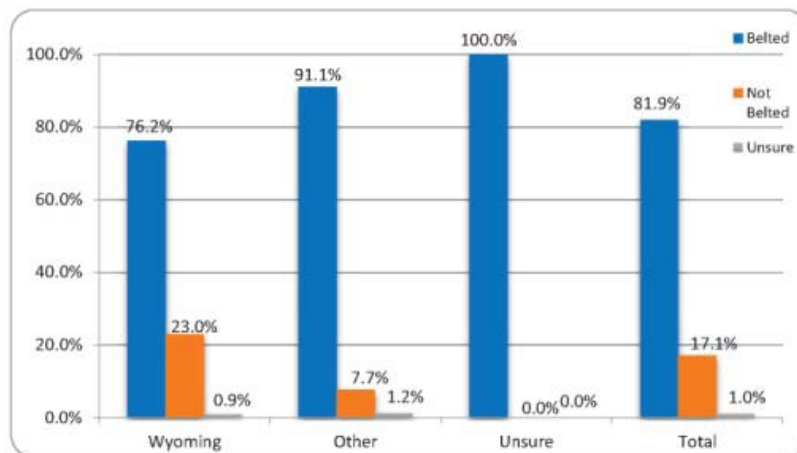
Source: Survey of Seat Belt Use – Wyoming 2013

A few highlights are as follows:

- Passengers were more likely to be belted than drivers.
- Female vehicle occupants were more likely to be observed as belted than were males.
- Rates of seat belt use were similar for occupants of automobiles, vans and SUVs. The rate for occupants of pickup trucks was still the lowest among the different vehicles.
- Occupants of vehicles registered in Wyoming had a lower rate of seat belt use than occupants of vehicles with license plates from other states. Wyomingites buckled up at 72.2% vs. Out-of-State vehicles at 91.1%.

The seat belt usage rate for Wyoming-licensed vehicles was 76.2 percent, which is considerably lower than the rate for occupants in vehicles licensed elsewhere, 91.1 percent, a difference of 14.9 percentage points. It is reasonable to conclude that occupants of out-of-state vehicles help raise the overall seat belt use rate for Wyoming, perhaps by as much as 5.7 percentage points.

**Figure 21: Percent belted by vehicle registration type**



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# **EXPENDITURE SYNOPSIS**



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

State: Wyoming

## Federal Reimbursement Voucher

Page: 1

2013-FINAL

Report Date: 12/20/2013

Reimbursement Info: Total: \$0.00

Posted: 12/20/2013

Claim Period: 09/30/2013 - 09/30/2013

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
<b>NHTSA</b>								
<b>NHTSA 402</b>								
<b>Planning and Administration</b>								
	PA-2013-13-PA-00	PLANNING AND ADMINISTRATION	\$124,749.94	\$0.00	\$323,946.82	\$124,749.94	\$124,749.94	\$0.00
		<b>Planning and Administration Total</b>	<b>\$124,749.94</b>	<b>\$0.00</b>	<b>\$323,946.82</b>	<b>\$124,749.94</b>	<b>\$124,749.94</b>	<b>\$0.00</b>
<b>Occupant Protection</b>								
	OP-2013-13-OP-00	OCCUPANT PROTECTION	\$228,170.45	\$200,376.29	\$228,170.45	\$228,170.45	\$228,170.45	\$0.00
		<b>Occupant Protection Total</b>	<b>\$228,170.45</b>	<b>\$200,376.29</b>	<b>\$228,170.45</b>	<b>\$228,170.45</b>	<b>\$228,170.45</b>	<b>\$0.00</b>
<b>Police Traffic Services</b>								
	PT-2013-13-PT-00	POLICE TRAFFIC SERVICES	\$699,858.05	\$385,509.63	\$713,644.52	\$699,858.05	\$699,858.05	\$0.00
		<b>Police Traffic Services Total</b>	<b>\$699,858.05</b>	<b>\$385,509.63</b>	<b>\$713,644.52</b>	<b>\$699,858.05</b>	<b>\$699,858.05</b>	<b>\$0.00</b>
<b>Roadway Safety</b>								
	RS-2013-13-RS-00	ROADWAY SAFETY	\$71,990.08	\$0.00	\$71,990.08	\$71,990.08	\$71,990.08	\$0.00
		<b>Roadway Safety Total</b>	<b>\$71,990.08</b>	<b>\$0.00</b>	<b>\$71,990.08</b>	<b>\$71,990.08</b>	<b>\$71,990.08</b>	<b>\$0.00</b>
<b>Safe Communities</b>								
	SA-2013-13-SA-00	SAFE COMMUNITIES	\$234,476.98	\$224,707.24	\$234,476.98	\$234,476.98	\$234,476.98	\$0.00
		<b>Safe Communities Total</b>	<b>\$234,476.98</b>	<b>\$224,707.24</b>	<b>\$234,476.98</b>	<b>\$234,476.98</b>	<b>\$234,476.98</b>	<b>\$0.00</b>
<b>Paid Advertising</b>								
	PM-2013-13-PM-00	402 PAID MEDIA	\$667,237.40	\$0.00	\$667,237.40	\$667,237.40	\$667,237.40	\$0.00
		<b>Paid Advertising Total</b>	<b>\$667,237.40</b>	<b>\$0.00</b>	<b>\$667,237.40</b>	<b>\$667,237.40</b>	<b>\$667,237.40</b>	<b>\$0.00</b>
		<b>NHTSA 402 Total</b>	<b>\$2,026,482.90</b>	<b>\$810,593.16</b>	<b>\$2,239,466.25</b>	<b>\$2,026,482.90</b>	<b>\$2,026,482.90</b>	<b>\$0.00</b>
<b>405 OP SAFETEA-LU</b>								
<b>405 Occupant Protection</b>								
	K2-2013-13-K2-00	405 OP	\$46,320.30	\$0.00	\$185,281.20	\$46,320.30	\$46,320.30	\$0.00

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

State: Wyoming

## Federal Reimbursement Voucher

Page: 2

2013-FINAL

Report Date: 12/20/2013

Reimbursement Info: Total: \$0.00

Posted: 12/20/2013

Claim Period: 09/30/2013 - 09/30/2013

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
<b>405 Occupant Protection Total</b>			\$46,320.30	\$0.00	\$185,281.20	\$46,320.30	\$46,320.30	\$0.00
<b>405 OP SAFETEA-LU Total</b>			\$46,320.30	\$0.00	\$185,281.20	\$46,320.30	\$46,320.30	\$0.00
<b>408 Data Program SAFETEA-LU</b>								
<b>408 Data Program Incentive</b>								
	K9-2013-13-K9-00	408 TR	\$695,555.79	\$0.00	\$869,444.74	\$695,555.79	\$695,555.79	\$0.00
<b>408 Data Program Incentive Total</b>			\$695,555.79	\$0.00	\$869,444.74	\$695,555.79	\$695,555.79	\$0.00
<b>408 Data Program SAFETEA-LU Total</b>			\$695,555.79	\$0.00	\$869,444.74	\$695,555.79	\$695,555.79	\$0.00
<b>410 High Fatality Rate</b>								
<b>410 High Fatality Rate</b>								
	KBFR-2013-13-FR-00	410 HFR	\$118,062.63	\$0.00	\$236,125.26	\$118,062.63	\$118,062.63	\$0.00
<b>410 High Fatality Rate Total</b>			\$118,062.63	\$0.00	\$236,125.26	\$118,062.63	\$118,062.63	\$0.00
<b>410 High Visibility</b>								
<b>410 High Visibility</b>								
	KBHV-2013-13-HV-00	410 HVE	\$299,037.05	\$0.00	\$600,298.36	\$299,037.05	\$299,037.05	\$0.00
<b>410 High Visibility Total</b>			\$299,037.05	\$0.00	\$600,298.36	\$299,037.05	\$299,037.05	\$0.00
<b>2010 Motorcycle Safety</b>								
<b>2010 Motorcycle Safety Incentive</b>								
	K6-2013-13-MC-00	2010 MC	\$111,322.63	\$0.00	\$111,322.63	\$111,322.63	\$111,322.63	\$0.00
<b>2010 Motorcycle Safety Incentive Total</b>			\$111,322.63	\$0.00	\$111,322.63	\$111,322.63	\$111,322.63	\$0.00
<b>2010 Motorcycle Safety Total</b>			\$111,322.63	\$0.00	\$111,322.63	\$111,322.63	\$111,322.63	\$0.00
<b>154 Transfer Funds</b>								
<b>154 Alcohol</b>								
	154AL-2013-13-AL-00	154AL	\$1,307,779.55	\$650,984.15	\$1,307,779.55	\$1,307,779.55	\$1,307,779.55	\$0.00
<b>154 Alcohol Total</b>			\$1,307,779.55	\$650,984.15	\$1,307,779.55	\$1,307,779.55	\$1,307,779.55	\$0.00

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

State: Wyoming

## Federal Reimbursement Voucher

Page: 3

2013-FINAL

Report Date: 12/20/2013

Reimbursement Info: Total: \$0.00

Posted: 12/20/2013

Claim Period: 09/30/2013 - 09/30/2013

Not Posted In DELPHI

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
<b>154 Paid Media</b>								
	154PM-2013-13-PM-00	154AL PM	\$289,775.92	\$0.00	\$289,775.92	\$289,775.92	\$289,775.92	\$0.00
	<b>154 Paid Media Total</b>		<b>\$289,775.92</b>	<b>\$0.00</b>	<b>\$289,775.92</b>	<b>\$289,775.92</b>	<b>\$289,775.92</b>	<b>\$0.00</b>
<b>154 Hazard Elimination</b>								
	154HE-2013-13-54-HE	154HE	\$9,224,541.76	\$0.00	\$9,224,541.76	\$9,224,541.76	\$9,224,541.76	\$0.00
	<b>154 Hazard Elimination Total</b>		<b>\$9,224,541.76</b>	<b>\$0.00</b>	<b>\$9,224,541.76</b>	<b>\$9,224,541.76</b>	<b>\$9,224,541.76</b>	<b>\$0.00</b>
	<b>154 Transfer Funds Total</b>		<b>\$10,822,097.23</b>	<b>\$650,984.15</b>	<b>\$10,822,097.23</b>	<b>\$10,822,097.23</b>	<b>\$10,822,097.23</b>	<b>\$0.00</b>
<b>164 Transfer Funds</b>								
<b>164 Hazard Elimination</b>								
	164HE-2013-13-64-HE	164HE	\$7,215,470.69	\$0.00	\$7,215,470.69	\$7,215,470.69	\$7,215,470.69	\$0.00
	<b>164 Hazard Elimination Total</b>		<b>\$7,215,470.69</b>	<b>\$0.00</b>	<b>\$7,215,470.69</b>	<b>\$7,215,470.69</b>	<b>\$7,215,470.69</b>	<b>\$0.00</b>
	<b>164 Transfer Funds Total</b>		<b>\$7,215,470.69</b>	<b>\$0.00</b>	<b>\$7,215,470.69</b>	<b>\$7,215,470.69</b>	<b>\$7,215,470.69</b>	<b>\$0.00</b>
	<b>NHTSA Total</b>		<b>\$21,334,349.22</b>	<b>\$1,461,577.31</b>	<b>\$22,279,506.36</b>	<b>\$21,334,349.22</b>	<b>\$21,334,349.22</b>	<b>\$0.00</b>
	<b>Total</b>		<b>\$21,334,349.22</b>	<b>\$1,461,577.31</b>	<b>\$22,279,506.36</b>	<b>\$21,334,349.22</b>	<b>\$21,334,349.22</b>	<b>\$0.00</b>

Daleene A. Case

12-20-13

I CERTIFY, that in accordance with the laws of the state and under the terms (APPROVAL AND PAYMENT ARE SUBJECT TO ADJUSTMENT, YEAR-END AUDIT of the approved program(s) area that actual costs claimed have been incurred OR OTHER APPROPRIATE REVIEW) and have not previously been presented for payment.

State Official:

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# **NOTEWORTHY PROJECT**

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**PROJECT ACTIVITY REPORT**  
**FOR**  
**FEDERAL HIGHWAY SAFETY GRANT**

For the month(s) of: June through December 2013 Date: October 31, 2013

Project No: HS41013-2013-13-HF-R7 Project Title: E Card Readers

Agency Name: Wyoming Department of Revenue Liquor Division

Project Manager: Thomas J. Montoya, Chief of Enforcement

Description of Activities and goal Achievement

The Wyoming Liquor Division wanted to find a way to help local authorities incorporate best practices at local events that include alcohol sales. The events can include rodeos, races, derbies, cultural events and annual celebrations. Our goal was not to prohibit alcohol sales but to encourage responsible alcohol sales and consumption at these local events. We first applied for a ten thousand dollar (\$10,000.00) mini grant from the National Alcohol Beverage Control Association (NABCA) to put together a Special Event Tool Kit. (Exhibits 1-4) The contents of the kit contained the following: Signage printed on hard plastic that can be used for a number of years that will encourage consumers to be aware that they must be twenty-one (21) years of age to purchase and that an ID is required to make an alcohol purchase. We also included a Stop sign to be posted at the event exit reminding people that no alcohol can leave the premises and a reminder to buckle-up when driving. We included a license plate to be hung as a point of sale sign reminding people to use a designated driver. This license plate was a joint project with the Wyoming Highway Patrol and the Wyoming Liquor Division. We included a video called "Wyoming Liquor Awareness" with the introduction from Governor Matt Mead. This video will give the seller of alcohol instruction on how to properly check an ID and how to effectively cut-off someone who has had too much to drink. There are buttons that state "Event Staff" and "We ID" to let consumers know who is working the event and to help prevent underage drinking. We also included 50 state ID Checking Guides since many of these events include out of state tourists along with flashlights that also contain a blacklight for proper checking of ID's. There are also "GOT ID" Calendars giving a date that a person must have been born by to help with the math of checking ID's. Once ID's have been properly checked we included wristbands stating the person is at least twenty-one (21) years of age. There is security tape for those events that need a dispensing and/or a consumption area taped off. We included tools such as scissors and nylon cord to hang signs where needed. This kit also contains the proper paperwork to include a

current version of Wyoming's Alcohol Beverage Control Law, a.k.a Title 12 and a Responsible Retailing Manual as a guideline with best practices when using this kit.

The Special Event Tool Kit was nearly complete when we decided we needed portable ID scanners, a.k.a. E Card Readers. The portable ID scanners could be used by security personnel, local law enforcement or event management to help with ID checking especially with the questionable ID's. Local law enforcement would also have a record that could be printed out of attempted purchases by minors if they decided to give citations. Our hope is that these scanners would serve as a deterrent to minors attempting to use a fake or altered identification.

Wyoming Department of Transportation Highway Safety Program staff encouraged us to apply for a small grant to be able to purchase one portable ID scanner for each of the ten (10) Special Event Tool Kits. We were given the grant and purchased ten (10) IDVisor Z22 Mobile/Counter Top/MSR Portable ID Scanners on May 24, 2013. These Scanners were received and added to the kit (Exhibit-5). On June 19, 2013 the Compliance staff of the Liquor Division met with the entire staff of Prevention Management Organization of Wyoming (PMOWYO) in Lander. PMOWYO is funded through the Wyoming Department of Health, Chronic Disease and Substance Abuse Unit, to provide communities with the resources, tools and support they need to achieve the community's prevention goals. Each county within Wyoming has a community coalition managed and funded through PMOWYO. Each county performed a needs assessment to include the types of community events that would include alcohol sales and the top nine communities throughout Wyoming received a Special Event Tool Kit. One kit remains with the Liquor Division to be used as a training tool and to loan out for events in southeast Wyoming. The kit also contained a sign out sheet so that other counties could borrow the kits for their local events. The feedback from the various events that have used the kits has been very positive. The Liquor Division loaned the kit to Cheyenne Police department for use at Cheyenne Frontier Days at the beer tent and they scanned over three hundred (300) ID's. (Exhibit-6) This was basically a test for possible use in the future and a request has already been made for next year to implement the use of these scanners on a daily basis. Carbon County PMOWYO reported that the Special Event Tool Kit was used at several events this past summer with very positive results. (Exhibit-7) PMOWYO in Johnson County worked with the Buffalo Chamber of Commerce by providing the kit for the Crazy Days Street Dance with very positive feedback. (Exhibit-8) Johnson County PMOWYO worked with Sheridan County PMOWYO for the WYO Rodeo Street Dance which they state has been, "normally something of a free-for-all". The results reported by the Sheridan Police Department for the 2013 event compared to the 2012 event are as follows: DUIs, 2012: 5 ; DUIs, 2013: 2, MIP 2012: 24, MIP, 2013: 3, Public Intox, 2012: 8, Public Intox, 2013: 4. (Exhibit-9) Uinta County PMOWYO worked with the Evanston Police Department at the Evanston Brewfest for 2013 and reported that there were no documented incidents of underage drinking at the event or at the After Party. (Exhibit-10-11) Fremont County PMOWYO used the kit at two weddings and for the Wet Lab Experiment with Injury Prevention Services. (Exhibit-12) Sweetwater County PMOWYO and the City of Rock

Springs used the kit for "Blues n' Brews Festival" in for a "...successful, fun and safe event." (Exhibit-13) Hot Springs County PMOWYO used their tool kit for sales at the beer booth at the Thermopolis Demolition Derby. (Exhibit 14-15)

The Wyoming Liquor Division also sent a press release to the following newspapers: The Casper Star Tribune in Casper, The Ranger in Riverton, The Jackson Hole News & Guide in Jackson, The Wyoming Tribune Eagle in Cheyenne, The Laramie Boomerang in Laramie, The Uinta County Herold in Evanston and the Sheridan Press in Sheridan. A copy of this press release has also been posted on the Liquor Division's website at <http://cliquor.wyoming.gov> (Exhibit-16).

The Liquor Division has been extremely pleased with the positive feedback that we have experienced with the implementation of these tool kits. Several event holders have already asked for these kits for next year's events. Local law enforcement that have used these kits have also been very pleased with the results and the reduction of DUIs, MIP and Public Intoxication and many feel that these kits and the use of the ID scanners were a deterrent for minors to attempt an alcohol purchase.



Exhibit 1



Exhibit 2



Exhibit 3



Exhibit 4



Exhibit 5





Cheyenne Police Department Memorandum  
*Protecting the Legend*

**To:** Chief Tom Montoya and Agent Jason Allen  
**From:** Officer John F. Gay III, P68  
**Subject:** ID Scanner usage  
**Date:** July 31, 2013

.....  
Mr. Montoya and Mr. Allen,

I would like to thank you for allowing me to use the ID Visor Z22 ID Scanner. I deployed the scanner on 7/26/13 at Cheyenne Frontier Days (CFD). I conducted a briefing with the CFD security personnel and their supervisors at the beer tent prior to using the ID scanner. They were all rather excited and anxious to learn of the scanner's capabilities.

I then deployed the scanner. Specifically, I used the scanner in conjunction with CFD security personnel at the entry to the beer tent. We essentially created an "assembly line" atmosphere to gain entry to the beer tent.

1. CFD security visually checked IDs to ensure the customer was 21 years old.
2. Then the customers brought their IDs to me. I visually inspected the ID and ensured the photograph matched the person giving me the ID. I then scanned the IDs with the Z22 ID Scanner.
3. If the scan response indicated the ID was valid, I returned the ID and the customer received a hand stamp from CFD security before being granted admittance to the beer tent.

This process was actually very quick. We scanned approximately 300 IDs in a relatively short period of time. This included IDs from across the U.S., Canada and military IDs. I received an overwhelming amount of positive feedback from the customers as well as CFD personnel. Everyone was excited about the technology being used as well as the purpose of it. The customers seemed intrigued and pleased that CFD and the Cheyenne Police Department were taking such a technologically advanced (in their opinion) step to combat underage alcohol consumption as well as fake ID enforcement. In addition to the basic premise of checking IDs to look for fake IDs and underage drinkers, I explained how the technology could assist law enforcement on a national level with respect to Homeland Security issues.

Additionally, the variety of features the scanner possesses including notification methods of expired IDs and birthday greetings were quite impressive. These features also helped establish a positive rapport with the ID holders.

Thank you again for permitting the Cheyenne Police Department to take advantage of this technology. I look forward to partnering with you again in the future to combat alcohol violation issues.

Respectfully Submitted,

Officer John F. Gay III, P68

Exhibit 6

## Carbon County Update on Toolkit

The special event toolkit was utilized over the summer months at several events. The first event was for the What Festival over in Riverside at the Bear Trap. The greatest assets was being able to use the ID checker, the tape, wristbands, We Card ID buttons and the special event check list. The buttons and check list was utilized to all the vendors at the Music in the Park during July-August. The Stanley Cup in Platte Valley had over 725 people in attendance with 69 under the age of 21. Per the usual planning of this event, they utilized the safe event protocol to prevent underage drinking (using the ID checker, wristbands and signage, and we Card ID buttons).

The safe events checklist has been used as a template for events sponsored throughout the county including the Carbon County Fair and Rodeo, and the Music Events at the Yard in Saratoga as well as the Cow plop.

This kit provides those who are hosting special events useful tools to hosting a safe and fun community atmosphere.

July 29, 2013

Community Resource Center  
Toni Cervenka  
777 Fort Street Suite A  
Buffalo, WY 82834

Dear Toni,

A brief note to say "Thank You" for the use of the Event Supply Kit at our Crazy Days Street Dance -it was a huge help! From the wristbands to the signage, the flash lights that helped our gate volunteers to see ID's and the tape that helped us keep the area secure for both youth and adults alike. We greatly appreciated it!

This morning we spoke with Chief Carder at the Buffalo Police Department, and he let us know there were no incidents this weekend and that is due in part to the diligence of our volunteers and the tools they were given to better do their "job".

Thanks also for the volunteers you provided in Bill Hawley and Thom Gabrukiewicz, their help was irreplaceable. Bill stood at the main gate, checked ID's with the new scanner and Thom provided roaming security for the evening, as well as brought the supply kit to us for use Friday evening.

Not only did that help us out at the event, but it also helped us save a few pennies by not having to purchase our own wristbands or printing our own signage this year.

Thanks again for your pro-active support of our Crazy Days Street Dance! We look forward to working with you again at the next event!

Angela Fox Jarvis

Executive Director  
Buffalo Chamber of Commerce

Exhibit 8

For Sheridan and Johnson counties, the events toolkit has made a tremendous difference in keeping community events safe and sane.

Since getting the kit in Lander in June, it has been utilized twice in Sheridan (WYO Rodeo Street Dance and Taste of Sheridan) and three times in Buffalo (Crazy Nights Street Dance, Longmire Days Street Dance and Oktoberfest). Reports from the field indicated that the toolkits had an impact on keeping alcohol-related problems down considerably.

At the WYO Rodeo Street dances (normally something of a free-for-all), we borrowed scanners from Gillette to augment our own, and had four scanners in use both nights. Here's the results:

- DUIs, 2012: 5; DUIs, 2013: 2
- MIP, 2012: 24; MIP, 2013: 3
- Public intoxic, 2012: 8; Public intoxic, 2013: 4

Chief Rich Adriaens has already indicated that he wants eight scanners for next year's rodeo street dances.

In Buffalo, the toolkit has been a rousing success. In fact, we ran out of wristbands and barrier tape – and the members of the substance abuse prevention coalitions in Buffalo and Sheridan voted to restock the kit from their own budgets. So far, we've had to restock the kit twice with wristbands and tape.

The server training DVDs have been helpful to get volunteer servers up-to-speed about best practices, and during all events, a TIPs trained person was available at each beer booth to make sure the servers were following the rules. Those personnel remarked that it was much easier to watch over the volunteers who had seen the DVD.

Here's what Angela Jarvis, executive director of the Buffalo Chamber of Commerce, had to say about the toolkits:

"Just wanted to say **Thank You** for the use of the Event Supply Kit this summer. We appreciate the availability as well as your time for several large events we hosted this summer. Each one a huge success which could not have been accomplished without your time and dedication.

"Chief Carder at the Buffalo Police Department made comment to the fact we held no incidents to date and that is due in part to the diligence of our volunteers and the tools they were given. We operate as a nonprofit and the events we host are to encourage a prosperous business environment. The kit was not only useful but saved us dollars on our budget. Thanks again for your pro-active support of the Chamber of Commerce and our local businesses. We look forward to partnering on future events."

These kits are making a difference in Sheridan and Johnson counties. When groups go before the police in Buffalo and Sheridan for a special use permit for an event where alcohol is served, they are reminded that the toolkit is available for their use – and organizers are more than encouraged to make use of the kits.

Here are links to press reports about the events toolkit:

<http://thesheridanpress.com/?p=8871>

<http://www.sheridanmedia.com/news/cracking-down-underage-drinking-sheridans-street-dance65415>

<http://www.sheridanmedia.com/news/preparing-street-dance65554>

<http://www.sheridanmedia.com/news/spd-id-scanners-deterrent-underage-drinking65637>

## Exhibit 9



Mayor Jay Bell

## CITY OF EVANSTON

### POLICE DEPARTMENT

1148 Front Street  
EVANSTON, WYOMING 82910-3366  
(307) 783-6400  
Fax: (307) 783-6440



Chief Jon V. Kirby

#### Alcohol Compliance/Underage Prevention/Detection Event

Evanston Brewfest, July 20, 2013 12:00 P.M. to 11:30 P.M.

The Evanston Police Department utilized several pieces of equipment provided by the Prevention Management Organization of Wyoming during the annual Evanston Brewfest for 2013. The equipment utilized which has been provided by the Organization was as follows:

- Identification Scanner
- 2 VieVue Body Cameras
- 3 Dozen "We ID" and "Event Staff" buttons
- 2 Dozen warning and no one under 21 signs

The Event's Volunteers wore the buttons and the fence which surrounded the Event was posted with the warning signs as were the entrances and exits. The scanner was utilized by the Event Staff who were manning the entrance booth. Numerous people were denied entry into the Event because their age or their inability to provide proper identification.

Two of the Officers assigned duties at the Event wore the VieVue body cameras. Some events were captured on video file. There still needs to be some education with the use of the cameras by the Officers who wear them.

There were initially five Officers assigned duties at the Event however, due to the size of it this year; two other Officers were assigned additional duties. In all total, there were 52.5 hours of overtime paid to the Officers out of a possible 58 hours available for the event.

There were no documented incidents of underage drinking at the Event or at the After Party which occurred on Main Street until 11:30 P.M....

  
Kenneth J. Pearson

Evanston Police Department

Exhibit 10

# EPD goes high-tech to stop underage drinking

By Deborah Demander  
Herald Reporter

EVANSTON — Those who attended the recent Evanston Brew Fest may have seen some new gadgets in use. Thanks to a grant from the Prevention Management Organization of Wyoming, and Evanston resident Tera Lawler, the Evanston Police Department received a tool kit to help prevent underage drinking.

During a recent *Herald* interview, Lt. Ken Pearson explained how some of the equipment in the tool kit can help officers prevent underage drinking.

**HIGH-TECH, A6**

Friday, August 16, 2013

Information to  
[www.lincolncountyherald.com](http://www.lincolncountyherald.com)



Lt. Ken Pearson of the Evanston Police Department demonstrates how one of the two new high-tech ID scanners works. The scanners are part of a tool kit the department received by way of a grant and will be used at events to help curb underage drinking.

HERALD PHOTO/Deborah Demander

## HIGH-TECH / from A1

An iPod-based scanner can read the bar code on any driver's license and immediately tell if the person is old enough to purchase alcohol or tobacco.

The unit can also be programmed to determine whether the person has active warrants.

In addition to two such scanners, the kit also contains ultra-violet flashlights. In just seconds, the lights can be shined on any state-issued identification card or driver's license, verifying the authenticity immediately.

"The UV light shows a hologram imprinted on the license. Most people don't even know they are there," Pearson said. "But the hologram verifies the authenticity of the card."

He said the devices will make it a lot easier to spot fake IDs.

Pearson cautioned, however, "We don't want people just scanning IDs without looking at the person. This is just one more tool in preventing underage drinking and tobacco use."

The scanners and UV lights will be used at city-sponsored public events and other large events, such as the Uinta County Fair, Brew Fest, and Cowboy Days.

Lawler said she hopes the new gadgets will make it easier for those checking identifications.

"I am always impressed with the police department and their desire to make the community better," she said. "We hope to make a positive impact on the community."

The Best Western in Lander used the kit twice for weddings. They used the following from the kit: Flashlights, age of purchase calendar, buttons, posted all signs, Special Events with Alcohol Service manual (managers read before the training), wrist bands, and all employees had to watch the dvd 1\*before both events. There were 450 guests that attend between the two weddings.

The kit was also used at the Injury Prevention Services Wet Lab Experiment. The tape, card reader, and buttons were used in this controlled environment. Tauna and myself are the ones that used the reader and those (including media) that attended were impressed with the way it worked.

Please let me know if you have any questions.

Thanks

Kell

Kelly Rees B.A.  
Community Prevention Professional  
Wyoming Prevention Management Organization, Fremont County  
[www.wyopmo.org/](http://www.wyopmo.org/) [krees@pmowyo.org](mailto:krees@pmowyo.org)  
625 E Madison Suite 2  
Riverton, WY 82501  
[\(307\)463-0622](tel:3074630622)  
[\(307\)349-3711](tel:3073493711)



City of Rock Springs Urban Renewal Agency  
Main Street Program  
Broadway Theater  
"Our Heritage in Motion"



August 23, 2013

RE: Alcohol Special Events Tool Kit

Dear Joe and Bridget,

Thank you again for allowing us to use the special events tool kit at our recent "Blues n' Brews Festival" in Rock Springs. When hosting an event that serves alcohol, we make every effort to ensure that it's done so in a way that promotes safety and responsibility. This is especially important for an organization like ours that depends almost solely upon volunteers to staff events. The tool kit helped us to accomplish those goals and host a successful, fun and safe event.

We very much look forward to utilizing both the special events tool kit and the Prevention Management Organization of Sweetwater County for future functions.

Sincerely,

A handwritten signature in cursive script that reads "Jeff Pedersen".

Jeff Pedersen - Manager  
Rock Springs Urban Renewal Agency / Main Street Program / Broadway Theater  
Office: 307-352-1434 Cell: 307-922-2136  
Historic Train Depot - 501 South Main Street  
Rock Springs, Wyoming 82901

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501 South Main Street (Historic Train Depot), Rock Springs, WY 82901 - Office: (307) 352-1434



# HSC adds toolkit to help curtail underage drinking

by J.D. Steaton

Hot Springs County now has a new asset in helping to curb underage drinking at large events.

The Hot Springs County Prevention Coalition is one of nine counties to receive a "special event toolkit" from the Wyoming Department of Revenue Liquor Division.

The kit includes a portable ID scanner, wristbands, signs, resource materials, tape to cordon off a "beergarden" area and more.

Prevention Professional Becky Mortimore demonstrated some of the contents of the kit during a meeting of the coalition June 10.

Mortimore said the kit could be checked out to various entities so long as they provide a security deposit.

The kit also may be shared

with Washakie County's coalition, so long as there are not conflicting events.

The kit is intended to be used with special events such as rodeos, the demolition derby or other events in which minors may be present. Hot Springs County was selected because it is one of the county's prevention goals listed in its prevention grant to help curb underage drinking at special events, Mortimore said.

## Change in tobacco program

Mortimore informed the board of a change in the Wyoming Quit Tobacco Program at the state level.

The state has chosen a new vendor for the program, which will overhaul the services offered

by the program.

National Jewish Health, the new vendor, has been at the forefront of tobacco cessation programs and healthcare provider education. It has also been ranked the number one respiratory center in the nation by U.S. News and World Report each year since 1998.

Some of the new services the program offers include three months of free nicotine patches, gum or lozenges, and up to \$500 in the cost of prescriptions for tobacco cessation medications with all medications mailed to the home.

Details are still underway to update access to the website, but residents can now obtain services or information at 800-QUIT-NOW.

# On the record



Hot Springs County Community Prevention Coalition Professional Becky Mortimore uses the office's new portable ID scanner to check Chris Shoemaker's driver's license during Saturday's Thermopolis Demolition Derby. Annette Arrey prepares to place a band on Shoemaker's arm, indicating he is of legal age to patronize the beer booth.



6601 Campfoot Road, Cheyenne, Wyoming 82002-0110

**MATTHEW H. MEAD**  
*Governor*  
**DANIEL W. NOBLE**  
*Director*  
**GREG COOK**  
*Administrator*  
**Phone** (307) 777-7231  
**Fax:** (307) 777-6255  
**Website:** <http://eliquor.wyo.gov>

## **SPECIAL EVENTS TOOL KIT PROMOTES RESPONSIBLE ALCOHOL SERVICE**

CHEYENNE – The liquor industry has a new tool to prevent over-service and selling alcohol to minors.

In a collaborative effort between the National Alcohol Beverage Control Association, the Wyoming Department of Transportation Highway Safety Program, the Wyoming Highway Patrol, and the Wyoming Department of Revenue Liquor Division, a special events tool kit has been created to assist alcohol servers in their efforts to serve responsibly.

Wyoming has numerous fairs, rodeos, races, derbies, cultural events and local celebrations that include alcohol service/sales. The tool kit is intended to provide event holders the guidance and tools necessary to follow best practices for alcohol service during their local celebrations and events. The Wyoming Liquor Division hopes to reduce irresponsible sales of alcohol by providing event holders education and tools to counter over service and sales to underage individuals. Local law enforcement agencies are encouraged that the focused effort will reduce the number of intoxicated individuals who attempt to drive.

The special events tool kit contents were purchased through a grant from the National Alcohol Beverage Control Association utilized by the Wyoming Liquor Division. The tools purchased for the kit include: a responsible retailing manual, a current copy of Wyoming liquor laws, a short liquor service video that covers many liquor laws in Wyoming, ID checking guides, various signage and event buttons, GOT ID calendars, blacklight/flashlights for checking ID's, wristbands and security tape. The Wyoming Liquor Division obtained a second grant from the Wyoming Department of Transportation Highway Safety Program to add individual ID scanners to each kit.

The tool kit has been distributed to prevention managers with Prevention Management Organization of Wyoming in 9 locations throughout the state. Anyone interested in utilizing the special events tool kit for their event can contact their local prevention manager.

The tool kits have been utilized at several events over the past few weeks and were very well received. Several police departments used the scanners to verify legal age and prevented several under age individuals from gaining access to alcohol.

Funding for the new tool kit was provided by the Wyoming Department of Transportation Highway Safety, Wyoming Liquor Division and the National Alcoholic Beverage Control Association.

For further information on liquor education programs, contact the Wyoming Liquor Division at (307) 777-6449 or access the Liquor Division website at [eliquor.wyoming.gov](http://eliquor.wyoming.gov).

(contact: Kelly Hunt (307) 777-6449)

-WLD-

# **PROGRAM SUMMARIES:**

**Planning & Administration**

**Impaired Driving**

**Occupant Protection**

**Police Traffic Services**

**Roadway Safety**

**Paid Media**

**Traffic Records**

**Motorcycle Safety**

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## Planning and Administration

### Total Expenditures

402 Funds	\$ 124,749.94
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(Includes the 402 Motorcycle Safety Funds Expended)

### Achievements

The Senior Financial/ Grants Manager and a Grant Manager in the Highway Safety Office (HSO) both participated in the Transportation Safety Institute (TSI) Grants Tracking Systems course to assist in the update of the course. The staff attended the two Regional Meetings, the Autumn meeting in Lakewood, Colorado and the Spring meeting in Deadwood, South Dakota where projects were shared with networking of counterparts from the other Region 8 states. The Autumn meeting incorporated the Region 7 & 8 TSRP and LEL Conference where staff and partners participated and networked with other TSRP and LEL participants.

For the second year, the HSO took seat belt, alcohol, distracted driving, child passenger safety and motorcycle messaging to the Wyoming State Fair in Douglas, Wyoming from August 10-17, 2013. The HSO partnered with the Wyoming Seat Belt Coalition, the Safe Routes to School, Drive Safe Wyoming, the Motorcycle Safety Program Coordinator and Wyoming Highway Patrol to provide coverage and education.

With the new authorization, MAP-21, Wyoming was required to do an Occupant Protection Assessment before September 1, 2013. The OP Assessment was held July 15-19, 2013 in Cheyenne. Phil Hazeltine was the lead with five other members of the team from across the country to lend their expertise to the recommendations provided to the Wyoming Highway Safety Program. Many safety partners shared their programs and experiences working with the HSO for the Assessment. From the Assessment, a recommendation surfaced to strengthen project evaluations. Dahianna Lopez, intern with NHTSA, lead an Evaluation Training Workshop which was held in Evansville, Wyoming on July 30, 2013 with 12 HSO staff and partners attending. Excellent resources were identified to assist in future evaluations of the programs and local projects. [Note: The OP Assessment Final Report can be found on the WYDOT website: <http://dot.state.wy.us>]

In FY2013 it was the decision of the HSO to use the sliding scale rates (NHTSA Order 462-6C) where the federal share of the Section 402 program monies was 87.5%, and the state match was 12.5%. As a subpart of the rate mentioned, the federal share of Section 402 planning and administration monies was 50.57%, and the state match was 49.43%.

### Future Strategies

To implement an electronic format for both the new letter of intent in FY15 and a final report summary in FY14 to include the new performance measures and their program successes.

## Impaired Driving

### Total Expenditures

410 Funds HFR	\$ 118,062.63
410 Funds HVE	\$ 299,037.05
154AL	\$ 1,307,779.55
154PM	\$ 289,775.92

### Achievements

- The Governor's Council on Impaired Driving (GCID) implemented a pilot 24/7 sobriety program.
- The GCID launched a public website and developed a statewide media campaign.
- The results are promising from the Enhanced Enforcement Initiative with marked reductions in all alcohol related crashes from the previous year.
- A new partnership was formed with the Department of Revenue-Liquor Division to be the distribution lead on campaign posters for every liquor establishment statewide.

### Key Projects

#### **Governor's Council on Impaired Driving – FY2013**

The Governor's Council on Impaired Driving, in its second year of operation, had a very productive year in FY2013. The Council made significant progress on a number of initiatives that it considered of priority importance: Implementation of a statewide 24/7 sobriety program; the launching of a public website that is averaging 8,000 visitors each month; the successful launching two phases of a statewide media campaign (first phase focused attention to consequences to the individual, the second phase focused on changing social norms); the planned hosting of a Conference on Impaired Driving for Wyoming Policymakers (it is scheduled for December 2013); and the implementation of an Enhanced DUI Enforcement Initiative in the seven targeted counties with the largest number of alcohol-involved crashes.

The University of Wyoming Statistical and Analysis Center has been contracted to monitor and evaluate the Council's activities and implemented initiatives. The first year's evaluation is due to be delivered early in FY2014. The Council's efforts, combined with the efforts of several other Highway Safety projects that are currently in operation appear to have had a positive effect on reducing the number of alcohol-involved crashes statewide. The crash numbers are down in all categories.

## **DUI Policy Analysis**

2012-2013 has been a very successful year for Governor Meads Council on Impaired Driving and the State of Wyoming. Our goal is to change the social norms surrounding drinking and driving and reduce the number of alcohol related fatalities. To achieve this goal Sukle Advertising and associates was awarded a contract to produce advertising materials based on approved messaging. The messaging was based on the “Wyoming 8” tragedy and required the permission of the families of those victims.

Activities this year included – contracting with advertising agency, approval and releases signed by Wyoming 8 families of the advertising message and advertising, production of radio, print and video advertising, statewide roll out announced by Governor Mead at the State Capitol. Other activities were, research and development of legislation creating a 24/7 program included attending and testifying at the Joint Judiciary meeting, seeking and gaining unanimous approval of the bill to move forward as a committee bill in the 2014 session, assisted in First Lady Mead’s alcohol awareness campaign. The DUI Policy Analysis assisted in the I-80 challenge with the Wyoming Highway Patrol, resulting in zero fatalities during the special enforcement event.

Other activities were continuing research on a Smartphone application to prevent impaired driving by offering numerous options to individuals who are impaired and need a safe ride home, and numerous presentations to communities and policy makers on the problem of drunk driving in Wyoming and how our program is approaching it.

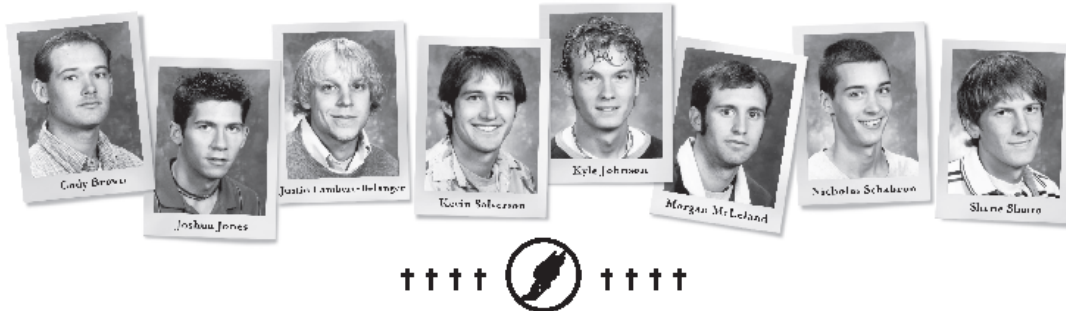
This is not a comprehensive list but more of a snapshot. Impaired driving and the resulting losses due to injuries or death, is not a short term issue but long term and will require the effort of Wyoming citizens for years to come. The Governor’s Council will be looking forward to seeing the results of their continuing efforts.

## **Sukle Advertising**

The Governor’s Council on Impaired Driving developed two campaign educating citizens on the consequences and dangers of drunk driving with the goal of reducing the amount of DUIs and deaths in the State of Wyoming as a result of drunk driving. One campaign targeted consequences they would face as the result of getting a DUI, and the other focused on changing the culture by highlighting the tragedy of the Wyoming 8. Billboards and radio spots were the strategies used for the individual campaign, and TV, radio and print were used in the cultural campaign. Both campaigns have been very well received, and have had requests from the Victim Impact Panels to show the TV spots from the cultural campaign in their meetings.







In memory of the eight cross country runners  
who were killed twelve years ago by a drunk driver. And the over 600 other  
sons, mothers, fathers, daughters, brothers, sisters and friends who  
have been killed in Wyoming by drunk drivers since then.  
When will you learn? Drunk driving kills. Stop driving drunk.

THE GOVERNOR'S COUNCIL ON IMPAIRED DRIVING



WWW.WYGCID.ORG

### **Enhanced DUI Enforcement Initiative**

This project was initiated by the Governor's Council on Impaired Driving after reviewing recent crash data and discussing the need for an additional, concentrated and more strategic enforcement initiative in the state. On August 8, 2012 the Council voted to support this initiative and directed the Council facilitator to work with the Highway Safety Office to develop, fund and implement a comprehensive enforcement initiative in seven selected Wyoming Counties.

This initiative utilizes a comprehensive approach for providing enhanced enforcement in the selected counties and incorporated training, media support and more strategic deployment. All law enforcement agency administrators in the selected counties pledged their support and willingness to participate in this enhanced enforcement initiative. Additional grant funding was made available to those agencies that had the capacity and were willing to increase their level of overtime DUI enforcement activities. A more strategic deployment for the enhanced enforcement was accomplished by analyzing recent crash data by date, time and location and providing deployment maps to the participating agencies.



There were agencies in the selected counties that were not able to increase their level of overtime enforcement for this initiative due to existing staffing shortages. Plans were developed to support the enhanced enforcement with a continuous, local public media/communication effort. The purpose of this media support was to create the perception among the motoring public that if they drove while impaired – they would be caught by the increased enforcement effort. Highway Safety media coordinators who were already in place in each county were tasked to assist in the dissemination of the media that was produced specifically for this initiative.

A training needs assessment was conducted for the participating agencies and an eight-hour DUI enforcement training curriculum was developed for officers on the departments that participated in this initiative. Training was offered two times locally to accommodate shift-work considerations. Subject matter for the training was intended to increase the effectiveness of the officers involved in the enhanced enforcement effort. Training was also offered to all department personnel thus increasing the potential number of officers that could be involved. Recognition of drug impaired drivers was also a focus of the training due to the increasing number of incidents that have been occurring recently.

Four events during this project year were selected for increased enforcement and local media messaging: three statewide events – Superbowl weekend, Fourth of July and August Crackdown; and one local event of their choice. Grant funds were provided for additional enforcement, as well as for local media messaging. Several agencies partnered in this effort through MOU's and increased their presence and effectiveness. As an example, the number of DUI arrests for this year's Cheyenne Frontier Days were doubled from previous years.

Although this project has been operational for just seven months, the results of this comprehensive effort appear to be making a difference. This initiative has also been bolstered by media support from the Governor's Council on Impaired Driving and a heightened commitment by the law enforcement agencies statewide. The results are promising, with marked reductions in all alcohol related crashes from the previous year. For the first seven months of this calendar year, the statistics are as follows:

194 fewer alcohol-involved crashes  
108 fewer alcohol-involved crashes  
16 fewer alcohol-involved crashes

## **Alcohol Factors**

This project is part of a continuing effort by the Wyoming Association of Sheriffs and Chiefs of Police to collect alcohol-related data in custodial arrests in all twenty-three counties and the Fremont County Alcohol Crisis Center in Wyoming. This project was initiated with the expressed purpose of assessing the impact of alcohol on crime in Wyoming in order to devise more effective strategies to reduce the number of alcohol related traffic crashes and crimes in Wyoming.

The project was conducted during a twelve-month period (October 1, 2012 through September 30, 2013) and involved the analysis, authoring, and dissemination of a report of alcohol-related custodial arrests in Wyoming. The collection of the data was accomplished through the efforts and funding provided by the Wyoming Association of Sheriffs and Chiefs of Police. The data collection portion of this project will continue to be handled and funded by the Association.

This project involved the assembling and analysis of the collected data and the authoring of three reports – a main report which highlights statewide data and county statistics comparisons; a supplemental report which provides specific statistics for every community by county; and an Executive Summary which provides highlights and significant statewide statistics in a visual, easy-to-read summary. These reports were provided to every law enforcement administrator and county prevention coordinator in the state. This year an Executive Summary of all the essential statistics and significant findings was also produced, printed and distributed statewide.

Specifically, the data was collected from a total of 18,322 persons who were arrested and subsequently detained in detention facilities in all twenty-three counties, as well as the Fremont County Alcohol Crisis Center. Data collected during this project period indicates that alcohol continues to be a major factor whenever a person is taken into custody by the law enforcement in Wyoming. The percentage of arrests involving alcohol (72.12%), the percentage of arrests for public intoxication and driving under the influence (18.78% and 32.89%), and the high levels of blood alcohol content reported for these arrests (0.267 and 0.156) equaled or surpasses the statistics recorded for the previous year.

This was the eighth year that the Association has been funded by the Wyoming Department of Transportation to collect and/or analyze this data. The statistics and analysis contained in the reports have been published every year and now being used by a large number of prevention, treatment, law enforcement professionals, as well as by the media and general public. It is the only comprehensive, statistically-based analysis of the impact of alcohol and crime in Wyoming. A large number of professionals have not only come to rely on the data, but have come to expect the published results on a yearly basis.

There was a concerted effort this year to continue to make community leaders more aware of the growing concerns of alcohol abuse – and its impact on crime and traffic crashes in Wyoming communities. A presentation was made to the four Policy Committees during the Wyoming Association of Municipalities Conference in June. Subsequently, the Riverton City Council requested a similar presentation and discussion be provided to the council members during their work session. This presentation included discussions about what local community leaders

could do to respond to the growing concerns. Additional forums are being planned and will be conducted during the coming year.

The project manager will continue to present the findings and recommendations from this year's data collection to a wide variety of interested groups, as well as to newspaper, radio and television reports throughout the coming year. The Wyoming Association of Sheriffs and Chiefs held a press conference to discuss the findings in this report with numerous press and media personnel. As noted previously, plans are underway to continue to provide presentations to a number of County Prevention Groups and Wyoming community leaders.

### **Region 1 Safe Communities – Laramie, Albany, Carbon & Goshen Counties**



Safe Communities has had a productive year. This program is continually growing and always striving to reach the goal of increased outreach. There were several Safe Communities highlights throughout the last grant period. Such highlights for all areas of interest: adult and youth occupant protection, adult and youth impaired driving, distracted driving, and helmet education include:

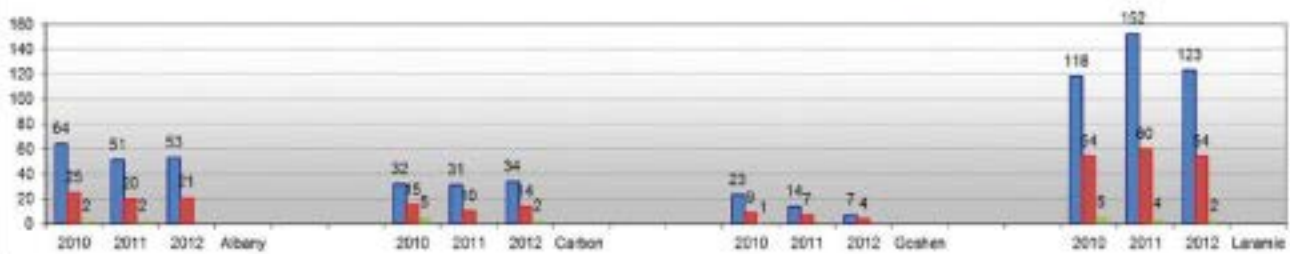
- NHTSA recognizes 3 main campaigns: May Mobilization, focusing on seat belt usage; the Alcohol Crackdown, focusing on decreasing drunk driving; and Child Passenger Safety week, focusing on getting child restraints checked as well as increasing education, and celebrating certified technicians. During the past year Laramie County Safe Communities celebrated May Mobilization by holding statewide events in which seat belt usage was discussed, holding Safe Kids Day, distributing posters throughout the area, and supporting several community events. Region 1 also partnered with Highway Safety for a media event to kickoff the campaign. For the alcohol crackdown in August, Safe Communities used cinema ads and the newsletter to get the word out. There was also educational information distributed during CPS Week and the Boost Til 9 event. This event was in partnership with Kohl's and it went extremely well. The campaign also encompassed an educational booth at LCCC and a radio spot lead by Stephanie Heitsch. Cheyenne Frontier Days and Sturgis Rally also were recognized with billboards.

- Strong partnerships are essential to the growth of the program. Over the last year affiliations have been created and strengthened. The strongest partnerships we have to date are with WYDOT Highway Safety and Wyoming Highway Patrol. Throughout the year WYDOT Highway Safety has assisted with media coverage, sponsorship, educational materials, informational booths and much more. Highway Safety and Highway Patrol have both been into classrooms with the Little Convincer Program and attend countless meetings covering child passenger safety, the injury prevention coalition, media plans, and much more.

- A large amount of media attention has come from the radio. KGAB and KYOY have been great partners and have shown support time and time again. We have had either event coverage or a time slot to discuss issues over the past year. Safe Communities has also had television news coverage from both K2 news and News Channel 5 five times during events. Printed media coverage has occurred as well in the Wyoming Tribune Eagle and CRMC Today.
- According to Sergeant Duane Ellis of WHP in 2012 there were 1182 citations for first and second time offenders of improper child safety restraint
- Installation, 7039 for drivers without seat belts, 171 for those driver with passengers under12 without seat belts, and 2273 for passengers not wearing. The 2012 total was 10665; 1253 more citations were given in 2012 than 2011. We see this as a message to the public – a message that we will spread through the Laramie County. Officers are cracking down.
- Sergeant Ellis also provided numbers of citations written for DUI's in Laramie County. In 2012 there were 57 intoxicated drivers with a child passenger and a BAC over the legal limit and 79 drivers over 0.02 and under 21 years old. The 2012 total number of DUI citations came to 4805, which is 145 less than the previous year.
- The numbers for the additional counties in Region #1 will be tracked in the 2013-2014 grant period.
- It is believed that the decreased number has to do with the increased education and information that is being provided by this safe community as well as WYDOT Highway Safety and the Seat Belt Coalition. The last year showed a lot of growth into different areas in the county. However, these numbers do indicate an issue in this county. Safe Communities must continue to education in a variety of ways to get the message to both our youth and adult population.
- Safe Communities and Safe Kids partnered to offer education to families at the UW football games on September 7 and 14. On September 7 there were 5 volunteers who interacted with a total of 250 people in Tailgate Park. Safe Communities participated in being a UW sponsor allowing for some benefits to include the concession workers wearing seat belt/DUI t-shirts, the opportunity to display in Tailgate Park and drink coasters being utilized in the Wildcatter Club and Stadium Suites. The event on September 14 was postponed due to weather and rescheduled for October 14. Safe Communities also had radio spots to run on four days during September.

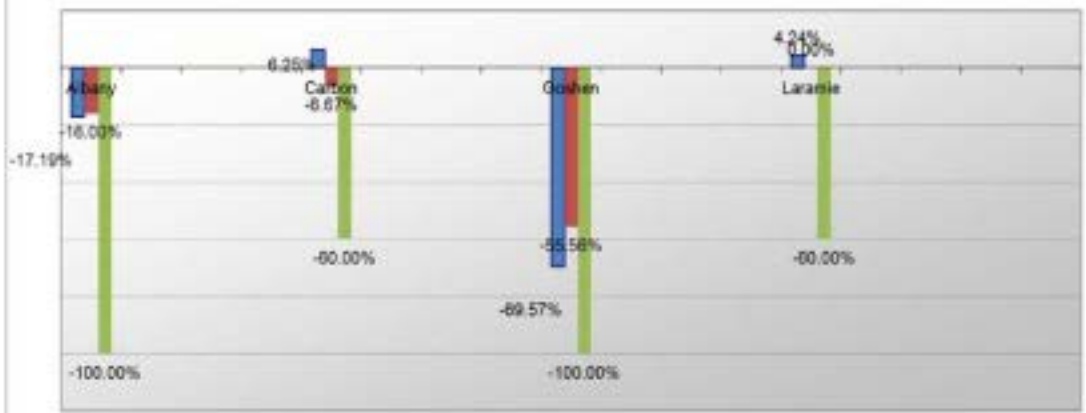
**Safe Communities Region #1  
Alcohol Total Crashes and Injury and Fatality Crashes**

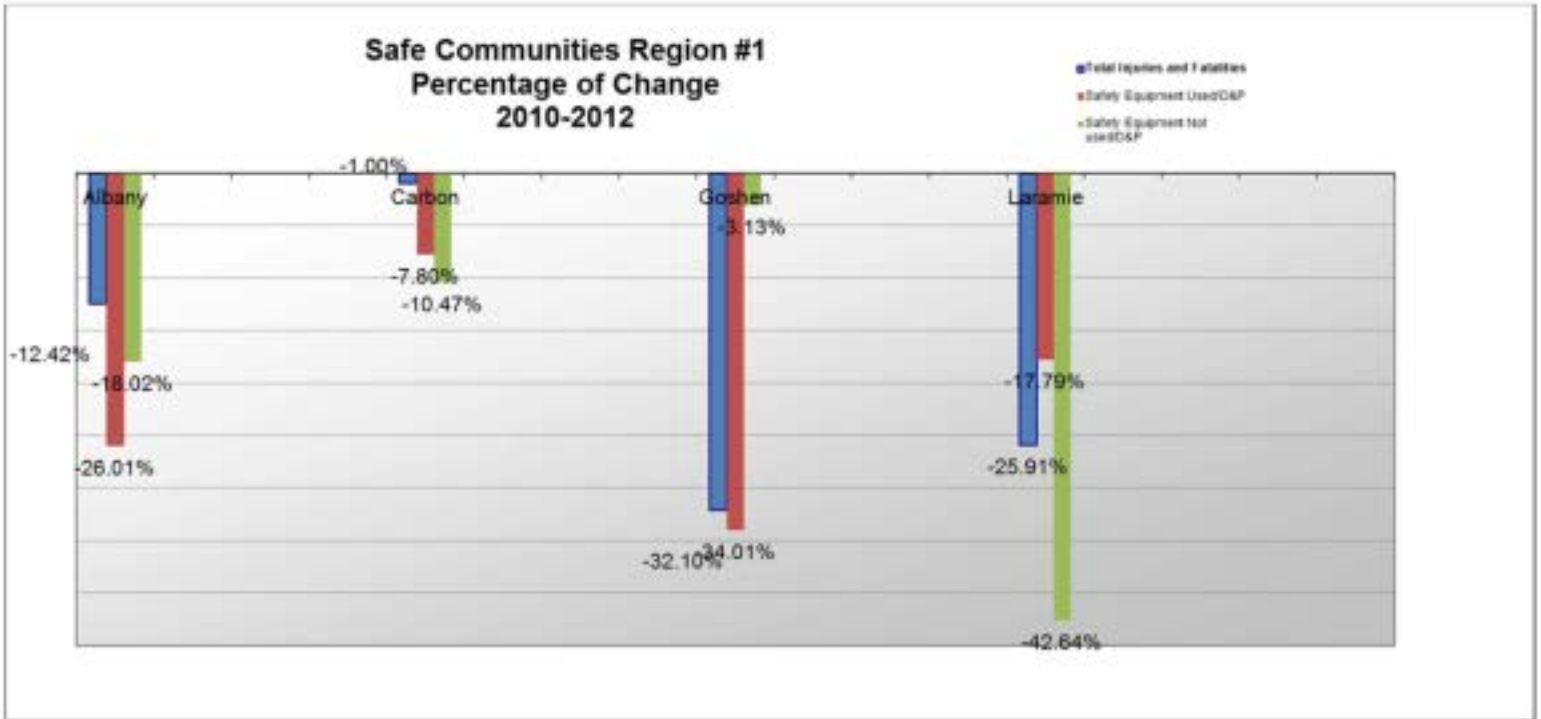
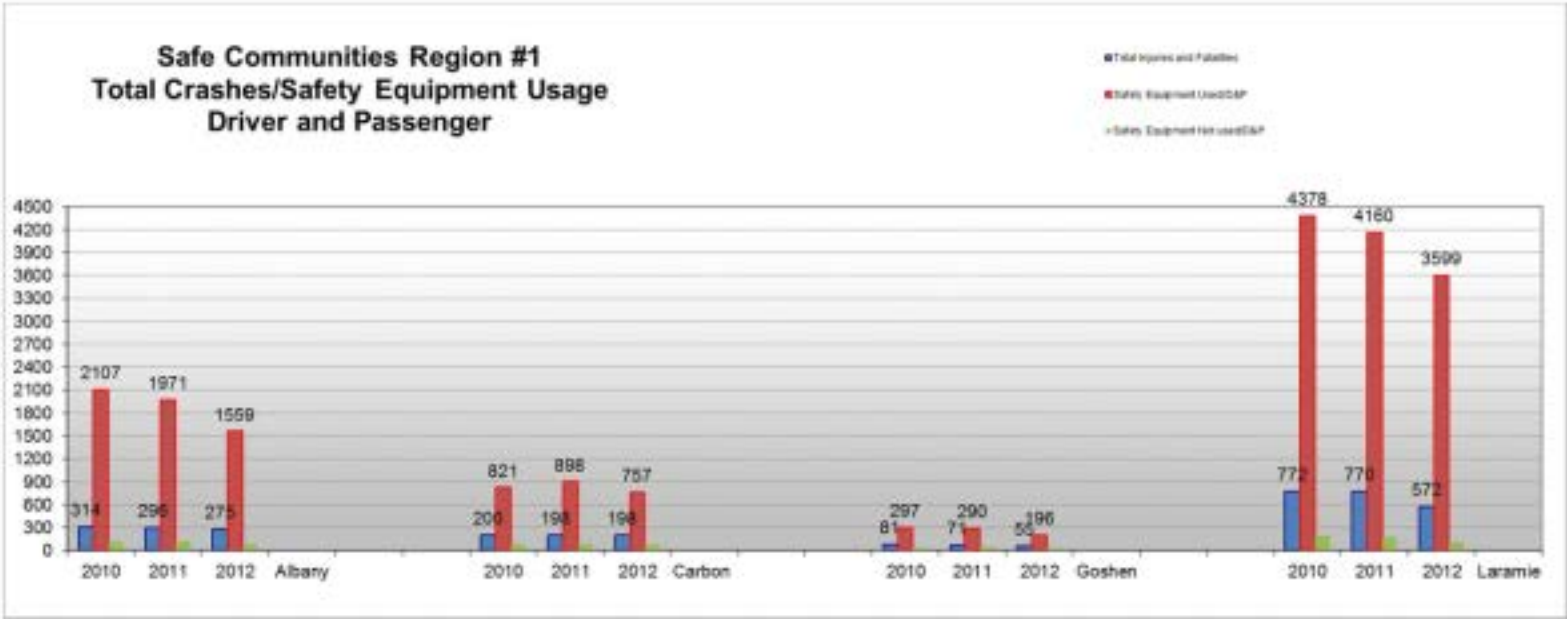
Alcohol-Involved Total Crashes  
Alcohol-Involved Injury Crashes  
Alcohol-Involved Fatality Crashes



**Safe Communities Region #1  
Percentage of Change  
2010-2012**

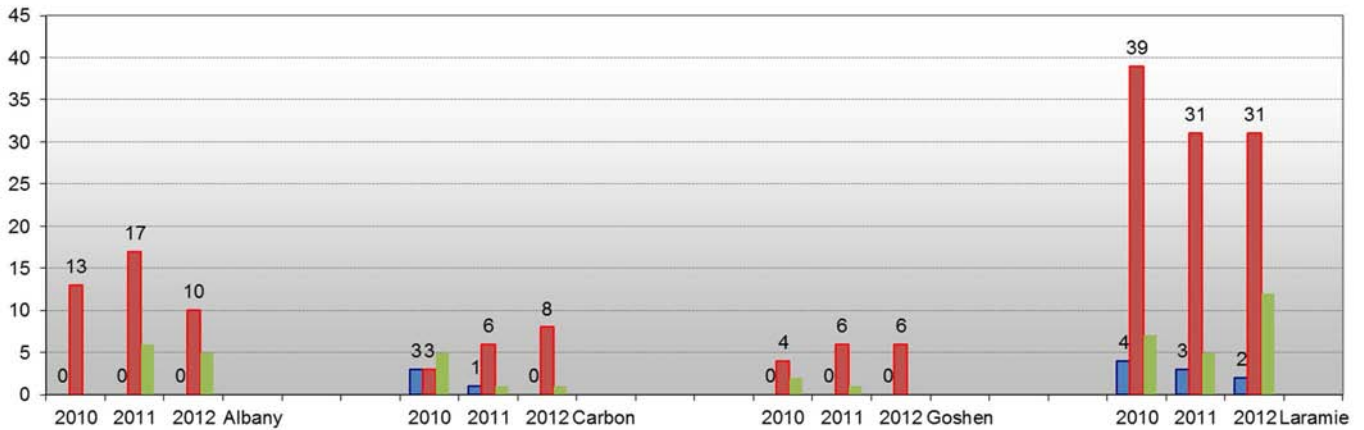
Alcohol-Involved Total Crashes  
Alcohol-Involved Injury Crashes  
Alcohol-Involved Fatality Crashes





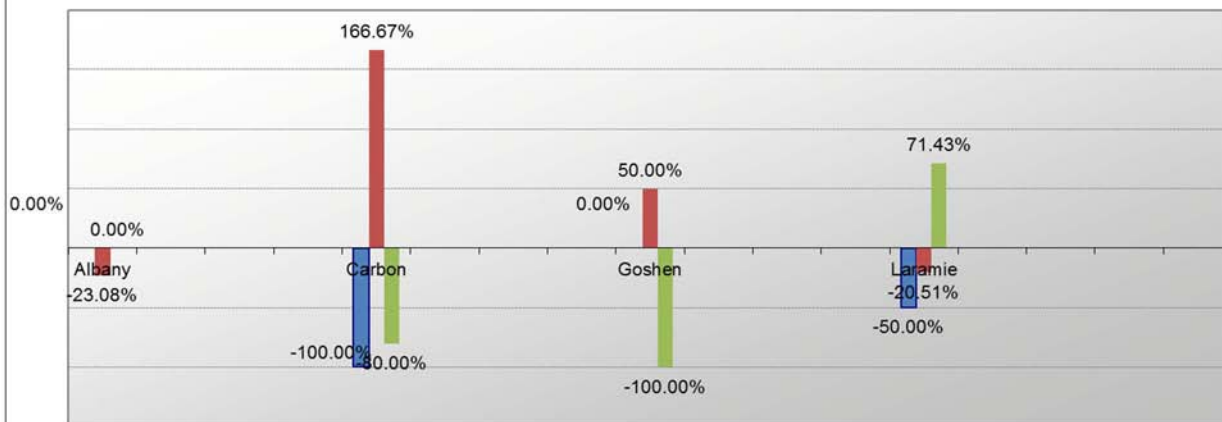
### Safe Communities Region #1 Motorcycle Crashes

■ Fatal Crashes  
■ Injury Crashes  
■ PDO Crashes



### Safe Communities Region #1 Percentage of Change 2010-2012

■ Fatal Crashes  
■ Injury Crashes  
■ PDO Crashes



### Region 2 Safe Communities – Natrona, Converse, Platte & Niobrara Counties

Media campaigns and partnering with NHTSA Media Coordinators will be utilized to raise awareness and demonstrate the deadly behavior of drinking and driving. The objective is to reduce the number of alcohol related crashes in our Safe Communities Region.

- Safe Communities Region 2 participates in the annual Holiday Campaign, St. Patrick's Day, Memorial Day weekend, Fourth of July, August Crackdown during the grant year to help with awareness on drinking and driving.



- Safe Communities and Casper PD distributed campaign posters and coasters to bars, restaurants, and coalition members.
- Safe Communities Region 2 works with the four county media coordinators to get the messages out to the community.
- Impaired driving holiday campaign – Open Season on Drunk Drivers Call 911 included flashing, digital road signs that moved from busy intersections too busy though streets reminding drivers to not drink and drive.
- Safe Communities partnered with Sgt John Becker from NC Sheriffs Dept, Art Washut Casper College Criminal Justice instructor and students, MADD, NC Coroner, Casper PD, Evansville PD, Mills PD, WYDOT, and others for a press conference to kickoff the Holiday campaign just before Thanksgiving. John Becker, Pam Evert, and a local attorney were the guest speakers to get the message to the public about not drinking and driving during the holiday season.
- Periodic PSAs, news interviews, Facebook messaging, Twitter messaging, Casper College newsletter, and Casper Star Tribune advertisements throughout the year. Movie Theater ads and Billboards specific to the NHTSA campaign. Casper College students helped by passing out flyers during the holiday season for drinking and driving.
- Cindy Toland and Pam Evert attended one of the “Alive at 25” classes in Casper to gain knowledge on how the program works and what information is distributed.
- The goal of every alcohol related program and activity is to change attitudes and behaviors in how we view the following:
  - Drinking is not a right, but a responsibility to be taken seriously beginning young and continuing through adulthood.
  - Alcohol is not a requirement for fun, but results in a high percentage of criminal activity. This threatens the safety of every citizen in all four counties in Region 2.
  - Attended monthly Alcohol Task Force (ATF) Meetings.
  - Periodic PSAs, news interviews, and Casper Star Tribune advertisements throughout the year.
  - *First Night* program implemented by the 12/24 Club as a non-alcoholic New Year's Eve celebration for the community. Safe Kids/Safe Communities of Central WY along with Mercer House, the Natrona County Prevention Coalition, the Chamber of Commerce, the Downtown Development Authority and more, were some of the committee members and, the second-annual event had over 650 in attendance.
  - August Crackdown campaign included a first wet lab in Casper. Casper’s Mayor Keyne Schlager, Jeff Goetz from WYDOT and Rodeo Rick from K2 were the participants which showed the community how just one drink can change your BAC. Casper PD provided education on sobriety tests and drinking. Other advertising were billboards, cinema ads, Back to School Bash at Casper College event, River Fest event, WMC Annual Picnic, WMC Shift Change article, Facebook postings, WMC internal Digital displays, PSAs KTWO and AM1400 radio stations and Casper Star Tribune ads.
  - Pam Evert & Cindy Toland helped Highway Safety at the Wyoming State Fair man 4 booths for 4 days to help educate attendees on drinking and driving.

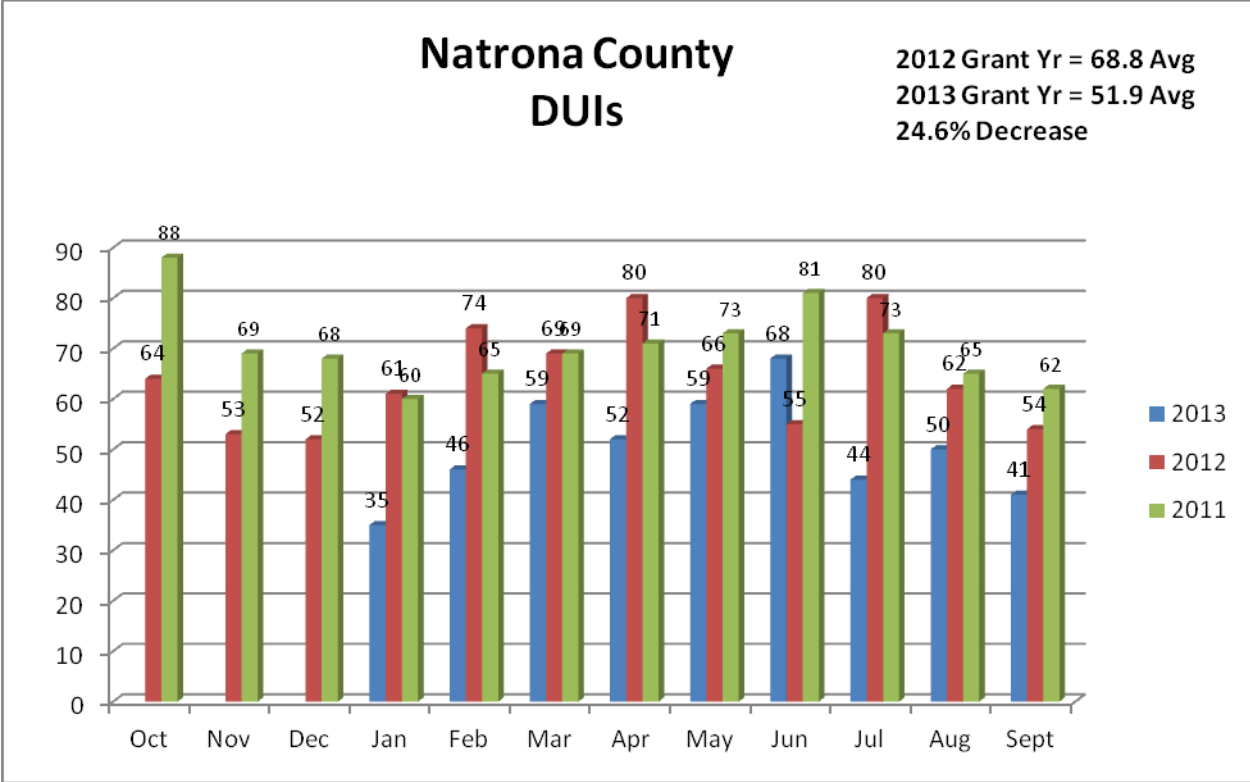
Offering alternatives to drinking and driving through education, safe rides home through a designated driver, or Safe Ride (formerly Topsy Taxi) to reduce injury and property damage in Natrona County. Emphasize with every Safe Ride the message of responsibility if you drink and drive.

- Safe Communities stays up-to-date with Safe Ride and support the efforts through continued involvement in the ATF meetings. Helped raise over \$14,000 for Safe Ride at a Thankful Thursday raffle event. Cindy Toland and Pam Evert worked a booth at the Central WY Fair & Rodeo to sell raffle tickets to raise money for Safe Ride.
- Supported the P.A.R.T.Y. (preventing alcohol related trauma in youth) with the Be the Wall component to assist parents in their efforts to prevent alcohol use in teens.
- Periodic PSAs, news interviews, billboards, WMC internal displays, WMC Shift Change newsletter, and Casper Star Tribune advertisements throughout the year.
- *First Night* program implemented by the 12/24 Club as a non-alcoholic New Year's Eve celebration for the community. Safe Kids/Safe Communities of Central WY along with Mercer House, the Natrona County Prevention Coalition, the Chamber of Commerce, the Downtown Development Authority and more, were some of the committee members and, the second-annual event had over 650 in attendance.

Utilize every partner to combat the problem of alcohol in Natrona County and other counties in the region reducing the number of alcohol related crashes and criminal offenses. Working with C.A.R.T.E. to pair enforcement with education/awareness of alcohol related offenses.

- During the FY2013 Holiday Campaign, there were zero fatalities and the increased enforcement reportedly resulted in a decrease in DUI arrests by Casper P.D., Evansville P.D., Natrona County Sheriff's Dept., Mills PD and the WY Highway Patrol.
- C.A.R.T.E. was, also, in full-force for the St. Patrick's Day 2013, May Mobilization, 4th of July, and Labor Day (August Crackdown) campaigns.
- Held monthly Safe Kids/Communities Monthly meeting with coalition members to discuss, plan, and implement current NHTSA campaigns.
- *First Night* program implemented by the 12/24 Club as a non-alcoholic New Year's Eve celebration for the community was the second-annual event with over 650 in attendance. Safe Kids/Safe Communities of Central WY along with Mercer House, the Natrona County Prevention Coalition, the Chamber of Commerce, the Downtown Development Authority and more, were some of the committee members.
- Safe Communities utilized partnerships within the region to disseminate media and stories focusing on the August Crackdown Campaign and the Sturgis Motorcycle Rally. Region 2 Safe Communities partners with local law enforcement – Casper PD, Evansville PD, Mills PD, NC Sheriffs department, each county media coordinators, WYDOT and others to get the message out for the campaigns.

The data in the chart below is provided by the Casper PD to the Alcohol Task Force monthly. The data shows that from 2012 grant year to 2013 grant year there has been a 24.6% decrease in DUIs in Natrona County.



**Region 5 Safe Communities – Fremont County**

Injury Prevention Resources continues to spread the word about our mission as an agency, being like minded with WYDOT and NHTSA. It has been evident that IPR has been more successful welcoming media entities to cover the educational programs throughout the community. IPR continued to make any materials distributed contingent on assuring that an educational message or aspect is received. IPR has targeted local events for the upcoming year that will have a large amount of people in attendance. IPR has created a DUI education board and a banner dubbing DUIs as the “\$ 10,000 ride” that depicts the exact steps a person who receives a DUI must endure. Our continued issue in our community is that all DUI probation is not equal. Some DUI cases go to probation and parole with no consistent BAC or alcohol consumption testing and some DUI cases are handled through IPR where regular testing and accountability are a priority. This impacts the public’s knowledge and perception of what receiving a DUI entails, thus making it confusing to some people when trying to explain the consequences of a DUI.

The shortened grant period proved to be troublesome in relations to IPR getting into the schools for alcohol education. A large amount of time has been spent on planning upcoming school events and revamping old programs in order to assure they are updated and current. IPR has targeted schools that have poor statistics relevant to traffic safety issues and is moving forward with plans to conduct programming within these schools. IPR will continue to increase their focus on shifting attitudes toward highway safety with the goal of impacting future statistics. Choosing education to surround Homecoming and Prom will be impacting within the schools

because these are known times when students consume alcohol and drive. IPR is hoping to offer Prime for Life High Risk education at the high school level to assure students who have issues with alcohol consumption and driving are making educated decisions. The events that were conducted during this fiscal year created good avenues of contact within Riverton and Lander High School. This will allow us to be considered as a viable education source for upcoming highway safety events within Fremont County High Schools.

**Fremont County Wet Lab created numerous media hits including the following:**

- KTAK Radio, Riverton Ranger Wet Lab Articles, K2 News television interview about Wet Lab Event with Safe Communities Director, News 13 television interview, County 10 had numerous articles discussing the experience being involved with the wet lab event.



- Partners involved include the following: County 10, Riverton Police Department, Lander Police Department, Wyoming Highway Patrol, Fremont County Sheriff's Office, Federal Bureau of Investigation, Local Probation and Parole, Federal Probation, Fremont Counseling Services, Court Assisted Supervised Treatment, FCPMOs, Volunteers Of America, SCRAMx, Hammer Electronics Safeway's Grocery store & Signature's Hair Salon

- **Earned media:**

- Radio

- DUI education conversation on Chit Chat 3 times- KVOW
  - Looping PSA's on CWC Rustler Radio
  - PSA's on KDLY
  - Live interview with Executive Director on KVOW during wet lab

- Internet

- County10.com ran numerous articles about wet lab experiment
  - Rivertonradio.com ran numerous PSAs about wet lab experiment



### Television

- News 13 television interview relevant to wet lab experiment

### Newspapers

- 4<sup>th</sup> of July
- Wet Lab experiment article
- Met with Pitch Engine, County10.com and Lamar Billboards to address specific marketing and advertising plans for the future

1,420 actual people were directly reached during the projects conducted. It is uncertain how many people were reached by the media efforts. In 2011 there was 36 alcohol injury crashes with 58 injuries reported, in 2012 there was 45 alcohol injury crashes with 65 injuries reported. An increase of 9 alcohol injury crashes and 20 alcohol injury crashes reported.

In 2011 there was 1621 offenses committed in Fremont County of that 1253 were Alcohol related (77.30%). Of the 1253 alcohol related offenses 389 were DUI's (24.00%) with an average BAC of 0.167. Of the 389 DUI related offenses 33 were under the age (8.48%) with an average BAC of 0.141.

In 2012 there was 1318 total offenses committed in Fremont County of that 1025 were Alcohol related (77.77%). Of the 1025 alcohol related offenses 318 were DUI's (24.13%) with an average BAC of 0.163. Of the 318 DUI related offenses 28 were under the age (8.81%) with an average BAC of 0.144.

No information is available to adequately suggest an increase of law enforcement in this region.

In 2011 there were 49 traffic crashes that involved Alcohol out of 56 total traffic crashes (87.50%) with an average BAC of 0.181. In 2012 there were 46 Alcohol related traffic crashes out of 48 total traffic crashes (95.83%) with an average BAC 0.157.

The media has undoubtedly engaged in anti drinking and driving messages. This is measured by the media articles being released, participation in the wet lab experiment and the amount of earned media that was present during this fiscal year. Occupant restraint was not a part of this grant and was not evaluated via this grant. Yes. The number of Alcohol related traffic crashes has reduced by a total of 3.

### **State Fair Final Summary**

The Wyoming 2013 State Fair project was on August 10-17, 2013. The HSO partnered with the Wyoming Highway Patrol (WHP), Cheyenne Police Department (CPD), District 1 and 2 Safe Communities, WYDOT Bicycle Coordinator, and Drive Safe Wyoming. The event was attended by 56,850 people which represented at minimum 44 cities and towns around Wyoming.

WYDOT Bicycle Coordinator and the Cheyenne Police Department provided 'In-Kind support' for the Traffic Safety event which encompassed 7 days of booth coverage at no cost. In addition, the Cheyenne Police Department provided CPS technicians, an officer with his departmental motorcycle to be highlighted at the booths and CPS Car Seat Events.

There were four booths in which each was organized by safety topic: Occupant Protection, Impaired Driving, Child Passenger Safety, Bicycle Safety and Distracted Driving. Each day at the fair highlighted a specific traffic safety problem. A 'Spin-the-Wheel' game was at that table, a targeted traffic safety question was asked every time it was spun and a conversation was sparked with booth personnel.

**CHILD PASSENGER SAFETY  
CAR SEAT CHECK UP EVENT  
PEPSI PARKING LOT**



**AUGUST 14, 2013  
12 PM - 4 PM**

Law enforcement presence cannot be overstated. The WHP and Cheyenne Police Department personnel were hand-picked to represent law enforcement at this event due to their commitment to traffic safety and personalities dealing with the public.

There were 220 individuals who completed a pre and post survey when they participated with the Driving Simulator. The highlights are as follows:

- 140 males and 80 females participated
- 54% were between the ages of 14 and 17
- 44 cities/towns were represented on the Driving Simulator (5 different states)
- 91% of the participants were 'Fearful of getting a ticket for not wearing their seat belt
- 90% believe a seat belt will save their life
- 94% felt strong enough to tell their friends to wear their seat belt
- 93% felt the Seat Belt Education and the Driving Simulator were effective tools



Although the Wyoming 2013 State Fair was a success, there were some lessons learned. For instance, not all individuals answered every question on the survey, more partners/volunteers were needed to 'Man the Booths' due to the long hours and multiple days, two booths would have been sufficient thus needing less coverage. Overall, it is a worthwhile event due to the diverse crowd that was present from all over Wyoming.

### **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. Accessories were purchased to allow WCTP staff to access equipment remotely.

The HSO also provided funding for WCTP staff to attend the Intoximeters User Group formed by Intoximeters Inc. as a technical resource for agencies using their instrumentation. The purpose of the group meeting is to share information on new advances in technology and problems encountered in the detection and prosecution of alcohol impaired drivers.

The Intoximeters Users Group Technical Meeting was held in Wilmington, NC from 12-15 August 2012. The workshops were hands on type of instruction to update maintenance and repair procedures to minimize downtime of instruments. The software update included development of new queries to retrieve data for use in court cases. The beneficial impact of the meeting will allow a more efficient production of a legally defensible product by the WCTP. The WCTP will be able to decrease instrument downtime by performing additional procedures in house rather than shipping all repairs to the factory.

The training extended to the International Association for Chemical Testing Conference in April 2012. Topics included effects and metabolism of alcohol in relation to breath testing: differing conditions of the body, the environment that body may be in, and how that may affect the readings of breath alcohol instruments to court cases affecting the issue of the rights of the accused to confront those people who would testify against them. Moss Kent stated the following, "the knowledge imparted at the IACT Conference sessions will translate directly into addressing the problems in Wyoming associated with drunken driving".

### **E-Card Readers**

The Wyoming Liquor Division (WLD) wanted to find a way to help local authorities incorporate best practices at local events that include alcohol sales. The events include rodeos, races, derbies, cultural events and annual celebrations. Their goal was not to prohibit alcohol sales but to encourage responsible alcohol sales and consumption at these local events. The WLD first applied for a ten thousand dollar (\$10,000.00) mini grant from the National Alcohol Beverage Control Association (NABCA) to put together a Special Event Tool Kit. The contents of the kit contained the following: Signage printed on hard plastic that can be used for a number of years that will encourage consumers to be aware that they must be twenty-one (21) years of age to purchase and that an ID is required to make an alcohol purchase. A Stop sign is included to be posted at the event exit reminding people that no alcohol can leave the premises and a reminder to buckle-up when driving. A license plate was included to be hung as a point of sale sign reminding people to use a designated driver. This license plate was a joint project with the

Wyoming Highway Patrol and the Wyoming Liquor Division. A video called "Wyoming Liquor Awareness" with the introduction from Governor Matt Mead was part of the kit. The video gave the seller of alcohol instruction on how to properly check an ID and how to effectively cut-off someone who has had too much to drink. There were buttons that state "Event Staff" and "We ID" to let consumers know who is working the event and to help prevent underage drinking. The 50 State ID Checking Guides were provided since many of these events include out of state tourists along with flashlights that also contain a black-light for proper checking of ID's. There are also "GOT ID" Calendars giving a date that a person must have been born by to help with the math of checking ID's. Once ID's have been properly checked we included wristbands stating the person is at least twenty-one (21) years of age. There is security tape for those events that need a dispensing and/or a consumption area taped off. We included tools such as scissors and nylon cord to hang signs where needed. This kit also contains the proper paperwork to include a current version of Wyoming's Alcohol Beverage Control Law (aka-Title 12) and a Responsible Retailing Manual as a guideline with best practices when using this kit.

The Special Event Tool Kit was nearly complete when it was decided that a portable ID scanners, a.k.a. E Card Readers was needed. The portable ID scanners could be used by security personnel, local law enforcement or event management to help with ID checking especially with the questionable ID's. Local law enforcement would also have a record that could be printed out of attempted purchases by minors if they decided to give citations. Our hope is that these scanners would serve as a deterrent to minors attempting to use a fake or altered identification.

Wyoming Department of Transportation Highway Safety Program staff encouraged the WLD to apply for a small grant to be able to purchase one portable ID scanner for each of the ten (10) Special Event Tool Kits. The WLD purchased ten (10) IDVisor Z22 Mobile/Counter Top/MSR Portable ID Scanners on May 24, 2013. These Scanners were received and added to the kit.

The Liquor Division has been extremely pleased with the positive feedback that we have experienced with the implementation of these tool kits. Several event holders have already asked for these kits for next year's events. Local law enforcement used the kits are very pleased with the reduction of DUIs, MIP and Public Intoxication at events. Many feel the kits were a deterrent for minors to attempt an alcohol purchase.

*(NOTE: The entire report can be found as the Noteworthy Project for FY2013.)*

### **Traffic Safety Resource Prosecutor**

The Traffic Safety Resource Prosecutor (TSRP) position was designed to have a positive impact on prosecutors and law enforcement officers across the state of Wyoming working on impaired driving issues. A Wyoming TSRP website was developed with a monthly online newsletter with topics pertinent to the prosecution of DUI offenders and to assist law enforcement when testifying at trial.



The TSRP developed and presented a Wyoming version of “Overcoming DUI Defenses” and “Cops in Court. After attending traffic safety conferences the TSRP shared the training on DUI and other traffic safety related issues through the monthly newsletter articles. The TSRP networked with other TSRPs and was able to receive amazing insights and ideas. As a member of the TSRP listserv, daily communication was provided on a wide variety of traffic safety topics. If needed, posting a request on the listserv provided multiple responses from TSRPs and other traffic safety professionals nationwide. The FY13 TSRP resigned the position in March.

### **Sweetwater DUI Supervised Probation**

The Sweetwater County DSP Office operates under The Sweetwater County Sheriff’s Office. Sheriff Rich Haskell is the current Administrative Supervisor. The office is located in the Circuit Court Building in Rock Springs. The Program has continued to see a monthly increase in clients. There were 65 new clients referred to DSP during the FY 2013. As of September 30, 2013 there has been a total of 286 clients referred to DSP through the court system.

The Program continues to receive clients sentenced through Judge George Scott Nelson; Rock Springs Municipal Court, Judge Craig Jones; Rock Springs Circuit Court and Judge John Prokos; Green River Circuit Court. Municipal Court referrals have increased substantially over past years’ numbers, with 12 referrals compared to the previous year of one, and a prior program total of 15. There has been a total of 27 (9.4% of DSP clients) referred to date from Rock Springs Municipal Court.

Sweetwater County DSP works closely with the Treatment Providers in the Community ensuring that DSP clients are complying with any court ordered recommended alcohol treatment. There are currently four agencies that provide Alcohol Evaluations and treatment options in Sweetwater County, three of which are located in Rock Springs. One agency is located in Green River eliminating the need for clients to travel to Rock Springs for these services. Of these organizations currently only one provides treatment on a sliding-fee scale to accommodate those unemployed or on lower fixed incomes, however payment plans are available with some of the other providers.

Other Community Organizations that are utilized by the DSP Office on a regular basis include Law-Enforcement Agencies, the Public Defender’s and Prosecuting Attorney’s Offices, 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.

In the past year a fourth Ignition Interlock Provider (Lifesafar) began operations in Rock Springs. This provider offers installation of their Interlocks at no charge to Wyoming residents. DSP continues to monitor clients’ monthly reports for signs of alcohol use and has utilized the reports as another level of supervision.

The program continues to operate with a frugal approach with the case management, office organization, reporting and budget preparation still completed by one employee. Kimmie Felderman is a member of the Prevention Management Organization. The Prevention Management Organization (PMO) was formed when the previous Prevention Advisory Council was dismantled. The Community Resource Center of Johnson County facilitates the Prevention Management Organization. The PMO continues to focus on community-based prevention efforts in the areas of alcohol abuse and overuse, drug use, underage tobacco use and suicide prevention.

The Access Database used by Sweetwater County DSP to track the number of DSP Clients, Statistical Information, DUI History, Court Information, and Compliance continues to be updated and utilized.

Reports from this database are given to the sentencing courts each month to allow Judges to monitor clients' compliance.

From October 1, 2012 to September 30, 2013 there were a total of 1272 client contacts made during this fifth year of the WYDOT Grant. Client contacts consist of actual face-to-face contacts along with limited telephone visits and not merely documentation in charts or inquiries into records. Forty-One (41) clients successfully completed their Court Ordered DSP Probation in the 2012-2013 Grant year. The 12-13 fiscal year figures continue to reflect a small percentage (3.98%) in DUI recidivism in Sweetwater County DSP Clients; 3 : 75.3 (average number of clients from Oct. 2012-September 2013). Two were revoked and one has been referred but has not yet been adjudicated. The following table includes data for those clients including: number of lifetime DUI arrests, time period between last two DUI arrests (in months), statistical information and status of revocation with sentencing outcomes if available.

Statistical <u>Sex/Race/Age</u>	Total Lifetime <u>DWUI Arrests</u>	Months Between <u>Last two Arrests</u>	Revoked or <u>Pending</u>	Sentence <u>or status</u>
M/W/39	3	1	Revoked	DOC Probation
M/W/44	3	11	Revoked	DOC Probation
M/H/46	4	15	Pending	Misd. Charges

As of September 30, 2013 there was a program total of fourteen clients, out of a total of 286, that had been charged with an additional DUI while on DSP Probation. Of these, two client's DUI cases were dismissed, eleven have been revoked from the program and one is awaiting court proceedings. Overall, (4.20%) DUI recidivism occurred in DSP clients since the Program's inception in October, 2008.

Sweetwater County DSP is committed to reducing DUI recidivism in Sweetwater County by ensuring that convicted DUI offenders comply with the conditions of probation imposed by the courts. With the sustained operation of Sweetwater County DSP the county will be a safer place to drive and should continue to save taxpayers the overall expense involved with DUI Re-Offenders.

Sweetwater County Commissioners have approved continued funding for the remainder of the County FY 2013-14 until June 30, 2014. It is the desire and hope that additional funding can be obtained to ensure the future of the Sweetwater County DSP Program after that date.

### **WHP DUI Education**

In 2013, the Wyoming Highway Patrol experienced a slightly reduced fatality rate compared to previous years. The reduced fatality rate continued to show a combination of low seat belt usage coupled with Impaired Driving. Overtime was used by Troopers to go into the community, public schools and various health and safety fairs to educate people about the dangers of impaired driving. The educational efforts have increased as the community awareness increases.

The golf car used for impaired driving simulations continues to be a great success. The drivers of the golf cart were given the opportunity to drive the cart with and without the Fatal Vision goggles. Without fail, the driver would show poor driving skills with the use of the Fatal Vision goggles. The golf cart was used numerous times throughout the year. The cart was found to be useful in educating drivers to the dangers of "Texting and Driving".



The grant covered travel expenses for Troopers to give DUI Education training throughout the state. New fatal vision goggles were purchased for each division.

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 for the August Crackdown. Incentive items were purchased to be used with the safety education talks. Award plaques were purchased to recognize the top DUI enforcement Division in each of the 5 districts during the Crackdown. During FY13, Troopers spent over 880 hours providing safety events educating/informing countless people to the dangers faced on Wyoming roadways. The funding provided manpower and supplies to help the Wyoming Highway Patrol educate people on the devastating consequences of impaired driving.

## **City of Laramie DRE Training**

The focus this year was providing a regional training conference. The training conference was a resounding success with over 230 attendees populating the four separate training tracks. There were 126 DREs, 44 Drug Court Professionals, 30 Non-DRE law enforcement officers, and 26 prosecutors in attendance. There were also several others who attended multiple tracks. While most of the attendees were from Wyoming, there were also representatives from Kansas, Colorado, Montana, North Dakota and South Dakota. Instructors were brought in from Virginia, Massachusetts, Oregon, Washington, Colorado, Idaho, and Michigan.

On August 12<sup>th</sup>, the Laramie Police Department and Cheyenne Police held an alcohol awareness event for the regional media. The purpose of the event was to generate coverage and awareness of alcohol impairment just prior to the August National Enforcement Crackdown. On August 29<sup>th</sup> a similar event was hosted by the Casper Police Department. Alcohol for these workshops was again provided at no charge by the Wyoming Liquor Commission.

The Wyoming Drug Evaluation and Classification Program delivered a total of eleven Advanced Roadside Impaired Driving Enforcement classes in Worland, Gillette, Buffalo, Douglas, Rock Springs, Jackson, Newcastle, and Rawlins – training a total of 182 officers. This was almost double the goal for this grant year.

Jonlee Anderle, DRE/SFST State Coordinator was able to travel to the Lifesavers Conference on Highway Safety Priorities and present a track on focused DUI media campaign in the Laramie area that has shown a great deal success. In addition, Jonlee Anderle accepted the 2013 NHTSA Public Service Award on Former Governor Freudenthal's behalf during the conference.

Training was also obtained at the IACP Training Conference on Drugs, Alcohol and Impaired Driving for 4 DREs from three different agencies and Wyoming's new Traffic Safety Resource Prosecutor (TSRP).

Now that the program is relatively mature, focus has been on updating the technology and materials supplied to the DREs around the State such as clipboards, magnifying glasses, flexible thermometers, pupilometers, and Drug Identification Bibles for all the DREs around the State.

There are 85 DREs around the state. The DREs have all been trained to enter their evaluations on the DRE Evaluation Tracking Website. Currently, 75 of the 85 DREs are up to date with their entries. Of the 75 DREs, a total of 16 Training Evaluations were completed since October 1, 2012 and a total of 131 enforcement evaluations have been completed in that same time period. Of the evaluations entered, an overall 75.42% 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 736 training evaluations and 1,097 enforcement evaluations with an overall 80.9% of the evaluations supported by toxicology. One area of concern remains in the Cannabis category. 51 of the Cannabis suspects completed toxicology and 41 of these were confirmed Cannabis, giving an

overall 80.39% rate of opinion supported by toxicology. In many other states, Cannabis is the highest category confirmed by toxicology with most states in the high 90s on their confirmation rate. It is suspected that the limitations of the State Laboratory testing procedures have contributed to this low rate. These testing limitations are also believed to be responsible for the low confirmation rate for Depressants (17 of 26 for a 65.38% confirmation rate), Hallucinogens (0 of 1 for a 0% confirmation rate), Dissociative Anesthetics (1 of 2 for a 50% confirmation rate), and Narcotics (8 of 14 for a 57.14% confirmation rate). The continued improvements in testing methods for the newly procured LCMS/MS is expected to improve these rates however the cutoffs for testing remains much higher than other labs.

There are 85 DREs around the State, the recommended plan is to begin conducting a DRE class only every even year and to hold a training conference to accommodate recertification requirements every odd year. The Laramie Police Department has ceased administration of the various impaired driving programs effective September 30, 2013.

### **Wet Labs in Region 1 & 2**

On Monday, August 12<sup>th</sup> the Laramie Police Department and Cheyenne Police held an alcohol awareness event for the regional media. The purpose of the event was to generate coverage and awareness of alcohol impairment just prior to the August National Enforcement Crackdown. Specifically, the focus was to show how little alcohol it takes to reach the .08% legal limit for intoxication and to show the participants how impaired they feel at lower levels of intoxication.

Four volunteers were recruited to consume alcohol for the event including a representative from radio and online media, a city information technology manager, an assistance district attorney, and a retired police chief. In addition to the media, local prosecutors and judges were also invited to observe firsthand the effects of alcohol and the efficacy of the standardized field sobriety tests.

Two officers were responsible for dosing the volunteers. The process began with one officer obtaining background information from the volunteers to include their weight and recent food consumption history. These factors were then used to calculate the amount of alcohol needed to dose the volunteers to approximately .10% over a two hour period. To account for the average elimination rate of alcohol of .015% per hour, the dosing needed to be increased slightly.

For the dosing, volunteers were given their choice of drinking vodka, whiskey, or rum. The alcohol for the event was donated by the Wyoming Liquor Commission and all the alcohol had 40% (80 proof) alcohol content. This allowed the officers conducting the dosing to use a standardized formula to allow for consistency in the dosing. The alcohol was mixed with a mixer, for example rum and Coke or vodka and cranberry juice in order to make it easier for the volunteers to consume the alcohol.

The dosing was administered in a minimum of two doses. The drinkers were given 30 minutes to finish their first dose and then given a 15 minute deprivation period prior to taking a portable breath test. The drinkers were then given an additional 30 minutes to finish their second dose and then given another 15 minute deprivation period. If the target alcohol concentration was not reached by 90 minutes, a third “maintenance” dose was administered.

After the two hour dosing period, the volunteers were given an additional portable breath test and then additional officer administered standardized field sobriety tests on the volunteers. These tests included the horizontal gaze nystagmus, walk and turn, and one-leg stand. Although all the volunteers initially performed poorly on the walk and turn and one-leg stand, their performance improved after several opportunities to perform the test. However, no volunteer was able to improve their performance on the horizontal gaze nystagmus test as this is beyond the control of a drinking subject. This allowed both the volunteers and the officers to see how reliable the horizontal gaze nystagmus can be if administered correctly.

At the conclusion of the workshop, the drinking volunteers were released to sober adults with the understanding that they would not drive for the remainder of the night. Special thanks to the Cheyenne Police Department for hosting the event and providing staff to help with the workshop, the Laramie Police Department for providing staff for the workshop, and the Wyoming Department of Transportation Highway Safety Office for providing the grant funding for the supplies for the workshop. The event was well-received by the press and several articles were written regarding the event:

<http://kgab.com/cheyenne-laramie-police-host-alcohol-workshop/>

<http://kingfm.com/cheyenne-laramie-police-host-alcohol-workshop/>

[http://www.wyomingnews.com/articles/2013/08/13/news/01top\\_08-13-13.txt](http://www.wyomingnews.com/articles/2013/08/13/news/01top_08-13-13.txt)

[http://billingsgazette.com/news/state-and-regional/wyoming/cheyenne-police-department-conducts-alcohol-test-lab/article\\_37afa8fb-9356-5a70-a172-30aebe1ced9e.html](http://billingsgazette.com/news/state-and-regional/wyoming/cheyenne-police-department-conducts-alcohol-test-lab/article_37afa8fb-9356-5a70-a172-30aebe1ced9e.html)

On August 29<sup>th</sup>, the Casper Police Department hosted a similar event for the press. Links to coverage for this event are below:

[http://trib.com/news/local/casper/public-figures-get-sloshed-to-prevent-drunken-driving/article\\_ae18aafb-c1ee-5e8f-9b57-13cc72ff025f.html](http://trib.com/news/local/casper/public-figures-get-sloshed-to-prevent-drunken-driving/article_ae18aafb-c1ee-5e8f-9b57-13cc72ff025f.html)

<http://thepulse.wyomingmedicalcenter.org/2013/09/05/safe-communities-and-casper-police-host-first-wet-lab-for-drinking-and-driving-awareness/>

## **Wind River Indian Reservation BACs**

As of February 1<sup>st</sup> 2013, BAC's were no longer being conducted at the WRIR reservation BAC site located at #17 Great Plains Road in Arapahoe, WY. The program did not serve enough clients to justify the amount of money and time being utilized by personnel. Furthermore, issues with personnel arose after a site visit by the Executive Director led to the discovery of a few unacceptable practices. The main concern was a sign placed over the Executive Director's phone number that was located on the door of the BAC site. The sign informed clients to call the E.D.'s phone number if the door was locked between the hours of 7-9am and 7-9pm. This phone number being visible served as a "checks and balances system" that assured two things: The E.D. would be able to meet the client to conduct a BAC done as ordered by the court and to assure that the employees would be there during their scheduled shift. Upon further investigation, the Executive Director found other instances that suggested the employee hired as a BAC Technician was not working the scheduled shift, including a first-hand experience by a client who missed his BAC because no one was at the facility. The risk of IPR's reputation with probation, parole and the court systems was not worth the program's continuance. IPR has a stellar reputation with Fremont County Courts and will not risk or compromise the relationship we have built over the past few years.

IPR observed that the location of the WRIR BACs site was not the best place to serve the Wind River Indian Reservation population. However, the site was the only location that the Tribal council allowed IPR to utilize. The potential to have the site location in Ethete or Ft. Washakie may have yielded different results in numbers served, however the issue of staffing and personnel to be at the location 2 hours in the morning and 2 hours at night, 7 days a week for 365 days would have continued to be an issue.

The cancellation of the BAC testing program was approved via conversation with Dalene Call at WYDOT on Friday February 1<sup>st</sup> and was recapped via email on that same day. The grant was closed out the end of February and a review of the grant paperwork has been conducted.

## **Injury Prevention Resources – DUI Monitoring**

The DUI Monitoring grant and utilization of ScramX technologies has played a necessary role in Fremont County. The 46 clients served in Fremont County would have otherwise been incarcerated or unable to retain employment, thus leaving them as "non productive" members in our community and unable to provide for themselves and family. ScramX technology has been utilized as a means of accountability from alcohol consumption for people on Pre-release, bond, probation, parole and as an additional requirement and a sanction. Due to the fact that Fremont County residents have continually struggled with alcoholism and driving while intoxicated, ScramX technologies and the DUI Monitoring work serves as another tool to be utilized in order to ensure accountability for alcohol consumption. This has proved valuable to the community, court systems, jails and treatment providers. With a compliance rate of 93%, ScramX bracelets are holding clients accountable who have previously found ways to consume alcohol while avoiding positive BAC readings. These clients are dubbed as hard-core drunk drivers. The community has benefitted from keeping people sober and reducing their potential to consume alcohol and operate a vehicle.

### Program Statistics FY 2013

Total Clients served: 46      Average amount of clients: 4 new clients per month

Days monitored on clients: 3878      Average amount per month: 323 days per month

Compliance rate: 93%

### Noteworthy Events

Executive Director Noel Cooper testified in front of Judge Robert Denhardt at the Circuit Court of the 9<sup>th</sup> Judicial District. The testimony lasted approximately one and a half hours and was relevant to a confirmed alcohol drinking event for a client. The testimony included general working of the bracelet and IPR's procedure of how the bracelet is put on, how the drinking events are calculated, levels of certifications, etc. The testimony concluded with a need for Expert witnesses from Alcohol Monitoring Systems to be present at the next court hearing relevant to a confirmed drinking or tamper event.

### Program improvements and upgrades

IPR determined a need for multi-connect devices that are offered through AMS. The wireless units go on the back of our base stations for our Scram devices. It is a new technology available through AMS (Scram). Currently, our base stations have to hook into a hard line commonly used for telephones. Because a large amount of our clients are working in North Dakota, they do not have a means of accessing a phone line. To further complicate the issue, it needs to be an analog line where as most lines are digital. The purchase of a digital to analog converter is necessary in these situations; the converters are becoming obsolete and only one local business in Riverton carries that product.

This has created frequent issues of clients not being able to come in for their scheduled uploads because of their lengthy work schedules. This unit allows the base station to pull the necessary data off of the bracelet on a nightly basis and upload the info via satellite and cell phone signals. IPR purchased 30 wireless units and 5 base stations during the fiscal year of 2012-13. We believe this will fill a gap in services that will create an increased amount of usage in Fremont County.

A policy and procedure manual for Alcohol/Electronic Monitoring was drafted which is essential to the successful operation of the ScramX Program. This will help to expand the use of this product by having set policies to approach individual agencies with the potential use ScramX bracelets. Flexibility to fit a multitude of agencies will still need to exist in order to utilize alcohol monitoring bracelets in different capacities and organizations.



## Conclusions

The amount of people within our community benefiting from the DUI Monitoring grant has remained steady. There are different programs within Fremont County that can benefit from utilizing ScramX that currently are not. The main determining factor in the expansion of this program is Fremont County Judges and the Fremont County Attorneys. Judge Roberts continues to be an avid supporter of utilizing a multitude of IPR programs, including ScramX. Judge Denhardt specifically relies on advice from the County Attorneys. The County Attorney's office has been identified as the main entity that IPR needs to support us. Though we have met with County Attorney Michael Bennet, we have not seen any influx of recommendations from him or his staff involved in alcohol related and DUI cases.

The underlying factor continues to be people's general nature to be apprehensive to utilize something new. Each agency involved with utilizing ScramX has been informed that results will be backed in court to the highest degree. Even though we have included information in our presentations about Frye-Daubert rulings, peer reviewed studies and the areas that are utilizing the technology, we still must remain consistent with our approach to be sure each agency considers us when appropriate clientele is in court, being staffed by the agency, etc.

Though IPR will continue to educate and meet with all agencies and entities that will help further this cause, we also must rely on work being done at the state level that could help the expansion of the DUI Monitoring Grant related goals. States such as North Dakota and South Dakota, that have implemented statewide programs which include twice daily BAC testing, have seen major influxes of clients using ScramX technologies because offenders see the benefit of not having to leave work, spend gas money, etc. to conduct twice daily testing. County.

## **Impediments to Achievements**

- Limited funding for dedicated DUI Courts
- Limited time for the Legislative Sessions in which to enact comprehensive DUI Laws (rotating annual legislative sessions, 40 day general session one year followed by a 20 day budget session)
- Limited citation and adjudication data available

## **Future Strategies**

- A new grant position to address the change in DRE training will be started in FY2014.
- A new grant position for the Law Enforcement Liaison will begin in FY2014.
- A new TSRP will begin in FY2014 to reactivate the program

## Occupant Protection

### Total Expenditures

402	\$228,170.45
402SA	\$234,476.98
405	\$ 46,320.30

### Achievements

- Wyoming utilized the new NHTSA Seat Belt Survey methodology in FY2012 with the result of a decrease in usage to 77%. In the second year, FY2013, Wyoming increased the seat belt usage to 81.9%.
- The Wyoming Highway Patrol utilized 880 overtime hours in communities and schools talking with and educating citizens on the importance of correct use of seat belts, child restraints and distracted driving.

### Key Projects:

#### Alive At 25/Occupant Protection Education

In Wyoming there continues to be a high number of people dying on our roadways who were not properly using seatbelts. The grant allowed the Wyoming Highway Patrol (WHP) to administer special safety education efforts across the state utilizing overtime for Troopers to teach the Alive At 25 (AA25) and Occupant Restraint classes. The grant was also utilized to conduct Child Passenger Safety events in underserved locations, purchased educational enhancement materials and used media outlets to promote the programs.

During the FY2013, Troopers instructed 81AA25 classes with over 1,405 students attending. The AA25 has an approved curriculum which can be used in any Driver Education program in the state. Many Driver Education instructors took advantage of the Alive At 25 training. Courts are utilizing the program as a tool when sentencing young drivers. In FY13 five additional Troopers were trained as AA25 instructors and also provided refresher training for the existing instructors.

The AA25 program is continually promoted throughout Wyoming by utilizing radio, theater ads, printed flyers and newspaper advertising. The media portion of the grant has a tremendous impact on increased numbers of students for the program. Public service announcements are provided to each division to perform on local radio broadcasts, educational enhancement materials are provided for use with the safety education talks and the AA25 program. Special items were purchased to recognize the WHP Divisions for May Mobilization efforts.

The grant paid for travel expenses for troopers to attend safety education workshops. Attending these workshops helps the Patrol understand how other agencies and organizations are achieving increases in seat belt and child restraint usage in their location. The grant covered the training of 4 newly certified Child Passenger Safety technicians (CPST); funded troopers to attend the CPS updates and training provided by Highway Safety and Safe Kids Wyoming. The grant provided over 150 child restraints to the public throughout the year at the events WHP participated in.

The Seat Belt Convincers, the crash vehicles and the rollover demonstrator each made a strong showing around the state. The golf cart was utilized with distracted driving elements which included discussion on the importance of seat belt use. The little convincers were utilized not only by troopers but by other safety advocates as well.

The Wyoming Highway Patrol is committed to providing safety education to the residents of Wyoming. During FY2013, Troopers spent over 880 hours providing safety events educating/informing countless people to the dangers faced on Wyoming roadways.

### **Buckle Up Kids**



The grant period for October, 2012-September, 2013 was a very productive year for the Buckle Up Kids Grant and the Child Passenger Safety (CPS) Program. A current listing of all of the Safe Kids Wyoming coalitions and partners are on the website as well as inspection stations in Wyoming. The website also lists the most current Child Passenger Safety classes to be held in the state of Wyoming.

The program continues to publish the quarterly newsletter titled "Buckle Up Express". The newsletter is sent to all CPS Technicians and advocates. The program has established the delivery of the program to be 100% electronic to assist with the budget of the grant and is sent out to over 300 technicians and advocates. The program also publishes the Safe Kids Wyoming Newsletter and Laramie County Newsletter quarterly.

The classes completed to date for this grant period are:

- 1) Casper/ January 8-11, 2013
- 2) Cheyenne/March, 2013
- 3) Powell/August, 2013

Renewals:

- 1) Casper/January 7, 2013
- 2) Cheyenne/September, 2013 **(One student renewed in this class)**

Updates:

- 1) Casper/January 7, 2013
- 2) Rock Springs/January, 2013 Instructors in that area taught the class
- 3) Laramie/March, 2013 Instructors in that area taught the class
- 4) Powell/April, 2013
- 5) Lander/May, 2013
- 6) Cheyenne/September, 2013 **(Four students attended)**

The Instructor Meeting was held in Laramie on April 26, 2013. Susan Yates, with the Colorado Child Passenger Safety Program instructed the course. Nine of the thirteen instructors attend the course. Susan focused on Instructor Development as well as the "Safe Transport of Pediatric Patients in Ambulances." The shift on duty at the Laramie Fire Department attended the ambulance section of the training to further advance their education. There were nineteen that attended the ambulance section of the training and the presenters from Colorado reported that this was the largest class that they had ever taught and also their first time teaching the course in Wyoming.

All of the CPS classes were registered with STARS in this grant period to ensure that child care providers receive the appropriate credit hours. The hours with ENA were registered for the classes for nurses and POST hours for Law Enforcement for each course.

The database continued to be kept up-to-date throughout the entire grant period in order to track the misuse of child safety seats, Wyoming technicians, class participants, instructors and to record, track and coordinate statewide efforts in educating the public about proper child passenger restraints. The new checklist form does not include a section to track the parent/caregiver use of seat belts, but an additional tracking spreadsheet was sent to all of the locations to track this information with every inspection.

The Casper Fire Department has developed a database using iAuditor for I Pads and IPHones that allows the technician to input the data and send it to an email address. This system will be used for all locations that are not required to use the Safe Kids checklist form and will capture the information of the driver using/not using a seatbelt. The program continued to track the number of technicians, instructors and proxies in the state of Wyoming that are able to serve the population of children in the counties. The recommendation from the NHTSA OP Assessment was to increase the number of proxies in the state to also be able to accommodate the needs of the certified technicians. This will be a goal of the coordinator in the new grant period.

The staff worked with the Media Coordinator in Cheyenne in order to distribute media efforts that are consistent and show a strong partnership with Law enforcement.

Below are statistics from the past three years of the program reported from the Safe Kids Coalitions in the state through their monthly reporting forms.

	2010-2011	2011-2012	2012-2013
<b>CPS Events held</b>	<b>378</b>	<b>472</b>	<b>338</b>
<b># indiv reached</b>	<b>5440</b>	<b>6093</b>	<b>5879</b>
<b># of tech volunteers</b>	<b>451</b>	<b>473</b>	<b>582</b>
<b>Total Technicians</b>	<b>209</b>	<b>226</b>	<b>206</b>
<b>CPS Classes</b>	<b>4</b>	<b>4</b>	<b>3</b>
<b>Renewal/Updates</b>	<b>14</b>	<b>7</b>	<b>8</b>
<b>CR Misuse</b>	<b>72.60%</b>	<b>89.68%</b>	<b>91.48%</b>
<b>Driver wears seatbelt</b>	<b>77.68%</b>	<b>91.89%</b>	<b>66.39%</b>
<b>CRs Inspected</b>	<b>1901</b>	<b>1600</b>	<b>1406</b>
<b>CRs Distributed</b>	<b>704</b>	<b>689</b>	<b>724</b>
<b>Recert Rate</b>		<b>69.20%</b>	<b>59.10%</b>

### **Wyoming Seat Belt Coalition (WYSBC)**

The Wyoming Seat Belt Coalition made significant strides this year in becoming more visible and effective in its efforts to bring the concern for the number of unbelted drivers in Wyoming to the public's attention. The HSO and members of the Coalition and Safe Communities worked together in having a significant presence during the State High School Basketball Championship Tournament and the Wyoming State Fair. Considerable effort was also devoted to coordinate press conferences at several locations in the state during May Mobilization. Increased seatbelt enforcement also drew attention to the issue in Wyoming.

The Coalition membership continues to grow and stay active. The membership meets twice during the year and work on initiatives throughout the year by participating in regularly scheduled work group conference call meetings. The primary focus of the Coalition's efforts earlier this year was to become more visible and to increase awareness in the state. An assortment of informational brochures, posters and fact sheets are in the process of being developed for dissemination in a variety of forums and conferences in the future.



The Coalition's public website continues to be refined, expanded and updated weekly. The Coalition now has better law enforcement representation and the new members are actively working to engage all Wyoming law enforcement in the Coalition's efforts. The highway safety media coordinators project that was implemented previously also enhanced law enforcement's involvement in seatbelt enforcement and public awareness efforts throughout the year.

The coordinators for Safe Communities – which are being funded by the HSO – were also very active in Coalition initiatives this year. The Safe Communities project has been re-organized into district-coverage with Natrona and Laramie County coordinators providing services in additional counties.

The Highway Safety Office conducted an Occupant Protection Assessment in July of this year. The series of recommendations helped to identify a more appropriate role for the Coalition members and focused their efforts more effectively.

Continuing participation in the Coalition's activities by the State Occupational Epidemiologist; increased public awareness with continued public discussion relative to enacting stronger legislation in the future. The Coalition increased educational efforts targeting the general public; maintained the Coalition's public website; created and disseminated up-to-date informational brochures and fact sheets for numerous conferences, health fairs and training sessions; created and disseminated awareness posters throughout the state.

WYSBC provided financial support for two seatbelt media campaigns; one during May Mobilization in the counties that have the lowest observed seatbelt usage and one during Cheyenne Frontier Day.

An "Academy Cops Night Out" event was created where officers attending the Basic Course at the Wyoming Law Enforcement Academy were provided an orientation into the importance of effective traffic enforcement. The first event was highly successful and plans are underway to continue that effort in the future.



## CLICK Program

The Click traffic safety program has been active in the following schools:

- Central
- East
- South
- Carey
- Johnson
- McCormick

Click has partnered with and actively participated with the following organizations & activities:

- Safe Communities- Life After Prom, Countdown to Drive Programs, and the Christmas parade.
- East High school/FBLA Click program at East High school. (Recruited 27 new students from FBLA)
- Extensively participated in all High school/Junior high school classroom and Health and PE presentations at the district. Approximately 80 classroom presentations per year were given with students in grades 7-12.
- Elementary presentations as needed per school request with the Lions Qwest program on seat belt safety.
- Cheyenne Police Dept. (SRO Officers were involved throughout school year within classroom presentations.



- The Junior High project through Wyoming Seat Belt Coalition.
- Cowboy Network radio station on distracted driving. (Facilitated AT&T It can wait campaign at Central High school)
- May Mobilization. (Proclamation held at Lions Park Amphitheatre in Cheyenne WY, and Cheyenne Regional Medical Center with Safe Communities.
- Seat belt surveys were conducted at all high schools within LCSD 1.
- Safe Kids day.
- Health and Fitness day at TJEC. (Click students volunteered their time to demonstrate how to wear a seatbelt correctly).
- Texting and driving pledges at Central, East, and South High school.
- Distracted driving campaigns at all high schools and sporting events. Worked with the texting and driving wheel simulators at all the high schools. Attended the

Casper State Basketball conference.

- Worked at Goshen County and Carbon County schools to educate and influence students on highway safety. (Set up seat belt booths throughout the year and shared awareness on May Mobilization. Communicated with staff, principals, and students in each county school).
- Alive at 25 program

## Safe Communities

### **Region 1 (Laramie, Albany, Carbon and Goshen Counties)**

[Please refer to the Impaired Driving Section for the combined report on Impaired Driving and Occupant Protection for Region 1 Safe Communities.]



### **Region 2 (Natrona, Converse, Platte and Niobrara Counties)**

#### Occupant Protection of Adults Objectives –

To engage in a state wide effort to increase seat belt usage through membership and participation in the Wyoming Seat Belt Coalition and Safe Communities partners implementing programs to increase seat belt use in Natrona County, Converse County, Niobrara County, and Platte County.

To develop media Campaigns and work with NHTSA Media Coordinators to raise awareness on the importance of seat belts and consequences when no belt is worn (paid and earned). Billboards and information brochures.

Safe Communities will utilize partnerships within the region to disseminate media and stories focusing on May Mobilization.

- Safe Communities Region 2 attended the biennial Wyoming Seat Belt Coalition meetings, and have participated in workgroups to address concerns statewide.
- Periodic PSAs, news interviews, billboards, and Casper Star Tribune advertisements throughout the year.
- For May Mobilization a press conference was held honoring Senator Charles Scott on his efforts in the legislature to change Wyoming law to a primary offense for not wearing a seat belt. WMC Trauma Coordinator spoke along with Connie Jacobson NC Coroner and Pam Evert Safe Communities Program Director.
- May Mobilization campaign – Click it or Ticket included flashing, digital road signs.
- Safe Kids Day in Casper encouraged all guests to buckle up for a safe Wyoming summer.

The goal of every seat belt program and activity is to change attitudes and behaviors in how we view the following:

- Buckling a seat belt may be a personal choice, but it does not just involve the person making the choice.
- Texting is a dangerous choice of communication while driving. Wyoming citizens must be aware of its dangers and that it is against the law in our state.
- Walk This Way in October, we took the opportunity to remind parents to use their seatbelts and made suggestions regarding booster seats and other restraints.
- Held monthly Safe Kids/Communities Monthly meeting with coalition members to discuss, plan, and implement current NHTSA campaigns.



- Helped the Wyoming Seat Belt Coalition perform seat belt observation surveys and give out information at a booth during the state basketball tournaments in late February and early March for 3 days each weekend.
- Collaborated with DARE officers in a Bowling event to raise awareness on both DARE and our program. Throughout the day, basic safety tips and facts regarding seat belt use and alcohol use were discussed.
- Safe Swim Day in January and Safe Swim Night in July provided another outlet to reach community members and educate them on the importance of buckling up, not to text while driving, and proper car seat selection/installation.
- August Crackdown campaign included advertising about drinking and driving along with the first wet lab.

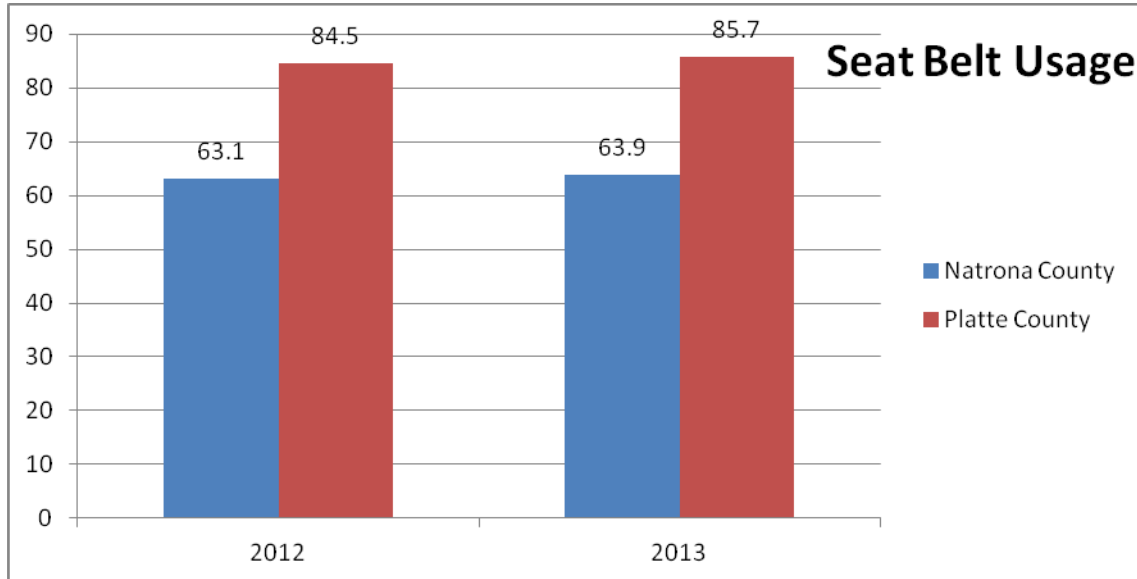
### Child Passenger Safety

To continue to hold a safety fair in May to focus on child passenger safety whether it is related to impaired driving or the lack of seat belts or car seats in order to reduce the number of children admitted to Wyoming Medical Center from motor vehicle crashes.

- Periodic PSAs, news interviews, billboards, WMC internal displays, WMC Shift Change newsletter, and Casper Star Tribune advertisements throughout the year.
- The Media Coordinator, Zach Gentile, distributed campaign posters to bars, restaurants, and coalition members for further distribution.
- Held monthly Safe Kids/Communities Monthly meeting with coalition members to discuss, plan, and implement current NHTSA campaigns.
- Delivered Car Seat information to local pediatric physician offices.
- Attended Casper's Initiative to Nurture Community Health (CINCH) to educate partners on current campaigns and enlist their help in distributing materials, etc. during their annual health walks for 6 weeks in the summer.
- New Natrona County Safe Communities' Program Director and Safe Kids of Central Wyoming Coordinator attended Child Passenger Seat technician training and became certified.
- Gift of a Mother's Love raised awareness on the safety of infants with a focus on occupant protection for both the baby and the family.
- Participated in a Distracted Driving event at Eastridge Mall in April on texting & driving awareness.
- Little Convincer Program instructed kindergartners in Natrona County on the importance of seat belt safety. The kindergartners then became the catalyst for encouraging their family members to buckle their own seat belts. Along with Chugwater & Wheatland.
- Safe Kids Day in Casper encouraged all guests to buckle up for a safe Wyoming summer.
- Participated in the *Back to School Bash* at Casper College, River Fest and WMC annual picnic events and provided Little Convincer Demonstrations along with further education on seat belt usage and occupant protection safety.

- August Crackdown campaign included events at Casper College and River Fest and WMC annual picnic to raise public awareness about the dangers of impaired driving and distracted driving on our roadways and how wearing your seat belt provides a defense against these types of drivers.
- Child Passenger Safety Week 2013 involved 1 car seat check at the local GM dealer that included local media spots and a great attendance. Also Pam Evert & a volunteer helped put on a car seat check in Wheatland in September. Car seat education presentations and Little Convincer demonstrations were held at community functions.
- Held 4 high school texting events in Natrona County for 9-12 graders. Huge success – very well attended and participation was great with the hands on tools.
- Monthly car seat checks will check for proper installation of child passenger seats, but also urge every parent, guardian and grandparent to buckle their seat belt.
- Car Seat Checks were conducted on the 2<sup>nd</sup> Saturday of most months throughout the fiscal year. During the months where there was a conflict, checks were conducted by appointment.
- Every family should understand Wyoming’s child protection law.
- Safe Communities to continue delivering the message of always buckling up and always have their child in the correct car seat or booster seat and restrained correctly.

The Wyoming Department of Transportation 2012 and 2013 Statewide Seat Belt Survey shows only Natrona County & Platte County so Niobrara and Converse Counties are not included. Natrona County increased slightly by 0.8% increase and Platte County increased 1.2% . 2013 Natrona County usage is 63.9% and Platte County is 85.7%.



Safe Communities is currently conducting seat belt usage at Wyoming Medical Center for employees and provided education one week in the month of October 2013 (new grant year) and plans to work with two other large employers Natrona County School District and Wyoming Machinery Company in Natrona County to educate on seat belt usage. The goal is to increase seat belt usage in Natrona County closer to the state 81.9%.

**Performance Goals, Measure of Success Core Outcome Measures:  
Safe Communities Region 2 (Natrona, Niobrara, Platte & Converse counties)**

Traffic Fatalities – 2011 = 23 and 2012 = 21 (Decrease = 8.7%)  
Serious Traffic Injuries – 2011 = 21 and 2012 = 23 (Increase = 9.5 %)  
Alcohol Impaired Fatalities – 2011 = 9 and 2012 = 6 (Decrease = 33%)  
Motorcycle Fatalities – 2011 = 5 and 2012 = 2 (Decrease = 60%)

**Wyoming Seat Belt Survey**

The information contained in this report relates to the second annual Wyoming seat belt usage survey using standards and protocols implemented in 2012. The standards and protocols align with the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340. The overall estimate of seat belt use in 2013 for all vehicle occupants was 81.9 percent belted, with a standard error of 2.3 percent. The 2013 rate represents an increase of 6.4 percent over the rate of 77.0 percent in 2012. The 2013 estimate was based on observations of 15,428 drivers and 5,451 passengers, with complete data on seat belt use for 20,877 drivers and outboard, front seat passengers.

The bulleted list below provides the highlights from the results on estimated seat belt use within the categories of a number of associated variables. The details on the results are presented in the body of the report.

- Passengers were more likely to be belted than drivers.
- Female vehicle occupants were more likely to be observed as belted than were males.
- There was considerable variation among the counties, with very low rates in some counties and very high rates in others. However, the data were different for this year in that the seat belt rate in some counties increased considerably.
- Vehicle occupants in rural sites were more likely to be wearing seat belts than occupants in urban sites.
- Vehicle occupants observed on primary roads had the highest rate of seat belt use, while the seat belt use rate for occupants observed on local, rural and city roads was much lower. Occupants on secondary roads were about average in seat belt use.
- Seat belt use was higher on weekends. During the weekdays, the rates fell off after Monday.
- Rates of seat belt use were similar for occupants of automobiles, vans and SUVs. The rate for occupants of pickup trucks was still the lowest among the different vehicles.
- Female vehicle occupants had higher rates of seat belt use in every type of vehicle.
- Occupants of vehicles registered in Wyoming had a lower rate of seat belt use than occupants of vehicles with license plates from other states.

The report also contains estimates of seat belt use for occupants broken into the separate categories of drivers and passengers. Not surprisingly, passengers had higher rates of overall seat belt use than drivers, and higher rates of seat belt use within every one of the categories of the associated variables.

Finally, comparisons are presented of the estimated results of the 2013 survey of seat belt use with the estimates from the 2012 survey. The most obvious difference was an increase in the overall estimate. The overall increase was reflected in increases within the categories of the variables associated with seat belt use. However, seat belt use actually declined within some categories, but the declines were offset by increases in other variables.

(To view the entire survey, please go to WYDOT website: <http://dot.state.wy.us> under Safety.)

### **Impediments to Achievements:**

- Secondary seat belt law
- Public's perception of low expectation of a crash occurring in Wyoming
- Public's perception of receiving a seat belt citation – based on the survey data (WYSAC Wyoming's Attitude & Awareness Survey-2013)

### **Future Strategies**

- To launch Wyoming Highway Safety website and Facebook page to incorporate the traffic safety messaging efforts to the public.
- To devise a long term strategic plan for the Coalition's efforts to be completed during the coming year.
- To continue the "Academy Night Out" event where officers attending the Basic Course at the Wyoming Law Enforcement Academy are provided an orientation into the importance of effective traffic enforcement.
- To increase the number of CPS proxies in the state to accommodate the need of the certified technicians.
- To serve as a resource to support the legislative efforts for a Primary Seat Belt Law

## POLICE TRAFFIC SERVICES

### Total Expenditures

402 Funds	\$699,858.05
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### Achievements

- Through the Traffic Safety Committee, communication has improved between the different agencies, the Governor's Office and the Highway Safety Behavioral Program

### Key Projects

#### Law Enforcement Coordination

Johnson and Associates was contracted by the Wyoming Association of Sheriffs and Chiefs of Police to administer and coordinate the Law Enforcement Selective Traffic Enforcement Program for FY2013. Management of this project was a "work in progress," as changes are instituted to accommodate special circumstances that continue to arise. A number of changes that were instituted during the previous fiscal year were refined and improved upon—specifically in the grant application process, the reporting of grant activity and the process for reimbursement.

Streamlining the overall grants administration process was a success, enhancing the coordination of law enforcement activities in the state and for having traffic safety become a priority concern for law enforcement administrators statewide.

Management of this project continues to be a "work in progress," as changes are instituted to accommodate special circumstances that continue to arise. A number of changes that were instituted during the previous fiscal year were refined and improved upon during this year – specifically, in the grant application process, the reporting of grant activity and the process for reimbursement. The grant requirements and objects have also been strengthened and wording refined during the course of the last two years.

The following targeted administration and coordination objectives were accomplished during FY2013:

- Establishing traffic safety as a priority concern statewide among Wyoming law enforcement administrators – by the creation of and regular meetings conducted by the Standing Committee on Traffic Safety for the Wyoming Association of Sheriffs and Chiefs of Police.
- Working towards making Wyoming law enforcement's use of highway safety grant funds more effective – by have 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 awarding highways safety grant funds.
- Grant applications continue to be consolidated with relatively few complications. Examples of "seamless" integration are: Sturgis Rally, Supplemental Funding and Media Coordinators.

- Conversion to an events-based focus for all grant enforcement activities was well received by the law enforcement agencies during the previous year and now has become institutionalized. Grant funded law enforcement activities are now more focused and effective.
- The activity reporting system that allows reports to be submitted electronically is now being used by all grantee agencies without issues.
- Communication, interaction and records documentation among and with department personnel continue to be facilitated by the online project management sites that have been created for individual departments for the Grants Network. Departments are now quite familiar with the system and more apt to use the sites more readily.
- A new project intended to increase earned media efforts across the state and make the enhanced traffic enforcement effort more visible to the public was implemented the previous year. Each county now has at least one media coordinator that is responsible for increasing the public's awareness in highway safety. Toward that end, the Wyoming Highway Safety Office and Johnson and Associates schedule and host regional Highway Safety Media Coordinators meetings across the state for all agencies that receive grant funding. These meetings are instrumental for providing essential information about the intent of this project, agency requirements and for providing media materials for the upcoming events.
- Additional grant funds were provided to all grantee agencies impacted by the Sturgis Motorcycle Rally again this year. Representatives from the agencies that participated attended a meeting where the grant requirements were explained and media materials distributed. Agencies continue to do a great job of distributing the posters and were able to obtain additional media coverage through news articles and letters to the editors. Plans are underway to replicate this effort statement again next year.
- Johnson and Associate staff assumed the responsibility of ensuring fiscal accuracy and grant activity reporting for this year. This added responsibility was critical for the Association agreeing to assume the grant fiscal responsibilities.
- 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 law enforcement highway safety grants program at a number of law enforcement conferences during the year.
- Formal audits of three departments were also conducted by the coordinator and the law enforcement grants manager. All agencies audited performed well.
- Efforts to refine and improve the process for reporting grant activity electronically continued throughout the year. Most "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 has helped to ensure that the records were more accurate and 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 in PDF format.

BOTTOM LINE: The efforts that have been underway during the previous years to streamline the grant process, to use a problem-based approach for allocating grant funds and establishing a more comprehensive method of evaluating grant agency performance appear to be making a difference – statewide, agency involvement and productivity is up while traffic crashes are down for the year.

### **Traffic Safety Committee**



The Traffic Safety Committee was established as a standing committee by the Wyoming Association of Sheriffs and Chiefs of Police. The committee was created specifically to address issues related to the Wyoming Department of Transportation Highway Safety grants and their partnership with Wyoming law enforcement agencies. The group provides grant oversight from a law enforcement perspective, provides input specific to highway safety funding and serves as the primary means by which the membership can address emerging traffic safety concerns. The Committee met three times during this fiscal year.

The Traffic Safety Committee has continued to assume a greater role and responsibility for the administration and coordination of the Highway Safety Program. More effective use of highway safety grant funds by Wyoming’s law enforcement community has been, and will continue to be, a priority focus.

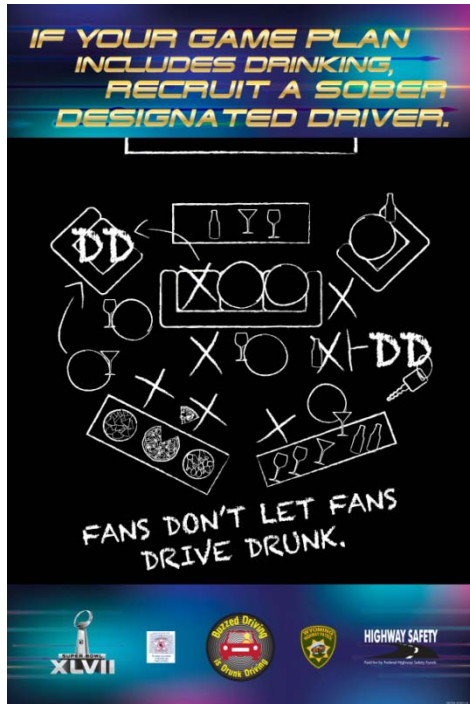
Toward that end, the Committee has instituted evaluation criteria for all grantee agencies that include productivity and local traffic crash data in the analysis. This combined evaluation criteria is being used by the Traffic Safety Committee in the process of making decisions relative to an agency’s grant eligibility status. The committee devised a grant funding formula for awarding grant funds that is problem-based and data driven. All FY2013 High Visibility Enforcement Overtime grant funds were awarded based on the above criteria.

**Local Enhanced Overtime Enforcement** Data found in Appendix

**WHP Enhanced Overtime Enforcement** Data found in Appendix

## Local Media Coordinators

The Media Coordinator was a pilot project which was initiated in September of 2011. The Highway Safety Office with staff from Johnson & Associates developed the basic structure of a statewide media distribution plan using law enforcement agencies already involved in the HVE/DUI grant process. Law enforcement agencies were provided the opportunity to be compensated with overtime funds to distribute posters, radio, and print media related to national and local events through this funding opportunity with the option of using civilian personnel in lieu of sworn officers if the resource was more available.



Each county now has at least one media coordinator that is responsible for increasing the public's awareness in highway safety. Toward that end, the Wyoming Highway Safety Office and Johnson and Associates host regional Highway Safety Media Coordinators meetings across the state for all agencies that receive grant funding. These meetings were instrumental for providing essential information about the intent of this project, agency requirements and for providing media materials for the upcoming events.

The success of the program is evident through the written summary and examples of PSA's whether print or radio submitted by agencies statewide. The goal of the Highway Safety Office in cooperation with Johnson & Associates staff is to have the resources available approximately 30-45 days prior to an event to include posters relevant to the campaign and PSA's specific to Wyoming and/or the campaign to include radio and print ready examples. Approximately 2000 posters are distributed per campaign and in some cases t-shirts have been created for distribution (Sturgis). Posters and other

media are distributed statewide in the smallest of our Wyoming communities through this project and contacts made by our law enforcement professionals spreading the message of highway safety.

This project transcends many of the projects funded by the Highway Safety Office and critical to the safety of those traveling our highways and Wyoming citizens. This project has expanded to include partnerships with members of Safe Communities and the Wyoming Seat Belt Coalition. The value of the project has been recognized by our law enforcement partners to the extent that much of the work completed benefiting this project is accomplished on-duty by those project coordinators or designee alleviating the use of grant funds.



The Media Coordinator Project has become a cost efficient and effective tool statewide to promote the highway safety message. The project is a means of mass distribution on a statewide basis of materials related to an event, as well as provides a conduit for a statewide consistent messaging system.



**Impediments to Success**

- Many local law enforcement agencies are understaffed
- Rural/frontier state

**Future Strategies**

- A new grant position to address the change in DRE training will start in FY2014.
- A new grant position for the Law Enforcement Liaison will begin in FY2014.

## Roadway Safety

### Total Expenditure

402                      \$ 71,990.08

### Achievements

- Revision of the Rumble-strip Policy to include both Rumble-strips and Centerline Rumble-stripes.
- Wyoming Rural Roads Safety Program (WRRSP) ran by Wyo. Tech Transfer (T2) /Local Technical Assistance Program (LTAP) is a way for counties to get their road safety projects implemented.
- A huge success is LTAP working with the Wind River Indian Reservation on creating the Wind River Indian Reservation Safety Improvement Plan which is similar to the WRRSP.
- On-going Safety Emphasis Projects (SEP) and High Risk Rural Roads (HRRR) project review and implementation.
- LTAP working with WYDOT/Planning on getting low volume county road traffic counts.
- LTAP working with counties to get Larger Road/Number County Road Sign improvement projects where needed.

### Key Project

The Safety Management System (SMS) Committee meets quarterly to discuss projects to assist and coordinate activities related to the SMS team and WYDOT's Strategic Highway Safety Plan goals to reduce injuries and deaths on Wyoming's roadways. The Highway Safety Governor's Representative continued to chair the SMS team, ensuring consideration of behavioral issues in roadway discussions.

The SMS team developed a survey for bicyclists about rumble-strips and rumble-stripes (Shoulders and Centerline). At the Bicycle Summit in June, a power point was presented about rumble-strips/ rumble-stripes and bicycles with the goal of achieving buy-in for the rumble-strips on shoulders down to 4 foot wide and the centerline. At the display booth, the SMS team talked with participants and requested them to answer the survey then analyzed the results. (Survey, results, SMS Committee members list and the power-point presentation are in the Appendix.) The other project write-up Native American Media Outreach is found in Paid Media Section.

### Impediments to Success

Issues still surround the implementation of rumble strips. Some of these issues are bicycles, motorcycles, maintenance and noise in semi-rural areas.

## **Future Strategies**

A research project sponsored by the SMS is underway to resolve the impediment issues and further develop/revise the rumble strip/stripe policy. Continued work with T<sup>2</sup>/LTAP for discussions on rural roadway safety in Wyoming Counties and the Wind River Indian Reservation. SMS will possibly hold Traffic Safety Summits with partners throughout the state to build on the successes in past years.

## Paid Media

### Total Expenditures

402	\$ 667,237.40
154PM	\$ 289,775.92

### Achievements

- The law enforcement media coordinators have helped to ensure the counties have the latest enforcement campaign messages and have increased the earned media in their local markets.
- The new stronger seat belt message, “Click it or Ticket” went statewide in FY13 with great acceptance. The WYDOT Public Affairs Office has established strong partners with the University of Wyoming and the seven community colleges for traffic safety messaging.
- A new distribution partner is the Department of Revenue, Liquor Division, who has distributed the posters to all of their customers to speed up the process but also targets the audience determined through the Wyoming data.

### Key Projects:

#### 402 Paid Media Grant:

WYDOT Public Affairs (PAO) used the seat belt grant funds at many sports venues such as banner advertising in hockey rinks, rodeos (high school, college and professional), college basketball & football, junior college basketball, volleyball and soccer, Denver Broncos radio broadcasts, the UW Coach’s Corner radio show, various outdoors-themed radio shows, and other outdoors activity publications. The WYDOT Public Involvement Specialists (PIS) assisted us in achieving these types of efforts on a statewide basis.

Between the Public Affairs Office and the five Public Involvement Specialists around the state, excellent coverage was achieved in schools and youth sporting venues across Wyoming this year. Seat belt messaging was in elementary, middle and high schools across the state. Including: baseball diamonds, soccer fields, swim meets, basketball courts, volleyball, ice hockey, cycling and track events. This type of coverage creates exceptional opportunities to reach the



core audience and their families. It also lays the groundwork for partnerships in safety between WYDOT, the schools, law enforcement and other first responders.



FY13 started the year with football buys: high school banners and programs, UW football and Broncos radio broadcasts. A statewide Thanksgiving radio campaign was conducted aimed at occupant protection for this holiday.

For the second time, PAO partnered with the statewide FBLA event to have safety messages prominently displayed at their annual event for high school students and their families.

The usual May Mobilization effort was made statewide with TV, radio, web and print buys. The PIS partners ensured that our efforts were displayed and heard on a local level around the state. Seat belt messaging was a constant on the airwaves around the state, PAO has a proven history with the media partners in these efforts which continues to pay off in the form of low buy rates and high volume air time. Pandora Internet Radio was added this year to the media mix with outstanding results. The close out of the year was the statewide Child Passenger Safety effort on radio and the web and then rolled into fall with messaging at the UW football games.



### **Other Media**

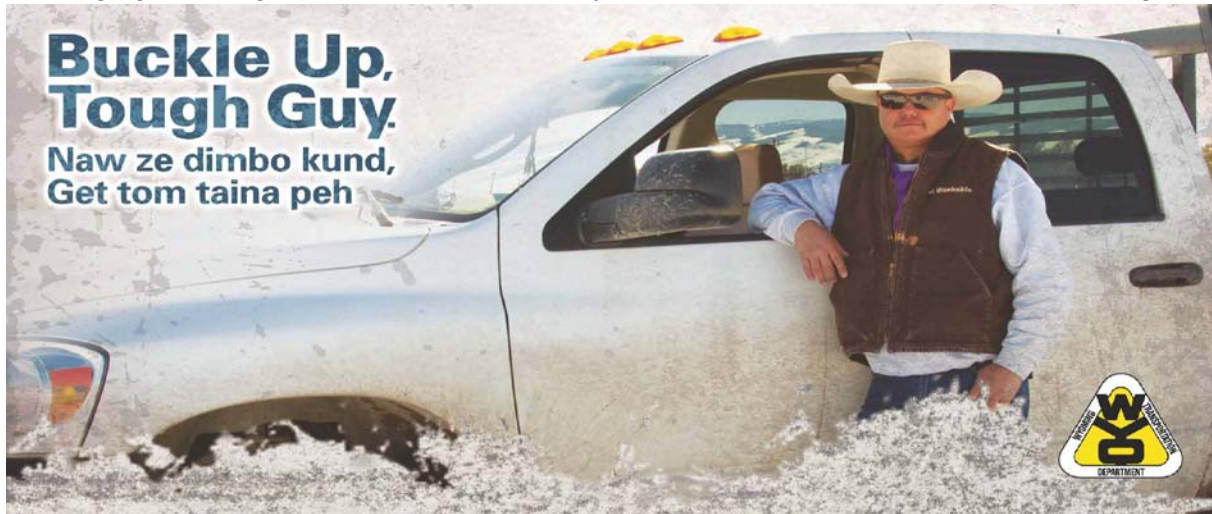
Dynamic Message Signs: Every major campaign is supported by dynamic messaging signs (DMS) that display the targeted messages such as: "Click It or Ticket.", "Drunk Driving. Over the Limit. Under Arrest. Please Buckle UP!" and this type of media outreach is an effective way to reach our Wyoming audience.

### **Native American Media Outreach**



The Wyoming Department of Transportation was part of a team-oriented effort with the Shoshoni and Northern Arapahoe Tribes on the Wind River Reservation, Hispanidad (NHTSA approved marketing firm from Denver) and students at Wind River High School in Pavillion.

"Buckle Up Tough Guy" was the theme of this multi-year effort designed to increase usage of seat belts on the Wind River Reservation. The side benefit of this effort also involved the messaging reaching out to all Fremont County residents for the added benefit of pushing



this buckle-up message to nearly 40,000 people. The "Buckle Up Tough Guy" campaign was accomplished through intensive radio advertising efforts using tribal voices of young people from Wind River School, tribal elders from the Northern Arapaho and Eastern Shoshone tribes, and billboard, print and advertising through Lamar billboards, Wind River News (the tribal newspaper) and Tidbits (county-wide shopper) and use of web sites (County10.com and Rivertonradio.com). Radio advertising ran on KVOW-KTAK Radio in Riverton and KCWC-FM (the Central Wyoming College radio station). Experiments with posters and the use of bathroom advertising was conducted throughout Fremont County.

This campaign attempted to "brand" the idea of the importance of always buckling seat belts, no matter your age. This campaign was intentionally pointed at males ages 18-35, the age group and sex of people who are more inclined to not buckle their seat belts.

The success of this campaign has been witnessed by Fremont County residents through the branding



and improved seat-belt usage numbers. The words "Buckle Up Tough Guy" are being used by people of all ages. This campaign has also been picked up by the U.S. Bureau of Indian Affairs, and this agency plans to launch the campaign nationally on Indian reservations through the United States. This campaign was also copied with success and during the State Fair the 2013 Frontier Days in Cheyenne. Both rodeo campaigns used the premise of "Buckle Up Tough Guy" to reach this younger age group of males.

### **154PM Alcohol Media Grant:**

PAO used the alcohol grant funds at many sports venues such as banner advertising in hockey rinks, rodeos (high school, college and professional), college basketball & football, junior college basketball, volleyball and soccer, Denver Broncos radio broadcasts, the UW Coach's Corner radio show, various outdoors-themed radio shows and other outdoors activity products.



With the help of the WYDOT Public Involvement Specialists (PIS) these types of efforts are achieved on a statewide basis. For example, Stephanie Harsha (D3) has developed a strong presence for our messaging at the state high school rodeo championships in Rock Springs this summer. This was the second year we had such exposure at this heavily attended event.

Of course, the year started with impaired driving messages focused on the holidays with statewide radio and TV buys. Web banner ads were featured on many radio station web sites as well as on both the Casper Star Tribune and Wyoming Tribune Eagle web sites.

Then the focus was on winter sports at the schools, strengthened relationships with the community colleges by placing ad buys in their venues and moved into some new sports opportunities. Some new areas included: Pandora Internet Radio which continued the efforts with on-line radio. Other new advertisement areas were at a bike polo event and roller derby.

Rodeo season hit and the messaging was featured on banners, chutes and jumbo-tron TV screens around the state.

As usual, the efforts out of District 5 were exceptional, as Cody Beers has really set the bar high for the other PIS to get out there and partner with local entities to promote our safety messages.

The year finished up with the usual September/August Crackdown messages which were placed on TV, radio, web and statewide in newspapers. PAO was able to take advantage of a statewide newspaper bulk buy that garnered a great deal of print space for one low price all across Wyoming. While print advertising is not as strong as it once was for the demographic, the buy rate was exceptional.

## **Attitude and Awareness Survey**

The Wyoming Department of Transportation (WYDOT) and the Wyoming Survey & Analysis Center (WYSAC) contracted for a project to assess driver attitudes, awareness, and behaviors. A statewide telephone survey of licensed Wyoming drivers was conducted to collect baseline data to inform WYDOT's efforts to positively influence driving behaviors in the state. The survey was conducted in July 2013. By design, the purpose of which was to assess changes in drivers' attitudes, opinions, knowledge, and behaviors. Both the sampling frame and the questionnaire remained unchanged to achieve maximum comparability of the results.

Highlights of the survey are:

### **Seat Belts**

1. Self reported seat belt use overall has remained constant with 72.1%. Females reported a seat belt use rate of 80.3% compared to males at 64.2%.
2. Wyoming residents believe the chances of getting a ticket for not wearing a seat belt are extremely high or high; 35.0% believe their chances are 50/50; and 31.3% believe their chances are low or extremely low.

### **Cell Phones**

1. In 2013, Wyoming residents who use their phones to make or receive phone calls always, often or sometimes increased to 47% compared to 32% in 2010, 44% in 2011 and 39% in 2012.
2. Phone use while driving tends to decrease as age increases. Similar to 2012, Wyoming residents ages 18-44 have the high rate of making or receiving phone calls while driving (54%-61%). It also appears across all age groups that making or receiving calls while driving has increased since 2012.

### **Alcohol**

1. In 2013, about 20% of Wyoming residents have driven a motor vehicle in the past 60 days within two hours of having an alcoholic beverage.
2. Historically there is significant differences observed by gender with 13% of females report drinking at least one alcohol beverage within two hours of driving in the past 60 days, compared to 26% of males.
3. Over half (55%) of Wyoming drivers think the chances are extremely high or high that someone in Wyoming will get arrested if they drive within city or town limits after drinking alcohol. About one-third (33%) believe the same if someone drives outside of city or town limits after drinking alcohol.

### **Speeding**

1. Slightly more than a third (36.5%) of Wyoming residents indicate they always/often/ sometimes drive more than five miles per hour in 30 mph speed limit areas. On roads with a 75 mph speed limit, the number of Wyoming residents who say they drive more than five miles per hour over the speed limit always/often/sometimes remained consistent throughout the years (16.2% in 2013).



2. Males are significantly more likely than females to regularly speed (always/often/sometimes) in 30 mph zones (41.3% vs. 27.3%) and 75 mph zones (19.2% vs. 12.8%)

### **Media Campaigns**

1. In 2013, over half (54.2) of Wyoming drivers have read, seen or heard about enforcement of seat belt laws by police in the past 60 days. Similar to 2012, males are more likely than females to have read, seen, or heard anything about seatbelt laws (59.7% vs. 48.5%).
2. Dynamic messaging signs (new to 2013 questionnaire) were read, seen or heard in regard to seatbelt enforcement by police by 32.9% of Wyoming residents. Compared to 2012, on television and on the radio (32.2% and 30.1%) registered a slight increase while on a billboard (47.1%), in print media (18.5%), in a WYDOT release (6.6%) all decreased slightly.

### **Impediments to Achievements**

There is no true statewide coverage for media within the State of Wyoming. Larger markets outside Wyoming bleed into the state from bordering states such as Colorado, South Dakota, Utah and Montana.

### **Future Strategies**

1. To increase the visibility of our partners who share the mission of reducing the deaths and injuries on Wyoming's roadways.
2. To provide a central point of contact for statewide coverage within the State of Wyoming utilizing the WYDOT Public Affairs Office with input from a core team of partners.

## Traffic Records

### Total Expenditures

408 Funds                      \$695,555.79

### Achievements

- The Quality Assurance Framework project has delivered Phase 1. The overall approach was presented at the 2013 Traffic Records Forum, and received very supportive comments from ATSIP (Association of Transportation Safety Information Professionals) staff; that WYDOT is doing a solid job of addressing the QA direction that is emphasized in the new Traffic Records Assessments.
- The Safety Management System application has been released to production at WYDOT. It allows Highway Safety staff to identify and capture high crash locations and submit those locations to the Districts for them to review and select the appropriate engineering remedies to address them.
- The work on Intersections has advanced quite well:
  - The initial inventory has been completed and accepted by WYDOT
  - A Collision Diagram application has been delivered to WYDOT and is currently under code review and testing.
  - A tool to maintain the intersection inventory has been developed and is in unit testing at the vendor site, with delivery to WYDOT planned for November.
- There are now 170+ Crash Factors implemented, along with a prototyped function to spot locations that have significant over-representation of any of the factors (i.e. where a certain type of crash is happening significantly more frequent than average).
- The pilot project regarding Crash & Citation integration has been completed. Statewide rollout is on hold pending completion of the iLeads eCitation project in Highway Patrol
- The Wyoming Ambulance Trip Reporting system continues to gain ground, with a further increase in the number of first responders (58 of 61 ground transporting agencies) using the system.

### Wyoming Department of Health, Office of Emergency Medical Services

This project continues to outfit the EMS stations around the State with software and hardware to enhance the electronic EMS WATRS (Wyoming Ambulance Trip Reporting System). Approximately 66% of the State is equipped with software and hardware for electronic reporting.

### Crash Data Quality Assurance

Goals met or having continued work:

- Automate the execution of the quality control checks
- Streamline the correction of errors
- Keep track of corrections made (trends)
- Provide baseline numbers for tracking higher-level Quality Assurance metrics

A set of geospatial functions to be used in location-based QC have been identified, and are being pursued. These will improve the ability to do comprehensive checks on location-based information (e.g. city, county, district, etc.).

## WYDOT Integration of Safety Project Planning and Asset Management

Version 1 of the Safety Management System has been released and is in production. It is a web-based application that:

- Facilitates work flow throughout the department
- Helps prioritize analysis efforts (those locations with the greatest potential for crash reduction)
- Helps optimize safety investments (those treatments which have the highest Benefit-to-cost ratio)

Version 2 (a second enhancement release) is planned for early 2014. NOTE: WYDOT has been asked to present this application at the 10<sup>th</sup> Annual TRB Asset Management Conference in 2014.

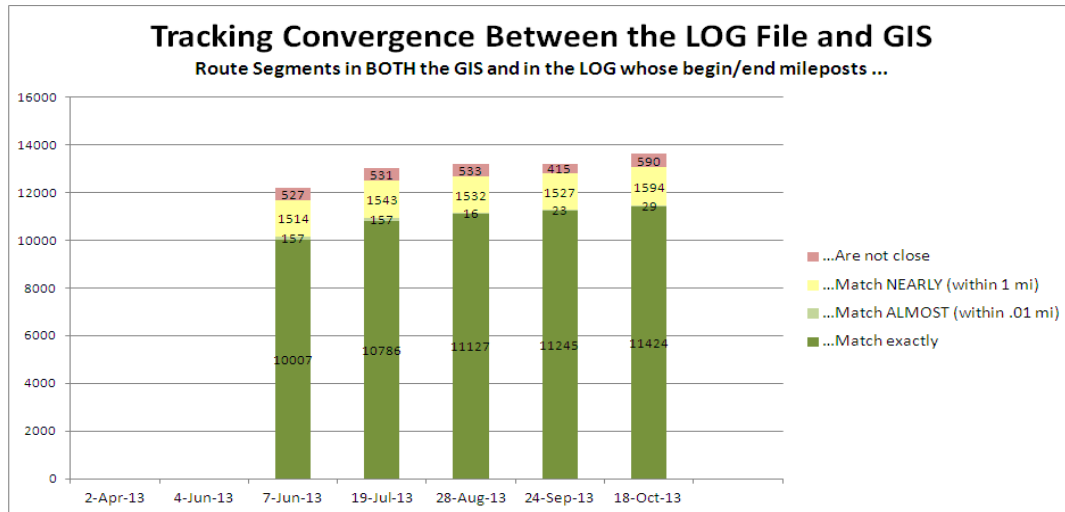
## GIS/LRS Project

This project has picked up steam this year. We are tracking progress on a monthly basis, and at two levels. The following chart shows the progress on the name validation, with the completion of columns A-C (the vast majority of the roadways) anticipated for November 30.

	A	B	C	D	E	F	G	H	I
	Round 1 (names to WYDOT)	R1 RNT/CVF Reconciled	R1 Names in RNT	Round 2 (ML Requests)	R2 Names in RNT	Round 3 (Route Valid) Routes	R3 Names in RNT	Add'l Rts From Planning	Add'l Names in RNT
STATEWIDE	Y	Y	Y	Y					A
Albany	Y	Y	Y	Y	Y	Y	Y	Y	P2
Big Horn	Y	Y	Y	Y	Y	Y	Y	Y	P2
Campbel	Y	Y	Y	Y	P2	Y	P2	Y	P2
Carbon	Y	Y	Y	Y	Y	Y	P2	Y	P2
Converse	Y	Y	Y	Y	P2	Y	P2	Y	P2
Crook	Y	Y	Y	Y	P2	Y		Y	
Fremont	Y	Y	Y	Y	P2	P2			
Goshen	Y	Y	Y	Y	P2	P2		P1	
Hot Springs	Y	Y	Y	Y	P2	P2		P2	
Johnson	Y	Y	Y	Y	P2	P1		P2	
Laramie	Y	Y	Y	Y	P2	P2		P1	
Lincoln	Y	Y	Y	Y		P1		P1	
Natrona	Y	Y	Y	Y		Y		P2	
Niobrara	Y	Y	Y	Y		P1		P1	
Park	Y	Y	Y	Y		P1		P1	
Platte	Y	Y	Y	Y		P2		Y	
Sheridan	Y	Y	Y	Y		P2		P2	
Sublette	Y	Y	Y	Y		P1		Y	
Sweetwater	Y	Y	Y	Y		P1		Y	P2
Teton	Y	Y	Y	Y	N/A	P1		P1	
Uinta	Y	Y		Y				P2	
Washakie	Y			Y				Y	
Weston	Y			Y	N/A			Y	
Explanation	Names of existing routes validated	Internal HWS differences resolved	Names go through DEV / TEST / PROD	Geometries without ML #s	Names for R2 Routes	Suspected public roads without geometries	Names for R3 Routes	Additional routes known by Planning	Names for Add'l Routes
P1 Trigger			Names in DEV RNT Table			WyGIS submits to Sharon		Route info sent to GIS (via Work Order)	
P2 Trigger	Only one of City Streets or County Roads	Changes Applied to CVF & RNT	Names in TEST RNT Table	R2 Routes to Planning	R2 Names WyGIS to HWS	Sharon submits work order to GIS	R3 Names WyGIS to HWS	Geometries and ML# released by GIS	Names from Planning to HWS
Y Trigger	R1 Names from WyGIS to HWS	Names Reconciled	Names in PROD name table	R2 Route ML# to WyGIS	R2 Names in PROD Table	Sharon confirms routes added to GIS	R3 Names in PROD table	Route info confirmed by Planning	Add'l Names in PROD name table

In the above chart, dark green is good, and the bulk of the effort is associated with the columns A-C, which are almost complete.

We are also tracking the convergence between the two definitions of the LRS, which are currently held in two separate programs; Planning and GIS. The following chart shows the progress in getting those two definitions to converge to the point that all discrepancies are resolved, and there will be one source of truth (the GIS definition) from that point forward.



### EMS/Crash Integration Project

Several technical discussions have been held, and a tentative interface specification has been drafted and is being reviewed. A win-win scenario has been identified, which increases the interest of all parties to achieve results.

### Highway Patrol eCitation Project

The project within WHP has progressed with:

- Rollout amongst Patrol divisions
- Connection between WHP and the courts

### **Impediments to Achievements**

- The Statewide restructuring of the Information Technology organization continues to present challenges regarding getting projects approved and contracted. There continue to be delays (though less frequent and less severe than before), as the organizational change gets settled.

### **Future Strategies**

- Complete the consolidation of the public road LRS as the “single source of truth” regarding routes. Address the topology issues in the GIS LRS, and begin working with the counties to maintain the LRS. Continue working with the BIA and BLM for other public roads in the state.
- Continue to pursue map-based crash reporting, working with the vendor and internal WYDOT programs to ensure that the user’s needs for location accuracy **and** ease of reporting are met.

- Implement the pilot of EMS/Crash integration.
- Use the Quality Assurance Framework (QAF) to perform monthly and annual testing. Initiate Version 2, to address other types of testing needs (geospatial, and other data besides crashes).
- Begin maintaining the intersection inventory, release the Collision Diagram tool, and develop the comprehensive HWS Intersection Report.
- Add the capability to identify over-representation of crash factors to the information packages being provided in support of the Safety Management System.
- Complete the state-wide rollout of eCitation for Wyoming Highway Patrol.
- Initiate the project to connect eCitations between the law enforcement agencies and the courts, and with the various Records Management Systems (RMSs) used by the various agencies.

## Motorcycle Safety

### Total Expenditures

402	\$ 31,851.90
2010	\$111,322.63

### Achievements

- The increased law enforcement/media pilot project implemented in August 2011 and expanded in 2012 & 2013, during the Sturgis, South Dakota Motorcycle Rally and the Ham and Jam in Hulett, Wyoming has been successful.
- The number of motorcyclist fatalities reduced from 33 in CY2010 to 16 in CY2011 to 11 in CY2012 and 9 in CY2013 as of the end of September.

### Key Projects

#### WYDOT Motorcycle Paid Media

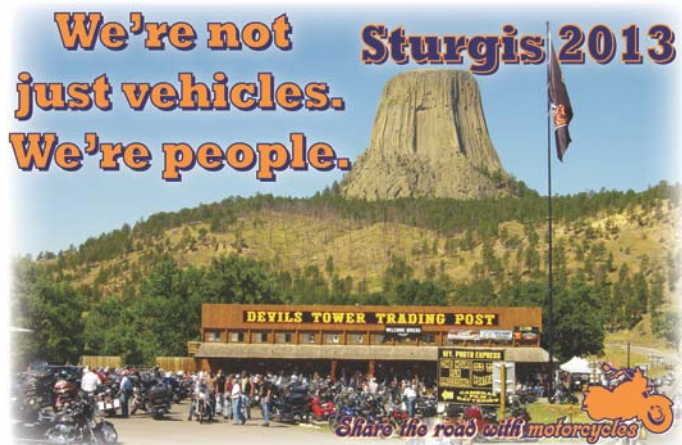
The Motorcycle Safety Program worked directly with the Wyoming Department of Transportation Public Affairs Office, to develop and place media via television, newspaper, magazine, internet,



and billboards for the public to be more aware of motorcyclists on the streets and roadways. In previous years, we had been using the message, “Look Twice, Save a

life. Motorcycles are everywhere”. For the 2013 campaign it was decided to try using the same type of message but changed the wording to “We’re not just vehicles. We’re People. Share the road with motorcycles”.

The Motorcycle Safety Program worked with the Highway Safety, Grant Office, to again put an emphasis on this campaign during the four weeks around the Sturgis Motorcycle Rally. We had posters and several give away items that were handed out using the 2013 campaign message.



The Motorcycle Safety Program once again sent a representative to the Lifesavers Conference. This conference has really informative sessions dealing with motorcycling and many state representatives to network with and obtain new ideas for future campaigns.

[Note: Information on the Sturgis/Ham 'n Jam Enforcement Campaign can be found in the Appendix.]

### **Impediments & Challenges to Achievements**

- Wyoming has a primary helmet law for persons under 18 years of age.
- Motorcycle training courses are not in every community for ease of participation.

### **Future Strategies**

- Increase the number of intermediate motorcycle rider courses to assist the mature riders to refresh their riding skills
- On-line payment for motorcycle training classes when they register.

# APPENDIX



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## Legislative Report

2013 General Session  
62nd Wyoming Legislature  
January 8, 2013 – February 27, 2013 (36 days)

The following highway safety related bills PASSED.

**None**

### Discussion of Highway Safety Related Bills:

Highway safety related bills introduced during the 2013 General Session fell into three (3) categories: Highway speed limits, 2) Cell phone use and 3) Commercial vehicles passing in inclement weather.

There were three (3) bills introduced concerning highway speed limits. House bills 232 and 239 both sought to limit the authority of the Director of the Department of Transportation to establish lower highway speed limits. Senate File 57 sought to increase the maximum speed limit on specified paved roadways to seventy (70) miles per hour subject to the Director of the Department of Transportation's determination that doing so would not prevent safe and reasonable vehicle operation.

There were two (2) bills introduced concerning cell phone use. The first of these two bills, SF 93 sought to modify the offense of operating a motor vehicle while using a handheld electronic wireless communication device for text based communications to include other communications. The *Casper Star-Tribune* in its "Legislature" report dated Tuesday, January 22, 2013 noted: "Esquibel said he's undeterred. He has sponsored the bill at least five times in the past and will bring it back next year. He sponsored the bill that ultimately became law that prohibits texting while driving in the Cowboy State." [*Sen. Floyd Esquibel, D-Cheyenne*] The other cell phone use bill sought to prohibit cell phone use by school bus drivers with some exceptions. [SF 116]

There was one (1) bill introduced concerning commercial vehicles passing in inclement weather. That bill, Senate File 81, sought to prohibit passing by commercial vehicles of noncommercial motor vehicles on any roadway having an initial speed of sixty-five (65) miles per hour or greater when the speed limit has been lowered ten (10) miles per hour or more due to inclement weather.

**Again, all of the bills discussed above failed to become law during the 2013 General Session of the Wyoming Legislature.**



U.S. Department  
of Transportation

**National Highway  
Traffic Safety  
Administration**

Administrator

1200 New Jersey Avenue, SE  
Washington, DC 20590

4/25 2:27 PM

The Honorable David Freudenthal  
Former Governor of Wyoming  
Senior Counsel, Crowell & Moring  
205 Storey Boulevard, Suite 120  
Cheyenne, WY 82009-3565

Dear Mr. Freudenthal:

Congratulations! It is my pleasure to inform you of your selection for a National Highway Traffic Safety Administration (NHTSA) Award for Public Service. Your dedication to making highways safer has contributed to significant progress in reducing traffic-related deaths and injuries.

America is experiencing the lowest number of total highway fatalities since 1949. This record-breaking decline in traffic fatalities represents a 1.9 percent decrease from 2010. This historic downward trend in recent years continued through 2011 and represents a 26 percent decline in traffic fatalities overall since reaching a high of 43,510 fatalities in 2005. Seat belt use is at an all-time high of 86 percent and we saw a 2.5 percent reduction in alcohol-impaired driving fatalities in 2011.

While celebrating the progress we have made in recent years, we must remain focused on addressing traffic safety issues that continue to claim more than 32,000 lives each year. The years ahead will offer ongoing highway safety challenges, and we will be looking to you for continued leadership.

Please accept my personal thanks for work well done, your dedication to reducing deaths and injuries, and your commitment to keeping families safe on our roadways. I would like to present this award to you on Monday, April 15, at 12:30 p.m., during the NHTSA Awards luncheon at Lifesavers 2013 in Denver, Colorado. The luncheon will be in the Mile High Ballroom of the Colorado Convention Center.

Please contact Judy Hammond of NHTSA's Office of Regional Operations and Program Delivery at (202) 366-0743 or [Judy.Hammond@dot.gov](mailto:Judy.Hammond@dot.gov) no later than noon, Friday, April 5, to confirm your attendance and to receive details about logistics of the NHTSA Awards presentation at the 2013 Lifesavers Conference.

Sincerely yours,

David L. Strickland



Wyoming Department of Transportation - Highway Safety Program  
 Selective Traffic Enforcement Program Grants  
 N11: National Crackdown  
 August 14 - September 2, 2013

Department	Publ. Hours	Overtime Hours	Speed Citations	C/Ds Received	Seat Belt Citations	Warnings	Other Arrested Citations	Combined Arrests	DUI Arrests	DUI Data									
										0-07	08-14	15-21	22 and up	Refused	Arrested	Arrested/Failed	Test Results Unavailable	Drug Impaired	
Alton Police Department	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Basin Police Department	30	18	18	0	0	17	0	1	0	0	0	0	0	0	0	0	0	0	0
Big Horn County Sheriff's Office	57	49	1	0	0	32	1	20	0	0	0	0	0	0	0	0	0	0	0
Buffalo Police Department	84	78.5	12	0	0	40	3	16	0	0	0	0	0	0	0	0	0	0	0
Byron Police Department	20	20	28	0	0	11	1	7	0	0	0	0	0	0	0	0	0	0	0
Campbell County Sheriff's Office	54	49.75	1	0	0	17	6	19	1	0	1	0	0	0	0	0	0	0	0
Casper Police Department	104	44	4	0	3	15	21	32	3	1	1	1	0	0	0	0	0	0	0
Cheyenne Police Department	150	121	0	0	0	180	51	75	10	3	7	2	0	1	0	0	0	1	1
Cheyenne Police Department	0																		
Converse County Sheriff's Office	30	20	0	0	0	26	3	3	1	0	0	0	0	0	0	1	1	1	1
Crook County Sheriff's Office	77	77	3	0	0	56	1	35	3	0	2	1	0	0	0	0	0	0	0
Diamondville Police Department	54	53	7	0	2	39	4	7	0	0	0	0	0	0	0	0	0	0	0
Douglas Police Department	20	6.5	0	0	0	6	2	0	1	0	1	0	0	0	0	0	0	0	0
Evansville Police Department	35	33	0	0	0	12	0	0	2	0	1	0	0	0	0	0	1	0	0
Evansville Police Department	50	30	25	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0
Fremont County Sheriff's Office	50	42	10	0	0	10	5	7	0	0	0	0	0	0	0	0	0	0	0
Gillette Police Department	66	54.75	2	0	2	37	10	80	4	0	2	0	0	0	0	1	1	0	0
Gillette Police Department	25	24	1	0	0	16	5	27	1	0	0	1	0	0	0	0	0	0	0
Goshute County Sheriff's Dept	15	0	2	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0
Green River Police Department	20	11	0	0	0	13	2	7	1	0	1	0	0	0	0	0	0	0	0
Greybull Police Department	61	60	5	0	0	9	0	3	0	0	0	0	0	0	0	0	0	0	0
Groesbeck Police Department	0																		
Hot Springs County Sheriff's Office	60	34.5	3	0	0	26	3	147	0	0	0	0	0	0	0	0	0	0	0
Hallett Police Department	0																		
Jackson Police Department	32	32	0	0	2	13	0	33	2	0	1	0	0	1	1	0	1	0	0
Johnson County Sheriff's Office	20	20	0	0	0	21	0	14	0	0	0	0	0	0	0	0	0	0	0
Kemmerer Police Department	15	12	0	0	0	0	0	20	2	0	1	1	0	0	0	0	0	0	0
Laramie Police Department	20	20	2	0	1	10	3	2	0	0	0	0	0	0	0	0	0	0	0
Lander Police Department	25	18	1	0	0	6	13	4	3	0	1	1	1	0	0	0	0	0	0
Laramie County Sheriff's Office	24	20	0	0	0	11	2	0	2	2	0	0	0	0	0	0	0	0	0
Laramie Police Department - DUI	55	53	0	0	0	39	0	30	0	0	1	0	0	1	1	0	1	0	0
Laramie Police Department - HVE	60	50	50	0	1	37	17	15	0	0	0	0	0	0	0	0	0	0	0
Lincoln County Sheriff's Office	30	30	5	0	0	24	2	27	3	0	1	1	0	0	0	0	0	0	1
Lingle Police Department	20	20	4	0	0	27	0	0	0	0	0	0	0	0	0	0	0	0	0
Lovell Police Department	20	22	6	0	3	21	4	13	0	0	0	0	0	0	0	0	0	0	0
Lusk Police Department	71	70	31	0	0	41	0	46	0	0	0	0	0	0	0	0	0	0	0
Lyman Police Department	0																		
MLS Police Department	67	67	12	1	0	69	21	113	3	0	4	0	0	0	0	0	1	0	0
Moorcroft Police Department	0																		
Natrona County Sheriff's Office	0																		
Nevada Police Department	0																		
Nevada County Sheriff's Office	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Price Falls Police Department	0																		
Platte County Sheriff's Office	7	7	3	0	0	6	0	3	0	0	0	0	0	0	1	0	0	0	0
Power Police Department	32	30	0	0	0	15	7	21	2	0	0	1	0	0	0	0	0	0	1
Riverton Police Department	60	4.5	1	0	0	10	3	0	0	0	0	0	0	0	0	0	0	0	0
Rock Springs Police Department	40	0	1	0	0	7	4	0	1	0	1	0	0	0	0	0	0	0	0
Sheridan County Sheriff's Office	34	0	0	0	0	4	0	2	1	0	1	0	0	0	0	0	0	0	0
Sheridan Police Department	40	29	3	0	0	13	1	11	0	0	0	0	0	0	0	0	0	0	0
Shoshone Police Department	20	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0
Sundance Police Department	0																		
Sweetwater County Sheriff's Office	60	55	0	0	0	49	25	21	4	0	2	1	0	0	1	0	1	0	0
Teton County Sheriff's Office	20	20	0	0	0	26	5	3	0	0	0	0	0	0	0	0	0	0	0
Thermopole Police Dept	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Torrington Police Department	10	4	0	0	0	3	1	3	0	0	0	0	0	0	0	0	0	0	0
UW Police Department	30	38	11	0	0	14	13	16	6	1	3	1	0	1	0	0	0	0	0
Westlake County Sheriff's Office	50	50	7	0	0	3	5	30	1	0	0	1	0	0	0	0	0	0	0
Westland Police Department	20	13	2	0	0	14	0	10	0	0	0	0	0	0	0	0	0	0	0
Wheatland Police Department	51	51	0	1	0	29	0	11	1	0	1	0	0	0	0	0	0	0	0
<b>Total</b>	<b>2096</b>	<b>1637.5</b>	<b>323</b>	<b>2</b>	<b>14</b>	<b>1032</b>	<b>101</b>	<b>955</b>	<b>73</b>	<b>6</b>	<b>33</b>	<b>18</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>10</b>	<b>4</b>	<b>4</b>

Wyoming Highway Patrol  
 154AL (DUI Overtime Enforcement) O/T Hours  
 Dates: 12-15-2012 - 9-6-2013

District	Division	O/T Hours
One	A	254
	J	55.5
	P	5.5
	<b>Total Hours for Dist. 1</b>	<b>315</b>
Two	B	119.5
	F	94.5
	M	75
	<b>Total Hours for Dist. 2</b>	<b>289</b>
Three	D	111.5
	E	134.5
	K	46
	T	132
	<b>Total Hours for Dist. 3</b>	<b>424</b>
Four	C	78
	L	73
	Q	38
	<b>Total Hours for Dist. 4</b>	<b>189</b>
Five	G	85.5
	I	33
	N	41
	<b>Total Hours for Dist. 5</b>	<b>159.5</b>
<b>GRAND TOTAL ALL DISTRICTS</b>		<b>1376.5</b>

Summary of Citations / Warnings  
Wyoming Highway Patrol  
Continued

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Citation Summary	DUI Citations	134
	Other Citations	588
	Child Restraint	15
	Seat Belt	201
<b>Total number of Citations</b>		<b>938</b>
Warning Summary	Child Restraint	3
	Seat Belts	13
	Other Warnings	171
number of Warnings		<u>187</u>

Wyoming Highway Patrol  
HVE (Occupant Protection) O/T Hours  
Dates: 5-15-2013 - 9-6-2013

District	Division	O/T Hours
One	A	103.5
	H	75
	L	127
	O	15
	P	41
	X	26
	<b>Total Hours for Dist. 1</b>	<b>387.5</b>
Two	B	109.5
	F	72
	L	4
	M	88
	<b>Total Hours for Dist. 2</b>	<b>273.5</b>
Three	D	105.5
	E	85.5
	K	31
	T	112.5
	<b>Total Hours for Dist. 3</b>	<b>334.5</b>
Four	C	70
	L	62
	Q	36
	<b>Total Hours for Dist. 4</b>	<b>168</b>
Five	G	53
	I	38
	N	119
	<b>Total Hours for Dist. 5</b>	<b>210</b>
<b>GRAND TOTAL ALL DISTRICTS</b>		<b>1373.5</b>



Summary of Citations / Warnings  
Wyoming Highway Patrol  
Continued

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<b>Citation Summary</b>	Speed Citations	3160
	Other Citations	179
	Child Restraint	35
	Seat Belt	122
	Alcohol/Arrest	2
	<b>Total number of Citations</b>	<b>3498</b>

<b>Warning Summary</b>	Speeding	323
	Child Restraint	3
	Seat Belts	1
	Equipment	122
	Other Citations	202
	<b>Total number of Warnings</b>	<b>651</b>

Motorist Assistance	46
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From the desk of  
Sergeant Stephen Townsend  
PHONE: 307-777-4306

### **PRESS RELEASE**

DATE: THURSDAY, AUGUST 08, 2013

## **South Dakota and Wyoming Troopers Conduct Joint I-90 Enforcement Operation During Sturgis Motorcycle Rally**

**Contact:** Terry Woster, Public Information Officer, South Dakota Highway Patrol [605.773.3178](tel:605.773.3178) or Sgt. John Townsend, Public Information Officer, Wyoming Highway Patrol, [307-777-4301](tel:307-777-4301)

**Sundance** – State Troopers from South Dakota and Wyoming made 24 arrests and issued 49 warnings during a joint enforcement operation Wednesday, August 7, on Interstate 90 between Sturgis, South Dakota, and Sundance, Wyoming and portions of S.D. Hwy 34 and U.S. Hwy 212.

With the 73<sup>rd</sup> annual Sturgis Motorcycle Rally in full gear, the joint operation focused on criminal interdiction, speeding and drinking and driving. This is the first year South Dakota and Wyoming have joined together for the enforcement effort.

"The Sturgis Motorcycle Rally is a busy time for law enforcement every year," Capt. Kevin Karley of the South Dakota Highway Patrol said. "The increase in traffic not only affects the Sturgis area, but our neighboring states see the increase too. This joint operation shows a cooperated partnership of South Dakota's and Wyoming's commitment to safe roads."

Capt. Carl Clements of the Wyoming Highway Patrol said, "The joint operation increased law enforcement coverage and visibility during a high traffic portion of the Sturgis Motorcycle Rally. The joint operation used a variety of messages via road signs to increase safe driving during the Devil's Tower run."

A total of 49 vehicles were stopped. There were no DUI arrests. The Troopers provided six physical aids to traveling motorists.

Totals for the operation included:

- Speeding: three arrests, 11 warnings
- License Plates violation: six warnings
- Seatbelt violations: one arrest, three warnings

- Handlebar Height violation: two arrests, eight warnings
- Lights violation: one warning
- Driver license, insurance or registration: one arrest, five warnings
- Misdemeanor Possession of Drugs: seven arrests
- Other moving violations: nine arrests, 13 warnings
- Other non-moving violations: two warnings
- Possession of Stolen Property, Grand Theft: one arrest

Additionally, the joint operation seized a stolen *Colt 1911* stainless gun and produced one weapons charge.

**END**

**TO REPORT A DRUNK DRIVER OR AN EMERGENCY**

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**IN STATE CALL 1-800-442-9090**

**OUT OF STATE CALL 1-307-777-4321**

### Hulett Ham and Jam - 2013

In conjunction with the Sturgis Motorcycle Rally, August 1, through August 12, 2012

P-6's	P-7's	P-8's	<b>MOTORCYCLE VIOLATIONS</b>	Arrests	Reports Complete	Event Number/s
9	10	44	headlight violation			
6	10	66	handlebar violation			
	1		passing in same lane			
			person/article interfering with driver			
2			DWUI			
1			Driving under Suspension			
10	1		No Valid DL for vehicle class			
1	1		Minor with no helmet			
5	5		No insurance/or proof of insurance			
236	109		Speeding			
1	4	6	other motorcycle Equipment			
2	23		All other MOVING violations			
5	8		All other NON-MOVING violations			
			<b>PASSENGER VEHICLE VIOLATIONS</b>			
539	354		Speeding			
38	78		All Other MOVING Violation			
55	66		All Other NON-MOVING Violations			
7			DWUI			
7	4		Drivers License including Suspension			
2		87	Equipment/			
			ALL FELONY DRUG ARRESTS			
4			ALL MISDEMEANOR DRUG ARRESTS			
1			ALL Warrants			
			All other full custody arrests			
2	2		Motorcycle crashes worked			
1			all other crashes worked			

Total Citations = 969

Total Warnings = 934

Total Assists = 129

Total Vehicle stops = 1725

Total contacts = 1834

Total Crashes = 12

Motorcycle Crashes = 5

Pass. Vehicle Crashes = 7

Total Motorcycle Stops = 577

Total DWUI = 9

Total Fatalities = 1

Total Serious Injury = 9

Total Pass. Vehicle Stops = 1136

## 2013 Motorcycle Safety Grant Activities

Project: HS15413, Activity: WHPO.

P-6's	P-7's	P-8's	MOTORCYCLE VIOLATIONS	Arrests	Reports Complete	Event Number/s
4	3	18	headlight violation			
3	3	22	handlebar violation			
	1		passing in same lane			
			person/article interfering with driver			
2			DWUI			
			Driving under Suspension			
5	1		No Valid DL for vehicle class			
1	1		Minor with no helmet			
3	2		No insurance/or proof of insurance			
94	43		Speeding			
	1		other motorcycle Equipment			
1	5		All other MOVING violations			
3	3		All other NON-MOVING violations			
			<b>PASSENGER VEHICLE VIOLATIONS</b>			
166	86		Speeding			
11	22		All Other MOVING Violation			
12	26		All Other NON-MOVING Violations			
3			DWUI			
1	1		Drivers License including Suspension			
2	13	19	Equipment/			
			ALL FELONY DRUG ARRESTS			
2			ALL MISDEMEANOR DRUG ARRESTS			
1			ALL Warrants			
			All other full custody arrests			
1	2		Motorcycle crashes worked			
			all other crashes worked			

Total Citations = 320

Total Warnings = 300

Total Assists = 30

Total Vehicle stops = 536

Total contacts = 619

Total Crashes = 5

Motorcycle Crashes = 5

Pass. Vehicle Crashes =

Total Motorcycle Stops = 237

Total DWUI = 5

Total Fatalities = 0

Total Serious Injury = 4

Total Pass. Vehicle Stops = 269

# **PAID MEDIA SURVEY**

Intentionally left blank

Project : Wyoming DOT Statewide  
 Questionnaire : WyHi13  
 Report executed on : 8/29/2013 9:18:47 AM

**12** **12)FIPS**  
Single  
Min = 1 Max = 1 L = 5  
8/16/2013 8:50:00 PM

**Sample: FIPS**  
 N: 500

<b>Choices</b>				
Albany	56001	32	6.40%	
Big Horn	56003	10	2.00%	
Campbell	56005	42	8.40%	
Carbon	56007	14	2.80%	
Converse	56009	11	2.20%	
Crook	56011	6	1.20%	
Fremont	56013	36	7.20%	
Goshen	56015	12	2.40%	
Hot Springs	56017	4	0.80%	
Johnson	56019	8	1.60%	
Laramie	56021	79	15.80%	
Lincoln	56023	17	3.40%	
Natrona	56025	67	13.40%	
Niobrara	56027	2	0.40%	
Park	56029	25	5.00%	
Platte	56031	8	1.60%	
Sheridan	56033	26	5.20%	
Sublette	56035	9	1.80%	
Sweetwater	56037	39	7.80%	
Teton	56039	20	4.00%	
Uinta	56041	19	3.80%	
Washakie	56043	8	1.60%	
Weston	56045	6	1.20%	
<b>Total</b>		<b>500</b>	<b>100.00%</b>	

**36** **36)QA**  
Single  
Min = 1 Max = 1 L = 1  
8/16/2013 8:36:00 PM

**A. Have I reached you on a landline or your mobile phone?**  
 N: 500

<b>Choices</b>			
Landline / Home Phone	1	343	68.60%
Mobile / Cell	2	157	31.40%
<b>Total</b>		<b>500</b>	<b>100.00%</b>



37

37)QB

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:36:00 PM

**B. Can I just confirm that you are currently in a safe place to take our survey on your mobile phone, such as at home, the office, or stationary in your vehicle?**

N: 157

Choices

Yes	1		157	100.00%
No - RETURN TO INTRO, SETUP CALLBACK	2	==> INT01	0	0.00%
<b>Total</b>			<b>157</b>	<b>100.00%</b>

38

38)Q1

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:36:00 PM

READ LIST

**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**

N: 500

Choices

18-25	1		26	5.20%
26-35	2		44	8.80%
36-55	3		164	32.80%
Over 55	4		266	53.20%
Under 18	5		0	0.00%
DO NOT READ: DK/Refused	6		0	0.00%
<b>Total</b>			<b>500</b>	<b>100.00%</b>

40

40)GENDER

Single

Min = 1 Max = 1 L = 1

8/16/2013 3:37:00 PM

**DO NOT READ: Record gender by observation**

N: 500

Choices

Male	1		204	40.80%
Female	2		296	59.20%
<b>Total</b>			<b>500</b>	<b>100.00%</b>

41

41)Q2

Multiple , Open

Min = 1 Max = 5 L = 2

8/16/2013 8:37:00 PM

READ LIST, RECORD ALL THAT APPLY

**2. Do you get your news and information from:**

N: 500

Choices

Local radio stations	01		271	54.20%
Local TV broadcast stations	02		295	59.00%
Newspaper	03		335	67.00%
Internet	04		313	62.60%
DO NOT READ: Other, SPECIFY	05	O	25	5.00%
DO NOT READ: Don't know/Refused	06	X	6	1.20%
<b>Total</b>			<b>1245</b>	<b>100.00%</b>

42

42)Q3

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:37:00 PM

READ LIST

3. Over the past year, how often have you seen or heard any messages either on TV or radio that have had a tagline "Click it, don't risk it"?

N: 500

Choices

Never	1		161	32.20%
Rarely	2		55	11.00%
Sometimes	3		114	22.80%
Often	4		134	26.80%
Always	5		31	6.20%
DO NOT READ: DK/Refused	6		5	1.00%
<b>Total</b>			<b>500</b>	<b>100.00%</b>

43

43)Q4

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:37:00 PM

READ LIST

4. How did the "Click it, don't risk it" announcement affect your attitude toward seat belt

use? Are you:

N: 334

Choices

Less likely to use	1		4	1.20%
Somewhat less likely to use	2		4	1.20%
Neutral	3		149	44.61%
Somewhat more likely to use	4		35	10.48%
More likely to use	5		126	37.72%
DO NOT READ: DK/Refused	6		16	4.79%
<b>Total</b>			<b>334</b>	<b>100.00%</b>

44

44)Q5

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:37:00 PM

READ LIST

5. How often do you wear a seat belt when {b}driving{/b} in a vehicle?

N: 500

Choices				
Never	1		5	1.00%
Rarely	2		8	1.60%
Sometimes	3		27	5.40%
Often	4		57	11.40%
Always	5		397	79.40%
DO NOT READ: DK/Refused	6		6	1.20%
<b>Total</b>			<b>500</b>	<b>100.00%</b>

45

45)Q6

Single

Min = 1 Max = 1 L = 1  
8/16/2013 8:37:00 PM

READ LIST

6. How often do you wear a seat belt when {b}riding{/b} in a vehicle?

N: 500

Choices				
Never	1		8	1.60%
Rarely	2		8	1.60%
Sometimes	3		24	4.80%
Often	4		73	14.60%
Always	5		385	77.00%
DO NOT READ: DK/Refused	6		2	0.40%
<b>Total</b>			<b>500</b>	<b>100.00%</b>

46

46)Q7

Multiple , Open

Min = 1 Max = 2 L = 2  
8/16/2013 8:37:00 PM

7. If you don't wear your seat belt, why?{br}{br}MULTIPLE ANSWERS ARE OK

N: 134

Choices				
Please Specify:	01	O	119	88.81%
DO NOT READ: DK/Refused	02	X	15	11.19%
<b>Total</b>			<b>134</b>	<b>100.00%</b>

47

47)Q8

Multiple , Open

Min = 1 Max = 2 L = 2  
8/16/2013 8:37:00 PM

8. What would motivate you to wear your seat belt all of the time?

N: 134

Choices				
Please Specify:	01	O	74	55.22%
Nothing	02	X	34	25.37%
DO NOT READ: DK/Refused	03	X	26	19.40%
<b>Total</b>			<b>134</b>	<b>100.00%</b>

48

48)Q9

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:19:00 PM

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

N: 500

Choices

No	1	120	24.00%
Yes	2	376	75.20%
DO NOT READ: DK/Refused	3	4	0.80%
<b>Total</b>		<b>500</b>	<b>100.00%</b>

49

49)Q10

Multiple , Open

Min = 1 Max = 4 L = 2

8/16/2013 9:54:00 PM

READ LIST

10. Which of the following advertising campaigns have you seen or heard concerning motorcycle safety?

N: 376

Choices

Look Twice, Save A Life	01	324	86.17%
Drive Hammered, Get Nailed	02	81	21.54%
Share The Road	03	273	72.61%
Other, please specify:	04 O	26	6.91%
DO NOT READ: DK/Refused	05 X	10	2.66%
<b>Total</b>		<b>714</b>	<b>100.00%</b>

50

50)Q11

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:36:00 PM

11. Has the "Look Twice" campaign made you more aware of motorcyclists?

N: 324

Choices

No	1	83	25.62%
Yes	2	232	71.60%
DO NOT READ: DK/Refused	3	9	2.78%
<b>Total</b>		<b>324</b>	<b>100.00%</b>

51

51)Q12

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:19:00 PM

12. Have you seen any messages about motorcycles on any of the overhead digital message signs on the interstates or highways?

N: 500

Choices

No	1	249	49.80%
Yes	2	240	48.00%
DO NOT READ: DK/Refused	3	11	2.20%
<b>Total</b>		<b>500</b>	<b>100.00%</b>

52 52)Q13

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:36:00 PM

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

N: 240

Choices

No	1	47	19.58%
Yes	2	188	78.33%
DO NOT READ: DK/Refused	3	5	2.08%
<b>Total</b>		<b>240</b>	<b>100.00%</b>

53 53)Q14

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:19:00 PM

14. Do you ride a motorcycle?

N: 500

Choices

No	1	438	87.60%
Yes	2	62	12.40%
DO NOT READ: DK/Refused	3	0	0.00%
<b>Total</b>		<b>500</b>	<b>100.00%</b>

54 54)Q15

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:36:00 PM

READ LIST

15. How often do you wear a helmet?

N: 62

Choices

Never	1	7	11.29%
Rarely	2	4	6.45%
Sometimes	3	11	17.74%
Often	4	8	12.90%
Always	5	32	51.61%
DO NOT READ: DK/Refused	6	0	0.00%
<b>Total</b>		<b>62</b>	<b>100.00%</b>

55 55)Q16

Single

Min = 1 Max = 1 L = 1

## READ LIST

16. Over the past year, how often have you seen or heard any messages either on TV or radio that have a tagline "Drive Sober or Get Pulled Over?"

N: 500

Choices			
Never	1	136	27.20%
Rarely	2	50	10.00%
Sometimes	3	121	24.20%
Often	4	138	27.60%
Always	5	49	9.80%
DO NOT READ: DK/Refused	6	6	1.20%
<b>Total</b>		<b>500</b>	<b>100.00%</b>

56

56)Q17

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:19:00 PM

17. Over the past year, have you driven while under the influence of alcohol?

N: 500

Choices			
No	1	485	97.00%
Yes	2	15	3.00%
DO NOT READ: DK/Refused	3	0	0.00%
<b>Total</b>		<b>500</b>	<b>100.00%</b>

57

57)Q18

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:36:00 PM

## READ LIST

18. How often have you driven while under the influence in the past year?

N: 15

Choices			
Never	1	0	0.00%
Rarely	2	11	73.33%
Sometimes	3	4	26.67%
Often	4	0	0.00%
Always	5	0	0.00%
DO NOT READ: DK/Refused	6	0	0.00%
<b>Total</b>		<b>15</b>	<b>100.00%</b>

58

58)Q19

Multiple , Open

Min = 1 Max = 2 L = 2

8/16/2013 8:38:00 PM

19. What would deter you from driving while under the influence? {br}{br}PROBE: Anything else? {br}{br}MULTIPLE RESPONSES ARE OK

N: 15

Choices				
Please specify:	01	O	14	93.33%
DO NOT READ: Nothing	02	X	0	0.00%
DO NOT READ: DK/Refused	03	X	1	6.67%
<b>Total</b>			<b>15</b>	<b>100.00%</b>

59

59)Q20

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:19:00 PM

20. Do you attend University of Wyoming sporting events?

N: 500

Choices				
No	1		386	77.20%
Yes	2		114	22.80%
<b>Total</b>			<b>500</b>	<b>100.00%</b>

60

60)Q21

Single

Min = 1 Max = 1 L = 1

8/16/2013 9:54:00 PM

21. Have you seen or heard any advertising campaigns during University of Wyoming games related to {b}alcohol safety{/b}?

N: 114

Choices				
No	1		34	29.82%
Yes	2		62	54.39%
DO NOT READ: DK/Refused	3		18	15.79%
<b>Total</b>			<b>114</b>	<b>100.00%</b>

61

61)Q23

Multiple

Min = 1 Max = 5 L = 1

8/16/2013 8:36:00 PM

READ LIST, RECORD ALL THAT APPLY

23. I am going to read a list alcohol safety messages. Please indicate which ones you have seen or heard during University of Wyoming games.

N: 62

Choices				
Don't Drink and Drive	1		54	87.10%
Always Designate a Driver	2		50	80.65%
Buzzed Driving is Drunk Driving	3		55	88.71%
Drunk Driving, Over the Limit, Under Arrest	4		37	59.68%
Drive Sober or Get Pulled Over	5		45	72.58%
DO NOT READ: None of the above	6	X	1	1.61%
<b>Total</b>			<b>242</b>	<b>100.00%</b>

62

62)Q22

Single  
 Min = 1 Max = 1 L = 1  
 8/16/2013 8:19:00 PM

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

N: 114

Choices				
No	1		50	43.86%
Yes	2		48	42.11%
DO NOT READ: DK/Refused	3		16	14.04%
<b>Total</b>			<b>114</b>	<b>100.00%</b>

**63** **63)Q24**  
 Multiple  
 Min = 1 Max = 4 L = 1  
 8/16/2013 8:36:00 PM

READ LIST, RECORD ALL THAT APPLY

**24. I am going to read a list of seat belt safety messages. Please indicate which ones you have seen or heard during University of Wyoming games.**

N: 48

Choices				
Make Your Next Belt a Seat Belt	1		7	14.58%
Go Pokes! Buckle Up!	2		35	72.92%
Always Buckle Up	3		35	72.92%
Powder River, Buckle Up	4		19	39.58%
DO NOT READ: None of the above	5	X	3	6.25%
<b>Total</b>			<b>99</b>	<b>100.00%</b>

**64** **64)Q25**  
 Single  
 Min = 1 Max = 1 L = 1  
 8/16/2013 8:19:00 PM

**25. Do you listen to the radio?**

N: 500

Choices				
No	1		100	20.00%
Yes	2		400	80.00%
DO NOT READ: DK/Refused	3		0	0.00%
<b>Total</b>			<b>500</b>	<b>100.00%</b>

**65** **65)Q26**  
 Single  
 Min = 1 Max = 1 L = 1  
 8/16/2013 9:55:00 PM

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

N: 400

Choices				
No	1		103	25.75%



Yes	2	283	70.75%
DO NOT READ: DK/Refused	3	14	3.50%
<b>Total</b>		<b>400</b>	<b>100.00%</b>

66

66)Q28

Multiple

Min = 1 Max = 4 L = 1

8/16/2013 9:55:00 PM

READ LIST, RECORD ALL THAT APPLY

28. I am going to read a list of alcohol safety messages. Please indicate which ones you have heard while listening to the radio.

N: 283

Choices

Don't Drink and Drive	1	257	90.81%
Drunk Driving is for Losers	2	110	38.87%
Use a Designated Driver	3	254	89.75%
Don't Drive Drunk	4	234	82.69%
DO NOT READ: None of the above	5	4	1.41%
		X	
<b>Total</b>		<b>859</b>	<b>100.00%</b>

67

67)Q27

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:19:00 PM

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

N: 400

Choices

No	1	110	27.50%
Yes	2	277	69.25%
DO NOT READ: DK/Refused	3	13	3.25%
<b>Total</b>		<b>400</b>	<b>100.00%</b>

68

68)Q29

Multiple

Min = 1 Max = 5 L = 1

8/16/2013 8:36:00 PM

READ LIST, RECORD ALL THAT APPLY

29. I am going to read a list of seat belt safety messages. Please indicate which ones you have heard while listening to the radio.

N: 277

Choices

Always Buckle Up	1	209	75.45%
Click It, Don't Risk It	2	239	86.28%
Make Your Next Belt a Seat Belt	3	45	16.25%
Don't Be a Crash Dummy, Buckle Up	4	146	52.71%
Go Pokes! Buckle Up!	5	67	24.19%
DO NOT READ: None of the above	6	7	2.53%
		X	
<b>Total</b>		<b>713</b>	<b>100.00%</b>

69

69)Q30

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:19:00 PM

30. During the past year, have you seen or heard any advertising campaigns that have had a tagline, "One Text or Call Could Wreck It All."

N: 500

Choices

No	1	285	57.00%
Yes	2	202	40.40%
DO NOT READ: DK/Refused	3	13	2.60%
<b>Total</b>		<b>500</b>	<b>100.00%</b>

70

70)Q31

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:19:00 PM

READ LIST

31. In the past year, how often have you sent or received texts while driving?

N: 500

Choices

Never	1	322	64.40%
Rarely	2	96	19.20%
Sometimes	3	58	11.60%
Often	4	21	4.20%
Always	5	2	0.40%
DO NOT READ: DK/Refused	6	1	0.20%
<b>Total</b>		<b>500</b>	<b>100.00%</b>

71

71)Q32

Single

Min = 1 Max = 1 L = 1

8/16/2013 8:19:00 PM

READ LIST

32. How often have you talked on your cell phone while driving in the past year?

N: 500

Choices

Never	1	159	31.80%
Rarely	2	133	26.60%
Sometimes	3	103	20.60%
Often	4	87	17.40%
Always	5	15	3.00%
DO NOT READ: DK/Refused	6	3	0.60%
<b>Total</b>		<b>500</b>	<b>100.00%</b>

72

72)Q33

Multiple

Min = 1 Max = 4 L = 1

READ LIST, RECORD ALL THAT APPLY

**33. I am going to read a list of distracted driving safety messages. Please indicate which ones you have seen or heard over the past year.**

N: 500

## Choices

One text or call could wreck it all	1		221	44.20%
The road is no place for distractions	2		156	31.20%
Drive safe Wyoming	3		277	55.40%
Phone in one hand, ticket in the other	4		57	11.40%
DO NOT READ: None of the above	5	X	136	27.20%
<b>Total</b>			<b>847</b>	<b>100.00%</b>

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- Tom Carpenter - Highway Safety Senior Analyst - WYDOT**  
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**2013**  
**Wyoming**  
**Bicyclist Survey**



## Executive Summary

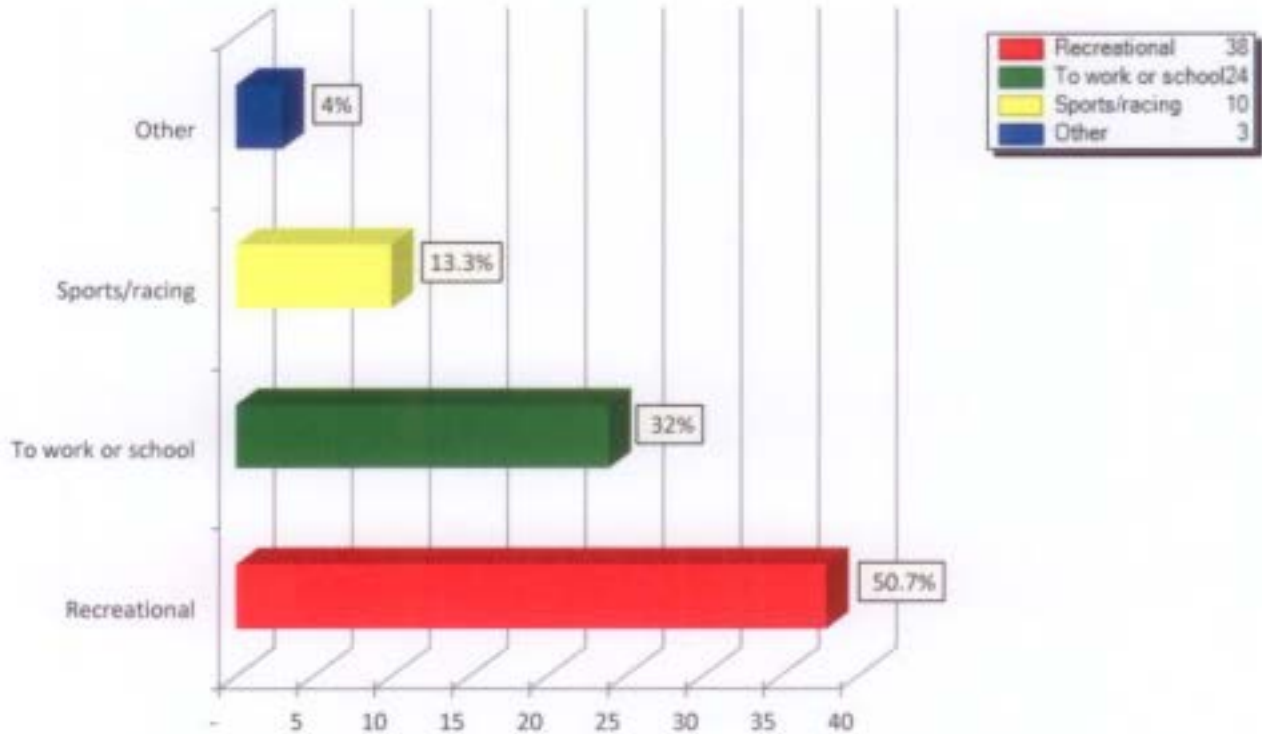
This report contains a detailed statistical analysis of the results to the survey titled *2013 Wyoming Bicyclist Survey*. The results analysis includes answers from all respondents who took the survey in the 1 day period from Sunday, July 07, 2013 to Sunday, July 07, 2013. 47 completed responses were received to the survey during this time.



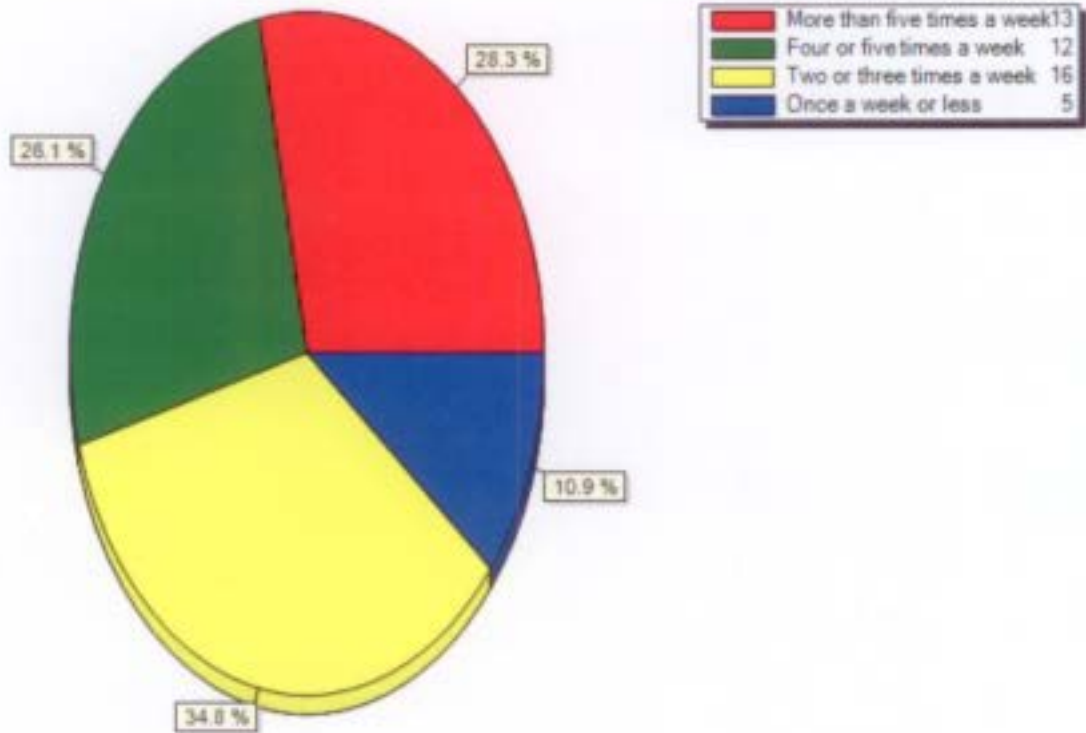
# Survey Results & Analysis

Responses Received: 47

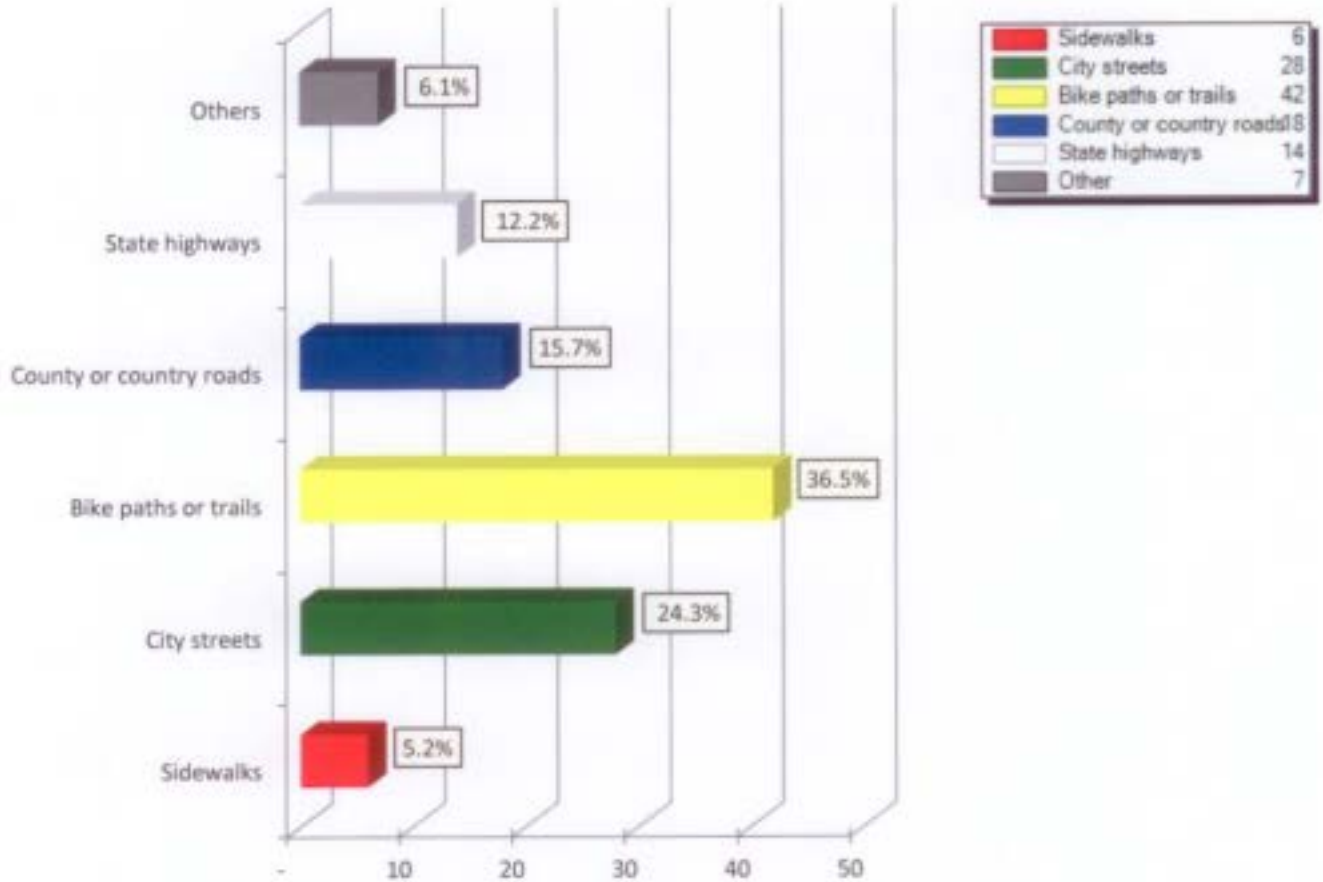
## 1. What type of riding do you do mostly?



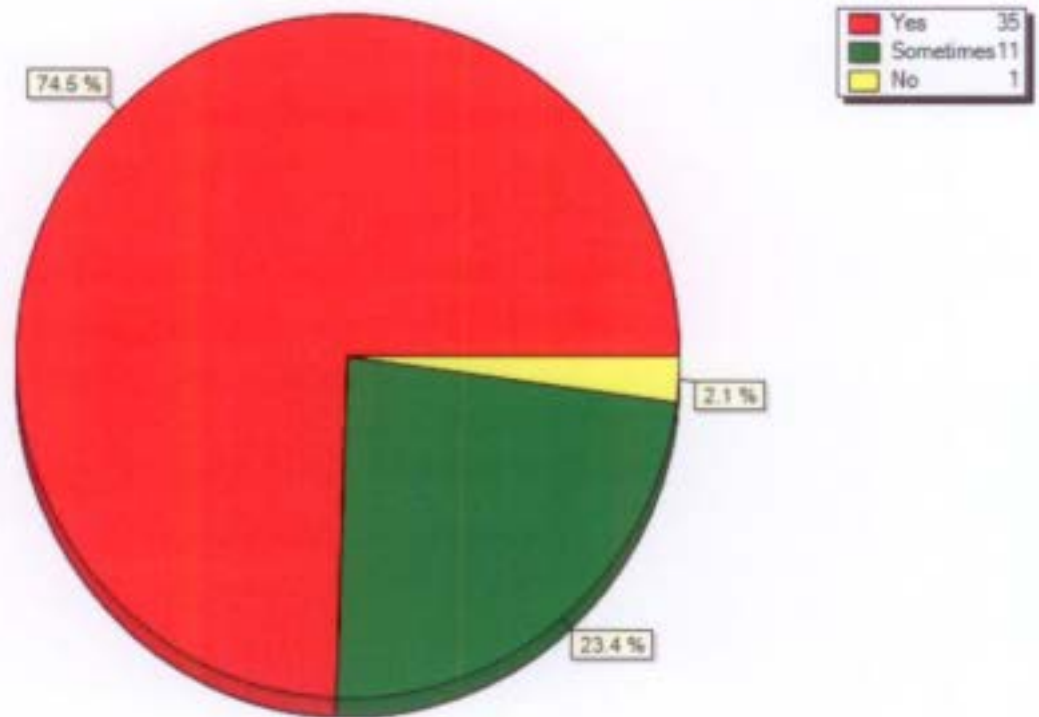
## 2. About how often do you ride?



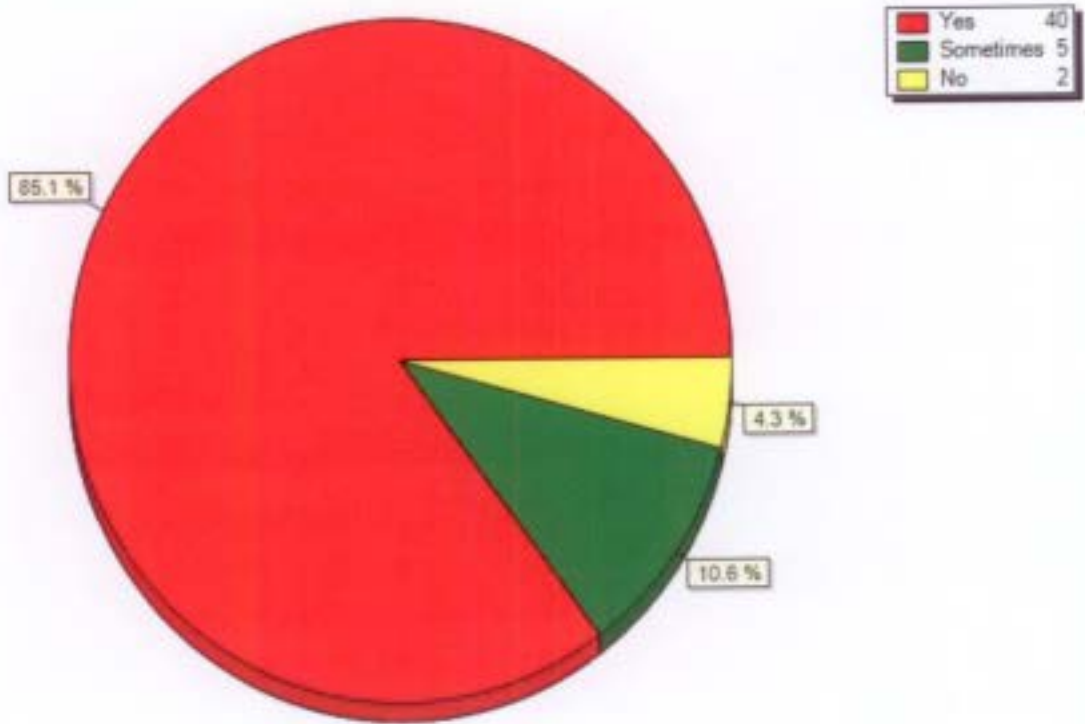
### 3. Where do you ride mostly?



4. Do you consider the amount of vehicle traffic (number of cars and trucks) when selecting a route?



5. Do you wear a helmet?



**6. What problems, if any, have you experienced on Wyoming rural highways while riding? (i.e., narrow shoulders, rumble strips, truck traffic, debris on shoulder, etc.)**

N/A

All of the obstacles listed.

debris, no/narrow shoulders

potholes, no shoulders, debris

Narrow shoulders.

Narrow shoulders and debris, potholes, etc

Narrow shoulders, debris

narrow shoulders or debris on the shoulders is the worse problem

Not enough time to ride here!

narrow shoulders

Not much rural highway

narrow shoulders, rocky

Poor attention from drivers resulting in close calls

rumble strips, debris

Car once on interstate came onto the shoulder to scare me and one other time a car came right head on into my lane and I had to go in the ditch to avoid it.

Narrow shoulders, debris on shoulder

rumble strips, inconsistent shoulder width, very rude drivers

Narrow shoulders

Narrow shoulders, rumble strips, truck traffic, debris on shoulder

Debris on shoulders in some areas

Truck traffic, debris on shoulder, low sun, low visibility

Narrow shoulders

narrow shoulders, truck traffic, debris on shoulders, bottles thrown, glass

Motorists don't give 3 foot clearance to cyclists!

narrow shoulders

People who don't know how to pass.

Sweeping shoulders, rumble strips

Narrow shoulders, truck traffic, debris on shoulder

Narrow/no shoulder, rumble strip with no shoulder, angled shoulder, debris

Narrow shoulders

truck traffic

lack of shoulders, continuous rumble strip (rarely), driver behavior

rumble strips, no shoulder, narrow shoulder

rumble strips, poor shoulder quality, poor drivers

Chip seal is a necessary evil, but still don't like it.

Narrow shoulders and heavy traffic

no or narrow shoulders, gravel rocks in shoulder, debris, grass, etc.

Gravel narrow shoulder, vehicles not respecting bikes and pulling out in front of them.

## 7. Other comments:

Cycling abilities is a large reason for considering WY as a place to live.  
I would bike more on county roads if there was designated space and signage for bicyclists.

Vehicles often don't accept or even resent bicyclists, exhibit hostile behavior. Big pick-ups and SUVs are scary and don't give you any space buffer. Just a cultural thing I think.

Certainly in favor of pathways and designated bike routes.

Need more funding opportunities for cities

None.

Intersections, people turning and not seeing me  
single track!

We could use more \$ for communities pathway and trail programs.

WYDOT does a good job.

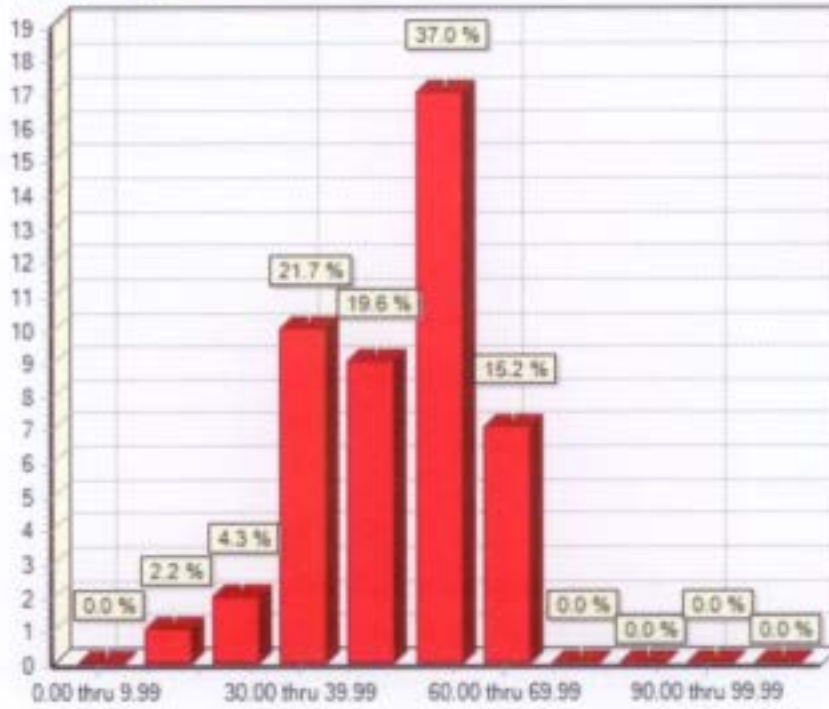
More pathways

## 8. What is your age?

Mean = 47.26

Min = 17.00, Max = 67.00

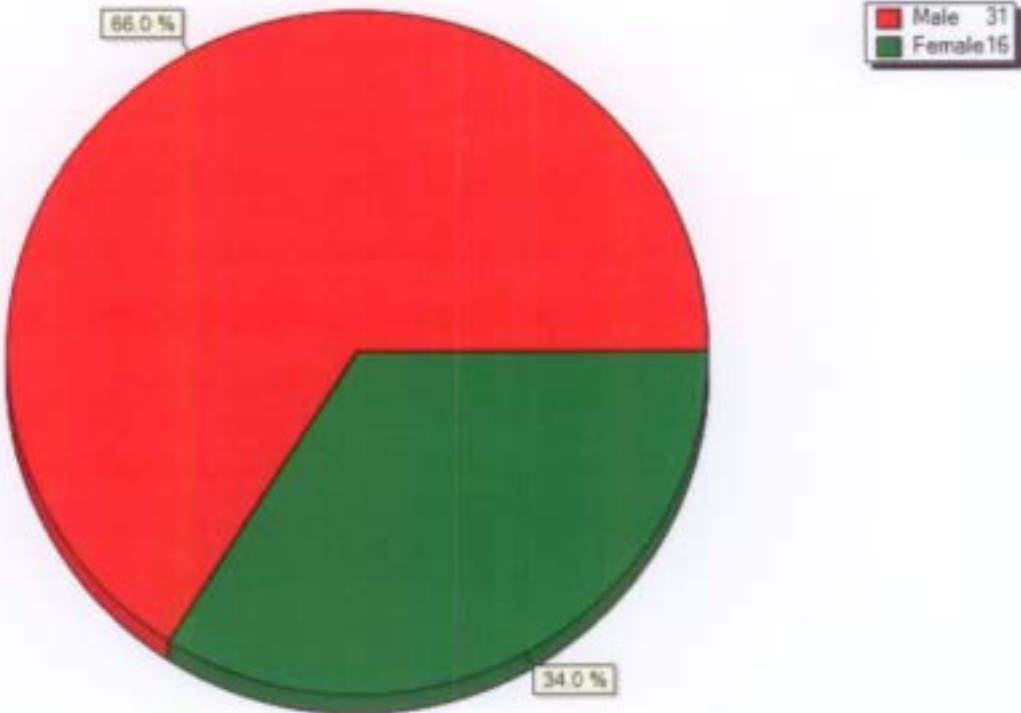
Median = 50.00



0.00 thru 9.99	0
10.00 thru 19.99	1
20.00 thru 29.99	2
30.00 thru 39.99	10
40.00 thru 49.99	9
50.00 thru 59.99	17
60.00 thru 69.99	7
70.00 thru 79.99	0
80.00 thru 89.99	0
90.00 thru 99.99	0
100.00 thru 109.99	0



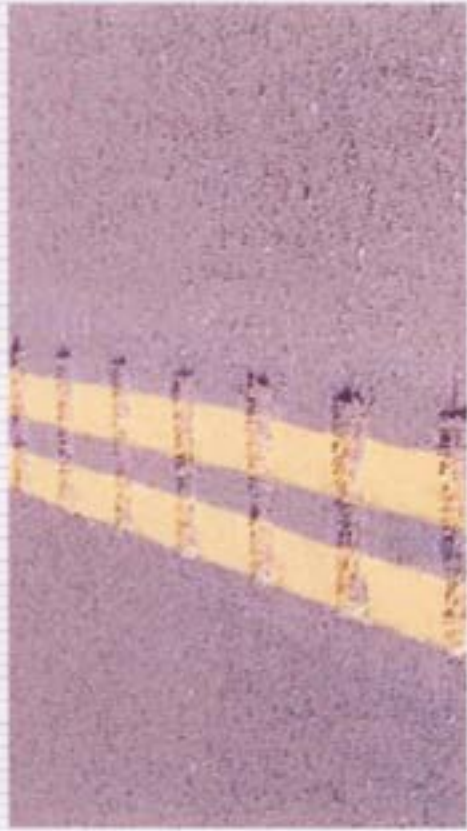
9. What is your gender:



# Rumble Strips and Rumble Stripes



Shoulders and Centerline



# WYOMING STRATEGIC HIGHWAY SAFETY PLAN

- Created by the Wyoming Safety Management System (SMS) Committee
- Focuses Wyoming's safety partners on **reducing the number of Critical Crashes**



# WYOMING STRATEGIC HIGHWAY SAFETY PLAN

- Features six safety emphasis areas
  - Lane & Road Departure Crashes
  - Use of Safety Restraints
  - Impaired Driving
  - Speeding
  - Curves
  - Young Drivers (25 and Under)
- Only two are “engineering” measures influenced by physical features of the roadway

# WYOMING STRATEGIC HIGHWAY SAFETY PLAN

- Lane & Road Departure Crashes
  - The first of six recommendations for supporting activities under this emphasis area is:
    - “Continue implementation of the **rumble strip policy**”
    - The committee has looked at current research and believes that enhancing the policy to **expand the application of rumble strips will have a positive benefit on safety**

# Shoulder Rumble Strips and Stripes Safety Benefit

- NCHRP Report 641 shows reductions in **single-vehicle run-off-the-road** injury crashes of **26% - 46%** on two lane rural roads
- Longitudinal rumble strips and stripes are included in the list of nine proven safety countermeasures in the FHWA publication: Guidance Memorandum on Promoting the Implementation of Proven Safety Countermeasures (updated 2012)

# Centerline Rumble Stripes Safety Benefit

- NCHRP Report 641 shows reductions in **head-on and opposite direction sideswipe** crashes of **38% - 50%** on two lane rural roads
- Longitudinal rumble strips and stripes are included in the list of nine proven safety countermeasures in the FHWA publication: Guidance Memorandum on Promoting the Implementation of Proven Safety Countermeasures (updated 2012)

# Shoulder Rumble Strips and Stripes

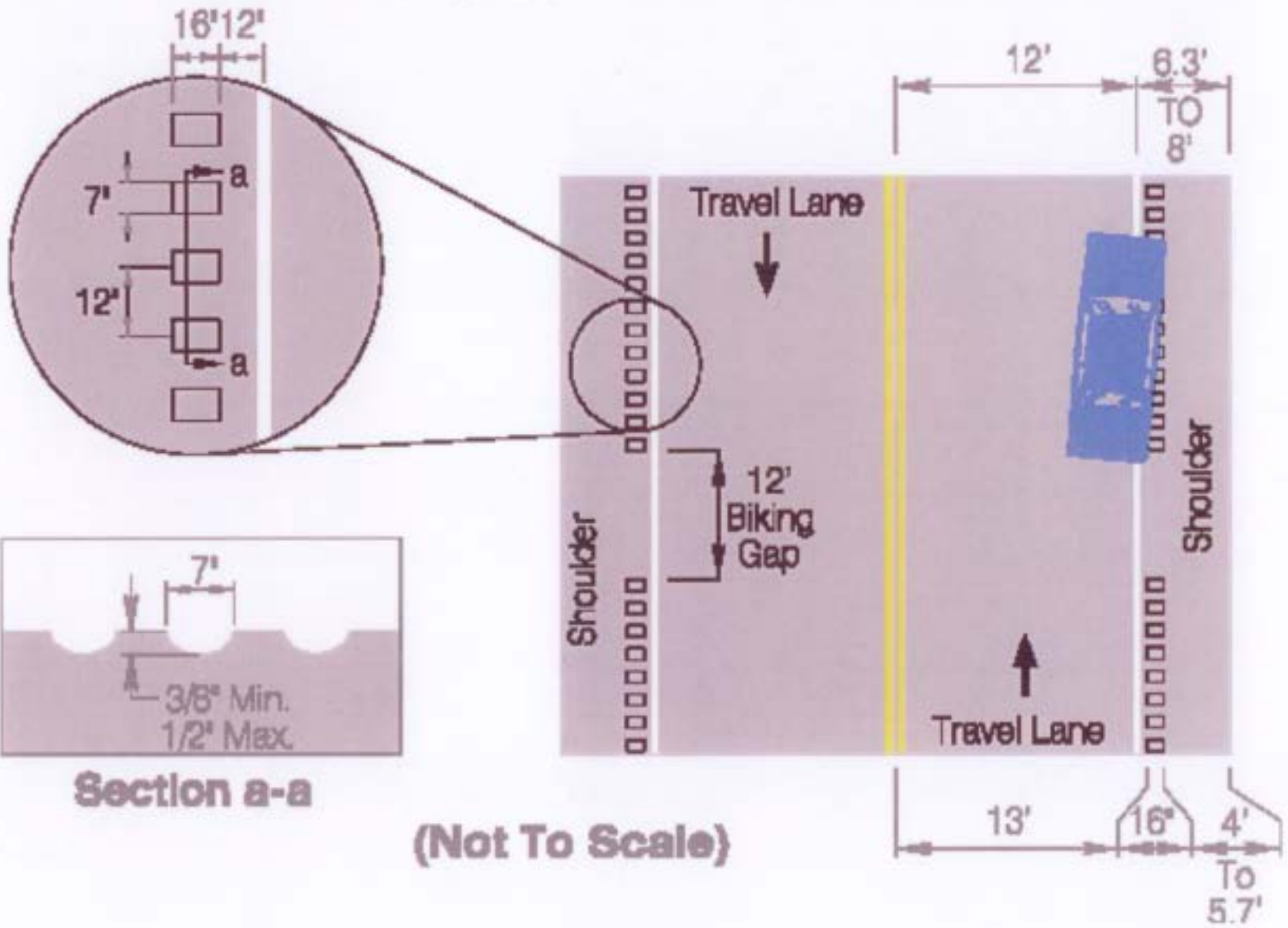
## Current Usage

- Milled shoulder rumble strips (beyond the painted edge line) are currently utilized in Wyoming on rural two-lane roads with **shoulders 6' wide or wider**
- Milled rumble stripes (with the painted edge line going over them) are **not** currently utilized in Wyoming

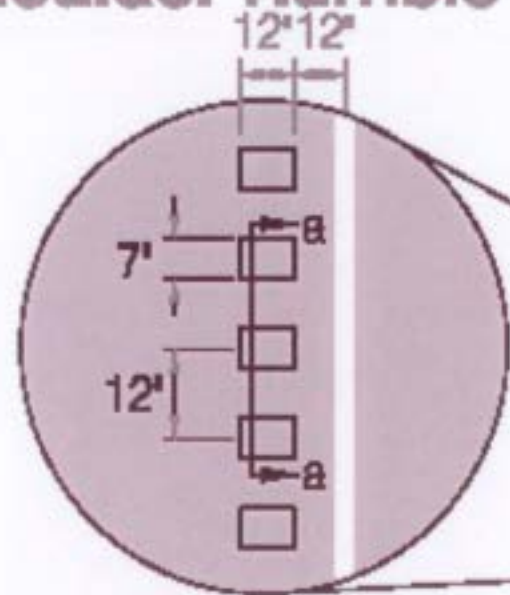




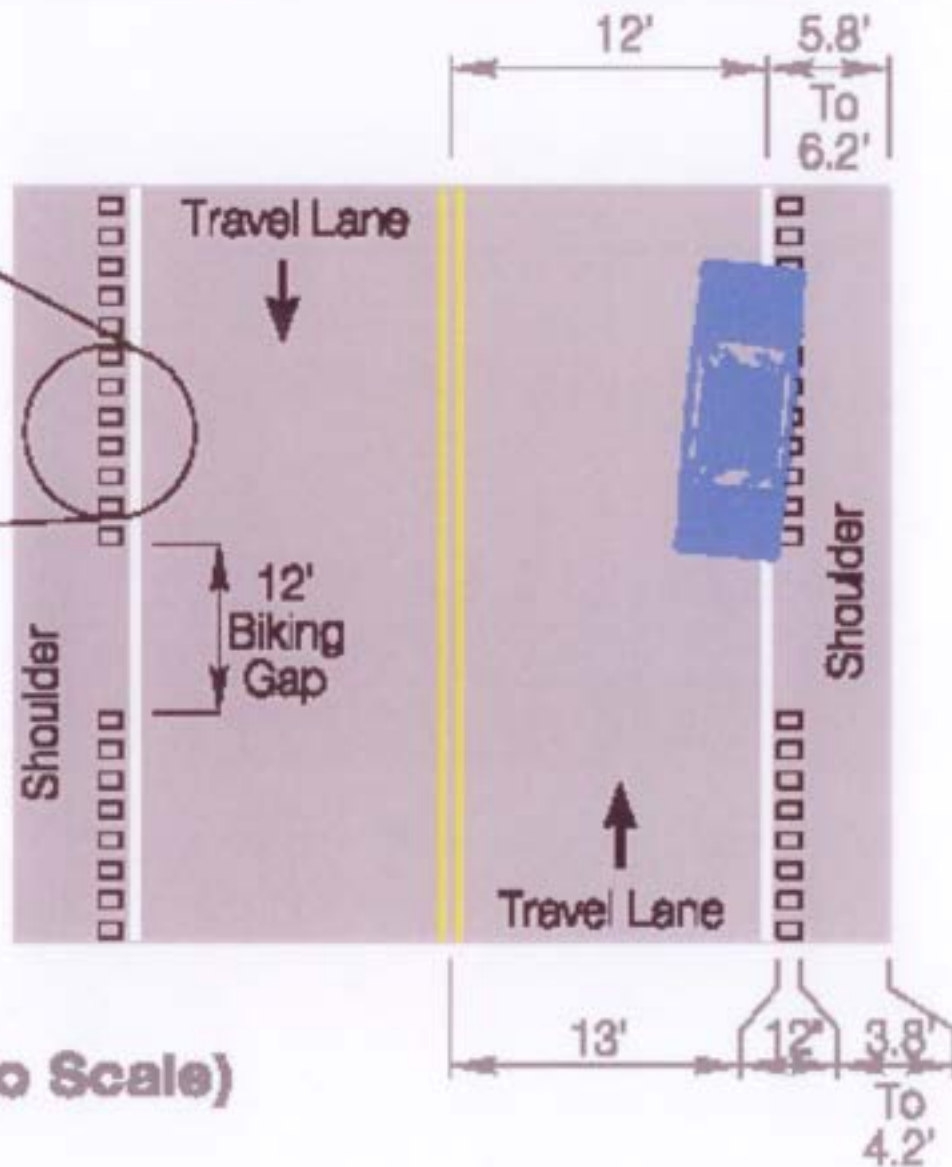
# Shoulder Rumble Strips (7' to 8' Nominal Shoulders)



# Shoulder Rumble Strips (6' Nominal Shoulders)



**Section a-a**



**(Not To Scale)**

# Centerline Rumble Stripes Current Usage

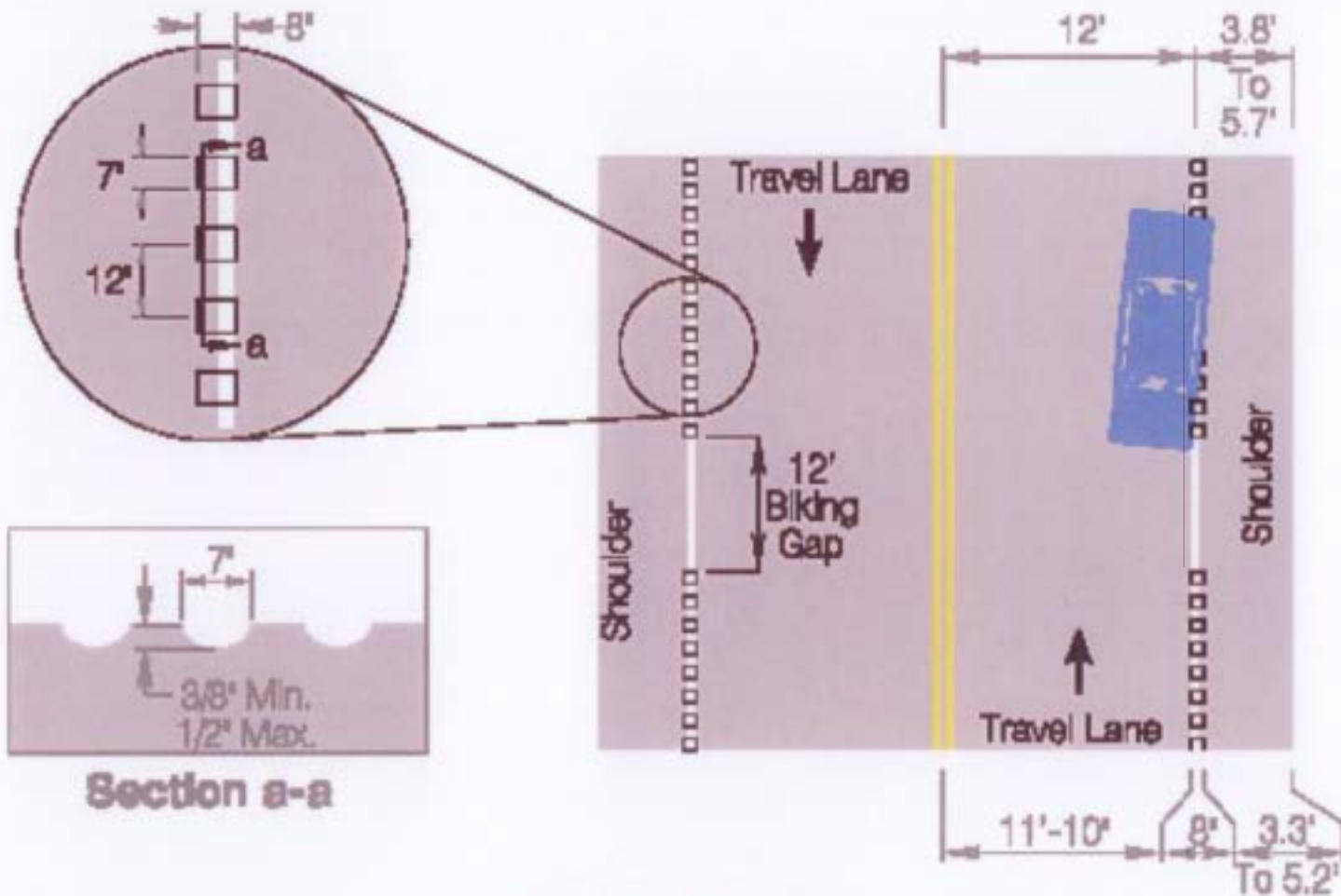
- Milled centerline rumble stripes (with the painted center lines going over them) are currently utilized in Wyoming **only on a short section** of US 287 south of Laramie



## Shoulder Rumble Stripes Proposed Expanded Usage

- A “rumble stripe” 8” wide will be ground into shoulders with widths of **at least 4’ and less than 6’** on rural two-lane roads
- The inside edge of the rumble stripe would be placed 12’ from centerline leaving a nominal width of **3’-4” available for use by bicyclists**
- The **painted edge line** will be placed at its normal location at the edge of the travel way and will be **over a portion of the rumble stripes**

# Edgeline Rumble Stripes (4' to 5' Nominal Shoulders)



(Not To Scale)

# Shoulder Rumble Stripes Proposed Expanded Usage Limitations

- These would **not be used** on routes designated as a **bicycle routes or high bicycle-use areas** in the WYDOT Bicycle & Pedestrian Transportation Plan. These road sections will still only receive shoulder rumble strips if the shoulder width is 6' or greater
- Rumble stripes will be **temporarily discontinued where guardrail is adjacent** to the edge of the pavement

# Shoulder Rumble Stripes Summary

**Two - Lane Shoulder Rumble Strips / Stripes**

Shoulder Width			Rumble Strip Width	Distance From Centerline	Clear Shoulder Width		Coincidence w/Painted Edgeline	Discontinue At:
Nom.	Min.	Max.			Min.	Max.		
7.8 ft.	6.3 ft. to	8 ft.	16 in.	13.0 ft.	4.0 ft. to	5.7 ft.	No	Paved Approaches
6 ft.	5.8 ft. to	6.2 ft.	12 in.	13.0 ft.	3.8 ft. to	4.2 ft.	No	
4.5 ft.	3.8 ft. to	5.7 ft.	8 in.	11.8 ft.	3.3 ft. to	5.2 ft.	Yes	Paved Approaches &
< 4 ft. *	2 ft. to	3.8 ft.	8 in.	11.8 ft.	1.5 ft. to	3.3 ft.	Yes	Guardrail Installations

\* Exceptional Cases Only

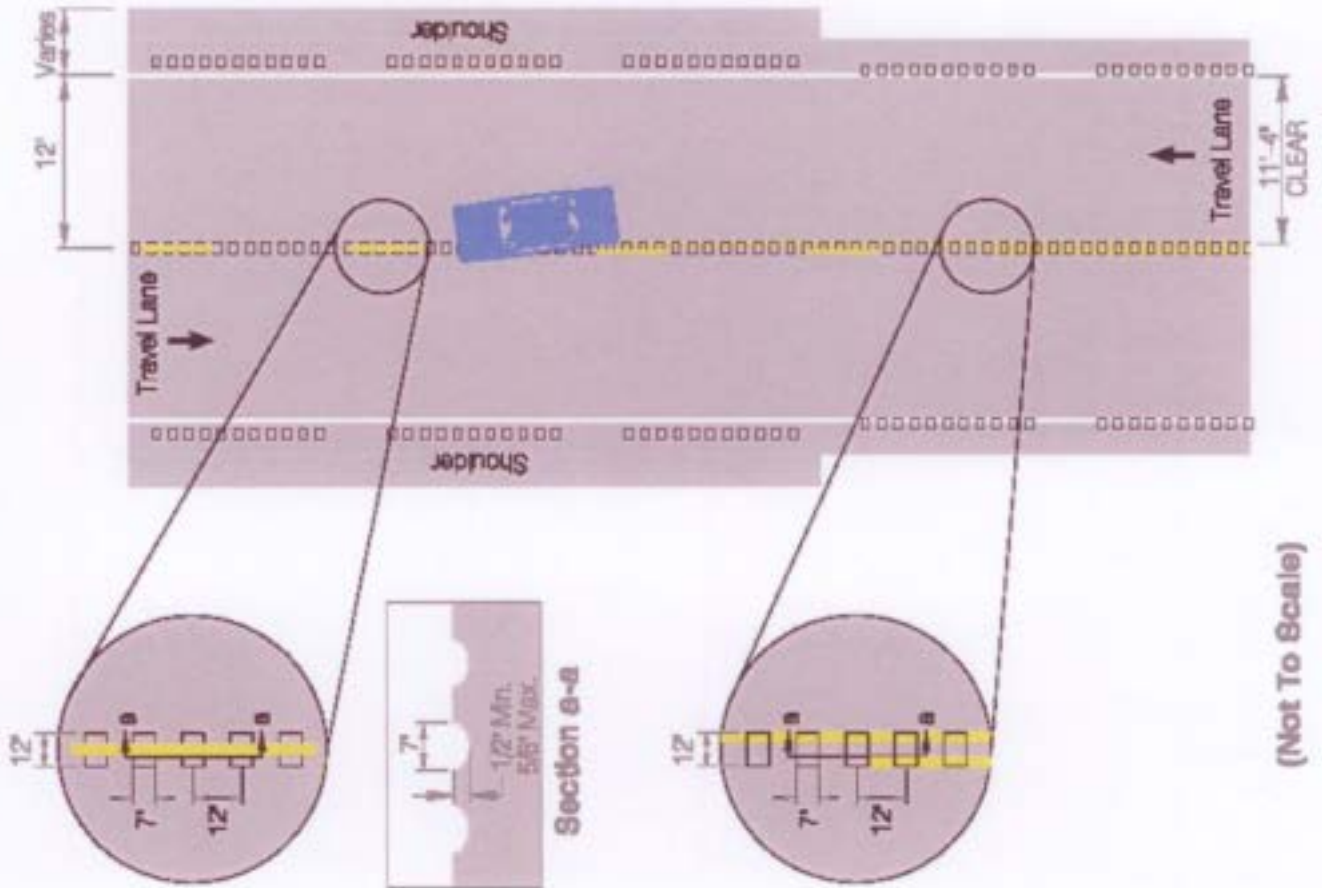
Note: Rumble strips ground in a pattern of 48 ft. followed by a 12 ft. gap for bicycle traversal.

# Centerline Rumble Stripes Proposed Expanded Usage

- The SMS Committee recommends installing about **100 miles of these as a pilot project** before making a decision on more widespread use
- The specific locations will be on two-lane roads with relatively high volumes with an emphasis, initially, on corridors with a **higher incidence of head-on and opposite direction sideswipe crashes**



# Center Line Rumble Stripes (No Gaps)



(Not To Scale)

# Centerline Rumble Stripes Proposed Expanded Usage Limitations

- WYDOT already **fog seals** milled shoulder rumble strips immediately following milling and should repeat this practice on the centerline rumble stripes
- This will require temporary centerline delineation and **close coordination with maintenance forces to reapply striping** following the fog seal

# Centerline Rumble Stripes Proposed Expanded Usage Limitations

- As further mitigation, centerline rumble stripes should **not be placed where the existing pavement or the centerline joint is in such a poor condition** that the District determines that it cannot accept the milling process without raveling or deteriorating
- Centerline rumble stripes **should not be placed** on roadways where the **total half-width is less than 14 feet**



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# **PAID MEDIA SUMMARIES**

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**ALCOHOL PAID MEDIA  
FISCAL YEAR 2013**

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
Alcohol	KRAE Radio	11/30/2012				6	6								\$99.00
"	KRAE Radio	11/30/2012				5	3	3							\$199.00
Holiday Alc.	TV Statewide	12/31/2012													\$25,000.00
Alcohol	KRAE Radio	10/31/2012				8	8								\$99.00
"	KRAE Radio	10/31/2012				100	100								\$500.00
Buzzed	LCCC rodeo	2012-2013								Rodeo					\$2,500.00
Holiday Alc.	KCGY radio	Dec-12				5	5								\$400.00
Alcohol	Northwest Ag - Broncos	Nov. 2012				24	24								\$875.00
Alcohol	Northwest Ag - Broncos	Dec. 2012				24	24								\$875.00
Alcohol	Miles Mktg/ Travelers Journal	2013							1/4 page						\$3,312.00
Alcohol	KVOW Radio	Dec. 2012				1	1								\$285.00
Holiday Alc.	Townsquare	Dec. 2012				1886	880	1386							\$4,500.00
Holiday Alc.	KLOQ Radio	Dec. 2012				20	20								\$125.00
Holiday Alc.	KYTI Radio	Dec. 2012				20	20								\$125.00
Holiday Alc.	KZWY Radio	Dec. 2012				20	20								\$125.00
Holiday Alc.	KROE Radio	Dec. 2012				20	20								\$135.00
Alcohol	Cody Enterprise - Chill Magazine	Jan-13							1						\$760.00
Holiday Alc.	Statewide Papers	Dec. 2012							22						\$4,650.00
Alcohol	Lovell Chronicle	Feb. 2013							1						\$350.00
Alcohol	Big Horn Radio	Feb. 2013				180	180								\$400.00
Alcohol	Big Horn Radio	Mar-13				90	90								\$100.00
Alcohol	Fremont Broadcasting	Mar-13				27	27								\$375.00
Teen DUI	KVOW Radio	Mar. 2013				15	15								\$140.00
Alcohol	KVOW Radio	Mar. 2013				15	15								\$100.00
Alcohol	KVOW Radio	Apr-13				12	6	6							\$70.00
Alcohol	KVOW Radio	Apr-13				7	7								\$50.00
Alcohol	KVOW Radio	Apr-13				7	7								\$50.00
Alcohol	KVOW Radio	Apr-13				15	15								\$145.00
Alcohol	Big Horn Radio	May-13				120	120								\$200.00
Alcohol	UW Campaign	2012-2013													\$95,000.00
Alcohol	CSNN Campaign	2012-2013													\$40,000.00
Alcohol	Wyo Lifestyles	Summer 2013							1						\$750.00
Alcohol	LCCC Wingspan	Apr-13							1						\$231.00
Alcohol	LCCC Wingspan	May-13							1						\$231.00
Alcohol	UW Aug-Sept	Aug - Sept 2013													\$5,000.00



ALCOHOL PAID MEDIA  
FISCAL YEAR 2013

Alcohol	Cody County Tourism Guide	Summer 2013					1					\$2,500.00
Alcohol	Rustler Roundup	Summer 2013					1					\$500.00
Alcohol	KVOW Radio	May-13		15	15							\$140.00
"	KVOW Radio	May-13		7	7							\$50.00
"	KVOW Radio	May-13		15	15							\$100.00
"	Rawlins H.S. Yearbook	2013						1				\$200.00
"	KZDY Radio	May-13		36	36							\$243.00
"	KYTI Radio	May-13		37	37							\$249.75
"	KZDY Radio	May-13		37	37							\$249.75
"	KROE Radio	May-13		37	37							\$249.75
"	Basin Radio	May-13		100	100							\$1,000.00
"	Big Horn Radio	May-13		15	15							\$996.00
Alc. - July 4	Pandora	6/27 - 7/10							web display			\$4,999.98
Alcohol	KVOW Radio	Jun-13		7	7							\$50.00
"	KVOW Radio	Jun-13		15	15							\$145.00
"	KVOW Radio	Jun-13		7	7							\$50.00
"	Big Horn Radio	Jun-13		15	15							\$100.00
"	Gillette News - Tourism Guide	Summer 2013					1					\$275.00
"	Gillette News - Tourism Guide - Black Hills	Summer 2013					1					\$950.00
"	KYOY Radio	Jul-13		100	100							\$500.00
"	KYOY Radio	Jun-13		100	100							\$500.00
"	Wyoming Waves	Summer 2013							banner program			\$1,000.00
"	Wyo Little League	Summer 2013					2					\$500.00
"	Rendezvous Guide	Summer 2013					1					\$450.00
"	Wind River Summer Events Guide	Summer 2013					1					\$450.00
"	Big Horn Radio	Jul-13		41	41							\$175.00
Alcohol - teens	Big Horn Radio	Jul-13		30	30							\$200.00
Alcohol	KVOW Radio	Jul-13		15	15				briefs sports			\$100.00
"	KVOW Radio	13-Jul		15	15							\$140.00
"	KVOW Radio	Jul-13		15	15							\$100.00
"	KADQ Radio	Jul-13		18	18							\$804.80
"	KNYN Radio	Jul-13		18	18							\$362.88
"	KLQG Radio	Jul-13		30	30							\$202.50
"	KYTI Radio	Jul-13		30	30							\$202.50
"	KZDY Radio	Jul-13		30	30							\$202.50
"	Big Horn Radio	Jul-13		120	120							\$663.00
"	Basin Radio	Jul-13		55	55							\$666.00
"	LCCC - Wingspan	Sep-13					1					\$231.00
"	Lamar - D3	Summer 2013							billboard			\$2,220.00

**ALCOHOL PAID MEDIA  
FISCAL YEAR 2013**

"	Jessup Elementary PTO	Fall 2013								banner								\$2,300.00
"	KVOW Radio	Aug-13			15	15												\$145.00
"	Fremont Broadcasting	Aug-13			158	158												\$487.50
"	KVOW Radio	Aug-13			56	56												\$500.00
"	KVOW Radio	Aug-13			30	30												\$990.00
"	Big Horn Radio	Aug-13			31	31												\$200.00
"	Big Horn Radio	Aug-13			188	188												\$752.00
"	KYCS Radio	Jul-13			70	70												\$850.00
"	KZWB Radio	Jul-13			70	70												\$850.00
"	KUGR Radio	Jul-13			70	70												\$850.00
"	Big Horn Radio	Aug-13			176	176												\$999.00
"	KYTI Radio	Aug-13			36	36												\$243.00
"	KROE Radio	Aug-13			36	35												\$243.00
"	KLQQ Radio	Aug-13			36	35												\$243.00
"	KZWY Radio	Aug-13			40	40												\$270.00
																		\$0.00
		Total TV Spots																
		Total Radio Spots																
		Total Print Media																
		Total Radio/TV/Print Media Spots																\$220,196.91

**OCTOBER 2012 - DECEMBER 2012  
WYDOT SPORTS CAMPAIGN - ALCOHOL**

Campaign Name	Station/Network	Week of:	Radio Total	Paid Radio	Free Radio	Other Media	Audience Size	Cost
Buzzed Driving...	Cowboy State News Network	1/7/2013	5	5	0			pkg
		1/14/2013	7	5	2			
		1/21/2013	10	5	5			
		1/28/2013	14	5	9			
		2/4/2013	9	5	4			
		2/11/2013	5	5	0			
		2/18/2013	5	5	0			
		2/25/2013	8	5	3			
		3/4/2013	13	5	8			
		3/11/2013	18	5	13			
		3/18/2013	7	5	2			
		3/25/2013	7	5	2			
		4/1/2013	15	5	10			
		4/8/2013	10	5	5			
		4/15/2013	15	5	10			
		4/22/2013	10	5	5			
		4/29/2013	5	5	0			
		5/6/2013	5	5	0			
		5/13/2013	5	5	0			
		5/20/2013	5	5	0			
		5/27/2013	5	5	0			
		6/3/2013	5	5	0			
		6/10/2013	5	5	0			
		6/17/2013	5	5	0			
		6/24/2013	5	5	0			
		7/1/2013	7	5	2			
		7/8/2013	9	5	4			
		7/15/2013	5	5	0			
		7/22/2013	10	5	5			
		7/29/2013	10	5	5			
		8/5/2013	10	5	5			
		8/12/2013	8	5	3			
		8/19/2013	5	5	0			
		8/26/2013	5	5	0			
		9/2/2013	5	5	0			
		9/9/2013	5	5	0			
		9/16/2013	5	5	0			
		9/23/2013	5	5	0			
		<b>Total Network Radio Spots</b>	163	85	78			
		<b>Total Airings (spots x stations)</b>	5705					

Wyoming Department of Transportation  
 Seatbelts  
 May 16 - June 12, 2011

Seat Belts  
 Run dates: 5/14 - 6/3/2012

STATION	CITY	COST	# Paid Ads	# Bonus Ads	# Total	REACH	FREQUENCY
KGWN	Cheyenne	\$10,500.00	129	60	189	87.50%	9.1
KCWY	Casper	\$10,500.00	136	136	272	87.90%	14.1
KLWY	Cheyenne	\$1,500.00	39	15	54	Not Rated	
KFNB	Casper	\$1,500.00	33	15	48	Not Rated	
KTWO TV	Casper	\$3,000.00	44	30	74	Not Available	
Bresnan	Cheyenne	\$13,000.00	3,000	3,000	6,000	Not Rated	
Bresnan	Laramie						
Bresnan	Casper						
Bresnan	Lander						
Bresnan	Riverton						
Bresnan	Sheridan						
Bresnan	Gillette						
		\$ 40,000.00	3381	3256	6637		

May Mobilization Totals  
Cowboy State News Network

Casper	KTED	5/14/13 - 5/27/13	M-Su, ROS	:30	35	\$15.00	\$525.00
Casper	KWYY-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	20	\$22.00	\$440.00
Casper	KTRS	5/14/13 - 5/27/13	M-Su, ROS	:30	20	\$22.00	\$440.00
Cheyenne	KAZY-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	33	\$12.00	\$396.00
Cheyenne	KOLZ-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	28	\$14.00	\$392.00
Cheyenne	KOLT	5/14/13 - 5/27/13	M-Su, ROS	:30	50	\$6.00	\$300.00
Cheyenne	KIGN	5/14/13 - 5/27/13	M-Su, ROS	:30	20	\$23.00	\$460.00
Cody	KTAG-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	30	\$10.00	\$300.00
Douglas	KKTS-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	32	\$5.00	\$160.00
Douglas	KKTY-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$6.00	\$240.00
Evanston	KEVA-AM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$5.00	\$200.00
Evanston	KNYN-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	35	\$10.00	\$350.00
Gillette	KXXL-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	39	\$15.00	\$585.00
Gillette	KGWY-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	30	\$20.00	\$600.00
Green River	KFRZ-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$5.00	\$200.00
Green River	KZWB-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$5.00	\$200.00
Green River	KUGR-AM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$5.00	\$200.00
Greybull	KZMQ-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	41	\$10.00	\$410.00
Lander	KDLY-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$5.00	\$200.00
Laramie	KIMX-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	33	\$12.00	\$396.00
Laramie	KCGY	5/14/13 - 5/27/13	M-Su, ROS	:30	27	\$15.00	\$405.00
Riverton	KCWC-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	30	\$10.00	\$300.00
Riverton	KTAK-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$10.00	\$400.00
Rock Springs	KSIT-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	24	\$10.00	\$240.00
Rock Springs	KQSW-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	30	\$12.00	\$360.00
Sheridan	KYTI-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$10.00	\$400.00
Sheridan	KLQQ-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$10.00	\$400.00
Story	KZZS-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	30	\$10.00	\$300.00
Worland	KKLX-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	20	\$10.00	\$200.00
					967		\$9,999.00
						WYSBC	\$5,000.00
						WYDOT	\$4,999.00

May Mobilization Totals  
Cowboy State News Network

Casper	KTED	5/14/13 - 5/27/13	M-Su, ROS	:30	35	\$0.00	\$0.00
Casper	KWYY-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	20	\$0.00	\$0.00
Casper	KTRS	5/14/13 - 5/27/13	M-Su, ROS	:30	20	\$0.00	\$0.00
Cheyenne	KAZY-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	33	\$0.00	\$0.00
Cheyenne	KOLZ-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	28	\$0.00	\$0.00
Cheyenne	KOLT	5/14/13 - 5/27/13	M-Su, ROS	:30	50	\$0.00	\$0.00
Cheyenne	KIGN	5/14/13 - 5/27/13	M-Su, ROS	:30	20	\$0.00	\$0.00
Cody	KTAG-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	30	\$0.00	\$0.00
Douglas	KKTY-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	32	\$0.00	\$0.00
Douglas	KKTS-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$0.00	\$0.00
Evanston	KEVA-AM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$0.00	\$0.00
Evanston	KADQ-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	35	\$0.00	\$0.00
Gillette	KXXL-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	39	\$0.00	\$0.00
Gillette	KGWY-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	30	\$0.00	\$0.00
Green River	KFRZ-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$0.00	\$0.00
Green River	KZWB-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$0.00	\$0.00
Green River	KUGR-AM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$0.00	\$0.00
Greybull	KZMQ-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	41	\$0.00	\$0.00
Lander	KDLY-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$0.00	\$0.00
Laramie	KIMX-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	33	\$0.00	\$0.00
Laramie	KCGY	5/14/13 - 5/27/13	M-Su, ROS	:30	27	\$0.00	\$0.00
Riverton	KCWC-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	30	\$0.00	\$0.00
Riverton	KTAK-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$0.00	\$0.00
Rock Springs	KQSW-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	24	\$0.00	\$0.00
Rock Springs	KSIT-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	30	\$0.00	\$0.00
Sheridan	KYTI-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$0.00	\$0.00
Sheridan	KLQQ-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	40	\$0.00	\$0.00
Story	KZZS-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	30	\$0.00	\$0.00
Worland	KKLX-FM	5/14/13 - 5/27/13	M-Su, ROS	:30	20	\$0.00	\$0.00

967

\$0.00







*January 21 - March 29 2013*  
*Ice Snow Take It Slow*

Campaign Name	Station/Network	Week of:	Radio Total	Paid Radio	Free Radio	Other Media	Audience Size	Cost
Ice & Snow	Cowboy State News Network	1/21/2013	17	7	10			
		1/28/2013	12	6	6			
		2/4/2013	14	7	7			
		2/11/2013	14	7	7			
		2/18/2013	13	6	7			
		2/25/2013	7	7	0			
		3/4/2013	19	6	13			
		3/11/2013	16	6	10			
		3/18/2013	25	6	19			
		2/25/2013	21	5	16			
		<b>Total Network Radio Spots</b>	<b>158</b>	<b>63</b>	<b>95</b>			<b>\$10,000.00</b>
		<b>Total Airings (spots x stations)</b>	<b>5214</b>					

# **NATIVE AMERICAN MEDIA SURVEY**

Intentionally left blank

Project : Wind13  
 Questionnaire : Wind13  
 Report executed on : 8/26/2013 1:30:33 PM

N: 150

**34** **34)QA**  
 Single  
 Min = 1 Max = 1 L = 1  
 8/14/2013 7:55:00 PM

**QA. Have I reached you on a landline or your mobile phone?**

N: 150

Choices			
Landline / Home Phone	1	108	72.00%
Mobile / Cell	2	42	28.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

**35** **35)QB**  
 Single  
 Min = 1 Max = 1 L = 1  
 8/14/2013 8:08:00 PM

**QB. Can I just confirm that you are currently in a safe place to take our survey on your mobile phone, such as at home, the office, or stationary in your vehicle?**

N: 42

Choices			
Yes	1	42	100.00%
No - RETURN TO INTRO, SETUP CALLBACK	2 ==> INT01	0	0.00%
<b>Total</b>		<b>42</b>	<b>100.00%</b>

**36** **36)Q1**  
 Single  
 Min = 1 Max = 1 L = 1  
 8/14/2013 7:55:00 PM

READ LIST

**Q1. 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**

N: 150

Choices			
18-25	1	9	6.00%
26-35	2	10	6.67%
36-55	3	32	21.33%
Over 55	4	99	66.00%
Under 18	5	0	0.00%
DO NOT READ: DK/Refused	6	0	0.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

**38** **38)GENDER**  
 Single

Min = 1 Max = 1 L = 1  
8/14/2013 8:09:00 PM

**DO NOT READ: Record gender by observation**

N: 150

Choices			
Male	1	68	45.33%
Female	2	82	54.67%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

**39**

**39)Q2**

Multiple , Open  
Min = 1 Max = 5 L = 2  
8/15/2013 5:26:00 PM

READ LIST, RECORD ALL THAT APPLY

**Q2. Do you get your news and information from:**

N: 150

Choices			
Local radio stations	01	79	52.67%
Local TV broadcast stations	02	89	59.33%
Newspaper	03	89	59.33%
Internet	04	92	61.33%
DO NOT READ: Other, SPECIFY	05 O	11	7.33%
DO NOT READ: Don't know/Refused	06 X	2	1.33%
<b>Total</b>		<b>362</b>	<b>100.00%</b>

**40**

**40)Q3**

Single  
Min = 1 Max = 1 L = 1  
8/14/2013 7:55:00 PM

READ LIST

**Q3. Over the past year, how often have you seen or heard any messages either on TV or radio that have had a tagline "Click it or Ticket"?**

N: 150

Choices			
Never	1	48	32.00%
Rarely	2	17	11.33%
Sometimes	3	35	23.33%
Often	4	32	21.33%
Always	5	12	8.00%
DO NOT READ: DK/Refused	6	6	4.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

**41**

**41)Q4**

Single  
Min = 1 Max = 1 L = 1  
8/15/2013 5:07:00 PM

READ LIST

**Q4. How did the "Click it or Ticket" announcement affect your attitude toward seat belt use? Are you:**

N: 96

Choices			
Less likely to use	1	3	3.13%
Somewhat less likely to use	2	2	2.08%
Neutral	3	38	39.58%
Somewhat more likely to use	4	9	9.38%
More likely to use	5	36	37.50%
DO NOT READ: DK/Refused	6	8	8.33%
<b>Total</b>		<b>96</b>	<b>100.00%</b>

42

42)Q5

Single

Min = 1 Max = 1 L = 1

8/14/2013 8:00:00 PM

READ LIST

Q5. How often do you wear a seat belt when {b}driving{/b} in a vehicle?

N: 150

Choices			
Never	1	7	4.67%
Rarely	2	5	3.33%
Sometimes	3	7	4.67%
Often	4	15	10.00%
Always	5	114	76.00%
DO NOT READ: DK/Refused	6	2	1.33%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

43

43)Q6

Single

Min = 1 Max = 1 L = 1

8/14/2013 8:01:00 PM

READ LIST

Q6. How often do you wear a seat belt when {b}riding{/b} in a vehicle?

N: 150

Choices			
Never	1	5	3.33%
Rarely	2	5	3.33%
Sometimes	3	5	3.33%
Often	4	20	13.33%
Always	5	115	76.67%
DO NOT READ: DK/Refused	6	0	0.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

44

44)Q7

Multiple , Open

Min = 1 Max = 2 L = 2

8/15/2013 5:14:00 PM

Q7. If you don't wear your seat belt, why?

==> +2

Q5=5 AND Q6=5

N: 42

Choices			
SPECIFY	01 O	39	92.86%
DO NOT READ: DK/Refused	02 X	3	7.14%
<b>Total</b>		<b>42</b>	<b>100.00%</b>

45

45)Q8

Multiple , Open  
 Min = 1 Max = 2 L = 2  
 8/15/2013 5:09:00 PM

**Q8. What would motivate you to wear your seat belt all of the time?**

N: 42

Choices			
SPECIFY	01 O	26	61.90%
Nothing	02 X	8	19.05%
DO NOT READ: DK/Refused	03 X	8	19.05%
<b>Total</b>		<b>42</b>	<b>100.00%</b>

46

46)Q9

Single  
 Min = 1 Max = 1 L = 1  
 8/14/2013 7:55:00 PM

**Q9. Have you seen or heard any advertising campaigns related to Wind River**

**Reservation safety?**

N: 150

Choices			
No	1	65	43.33%
Yes	2	82	54.67%
DO NOT READ: DK/Refused	3	3	2.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

47

47)Q10

Multiple , Open  
 Min = 1 Max = 4 L = 2  
 8/14/2013 8:13:00 PM

READ LIST, RECORD ALL THAT APPLY

**Q10. Which of the following advertising campaigns have you seen or heard concerning Wind River Reservation safety?**

N: 82

Choices			
School Bus Safety	01	53	64.63%
Child Safety Seat Safety	02	53	64.63%
DUI Safety	03	65	79.27%
Other, SPECIFY	04 O	7	8.54%
DO NOT READ: DK/Refused	05 X	3	3.66%
<b>Total</b>		<b>181</b>	<b>100.00%</b>

48

48)Q12

Single

Min = 1 Max = 1 L = 1  
8/14/2013 7:55:00 PM

**Q12. Have you seen any messages about Reservation Safety on billboards?**

N: 150

Choices			
No	1	74	49.33%
Yes	2	68	45.33%
DO NOT READ: DK/Refused	3	8	5.33%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

49

49)Q13

Single

Min = 1 Max = 1 L = 1  
8/15/2013 5:09:00 PM

**Q13. Did any of those billboards make you more aware of school buses or the need for proper child safety seat usage in Fremont County?**

N: 68

Choices			
No	1	21	30.88%
Yes	2	46	67.65%
DO NOT READ: DK/Refused	3	1	1.47%
<b>Total</b>		<b>68</b>	<b>100.00%</b>

50

50)Q14

Single

Min = 1 Max = 1 L = 1  
8/14/2013 7:55:00 PM

**Q14. Do you drive in Fremont County?**

N: 150

Choices			
No	1	14	9.33%
Yes	2	136	90.67%
DO NOT READ: DK/Refused	3	0	0.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

51

51)Q15

Single

Min = 1 Max = 1 L = 1  
8/14/2013 7:55:00 PM

READ LIST

**Q15. How often do you drive on the Wind River Reservation?**

N: 136

Choices			
Never	1	5	3.68%
Rarely	2	34	25.00%
Sometimes	3	35	25.74%
Often	4	39	28.68%
Always	5	23	16.91%
DO NOT READ: DK/Refused	6	0	0.00%



**Total** 136 100.00%

**52** **52)Q16**

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

READ LIST

**Q16. Over the past year, how often have you seen or heard any messages either on billboards or radio that encourage drivers to watch for school buses?**

N: 150

Choices

Never	1	31	20.67%
Rarely	2	35	23.33%
Sometimes	3	38	25.33%
Often	4	37	24.67%
Always	5	6	4.00%
DO NOT READ: DK/Refused	6	3	2.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

**53** **53)Q17**

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

**Q17. Over the past year, have you driven while under the influence of alcohol?**

N: 150

Choices

No	1	145	96.67%
Yes	2	4	2.67%
DO NOT READ: DK/Refused	3	1	0.67%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

**54** **54)Q18**

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

READ LIST

**Q18. How often have you driven while under the influence in the past year?**

N: 4

Choices

Never	1	1	25.00%
Rarely	2	3	75.00%
Sometimes	3	0	0.00%
Often	4	0	0.00%
Always	5	0	0.00%
DO NOT READ: DK/Refused	6	0	0.00%
<b>Total</b>		<b>4</b>	<b>100.00%</b>

**55** **55)Q19**

Multiple , Open  
 Min = 1 Max = 2 L = 2  
 8/15/2013 5:09:00 PM

**Q19. What would deter you from driving while under the influence?**

N: 4

Choices				
SPECIFY	01	O	2	50.00%
Nothing	02	X	1	25.00%
DO NOT READ: DK/Refused	03	X	1	25.00%
<b>Total</b>			<b>4</b>	<b>100.00%</b>

56

56)Q20

Single  
 Min = 1 Max = 1 L = 1  
 8/14/2013 7:55:00 PM

**Q20. Do you listen to the radio?**

N: 150

Choices				
No	1		34	22.67%
Yes	2		116	77.33%
DO NOT READ: DK/Refused	3		0	0.00%
<b>Total</b>			<b>150</b>	<b>100.00%</b>

57

57)Q21

Single  
 Min = 1 Max = 1 L = 1  
 8/14/2013 7:55:00 PM

**Q21. During the times you listen to the radio, have you heard advertising campaigns related to wearing your seat belt?**

N: 116

Choices				
No	1		31	26.72%
Yes	2		83	71.55%
DO NOT READ: DK/Refused	3		2	1.72%
<b>Total</b>			<b>116</b>	<b>100.00%</b>

58

58)Q24

Multiple  
 Min = 1 Max = 5 L = 1  
 8/14/2013 8:02:00 PM

READ LIST, RECORD ALL THAT APPLY

**Q24. I am going to read a list of seat belt safety messages. Please indicate which ones you have heard while listening to the radio.**

N: 83

Choices				
Always Buckle Up	1		63	75.90%
Click It or Ticket	2		74	89.16%
Please Buckle Up	3		39	46.99%
Don't Be a Crash Dummy, Buckle Up	4		24	28.92%

Go Pokes! Buckle Up!	5	19	22.89%
DO NOT READ: None of the above	6 X	1	1.20%
<b>Total</b>		<b>220</b>	<b>100.00%</b>

59

59)Q22

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

**Q22. During the times you listen to the radio, have you heard advertising campaigns related to alcohol and driving?**

N: 116

Choices

No	1	24	20.69%
Yes	2	87	75.00%
DO NOT READ: DK/Refused	3	5	4.31%
<b>Total</b>		<b>116</b>	<b>100.00%</b>

60

60)Q23

Multiple

Min = 1 Max = 4 L = 1

8/14/2013 8:14:00 PM

READ LIST, RECORD ALL THAT APPLY

**Q23. I am going to read a list of alcohol safety messages. Please indicate which ones you have heard while listening to the radio.**

N: 87

Choices

Don't Drink and Drive	1	84	96.55%
Drunk Driving is for Losers	2	43	49.43%
Use a Designated Driver	3	74	85.06%
Don't Drive Drunk	4	72	82.76%
DO NOT READ: None of the above	5 X	1	1.15%
<b>Total</b>		<b>274</b>	<b>100.00%</b>

Project : Wind13  
 Questionnaire : Wind13  
 Report executed on : 8/26/2013 1:30:33 PM

N: 150

<b>34</b>	<b>34)QA</b>
	Single
	Min = 1 Max = 1 L = 1
	8/14/2013 7:55:00 PM

**QA. Have I reached you on a landline or your mobile phone?**

N: 150

Choices			
Landline / Home Phone	1	108	72.00%
Mobile / Cell	2	42	28.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

<b>35</b>	<b>35)QB</b>
	Single
	Min = 1 Max = 1 L = 1
	8/14/2013 8:08:00 PM

**QB. Can I just confirm that you are currently in a safe place to take our survey on your mobile phone, such as at home, the office, or stationary in your vehicle?**

N: 42

Choices			
Yes	1	42	100.00%
No - RETURN TO INTRO, SETUP CALLBACK	2	==> INT01	0 0.00%
<b>Total</b>		<b>42</b>	<b>100.00%</b>

<b>36</b>	<b>36)Q1</b>
	Single
	Min = 1 Max = 1 L = 1
	8/14/2013 7:55:00 PM

READ LIST

**Q1. 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**

N: 150

Choices			
18-25	1	9	6.00%
26-35	2	10	6.67%
36-55	3	32	21.33%
Over 55	4	99	66.00%
Under 18	5	0	0.00%
DO NOT READ: DK/Refused	6	0	0.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

<b>38</b>	<b>38)GENDER</b>
	Single
	Min = 1 Max = 1 L = 1
	8/14/2013 8:09:00 PM

**DO NOT READ: Record gender by observation**

N: 150

Choices			
Male	1	68	45.33%

Female	2	82	54.67%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

39

39)Q2

Multiple , Open  
 Min = 1 Max = 5 L = 2  
 8/15/2013 5:26:00 PM

READ LIST, RECORD ALL THAT APPLY

**Q2. Do you get your news and information from:**

N: 150

Choices

Local radio stations	01	79	52.67%
Local TV broadcast stations	02	89	59.33%
Newspaper	03	89	59.33%
Internet	04	92	61.33%
DO NOT READ: Other, SPECIFY	05 O	11	7.33%
DO NOT READ: Don't know/Refused	06 X	2	1.33%
<b>Total</b>		<b>362</b>	<b>100.00%</b>

40

40)Q3

Single  
 Min = 1 Max = 1 L = 1  
 8/14/2013 7:55:00 PM

READ LIST

**Q3. Over the past year, how often have you seen or heard any messages either on TV or radio that have had a tagline "Click it or Ticket"?**

N: 150

Choices

Never	1	48	32.00%
Rarely	2	17	11.33%
Sometimes	3	35	23.33%
Often	4	32	21.33%
Always	5	12	8.00%
DO NOT READ: DK/Refused	6	6	4.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

41

41)Q4

Single  
 Min = 1 Max = 1 L = 1  
 8/15/2013 5:07:00 PM

READ LIST

**Q4. How did the "Click it or Ticket" announcement affect your attitude toward seat belt use? Are you:**

N: 96

Choices

Less likely to use	1	3	3.13%
Somewhat less likely to use	2	2	2.08%
Neutral	3	38	39.58%
Somewhat more likely to use	4	9	9.38%
More likely to use	5	36	37.50%
DO NOT READ: DK/Refused	6	8	8.33%
<b>Total</b>		<b>96</b>	<b>100.00%</b>

42

42)Q5

Single

Min = 1 Max = 1 L = 1  
8/14/2013 8:00:00 PM

READ LIST

**Q5. How often do you wear a seat belt when {b}driving{/b} in a vehicle?**

N: 150

Choices				
Never	1	7	4.67%	
Rarely	2	5	3.33%	
Sometimes	3	7	4.67%	
Often	4	15	10.00%	
Always	5	114	76.00%	
DO NOT READ: DK/Refused	6	2	1.33%	
<b>Total</b>		<b>150</b>	<b>100.00%</b>	

43

43)Q6

Single

Min = 1 Max = 1 L = 1  
8/14/2013 8:01:00 PM

READ LIST

**Q6. How often do you wear a seat belt when {b}riding{/b} in a vehicle?**

N: 150

Choices				
Never	1	5	3.33%	
Rarely	2	5	3.33%	
Sometimes	3	5	3.33%	
Often	4	20	13.33%	
Always	5	115	76.67%	
DO NOT READ: DK/Refused	6	0	0.00%	
<b>Total</b>		<b>150</b>	<b>100.00%</b>	

44

44)Q7

Multiple , Open

Min = 1 Max = 2 L = 2  
8/15/2013 5:14:00 PM

**Q7. If you don't wear your seat belt, why?**

==> +2

Q5=5 AND Q6=5

N: 42

Choices				
SPECIFY	01 O	39	92.86%	
DO NOT READ: DK/Refused	02 X	3	7.14%	
<b>Total</b>		<b>42</b>	<b>100.00%</b>	

45

45)Q8

Multiple , Open

Min = 1 Max = 2 L = 2  
8/15/2013 5:09:00 PM

**Q8. What would motivate you to wear your seat belt all of the time?**

N: 42

Choices				
SPECIFY	01 O	26	61.90%	
Nothing	02 X	8	19.05%	
DO NOT READ: DK/Refused	03 X	8	19.05%	
<b>Total</b>		<b>42</b>	<b>100.00%</b>	

46

46)Q9

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

**Q9. Have you seen or heard any advertising campaigns related to Wind River**

**Reservation safety?**

N: 150

Choices

No	1	65	43.33%
Yes	2	82	54.67%
DO NOT READ: DK/Refused	3	3	2.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

47

47)Q10

Multiple , Open

Min = 1 Max = 4 L = 2

8/14/2013 8:13:00 PM

READ LIST, RECORD ALL THAT APPLY

**Q10. Which of the following advertising campaigns have you seen or heard concerning Wind River Reservation safety?**

N: 82

Choices

School Bus Safety	01	53	64.63%
Child Safety Seat Safety	02	53	64.63%
DUI Safety	03	65	79.27%
Other, SPECIFY	04 O	7	8.54%
DO NOT READ: DK/Refused	05 X	3	3.66%
<b>Total</b>		<b>181</b>	<b>100.00%</b>

48

48)Q12

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

**Q12. Have you seen any messages about Reservation Safety on billboards?**

N: 150

Choices

No	1	74	49.33%
Yes	2	68	45.33%
DO NOT READ: DK/Refused	3	8	5.33%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

49

49)Q13

Single

Min = 1 Max = 1 L = 1

8/15/2013 5:09:00 PM

**Q13. Did any of those billboards make you more aware of school buses or the need for proper child safety seat usage in Fremont County?**

N: 68

Choices

No	1	21	30.88%
Yes	2	46	67.65%
DO NOT READ: DK/Refused	3	1	1.47%
<b>Total</b>		<b>68</b>	<b>100.00%</b>

50

50)Q14

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

**Q14. Do you drive in Fremont County?**

N: 150

## Choices

No	1	14	9.33%
Yes	2	136	90.67%
DO NOT READ: DK/Refused	3	0	0.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

51

51)Q15

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

## READ LIST

**Q15. How often do you drive on the Wind River Reservation?**

N: 136

## Choices

Never	1	5	3.68%
Rarely	2	34	25.00%
Sometimes	3	35	25.74%
Often	4	39	28.68%
Always	5	23	16.91%
DO NOT READ: DK/Refused	6	0	0.00%
<b>Total</b>		<b>136</b>	<b>100.00%</b>

52

52)Q16

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

## READ LIST

**Q16. Over the past year, how often have you seen or heard any messages either on billboards or radio that encourage drivers to watch for school buses?**

N: 150

## Choices

Never	1	31	20.67%
Rarely	2	35	23.33%
Sometimes	3	38	25.33%
Often	4	37	24.67%
Always	5	6	4.00%
DO NOT READ: DK/Refused	6	3	2.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

53

53)Q17

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

**Q17. Over the past year, have you driven while under the influence of alcohol?**

N: 150

## Choices

No	1	145	96.67%
Yes	2	4	2.67%
DO NOT READ: DK/Refused	3	1	0.67%



<b>Total</b>	<b>150</b>	<b>100.00%</b>
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<b>54</b>	<b>54)Q18</b>
-----------	---------------

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

READ LIST

**Q18. How often have you driven while under the influence in the past year?**

N: 4

Choices			
Never	1	1	25.00%
Rarely	2	3	75.00%
Sometimes	3	0	0.00%
Often	4	0	0.00%
Always	5	0	0.00%
DO NOT READ: DK/Refused	6	0	0.00%
<b>Total</b>		<b>4</b>	<b>100.00%</b>

<b>55</b>	<b>55)Q19</b>
-----------	---------------

Multiple , Open

Min = 1 Max = 2 L = 2

8/15/2013 5:09:00 PM

**Q19. What would deter you from driving while under the influence?**

N: 4

Choices			
SPECIFY	01 O	2	50.00%
Nothing	02 X	1	25.00%
DO NOT READ: DK/Refused	03 X	1	25.00%
<b>Total</b>		<b>4</b>	<b>100.00%</b>

<b>56</b>	<b>56)Q20</b>
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Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

**Q20. Do you listen to the radio?**

N: 150

Choices			
No	1	34	22.67%
Yes	2	116	77.33%
DO NOT READ: DK/Refused	3	0	0.00%
<b>Total</b>		<b>150</b>	<b>100.00%</b>

<b>57</b>	<b>57)Q21</b>
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Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

**Q21. During the times you listen to the radio, have you heard advertising campaigns related to wearing your seat belt?**

N: 116

Choices			
No	1	31	26.72%
Yes	2	83	71.55%
DO NOT READ: DK/Refused	3	2	1.72%
<b>Total</b>		<b>116</b>	<b>100.00%</b>

58

58)Q24

Multiple

Min = 1 Max = 5 L = 1

8/14/2013 8:02:00 PM

READ LIST, RECORD ALL THAT APPLY

**Q24. I am going to read a list of seat belt safety messages. Please indicate which ones you have heard while listening to the radio.**

N: 83

## Choices

Always Buckle Up	1	63	75.90%
Click It or Ticket	2	74	89.16%
Please Buckle Up	3	39	46.99%
Don't Be a Crash Dummy, Buckle Up	4	24	28.92%
Go Pokes! Buckle Up!	5	19	22.89%
DO NOT READ: None of the above	6 X	1	1.20%
<b>Total</b>		<b>220</b>	<b>100.00%</b>

59

59)Q22

Single

Min = 1 Max = 1 L = 1

8/14/2013 7:55:00 PM

**Q22. During the times you listen to the radio, have you heard advertising campaigns related to alcohol and driving?**

N: 116

## Choices

No	1	24	20.69%
Yes	2	87	75.00%
DO NOT READ: DK/Refused	3	5	4.31%
<b>Total</b>		<b>116</b>	<b>100.00%</b>

60

60)Q23

Multiple

Min = 1 Max = 4 L = 1

8/14/2013 8:14:00 PM

READ LIST, RECORD ALL THAT APPLY

**Q23. I am going to read a list of alcohol safety messages. Please indicate which ones you have heard while listening to the radio.**

N: 87

## Choices

Don't Drink and Drive	1	84	96.55%
Drunk Driving is for Losers	2	43	49.43%
Use a Designated Driver	3	74	85.06%
Don't Drive Drunk	4	72	82.76%
DO NOT READ: None of the above	5 X	1	1.15%
<b>Total</b>		<b>274</b>	<b>100.00%</b>

Intentionally left blank

# **DISTRACTED DRIVING MEDIA SUMMARIES**

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**DRIVE SAFE WYOMING  
FISCAL YEAR 2013**

Campaign Name	Station/Network	Week of:	Radio Total	Paid Radio	Free Radio	Other Media	Audience Size	Cost
<i>Drive Safe Wyoming</i>	<i>Cowboy State News Network</i>	12/31/2012	16	14	2			\$2,240.00
		1/7/2013	24	14	10			\$2,240.00
		1/14/2013	35	14	21			\$2,240.00
		1/21/2013	28	14	14			\$2,240.00
		1/28/2013	31	14	17			\$2,240.00
		<b>Total Network Radio Spots</b>			134	70	64	
<b>Total Airings (spots x stations)</b>			4422					
<i>Drive Safe Wyoming</i>	<i>DayWeather Network</i>	12/31/2012	5	5	0			\$925.00
		1/7/2013	5	5	0			\$925.00
		1/14/2013	5	5	0			\$925.00
		1/21/2013	5	5	0			\$925.00
		1/28/2013	5	5	0			\$925.00
		<b>Total Network Radio Spots</b>			25	25	0	
<b>Total Airings (spots x stations)</b>			875					
<b>Other Media Totals</b>								
<b>Total Network Radio Spots</b>			159	95	64			
<b>Total Airings</b>			5297				\$15,825.00	

**DRIVE SAFE WYOMING  
FISCAL YEAR 2013**

Campaign Name	Station/Network	Week of:	Radio Total	Paid Radio	Free Radio	Other Media	Audience Size	Cost
Drive Safe Wyoming	Cowboy State News Network	12/31/2012	16	14	2			\$2,240.00
		1/7/2013	24	14	10			\$2,240.00
		1/14/2013	35	14	21			\$2,240.00
		1/21/2013	28	14	14			\$2,240.00
		1/28/2013	31	14	17			\$2,240.00
		<b>Total Network Radio Spots</b>			134	70	64	
<b>Total Airings (spots x stations)</b>			4422					
Drive Safe Wyoming	DayWeather Network	12/31/2012	5	5	0			\$925.00
		1/7/2013	5	5	0			\$925.00
		1/14/2013	5	5	0			\$925.00
		1/21/2013	5	5	0			\$925.00
		1/28/2013	5	5	0			\$925.00
		<b>Total Network Radio Spots</b>			25	25	0	
<b>Total Airings (spots x stations)</b>			875					
<b>Other Media Totals</b>								
<b>Total Network Radio Spots</b>			159	95	64			
<b>Total Airings</b>			5297				\$15,825.00	

**DRIVE SAFE WYOMING  
FISCAL YEAR 2013**

Campaign Name	Station/Network	Week of:	Radio Total	Paid Radio	Free Radio	Other Media	Audience Size	Cost
Drive Safe Wyoming	Cowboy State News Network	5/6/2013	31	14	17			
		5/13/2013	25	14	11			
		5/20/2013	19	14	5			
		5/27/2013	9	9				
<b>Total Network Radio Spots</b>			84	51	33		260,100	previously billed
<b>Total Airings (spots x stations)</b>			2772					
Drive Safe Wyoming	DayWeather Network	5/6/2013	5	5	0			
		5/13/2013	5	5	0			
		5/20/2013	5	5	0			
		5/27/2013	5	5	0			
<b>Total Network Radio Spots</b>			20	20	0		364,900	previously billed
<b>Total Airings (spots x stations)</b>			700					
<b>Other Media Totals</b>								
<b>Total Network Radio Spots</b>			104	71	33			
<b>Total Airings</b>			3472					\$0.00



## May Mobilization

Market	County	Station Group	Net Total
Buffalo/Story	Johnson	KZZS	\$300.00
Casper	Natrona	KWYY, KRVK, KRNK, KTRS	\$875.00
Casper	Natrona	KTED	\$525.00
			<b>\$1,400.00</b>
Cheyenne	Laramie	KOLT	\$300.00
Cheyenne	Laramie	KAZY	\$396.00
Cheyenne	Laramie	KIGN, KLEN	\$400.00
Cheyenne	Laramie	KOLZ	\$400.00
			<b>\$1,496.00</b>
Cody	Park	KTAG	\$300.00
Douglas	Converse	KKTY, KKTS	\$399.00
Evanston	Uinta	KEVA	\$200.00
Evanston	Uinta	KNYN, KADQ	\$350.00
			<b>\$550.00</b>
Gillette	Campbell	KXXL	\$600.00
Gillette	Campbell	KGWY, KAML	\$600.00
			<b>\$1,200.00</b>
Greybull	Big Horn	KZMQ	\$400.00
Green River	Sweetwater	KFRZ, KUGR, KZWB	\$600.00
Rock Springs	Sweetwater	KQSW, KSIT	\$600.00
			<b>\$1,200.00</b>
Laramie	Albany	KIMX	\$396.00
Laramie	Albany	KCGY	\$400.00
			<b>\$796.00</b>
Riverton	Fremont	KTAK	\$400.00
Riverton	Fremont	KCWC	\$300.00
Lander	Fremont	KDLY	\$200.00
			<b>\$900.00</b>
Sheridan	Sheridan	KYTI, KWYO, KZWY	\$800.00
Worland	Washakie	KKLX	\$200.00
Total			<b>\$9,941.00</b>
		WYSBC \$\$\$	\$5,000.00
		WYDOT \$\$\$	\$4,941.00

**DRIVE SAFE WYOMING  
FISCAL YEAR 2013**

Campaign Name	Station/Network	Week of:	Radio Total	Paid Radio	Free Radio	Other Media	Audience Size	Cost
Drive Safe Wyoming	Cowboy State News Network	6/3/2013	16	14	2			
		6/10/2013	14	14	0			
		6/17/2013	31	14	17			
		6/24/2013	18	14	4			
<b>Total Network Radio Spots</b>			79	56	23		260,100	previously billed
<b>Total Airings (spots x stations)</b>			2607					
Drive Safe Wyoming	DayWeather Network	6/3/2013	5	5	0			
		6/10/2013	5	5	0			
		6/17/2013	5	5	0			
		6/24/2013	5	5	0			
<b>Total Network Radio Spots</b>			20	20	0		364,900	previously billed
<b>Total Airings (spots x stations)</b>			700					
<b>Other Media Totals</b>								
<b>Total Network Radio Spots</b>			99	76	23			
<b>Total Airings</b>			3307					\$0.00

**DRIVE SAFE WYOMING  
FISCAL YEAR 2013**

Campaign Name	Station/Network	Week of:	Radio Total	Paid Radio	Free Radio	Other Media	Audience Size	Cost
Drive Safe Wyoming	Cowboy State News Network	9/2/2013	20	14	6			
		9/9/2013	23	14	9			
		9/16/2013	18	14	4			
		9/23/2013	31	14	17			
		9/30 ONLY	6	0	6			
		<b>Total Network Radio Spots</b>			100	56	44	
<b>Total Airings (spots x stations)</b>			3800					
Drive Safe Wyoming	DayWeather Network	9/2/2013	5	5	0			
		9/9/2013	5	5	0			
		9/16/2013	5	5	0			
		9/23/2013	5	5	0			
		9/30 ONLY	1	1	0			
		<b>Total Network Radio Spots</b>			21	21	0	
<b>Total Airings (spots x stations)</b>			735					
<b>Other Media Totals</b>								
<b>Total Network Radio Spots</b>			121	77	44			
<b>Total Airings</b>			4535					\$0.00



2013 CPS Week & Seat Check *Saturday* Checkup Events Statistics

Host Organization	City	State	Date of Event	Safe Kids Event	Techs Assisting	Seats Checked					Free Seats Distributed				
						RF Only	Conv RF	FF (Harness used)	Booster (Harness not used)	Seat Belt	RF Only	Conv RF	FF (Harness used)	Booster (Harness not used)	Seat Belt
Hot Springs Public Health	Thermopolis	WY	9/16/2013	Yes	4	0	0	3	1	0	0	1	3	0	0
Prevention Management	Rawlins	WY	9/17/2013	No	1	0	0	0	0	0	1	1	0	0	0
Safe Kids Carbonate County	Glenrock	WY	9/17/2013	Yes	2	0	1	0	1	1	0	1	0	5	0
Safe Kids Carbonate County	Douglas	WY	9/18/2013	Yes	2	1	3	2	7	0	0	6	0	6	0
Powell Volunteer Fire Department	Powell	WY	9/19/2013	Yes	3	0	0	4	0	0	0	3	1	3	0
Safe Kids Sheridan County	Sheridan	WY	9/21/2013	Yes	3	3	2	3	1	0	3	0	1	0	0
Safe Kids Laramie County	Cheyenne	WY	9/21/2013	Yes	7	3	6	6	1	5	0	3	0	7	0
Safe Kids of Central WY	Casper	WY	9/21/2013	Yes	6	3	2	7	1	0	0	3	1	3	0
Safe Kids Campbell County	Gillette	WY	9/21/2013	Yes	6	2	2	8	13	0	0	1	1	6	0
Safe Kids Park County	Cody	WY	9/21/2013	Yes	6	0	5	4	0	1	0	0	0	1	1
Safe Kids Goshute County	Evanston	WY	9/25/2013	Yes	2	1	0	2	0	0	0	3	1	0	0
Injury Prevention Resources	Lander	WY	9/27/2013	Yes	snowed out										
Injury Prevention Resources	Riverton	WY	9/28/2013	Yes	snowed out										
Lowell Health Fair	Lowell	WY	9/28/2013	Yes	2	0	0	1	0	0	0	1	0	1	0
<b>Total:</b>				14	44	13	21	40	25	7	4	23	8	32	1

Total Seats Checked  
**106**

Total free seats given away  
**68**

We'd like rallies by State and 1 State per page(s); Due date is October 12

Will most likely do a press release after CPS Week regarding results (# of events, # of techs and # of seats checked and distributed)