



ANNUAL REPORT

UTAH HIGHWAY SAFETY OFFICE
FFY 2024



UTAH HIGHWAY SAFETY OFFICE | 2024 ANNUAL REPORT

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The Utah Highway Safety Office tracks traffic-related trends weekly. Since traffic-related fatalities and other data trends are constantly changing, we suggest contacting our office directly for the most up-to-date information about data collected within our programs.

For further information about the data in this report or federal or state-funded programs supported by the Utah Highway Safety Office, please call 801-965-4400. Additional data can also be found at www.highwaysafety.utah.gov.

You can also access nationwide information from the National Highway Traffic Safety Administration by visiting NHTSA's website at www.nhtsa.gov.

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Executive Summary

The Utah Highway Safety Office (UHSO) is proud to present its FY2024 Annual Report, an evaluation of the successful implementation of the 2024-2026 Highway Safety Plan (3HSP) and 2024 Annual Grant Application (AGA). These data-driven plans identify traffic safety problems, offer strategies and projects to mitigate those challenges, and provide partners with the expertise and capacity to execute and assist the Division in accomplishing its mission to create awareness that inspires safe roadway behavior, ultimately reducing serious injuries and fatalities on Utah roads.

The UHSO had a successful fiscal year in 2024. The Division integrated many changes brought about by the Bipartisan Infrastructure Law (BIL), strengthened and developed new relationships with partners, learned from local communities and the public through Public Participation and Engagement (PP&E) efforts, implemented 46 evidence-based traffic safety projects (44 federal and two state), and expended over five million federal dollars and over two million in state restricted and partnership funds to improve traffic safety in Utah.

This report documents the successes of many performance measures and identifies areas in which the Division will look to improve traffic safety strategies in the future. Although fatalities are trending upward in many areas, Utah has shown improvements over the past couple of years in areas like speed-related and impaired driving-related fatalities.

With constant population growth (Utah's population grew 18.5% from 2012 to 2022; for comparison, the US population only grew 6.2% during the same period) and changes in roadway behavior that occurred during and continued after the pandemic, Utah will need to increase its efforts to collaborate with the public and other partners to find new and creative solutions and utilize proven countermeasure strategies that reduce traffic fatalities and serious injuries.

According to the most recent data, and using 5-year and 3-year (Utah targets) rolling averages, Utah made progress in the following areas and is on track to meet the following targets:

- *Fatalities/VMT*
- *Unhelmeted Motorcyclist Fatalities*
- *Pedestrian Fatalities*
- *Fatalities Involving an Impaired Driver - All Drug-Positive Drivers*
- *Drowsy driving-related fatalities*
- *Decrease the number of fatalities involving a driver or motorcycle operator with a BAC of .05 and above.*
- *Increase the rate of seatbelt usage among male drivers in pickup trucks.*
- *Increase the number of data systems integrated within UTAPS.*
- *Reduce the rate of fatal and serious injury crashes by licensed drivers ages 65 and older.*
- *Reduce overall roadside crashes involving emergency response vehicles.*

The Highway Safety Office has planned for continuing traffic safety improvement strategies in the following areas:

- *Total Traffic Fatalities*
- *Serious Injuries in Traffic Crashes*
- *Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions*
- *Alcohol-Impaired Driving Fatalities*
- *Speeding-Related Fatalities*
- *Motorcyclist Fatalities*
- *Drivers Age 20 or Younger Involved in Fatal Crashes*
- *Bicyclist Fatalities*
- *Decrease Utah traffic fatalities involving distracted drivers.*
- *Reduce the teen speed-related fatal and serious injuries rate.*

A summary of each program's successes and challenges has been included in the document, along with strategies to be implemented. Utah will maintain its focus on the Safe System Approach, enhancing skills for effective public engagement sessions and improving community collaboration efforts.

Performance Report

Core Performance Measures

Utah's performance target for C-1 Number of Utah Traffic Fatalities is 278.4 by 2026. The benchmark for FY24 is 284.1. The most current FARS data through October 24, 2024 shows that Utah is not on track to meet the goal reporting 287.4 (using a five-year rolling average).

The UHSO has a goal to decrease the number of traffic fatalities from the five-year average (2018-2022) of 287 to 278.4 by 2026. The current (2020-2024) rolling average of 287.4 crashes indicate that Utah's current data is very similar to the previous five-year average. The good news is that Utah's crashes have only increased in number by 0.4. Male drivers make up 85% of fatal crash statistics, establishing them as the predominant demographic involved in such incidents. Additionally, young drivers aged 13 to 29 are the age group most frequently associated with fatal crashes. The UHSO will continue with the communications and outreach strategies identified with emphasis on targeting safety messaging utilizing paid and earned media to these identified demographic groups in an effort to reduce traffic fatalities. Additionally, identified community traffic safety projects will focus outreach efforts on male drivers and young drivers.

Utah's performance target for C-2 Number of serious injuries in Utah Traffic is 1335.7 by 2026 with a one-year benchmark of 1363.2 by 2024. The most current UTAPS data through October 24, 2024 shows that Utah is not on track to meet the goal with 1625.4 (using a five-year rolling average).

The UHSO has a goal to decrease the number of serious injuries in traffic crashes from the five-year average (2018-2022) of 1377 to 1335.7 by 2026. The current (2020-2024) rolling average of 1625.4 shows an increase rather than a decrease and means that the goal is not being achieved. When looking at the demographics, male drivers and teen drivers are involved in a substantially higher percentage of crashes than other drivers. The UHSO will continue to emphasize outreach and education strategies with planned activities in community traffic safety projects and the teen-driving outreach project. Additionally, HVE enforcement and paid media messaging will focus on these demographic groups. *(*C-2 The target set for this measure was entered incorrectly in the 2024-2026 3HSP. It should have been 1541, however, because it can't be changed until the next 3HSP, we will leave it as is but note the corrected information here. Based on a 1% decrease for FY24, the benchmark would be 1525.)*

Utah's performance target for C-3 Fatalities per 100 million VMT is .091. The benchmark for FY24 is 0.93. The most current FARS data through October 24, 2024 shows that Utah is on track to meet this measure with 0.882 (using a five-year rolling average).

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities (All Seat Positions) is 58.4 with a one-year benchmark of 59.6 by 2024. The most current FARS data through October 24, 2024 shows that Utah is not on track to meet the goal reporting 66 (using a five-year rolling average).

The UHSO's goal is to reduce unrestrained fatalities from the 5-year average (2018-2022) of 60.2 to 58.4 by the end of 2026. The current five-year rolling average (2020-2024) is 66, meaning the goal is not being achieved. Utah will continue utilizing the identified countermeasure strategies in the 3HSP and focus on addressing the populations over-represented in the crash data. Efforts will include working with local rural communities on messaging and enforcement campaigns to reach hard-core non seat belt users.

Data reports that male drivers (71%) in pickup trucks are the leading demographic for unrestrained fatalities, with teens also a concern, as 42% of teenage fatalities were unrestrained.

Utah's performance target for C-5 Number of Fatalities in Crashes Involving a Driver or a Motorcycle Operator with a BAC of .08 and above is 39.4 with a one-year benchmark of 40.2. The most current FARS data through October 24, 2024, shows that Utah is not on track to meet the goal reporting 42.6 (using a five-year rolling average).

In effort to reach this performance target, Utah plans to increase messaging, education, and enforcement addressing the dangers of impaired driving and will emphasize the additional risks for impaired drivers and motorcycle operators. While media campaigns have been effective in reaching our target audience, feedback suggests clearer messaging on sober ride options and a more realistic portrayal of moderate impairment could improve engagement, particularly among high-risk groups. Ongoing support and expansion of successful programs like the 24/7 Sobriety Program, DRE, and Sip/Trace projects, along with continued impaired driving training, will strengthen efforts to reduce DUI-related crashes and fatalities throughout Utah. Further, strengthening partnerships with the Utah Highway Patrol who hired 80 additional Troopers statewide in 2024, contributed to more overtime shifts worked and thus an increase in arrests made. Such efforts will continue in FY2025 and FY2026.

In FY25, adjustments were made to address higher costs resulting from statewide increases in law enforcement pay rates, with additional funds allocated to support high-visibility DUI enforcement shifts in the upcoming grant year. Additionally, updating the High Visibility Enforcement (HVE) guidelines will be key to ensuring law enforcement agencies use data to strategically schedule officers during peak DUI periods where efforts will be most effective.

Utah's performance target for C-6 Number of Speeding-Related Fatalities is 82.3 with a one-year benchmark of 84.0 by 2024. The most current FARS data through October 24, 2024, shows that Utah is not on track to meet the goal reporting 88.8 (using a five-year rolling average). Data from 2019 shows a low of 63 speed related fatal crashes, and then rising to a high of 103 fatal crashes in 2022. There was a 22.33% decrease in speed-related fatal crashes from the high of 103 in 2022 to 80 in 2023.

Currently, the group with the highest percentage of speed-related fatal crashes is aged 13 to 39 years old and predominantly male drivers.

Although the UHSO did not achieve the 2024 goal of 84.0 speed-related fatal crashes, it has reduced its numbers by 18.44% compared to 2022. Speeding is a driver choice, and in FY2025, the UHSO will adjust by increasing efforts such as HVE, education, and media campaigns to the areas showing the highest numbers of speed-related Fatal Crashes. This will be in Salt Lake, Davis/Weber, and Utah Counties. The ultimate goal will be a commitment to a larger effort to change driver behavior and reduce speeds.

Utah's performance target for C-7 Number of Motorcycle Fatalities is 41.7 with a one-year benchmark of 42.6 by 2024. The most current FARS data through October 24, 2024, shows that Utah is not on track to meet this measure with 44 (using a five-year rolling average).

Motorcycle fatalities continue to be a challenge in Utah. The UHSO plans to continue implementing the strategies identified in the 3HSP with an emphasis on working with traffic safety partners to increase education through social media and the motorcycle rider program. Adjustments to this strategy include promoting the Motorcycle Safety Foundation's rider skills course and associated discounts earlier in the year to encourage riders of all skill levels to participate.

Utah's performance target for C-8 Number of Unhelmeted Motorcycle Fatalities is 22.3 with a one-year benchmark of 22.8 by 2024. The most current FARS data through October 24, 2024, shows that Utah is on track to meet this measure with 20.8 (using a five-year rolling average).

Utah's performance target for C-9 Number of Drivers Age 20 or Younger involved in fatal crashes is 23.7 with a one-year benchmark of 24.2 by 2024. The most current FARS data through October 24, 2024, shows that Utah is not on track to meet this goal, reporting 35.4 (using a five-year rolling average).

Given the significant gap between the target and the current data, UHSO will thoroughly analyze the existing data to gather additional insights, such as the time of day, the age of the teen driver, and other relevant factors. Based on the findings, the messaging will be adjusted accordingly to be more effective with implementation of the communications and outreach countermeasure strategy.

Utah's performance target for C-10 Number of Pedestrian Fatalities is 42.1 with a one-year benchmark of 43 by 2024. The most current FARS data through October 24, 2024, shows that Utah is on track to meet this goal with 40.8 (using a five-year rolling average).

Utah's performance target for C-11 Number of Bicycle Fatalities is 7.2 with a one-year benchmark of 7.3 by 2024. The most current FARS data through October 24, 2024, shows that Utah will not meet this goal with 9 fatalities reported (using a five-year rolling average).

Bicycle fatalities continue to increase in Utah. The bicycle safety program will continue with the current countermeasure strategies. To meet the three-year target, the UHSO will analyze crash and survey data to identify key demographic groups for targeted safety messaging through paid and earned media channels. Feedback from recent survey data shows the need for updated campaigns with a clearer message of sharing the road. Utah plans to increase messaging and education efforts addressing both driver and bicyclist behavior and responsibilities in sharing the road, visibility, and obeying traffic safety laws. The UHSO will seek out partnerships with local bike safety advocates and organizations that are willing to amplify these safety messages. For example, increasing the frequency of bike rodeo and other bicycle safety events will allow our partners to take a hands-on approach to educating cyclists of all ages.

Utah's performance target for B-1 Observed Seat Belt Use is 91.8%. Using the most current Seat Belt Survey in 2024 shows that Utah will not meet this goal with the current rate of 90.7%, according to the 2024 Seat Belt Survey.

Utah's 2024 Observational Seat Belt Survey indicates that 90.7% of drivers and front-seat passengers are restrained, a drop from 92.4% in 2023. That means almost 318,000 Utahns still choose NOT to wear seat belts.

To reduce the number of unrestrained passenger vehicle occupant fatalities in all seating positions and increase Utah's observed seat belt use, the UHSO will analyze unrestrained fatality data and survey data to identify key demographic groups to target with safety messaging on paid and earned media to reduce fatalities. Based on Zero Fatalities survey feedback, the UHSO plans to consider messaging targeting the loved ones of those individuals who report that they do not wear their seat belts unless a loved one asks them. Supplementary funding has been earmarked for media targeted to rural Utah as well. Furthermore, increased funding for enforcement has been allocated in 2025, and efforts are underway to educate all law enforcement agencies about the importance of enforcing Utah's seat belt and child safety seat laws. Legislation changes impacting these numbers include increased penalties or progressive penalties for seat belt violations and legislation that strengthens Utah's GDL law by adding points and penalties for non-compliance.

Utah Performance Measures

Utah's performance target for U-1 Child Safety Seat Use for Children Ages 0-8 Years in Traffic Crashes is 66.9, with a one-year benchmark of 65.5% by 2024. The most current FARS/UTAPS data through October 24, 2024, shows that Utah did not meet this goal with 62.40% (using a three-year rolling average). Utah will continue outreach efforts focusing on its CPS program to increase child safety seat usage, especially for children aged 5-8 who are the least buckled for this age group. In 2025, the CPS instructor team will assist local areas by providing CEU opportunities to enhance technician engagement and retention. This support is expected to result in more seat checks and an increased use of UHSO resources to educate caregivers of Utah's vulnerable child population.

After evaluating the strategies for the CPS program, it is clear that they will remain highly effective with a few adjustments. Moving forward, the UHSO will focus on strengthening communication with diverse partners to ensure that all key partners contribute to improving child passenger safety. Planned efforts include updating the booster seat brochure by simplifying the messaging, making it more accessible, and distributing all CPS materials to local Safe Kids Coalitions. The UHSO will maintain its media initiatives for CPS Week, adjusting timelines to ensure local partners receive materials an entire month before use. As new individuals become certified, the CPS Program Manager will provide targeted training to equip them with the tools needed to serve the public more efficiently and set up inspection stations. To enhance child safety seat usage for children aged 0-8, the UHSO will carefully analyze data to pinpoint the demographics that need CPS messaging most, allowing UHSO to refine the approach to meet objectives effectively. These changes line up with the new strategies in Utah's new Occupant Protection Strategic Plan.

Utah's performance target for U-2 Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Night Time (10 p.m. to 5:59 a.m.) is 40.1% with a one-year benchmark of 41.6% by 2024. The most current FARS/UTAPS data through October 24, 2024, shows that Utah is on track to meet this goal with 30.34% (using a three-year rolling average).

Utah's performance target for U-3 Motor Vehicle Crash Passenger Vehicle Occupant Fatalities That Were Unrestrained Day Time (6 a.m. to 9:59 p.m.) is 29.9% with a one-year benchmark of 32.9% by 2024. The most current FARS/UTAPS data through October 24, 2024, shows that Utah is on track to meet its goal with 24.97% (using a three-year rolling average).

Utah's performance target for U-4 Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers is 122 with a one-year benchmark of 124.7 by 2024. The most current FARS/UTAPS data through October 24, 2024, shows that Utah is on track to meet this goal with 109 (using a three-year rolling average).

Utah's performance target for U-5 Pedestrians in Utah Crashes per 10,000 Population is 2.35 with a one-year benchmark of 2.4 by 2024. The most current FARS/UTAPS data through October 24, 2024, shows that Utah did not meet its goal with the current rate of 2.63 (using a three-year rolling average). The UHSO will continue outreach efforts with existing pedestrian safety programs as well as seek out new partners to help promote pedestrian safety.

To mitigate the number of crashes and fatalities involving pedestrians, the UHSO will analyze crash and survey data to identify key demographic groups for targeted safety messaging through both paid and earned media channels. In 2025 & 2026, pedestrian enforcement efforts will be expanded to include school bus stops, in addition to crosswalks.

Utah's performance target for U-6 Bicyclists in Utah Crashes per 10,000 Population is 1.38 with a one-year benchmark of 1.37 by 2024. The most current FARS/UTAPS data through October 24, 2024, shows that Utah did not meet its goal of 1.37 reporting 1.54 bicyclist crashes (using a three-year rolling average).

Utah will continue with the current countermeasure strategies for FY25. The UHSO will continue to focus on bicyclist safety, outreach, and education and review the crash data to focus efforts in communities with high crash and fatality rates. Utah will continue creating updated media campaigns driven by qualitative survey data. Surveys in FY24 revealed that some of the barriers to safety behaviors are that cyclists either don't understand the risks, are unfamiliar with the laws, or feel safety gear is unnecessary for a short ride. The UHSO will use media campaigns to address these attitudes directly.

Utah's performance target for U-7 Utah Drowsy driving-related Fatalities is 6.8 with a one-year benchmark of 6.9 by 2024. The most current FARS/UTAPS data through October 24, 2024, shows that Utah is on track to meet its goal with 3 (using a three-year rolling average).

Utah's performance target for U-8 Utah Traffic Fatalities Involving a Distracted Driver is 15.8 with a one-year benchmark of 16.1 by 2024. The most current FARS/UTAPS data through October 24, 2024, shows that Utah did not meet its goal, reporting 19.33 (using a three-year rolling average).

Utah will continue the HVE countermeasure strategy with a focus on education and enforcement regarding distracted driving. For 2025 & 2026, the UHSO has increased funding in 405e funds, which will allow the UHSO to fund more educational community overtime shifts and more paid and earned media addressing the dangers of distracted driving. The UHSO will work closely with affected communities and provide as many resources as possible, such as community events, more education in schools, and with early-age drivers to help decrease distracted driving crashes. The UHSO will emphasize National Distracted Driving Month during April, funding HVE shifts and paid media to reduce fatalities caused by distracted driving. Additionally, in FY25, the UHSO will increase the budget for HVE Distracted Driving shifts to be worked year-round. A data-driven approach will be used when granting HVE funds to participating agencies.

Utah's performance target for U-9 Number of fatalities in crashes involving a driver with a BAC of .05 and above is 51.8 with a one-year benchmark of 52.8 by 2024. The most current FARS data through October 24, 2024, shows that Utah is on track to meet its goal with 47.66%

Utah's performance target for U-10 Teen Speed-Related Driver Fatal and Serious Crash Rate per 1,000 Licensed Driver is 26.6 with a one-year benchmark of 27.2 by 2024 The most current FARS/UTAPS data through October 24, 2024, shows that Utah did not meet the goal reporting 27.59 (using a three-year rolling average).

To reduce fatal crashes and serious injuries among drivers under 20, UHSO will evaluate data and continue to use our current strategies to reach high-risk teen drivers and their parents. This effort will include using the recently completed social media content, including short videos highlighting the dangers of speeding. These materials will be shared with the Teen Driving Task Force which will collaborate to amplify the message, targeting both parents and teen drivers. The UHSO aims to maintain consistent, year-round messaging, not just during Teen Driving Week.

In addition, the UHSO will expand its partnership with Zero Fatalities to enhance the pre-driver program, reaching more middle schools in the coming year. By working closely with Driver Education instructors, specific teens will be selected to attend the Teen Driving Challenge (TDC). Through the State Department

of Education and the Utah Highway Patrol, the UHSO will explore holding the Teen Driving Challenge on a weekday to increase attendance. This program aims to build confidence and refine driving skills in young drivers. The UHP will also work with Salt Lake Community College to address drivers 18-20 years old, which according to crash data is the age group over-represented in teen-involved fatal crashes. The UHSO will also prioritize the Occupant Protection Strategic Plan as a vital framework in our ongoing efforts to reduce fatalities and ensure safer roads for all.

Utah's performance target for U-11 Utah Seatbelt Usage Among Male Drivers In Pickup Truck is 3.2% with a one-year benchmark of 3 by 2024. The most current FARS/UTAPS data through October 24, 2024, shows that Utah is on track to meet the goal with 2.40% (using a three-year rolling average).

Although the Performance Measure is worded incorrectly, the goal is to decrease the percentage of unrestrained males in pickup trucks from the three-year average (2020-2022) of 3.26% to 3.2% by 2026. The current (2022-2024) rolling average of 2.4% indicates that Utah is on track to meet this goal.

Utah's performance target for U-12 Utah The Number Of Data Systems Integrated Within UTAPS is 2.4 with a one-year benchmark of 2.323 by 2024. The most current UTAPS data through October 24, 2024, shows that Utah is on track to meet the goal with 3 (using a three-year rolling average) with three different data sources integrated into UTAPS for FY2024.

Utah's performance target for U-13 Drivers Age 65 or Older in Utah Fatal And Serious Injury Crashes is 0.67 with a one-year benchmark of 0.069 by 2024. The most current FARS/UTAPS data through October 24, 2024, shows that Utah is on track to meet the goal with 0.06 (using a three-year rolling average).

Utah's performance target for U-14 Overall Roadside Crashes Involving Emergency Response Vehicles is 94.09 with a one-year benchmark of 96.03 by 2024. The most current FARS/UTAPS data through October 24, 2024, shows that Utah is on track to meet the goal with 87 (using a three-year rolling average).

Table of Performance Measures

Performance Measure: National	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP	Data Source-UTAPS/ FY 24 Progress Results as of 10/24/2024	On Track to Meet FY 24 Benchmark: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5 Year	2018-2022	284.1	287.4	NO
C-2) Serious Injuries in Traffic Crashes*	5 Year	2018-2022	1363.2*	1625.4	NO
C-3) Fatalities/VMT	5 Year	2018-2022	0.93	0.882	YES

C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2018-2022	59.6	66	NO
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2018-2022	40.2	42.6	NO
C-6) Speeding-Related Fatalities	5 Year	2018-2022	84.0	88.8	NO
C-7) Motorcyclist Fatalities	5 Year	2018-2022	42.6	44	NO
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	2018-2022	22.8	20.8	YES
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes**	5 Year	2018-2022	17.0*	35.4	NO
C-10) Pedestrian Fatalities	5 Year	2018-2022	43.0	40.8	YES
C-11) Bicyclist Fatalities	5 Year	2018-2022	7.3	9	NO
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2015-2022	92	90.4	NO

Performance Measure: Utah	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP	Data Source-UTAPS/ FY 24 Progress Results as of 10/24/2024	On Track to Meet FY 24 Benchmark: YES/NO/In-Progress (Must be Accompanied by Narrative)
U-1) Increase the percentage of children ages 0-8 in	3 Year	2020-2022	65.5%	62.40%	NO

crashes who were restrained in a child safety seat.					
U-2) Decrease motor vehicle crash passenger vehicle occupant fatalities that were unrestrained - night time (10 pm to 5:59 a.m.).	3 Year	2020-2022	41.6%	30.34%	YES
U-3) Decrease motor vehicle crash passenger vehicle occupant fatalities that were unrestrained - daytime (6 a.m. to 9:59 pm).	3 Year	2020-2022	32.9%	24.97%	YES
U-4) Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers.	3 Year	2020-2022	124.7	109	YES
U-5) Decrease the rate of pedestrians in Utah crashes per 10,000 people - population.	3 Year	2020-2022	2.4	2.63	NO
U-6) Decrease the rate of bicyclists in Utah crashes per 10,000 people - population.	3 Year	2020-2022	1.37	1.54	NO
U-7) Decrease Utah drowsy driving-related fatalities.	3 Year	2020-2022	6.9	3	YES
U-8) Decrease Utah traffic fatalities involving distracted drivers.	3 Year	2020-2022	16.1	19.33	NO
U-9) Decrease the number of fatalities involving a driver or motorcycle operator with a BAC of .05 and above.	3 Year	2020-2022	52.8	47.66	YES
U-10) Reduce the teen speed-related fatal and serious injuries rate.	3 Year	2020-2022	27.2	27.59	NO
U-11) Increase the rate of seatbelt usage among male drivers in pickup trucks.***	3 Year	2020-2022	3.23%	2.40%	YES
U-12) Increase the number of data systems integrated within UTAPS.	3 Year	2020-2022	2.323	3	YES
U-13) Reduce the rate of fatal and serious injury crashes by licensed drivers, ages 65 and older.	3 Year	2020-2022	0.069	0.06	YES
U-14) Reduce overall roadside crashes involving	3 Year	2020-2022	96.03	87	YES

emergency vehicles	response					
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***C-2** The target set for this measure was entered incorrectly in the 2024-2026 3HSP. It should have been 1541, however, because it can't be changed until the next 3HSP, we will leave it as is but note the corrected information here. Based on a 1% decrease for FY24, the benchmark would be 1525.

****C9** The target set for this measure was entered incorrectly in the 2024-2026 3HSP. It should have been 24.4, however, because it can't be changed until the next 3HSP, we will leave it as is but note the corrected information here. Based on a 1% decrease for FY24, the benchmark would be 23.7.

*****U-11** The 2024-2026 3HSP incorrectly states the goal as "Increase the rate of seat belt usage among males in pickup trucks." The correct goal is to decrease the percentage of unrestrained male drivers in pickup trucks from the 2020–2022 average of 3.26% to 3.2% by 2026. While the wording cannot be revised until the next 3HSP, the data reflects the intended reduction. The current rolling average (2022–2024) is 2.4%, showing Utah is on track to meet this target.

Summary of Program Successes and Challenges

Projects implemented under Utah's first Triennial Highway Safety Plan for FY2024 experienced positive outcomes and some challenges. Both provided valuable lessons and opportunities for growth toward meeting performance targets and the ultimate goal of achieving Zero Fatalities. Efforts and accomplishments are summarized below.

Administration and Support

This project laid the foundation for the UHSO, facilitating long-term planning, program assessments, evaluation, and training to assist the UHSO and staff. The UHSO team's involvement in national highway safety planning groups and logistical initiatives was crucial to the program's success. Funding supports personnel costs, administrative and DTS fees, operational expenses, Public Participation and Engagement efforts, and travel to various professional events, among other professional training and interaction opportunities. It sustained the Highway Safety Program by supporting staff in coordinating and managing various projects and programs assigned, including support to the Communications Manager. It continues to support the annual maintenance and upgrade of the office's electronic grant management system (GEARS), University of Utah Data Project, and Numetric, among other traffic safety initiatives.

The UHSO operated with a full staff during FY2024, with over three-fourths of the team learning new roles and responsibilities and, at the same time, operating under the new requirements brought about by BIL and the NHTSA Final Rule. While challenging, the team embraced this opportunity for growth and worked diligently to accomplish project goals. Meeting local expenditure and Public Participation and Engagement were the most challenging. However, the UHSO team worked together to meet federal requirements, adapt to new ways of public engagement, and incorporate feedback into projects and programs. Another challenge was the increased personnel costs, the burden it placed on the budget, and the difficulty meeting the local expenditure requirement. The UHSO seeks opportunities to utilize state funds wherever possible to help offset the costs.

Successes include submitting and approving the FY25 Annual Grant Application and participating in the FY25 Annual Grant Planning Committee meetings attended by the Chiefs and Sheriffs for law enforcement grants and the 13 Local Health Departments for community grants. These meetings allowed key stakeholders and valuable partners to provide direct feedback and input regarding the needs of their community and the implementation of projects and activities. As a result, the UHSO provided resources and support to local communities to address traffic safety concerns and also an opportunity to strengthen partnerships.

Occupant Protection

In 2024, Utah successfully updated its Occupant Protection Strategic Plan with help from the Governors Highway Safety Association (GHSA). A productive workshop, bringing together various partners, resulted in five updated strategies and 17 new goals. These changes focus on the renewed mission of educating all Utah residents about the life-saving importance of seat belts and child safety seats, motivating them to take action to protect themselves and their loved ones.

The Occupant Protection Program promoted seat belt use in 2024 through various media campaigns aimed at young males, one of the target demographics for increasing seat belt use. Held during the Thanksgiving holiday, a press event for this campaign focused on friends of a teenage hockey player who wasn't wearing a seat belt and died in a crash. The campaign utilized existing videos from the award-winning "Death" concept and the Click It or Ticket message, garnering 8.8 million impressions and an overall video completion rate of 75%.

The nighttime campaign, March 18-25, utilized a similar campaign with 6.8 million impressions and a 79% video completion rate. A new video featuring the Death character was created for the May campaign, garnering an estimated 23 million impressions, including digital billboards, and an overall video completion rate of 93%. The press event for this campaign featured a survivor story with two families that hydroplaned at the same spot in the road moments apart and rolled their vehicles, but thankfully, all were belted and survived the crash. One daughter had asked to remove her seat belt just seconds before the crash, but her mother insisted she stay buckled until they reached their destination.

Law enforcement worked overtime shifts in conjunction with the media efforts to support all these campaigns, including an additional mobilization during Labor Day weekend with rural law enforcement partners. The rural seat belt program coordinators were notified of the Labor Day mobilization and asked to share media at a grassroots level.

The Summer Olympics created an opportunity to share the Click It or Ticket message, "Don't Mess with Death," via television and, with a budget of just \$15,000, earned an estimated 880,000 impressions, 23 bonus spots, and a bonus value of \$11,135. The spot was shown once during the opening ceremony and 14 additional times during the 6 am, 5:30 pm, and 10 pm news shows. Validating the effectiveness of the ad-buy, the Paris primetime opening ceremony outperformed Beijing by 23% and Tokyo by 3%.

The Valentine seat belt campaign utilized existing partnerships with local health departments, who participated by displaying seat belt posters, distributing cards, and posting messages to their social media platforms. Materials were provided to Driver License offices and public libraries as well. This year, Snow College expanded its efforts for the second year. Their Wellness Advocates in rural Ephraim and Richfield participated in the Valentine campaign and offered traffic safety messaging year-round. Buckle-Up Valentine cards were distributed to students, and various printed signage around campus featured a spin on the Buckle-Up Death campaign. Advocates also displayed social media assets on campus channels.

The Four-Corners Without Borders Conference was held in Monument Valley March 27-28, 2024, with unprecedented participation. The planning team was thrilled to welcome representatives from all four states, including the Arizona Governor's Office of Highway Safety (in the past, only the AZ Department of Health Services has been involved), New Mexico DOT, and Colorado DOT. National representatives included NHTSA and the Manufacturers Alliance for Child Passenger Safety, which participated for the first time this year, sending two outstanding speakers and another virtually. Fifty-six child passenger safety technicians (CPST) received six continuing education hours and helped 18 children at the car seat checkpoint. The UHSO has been involved in the conference since 2007, providing child passenger safety and injury prevention education in the remote, mostly rural and rugged Four Corners of Arizona, Colorado, New Mexico, and Utah. With a population density of 20 or fewer people per square mile, most of the region belongs to the autonomous tribal nations, the largest of which is the Navajo Nation, followed by Hopi, Ute, and Zuni tribal reserves and nations.

The annual seat belt survey results show that observed seat belt use in Utah decreased from 92.4% in 2023 to 90.7% in 2024. Despite the statewide rate decreasing, many rural Together for Life participating counties experienced the highest increases thus far. Cache County went from the lowest usage of the 18 counties surveyed at 81.7% in 2023 to 91.8% in 2024. Sanpete County also significantly increased from 82% in 2023 to 91.4% in 2024. Box Elder, Iron, Tooele, and Sevier Counties all experienced increases, while San Juan and Carbon Counties had no change. Uintah County was the only county that decreased usage, from 91.2% in 2023 to 78.2% in 2024. The uniform criteria and survey methodology were followed; however, surveyor scheduling was challenging. For the 2025 survey, recruitment for surveyors will begin earlier in the year to avoid these challenges.

Interestingly, the observed seat belt use rate also coincides with the Zero Fatalities Safety Culture survey's self-reported rate of 91%, while only 5% believe others "always" wear their seat belts. In the Zero Fatalities Public Opinion Survey, 84% of respondents said they never drive without wearing a seat belt. And 8% don't know that driving without wearing a seat belt in Utah is illegal, indicating a need for additional education. In addition, 74% said that someone or something influences them to buckle up in the car. Based on feedback from these surveys, the HSO plans to consider messaging targeting the loved ones of these individuals, which could help increase seat belt use for FY25 and FY26 campaigns.

UHSO has successfully concluded the 12-year Together for Life project, which was conducted in collaboration with Montana State University's Center for Health and Safety Culture. When the project began in 2013, the seat belt use rate in urban areas was approximately 85%, while rural areas reported a rate as low as 55%. As of 2024, urban seat belt use is 90.8%, while rural usage is 90.4%, which is a significant achievement for this initiative.

Throughout the project, extensive surveys were conducted, resources were developed, and locally designed media was distributed. Subrecipient grants were provided to Sanpete, Sevier, Tooele, Iron, Uintah, Box Elder, and Cache Counties, which organized activities with community partners, held regular coalition meetings, and contributed to messaging and survey efforts. These counties collaborated closely with MSU to promote positive community norms around seat belt usage.

The project faced several challenges, including COVID-19, which led to a decline in support from key partners and a shift in focus to other priorities. Concerns about survey fatigue also resulted in lower response rates over time. Despite these issues, all subgrantees have continued this vital work without MSU's support. UHSO plans to maintain close contact with the subgrantees by organizing quarterly group meetings and one-on-one meetings to ensure they feel supported.

Child Passenger Safety Program

Utah's Child Passenger Safety (CPS) program focuses on education, training, and outreach to reduce traffic-related injuries and fatalities by promoting the proper use of child restraints, such as car seats, boosters, and seat belts. The state's efforts encompass technician certification, inspection station and car seat availability, media campaigns, and community partnerships to improve safety for children, particularly in underserved populations.

In 2024, the CPS program successfully certified 81 new technicians, including a diverse group of individuals from various regions in Utah. The team trained people working with underserved populations, such as the homeless, refugees, and low-income communities. These efforts included a course in West Jordan, where many students spoke Spanish as their first language. The certification program reflects Utah's growing diversity and enables the CPS team to support a broader range of communities. One renewal class was also held, during which six technicians renewed their CPS certification.

Planning the CPS conference has been a priority throughout the year. The conference theme in October of 2024 is Connect to Protect, where eight car seat manufacturers and several local speakers will be updating Utah's technicians during this educational opportunity. Attendees are anticipated to be close to 200 and can look forward to a day of learning and collaboration.

A key milestone was the CPS instructor team's participation in the Kidz in Motion Conference in Orlando, where a small group worked together to create a variety of Continuing Education Units (CEUs) to help provide Utah's 343 technicians with educational tools for recertification. The team also participated in a one-day training to improve teaching strategies, ensuring that CPS messages reach all communities effectively. The state maintains over 100 car seat inspection stations, including hospitals, which help parents access proper installation guidance. In 2024, 31 hospital employees became certified, providing more targeted education for new mothers.

Despite progress, mentoring new technicians and establishing active new inspection stations remain ongoing challenges. In 2025, the program plans to produce more educational flipbooks to help organizations conduct their own CPS training classes for employees and the public.

The CPS program provides life-saving car seats to underserved populations, including low-income families, refugees, and individuals experiencing homelessness. In 2024, the UHSO collaborated with 12 agencies to distribute car seats while educating families on proper installation. These agencies are required to have certified technicians who teach best practices. Additionally, the UHSO partnered with hospitals like Primary Children's at Salt Lake and Lehi campuses, Shriners Children's, and McKay Dee Hospital, expanding access to car seat safety education. McKay Dee, for example, conducted over 2,100 car seat checks, which ensured that newborn intensive care unit (NICU) families received proper guidance. Shriners Children's supports vulnerable children, including those with special healthcare needs, by providing adaptive car seats.

The UHSO also funded a grant with Safe Kids Utah, which contracted with 12 health departments throughout the state. Outreach to refugee populations was facilitated through partnerships with two organizations, helping these communities understand the importance of child passenger safety and the current Utah law. The Care Fair, a two-day event, brought together about 40 technicians who educated and installed 250 car seats for low-income families.

During Child Passenger Safety Month in September, the UHSO focused on raising awareness about counterfeit car seats, which can pose serious safety risks. This campaign utilized media, video

production, website updates, and press events to gain over 1.8 million impressions and generate significant online engagement. The campaign encouraged parents and caregivers to identify authentic car seats to ensure their children's safety.

The UHSO also launched the "Bring It Together" Hispanic Seat Belt campaign during Hispanic Heritage Month and continued the outreach through Cinco de Mayo and Mother's Day. These campaigns targeted the Hispanic community, emphasizing the importance of buckling up for every ride. The campaign achieved over 2.5 million impressions, 15,000 clicks, and 300,000 video views, demonstrating the effectiveness of culturally relevant messaging. The interactive seat belt fit guide was translated into Spanish, helping Hispanic families transition children from booster seats to regular seat belts. The Hispanic holiday social media assets have been distributed to our partners to gain greater distribution.

Another initiative, Click-it Club, offers valuable resources to schools in both English and Spanish. The UHSO attended the state PTA conference to promote this program, which provides materials to educate parents and students about seat belt safety. The Safe Seats, Save Lives program is a CPS pediatric education initiative. Primary Children's Hospital and Shriners Children's met with local doctor's offices and clinics to educate staff and distribute resources.

Partnerships with community agencies, coalitions, and health departments bolstered the UHSO's outreach efforts. These collaborations ensure that CPS remains a priority at the local level, allowing for broader outreach and education. Utah also works closely with Safe Kids Utah, local boards, and task forces to ensure child passenger safety is a key focus across the state.

Utah's CPS program is crucial in promoting safe travel habits for children, starting from their first ride home from the hospital. The program strives to reduce traffic-related injuries and fatalities through technician training, car seat distribution, media campaigns, and community outreach. By targeting underserved populations and fostering partnerships, the program ensures that all families, regardless of their background, have access to the resources and education necessary to keep their children safe on the road.

The UHSO partnered with Intermountain Health (IH) Primary Children's Hospital (PCH) to promote awareness around unattended passengers and address the dangers of leaving a child unattended in a vehicle. PCH's Hot Car Death Prevention Campaign included a new window cling in English and Spanish that reminds caregivers to check the back seat and a tool to break a window or cut a seatbelt if a child needs to be extracted from a vehicle in an emergency. Intermountain Health held a successful press conference at Primary Children's Hospital in Lehi. Education was provided about the dangers and effects on a child left in a car. Prevention tips were reviewed, and an interview with a caregiver and her baby daughter was very effective. The reach of this vital safety message was more significant than anticipated. PCH continues to distribute the glass-breaking tool and window clings with an educational card on hot car death prevention to all IH hospitals and fulfill community requests as they come in.

Teen Driver Education Program

The Teen Driver Education Program encompasses several key initiatives: the Pre-Driver Program, the Teen Driving Task Force (TDTF), National Teen Driving Safety Week, the Utah Highway Patrol (UHP) Teen Driving Challenge, and the Teen Memoriam.

The Zero Fatalities Pre-Driver Program now features three educational videos designed as a resource for middle school health teachers. These videos align with the Utah State Board of Education's core curriculum requirements for health classes and were developed by the UHSO to help prepare students for driver's education. Topics covered include basic traffic safety principles, such as the importance of seat belts, the dangers of speeding, and the risks of distracted driving. In addition to the videos, the Zero Fatalities Outreach team offers a Pre-Driver Presentation. During this grant year, 303 presentations were conducted.

The UHSO co-chairs the Teen Driving Task Force (TDTF), a coalition of agencies dedicated to educating Utah's teen drivers and their parents. This group continues to grow, with strong attendance at all four quarterly meetings this year. The members of the TDTF share common goals regarding teen driver safety in Utah, and they support the efforts of individual organizations that contribute to this cause. Key partners include the Utah Department of Transportation, Utah Department of Public Safety, Zero Fatalities Team, Utah Highway Patrol, Primary Children's Hospital, Utah Driver License Division, Safe Kids Utah, Utah Department of Education, Utah Safety Council, and many others, all working together to enhance teen driving education.

During National Teen Driving Safety Week in October, the teen driver media campaign ran across Facebook, Instagram, and YouTube, targeting parents of current and future teen drivers aged 13-17. The campaign delivered remarkable results, achieving 1.2 million impressions and 10,839 clicks, representing a 17% increase in clicks over the previous spring campaign, signaling strong engagement. Among the campaign's creative materials, the "Mobile Tracker" video was the most successful, driving the highest click-through rate across all platforms. Interestingly, static images on social media resulted in even higher engagement than video. This combination of video and static images effectively reminded parents about the Graduated Driver Licensing (GDL) program and offered a tool to track their teen's driving hours. The creative strategy for the 2024 Teen Driving Safety Week campaign was completed in this grant year, so we are prepared for the 2025 grant year. It will focus on the dangers of speeding and encourage safer driving behaviors, such as slower speeds and consistent seat belt use. The campaign will engage teens through attention-grabbing visuals in the fast-paced digital space while keeping parents informed and engaged.

After a year without support from the Utah Highway Patrol (UHP) to conduct the Teen Driving Challenge (TDC) using actual police vehicles, the program was adjusted mid-year. This allowed three sessions to take place in July and August, benefiting 62 students across the state. These sessions focused on critical driving skills, such as risk and hazard identification, and provided specific education on distracted driving. The course also emphasized personal responsibility by teaching young drivers about decision-making, judgment, and behavior. Survey results from participants showed that many intended to share what they had learned with family and friends. This year, a new segment was added to educate teen drivers on officer and driver safety during traffic stops.

The Teen Memoriam booklet is a poignant tribute to teenagers who lost their lives in traffic crashes. It shares the stories of these young individuals and highlights the driving behaviors that led to their tragic deaths to encourage safer driving decisions and prevent similar crashes in the future. The UHSO collaborates with Zero Fatalities and the Utah Department of Health and Human Services to plan and

produce the Teen Memoriam. Funds from the grant were used to print copies of the 2023 Teen Memoriam Booklets, which were distributed to Driver Education students statewide.

Impaired Driving

In FY2024, Utah's DUI enforcement projects made significant progress in addressing impaired driving across the state. High-visibility enforcement, training, education, strategic partnerships, and comprehensive media outreach played a key role in helping to reduce DUI arrests and alcohol and drug-related fatalities statewide.

During the 2024 grant year, law enforcement agencies across Utah worked 62% more overtime shifts than the previous year. This increased effort resulted in a substantial rise in DUI arrests, reaching 260 this year, up from 179 last year, marking a 29% increase. Officers conducted high-visibility enforcement during nine holiday campaigns, including two national mobilizations, Labor Day and Winter Holiday, seven DUI checkpoints, and 13 saturation patrols. These initiatives were bolstered by media campaigns that enhanced the message during high-visibility periods. While most arrests occurred along the Wasatch Front (68%), counties outside the Wasatch Front accounted for 32% of arrests, a higher rate considering the rural population accounts for only 25% of the total population. This reinforces the ongoing need for enforcement in both urban and rural areas of the state to combat impaired driving effectively. Multi-agency task force meetings helped strengthen partnerships and support for DUI enforcement. Despite challenges such as staffing shortages and mandatory overtime, the program saw a growing demand for DUI shifts. Statewide increases in law enforcement pay have driven up costs, prompting additional funding to support high-visibility DUI shifts in the upcoming grant year. Additionally, updating the High Visibility Enforcement (HVE) guidelines will be key to ensuring law enforcement agencies use data to strategically schedule officers during peak times when DUI arrests, impaired driving crashes, and fatalities are most prevalent.

The UHSO entered its fifth year of collaboration with the Utah Public Health Laboratory's Toxicology Lab, funding a toxicologist position dedicated to DUI casework. New legislation passed in 2024 now requires the toxicology lab to report all DUI results to the Driver License Division, improving tracking of DUI-related data.

The combination of high-visibility enforcement and targeted media campaigns plays a crucial role in reducing impaired driving arrests, crashes, and fatalities. Campaigns effectively reached the high-risk demographic of males aged 21-39 while engaging a broader audience across various media platforms. Messages like "If you feel different, you drive different" and "Drive Sober or Get Pulled Over" supported key holiday enforcement periods, including the Super Bowl, St. Patrick's Day, Memorial Day, the July Holidays, Halloween, and Thanksgiving. Messages aligned with the national DUI mobilization periods, Labor Day, and Winter Holiday, boosting their reach and impact. The "Drunk Daniel" campaign, an integral part of the broader prevention strategy, proved highly effective during the summer.

Two press events were held during the grant year, including the December 14th Winter Holiday kick-off, which featured partnerships with the Utah Department of Alcoholic Beverage Services (DABS) and WCF Insurance, and the July 2nd event with former DUI offender Jaison Jensen. These events reinforced the campaign's messages, strengthened key partnerships, promoted collaboration with media outlets, and amplified the campaign's visibility and effectiveness.

The transition to a new media contractor in FY24 was largely successful, with minimal disruptions. The team became familiar with the program and collaborated closely with the UHSO team and stakeholders to ensure continued campaign success. However, there were some challenges as the contractor adjusted to the UHSO's communication dynamics and tone, which could impact campaign execution.

While the media campaigns reached a large audience, there is a continued need to improve engagement with specific target groups. Particularly those at higher risk of driving impaired, those who may not fully understand the consequences of impaired driving or are unaware of the available options for a sober ride home. The Instapanel survey completed in September highlighted the need for clearer messaging, suggesting that sober ride options should be more explicitly outlined and social drinking portrayed more realistically. Additionally, some respondents felt that the "Drunk Daniel" campaign could better reflect moderate levels of impairment, closer to legal limits, to resonate with a broader audience.

Overall, Utah's impaired driving media campaign achieved significant success in reach, engagement, and event publicity. However, there are opportunities to improve targeting and message clarity. Adjusting strategies based on survey feedback and continuing to refine the campaign's approach will likely enhance its effectiveness in reducing impaired driving arrests, crashes, and fatalities.

The 24/7 Sobriety Program in Utah made significant progress in its efforts to reduce DUI recidivism and alcohol and drug-related crashes and fatalities. The program expanded to 20 counties, with 485 individuals enrolled statewide, achieving an impressive 99.8% compliance rate in daily testing. Between the 24/7 federal grant funds and proceeds from the program, the program purchased 288 CAM (Continuous Alcohol Monitoring) bracelets to help accommodate demand and expand the program statewide. Successes include positive feedback from participants, many of whom have remained sober, and widespread support from prosecutors, judges, and defense attorneys. Challenges included the need to address logistics for testing locations and the fact that four counties have yet to implement the program. Additionally, ongoing training and website updates were essential for maintaining statewide coordination and engagement.

The State Bureau of Investigation Alcohol Enforcement Team (AET) had a productive year, successfully increasing its operations, focusing on reducing underage drinking, over-service, and alcohol-related crashes and fatalities. The AET conducted 14 TRACE investigations and 17 youth alcohol suppression operations, resulting in 224 criminal citations. They also visited 1,433 establishments with Covert Underage Buyers (CUBS), identifying 81 instances of alcohol sales to minors. This reflects an alcohol sale rate of 5.6%, a significant decrease from the overall sale rate of 10.5% reported the previous year. Additionally, the AET conducted six educational trainings and 222 covert alcohol inspections, addressing violations through educational discussions and referrals.

A significant challenge was the shift in operational duties starting in January 2024, which increased the number of SIP operations and aimed to address the rise in wrong-way drivers and DUIs, requiring adjustments in strategy and resources to meet this new focus.

The Traffic Safety Resource Prosecutor (TSRP) is vital in training prosecutors, law enforcement, and traffic safety partners to enforce and prosecute impaired driving cases in Utah. Overall, the TSRP had a successful year. Notable achievements included presenting at the Missouri DWI/Traffic Safety and DRE Recertification Conference and the Idaho Traffic Safety Summit. The TSRP also participated in multiple national conferences and trained 1,685 individuals, focusing on law enforcement and prosecutors.

However, challenges included a slight decline in training participation and difficulties accessing law enforcement agencies for impaired driving training due to scaled-back efforts. Despite these hurdles, the TSRP responded to 921 support requests and maintained valuable resources like the TSRP blog and the UPC prosecutor forum. Moving forward, the TSRP aims to enhance law enforcement training and strengthen impaired driving enforcement.

The DRE project successfully provided valuable training and resources to Utah's law enforcement officers, enhancing their abilities to detect, arrest, and assist in prosecuting impaired drivers. Key successes include completing eleven ARIDE classes, with 206 officers trained, certifying 33 officers as phlebotomists, and successfully graduating 21 officers from DRE school. The project director attended the IACP Western State DRE Coordinator meeting and the Impaired Driving and Traffic Safety Conference (IDTS). The project also sponsored the top DRE school student to attend the IDTS conference.

However, challenges arose with the limited use of DRE callouts, likely due to agencies using their own overtime budgets or DREs already being on shift. Since this is a valuable resource, efforts will continue to promote its availability, and a DRE callout system may be considered in the future to make using DREs more efficient and accessible. Another challenge was the delay in purchasing ITSMR software due to state purchasing rules. While tablets were bought early in the grant year with other NHTSA funds, the software was not acquired until months later and only installed on some tablets. Training on the tablets has been postponed and will now be scheduled for the next grant year.

Vulnerable Roadway Users

The Vulnerable Roadway User (VRU) program had a successful media year. All three program areas (Bicycle, Pedestrian, and Motorcycle) ran a combined messaging campaign called “Meet in the Middle,” which encouraged motorists and VRUs alike to “meet in the middle so your paths don’t.” This campaign was launched on billboards, Trax trains, gas stations (pump toppers, floor clings, and ice boxes), and social media. A paid one-page ad was placed in the Utah Stage Arts playbills using creative elements from the Meet in the Middle campaign. This will run throughout the rest of their theatrical season.

Throughout the year, several successful press events and earned media opportunities occurred. In May, the 25% discount program for the Motorcycle Safety Foundation courses was launched with a press event. In July, a cyclist hit by a vehicle on his commute to work told his story to the press at the bicycle collective in downtown Salt Lake City. Several media interviews were conducted across all program areas throughout the year, with an estimated \$37,763.40 in earned media.

Bicycle & Pedestrian Safety

Weber-Morgan Health achieved significant success in promoting its bike/pedestrian safety grant through social media this year, generating approximately 121,000 views and 8,700 interactions across all platforms. Staff participated in thirteen community events during the grant year. Three of these events were hosted in-house, five were co-hosted in partnership with other organizations, and five involved setting up a booth at events organized by other partners. These efforts collectively reached approximately 8,125 individuals. The largest event, Safe Kids Day, reached an estimated 4,500 attendees. Additionally, 713 free bike or multi-sport helmets were distributed to youth attendees. Each helmet included a bike safety and law information card as an education component. Community events included the Safe Kids Day, the Safe Kids Summer Bike Campaign, school events, and other community requests. The program had notable success in reaching high-risk communities with these helmet distributions.

Over the past year, the Ogden Police Department organized a series of effective bike and pedestrian safety events to educate children and parents on helmet safety, traffic signals, and overall road awareness. A total of 857 helmets were distributed across all events, falling just short of the 1,000-helmet goal. Each helmet was properly fitted to children aged 16 or younger, with guidance provided to the children and their parents. The events included bike safety rodeos, Kinder Roundups, STEAM clubs at local libraries, and various community gatherings. The rodeos featured training on proper bike fitting, obstacle navigation, hand signals, and traffic sign recognition. The STEAM clubs offered interactive activities focused on helmet and pedestrian safety while parents learned how to adjust helmet fittings as their children grew. Safety literature was distributed at all events.

During the year, all crossing guards at Ogden PD received training emphasizing safety procedures, equipment usage, and practical application. Crossing guards reported improvements in the safe use of school crosswalks, largely attributed to their efforts in building positive relationships with students and parents. By encouraging adults to model safe crossing behaviors and increasing their visibility by waving at cars, crossing guards observed that drivers slowed down and students followed instructions more attentively.

This year, Bike Utah taught at 15 schools and two camps, reaching approximately 3,250 students. Additionally, the organization facilitated the repair of 199 student and community bicycles, distributed 148 helmets to those in need, and provided support for three bike buses. Overall, Bike Utah engaged with 30 distinct communities over 93 days of direct service, surpassing the annual goal of reaching 10

community organizations with at least four days of engagement per organization. Bike Utah also focused on supporting underserved populations, including unsheltered individuals and immigrant and refugee communities, through events that provided benefits such as free helmets. The organization offered bike bus organization and implementation support to local communities, promoting safe routes to school and facilitating community events.

A key focus in 2024 was community engagement, particularly in supporting safe cycling initiatives for underserved individuals, including those who rely on bicycles for transportation. Throughout the year, Bike Utah established new partnerships with resource centers and communities statewide. These partnerships were instrumental in providing a safe means of transportation to Utahns who would otherwise lack this resource.

Cedar City significantly enhanced its safety messaging at all Slow Roll events throughout the year. Grant funding was utilized to create and purchase additional signage promoting safe biking and pedestrian practices. Several safety demonstrations were held at the event safety booths, providing valuable information to participants. Cedar Bike Works, a key supporter of Cedar City's Slow Rolls, consistently hosted a booth offering free bike safety checks, including brake safety, tire pressure assessments, and chain inspections. Additionally, educational materials on the proper use of bike helmets and appropriate cycling attire were given out. Furthermore, safety messaging signage was developed for the National Walk and Bike to School event, further emphasizing the importance of safe travel for all participants.

Motorcycle Safety

This year presented new challenges for the Ride to Live motorcycle campaign. While Boncom was onboarding as the new media contractor, campaign launches were delayed, reducing awareness of the 25% discount for the Motorcycle Safety Foundation (MSF) Rider Skills Course. Midway through the campaign, UHSO and Boncom met with MSF schools to address low registration rates. This resulted in an August micro-campaign promoting the RideToLive website and class discounts. Post-launch, course registrations improved. Next year, the campaign will launch in Spring to better promote the discount. Another challenge was a required 10-question survey for discount eligibility. Despite no personal information being collected, concerns arose that riders avoided the discount to skip the survey. Initially, the survey was implemented to gather safety behavior trend data from prospective students. We will evaluate the survey's impact and consider adjustments or removal based on participation feedback.

The Riderz Foundation consistently provides educational materials to motorcycle riders throughout the riding season, promoting safety and improving rider skills on Utah roads. These materials include safety brochures (MSF materials), manuals, articles, newsletters, and video links, all serving as resources for motorcycle safety awareness. Available online and in print, these publications cater to riders of all experience levels. One of the primary goals for the year was to teach new riders how to safely ride in rainy conditions, emphasizing the appropriate gear and tools necessary for safety. Riders learned how their skills could prevent crashes, particularly in adverse weather conditions such as rain and snow, and the importance of using hand signals while riding. As participation in riding events has grown, the foundation has faced the challenge of ensuring safety in larger riding groups. To address this, it has become increasingly important for beginner riders to enhance their skills before joining weekend riding trips. The committee is exploring offering additional classes with their MSF riding coach to further benefit the motorcycle community.

Older Driver

During the reporting year, the University of Utah's Older Driver grant program had a significant presence at various health fairs and events throughout Salt Lake County. These efforts included expanded educational outreach to EMS and law enforcement personnel regarding the Yellow Dot program. Participation in these events heightened community awareness, while engagement at senior center activities enabled targeted outreach to older adult drivers. Additionally, the program was introduced to law enforcement agencies in Davis, Weber, and Utah County. A key development during the year was the formation of the Utah Injury Prevention Coalition, through which the Yellow Dot & Older Driver Safety Program was introduced to new stakeholders, encouraging broader involvement and advocacy across the state.

Police Traffic Services

The Police Traffic Services Program had a successful year with media and enforcement. Campaigns for Speeding, Distracted Driving, and the Move-over Law utilized a local media contractor to promote educational information on social media and the DPS website about the dangers of speeding, driving distracted, and not slowing down and moving over for emergency vehicles. Overtime shifts focusing on each driving behavior were funded throughout the grant year.

In addition to the Speed and Move Over Projects, the Police Services Program assisted 15 agencies with equipment to help with speed enforcement. Grant funds were used to fund a motorcycle crash reconstruction course hosted by the South Salt Lake City Police Department. A total of 15 agencies participated, and 25 officers completed the training.

The Multi-Agency Task Force (MATF) meetings supported the UHSO's traffic safety enforcement campaigns and education programs among law enforcement agencies and partners along the entire Wasatch Front. Task forces met eight months out of the year for 32 meetings during FY2024. Officers received training regarding enforcement and education efforts shared with their agencies to further the work. Overtime shifts were distributed to the DUI, seat belt, and pedestrian enforcement task forces. DUI saturation patrols and checkpoints were also conducted.

Several notable training sessions were provided to law enforcement officers at MATF meetings during the FY24 grant year, including important topics like officer mental health, human trafficking, Yellow Dot, EMS Stop the Bleed, pedestrian/crosswalk enforcement, and NHTSA new federal guidelines and Public Participation & Engagement. The training and resources offered help to build and strengthen partnerships among the law enforcement community and the UHSO.

The Law Enforcement Liaison (LEL) program has continued to foster communication and partnerships with rural agencies across the state. LELs are integral to building new partnerships in these rural areas and maintaining strong connections. The LEL grant has been essential in connecting rural agencies to program resources to make Utah roadways safer. This project provided radar equipment to eight police agencies, and officers participated in high-visibility overtime enforcement shifts offered by several other UHSO projects.

Community Traffic Safety Programs

The UHSO implements various community traffic safety programs to engage residents statewide in enhancing education and awareness regarding traffic safety issues. These initiatives aim to reduce the number of crashes on Utah's roadways through informed community participation and outreach efforts.

Community Traffic Safety Outreach Project (CTSOP)

The Crash Reduction Task Force changed its project name to the Community Traffic Safety Outreach Project (CTSOP) at the beginning of the 2024 fiscal year. Throughout the grant year, the initiative encountered both challenges and successes, yielding significant lessons learned. Law enforcement agencies successfully utilized overtime enforcement and educational shifts to address community-specific traffic safety concerns. The program manager for CTSOP engaged with various community groups, partners, UHSO staff, and administrative personnel to communicate and gain insights regarding traffic safety concerns over the year. A primary challenge encountered by this project involved implementing a mini-grant application designed to offer community partners the opportunity to submit proposals for projects. While the application was distributed to numerous community groups throughout the year, there were no submissions for the grant opportunity. Currently, the application is being revised to identify potential improvements that may enhance its appeal and usability. This project also encountered challenges in effectively utilizing funds designated for developing media resources. Nevertheless, the program manager will seek to identify strategies for creating materials that communities can employ to educate their members on traffic safety issues.

Utah Highway Patrol Public Information and Education (PI&E)

The Utah Highway Patrol Public Information and Education (PI&E) program and the Adopt a High School initiative have achieved significant success in promoting traffic safety. Between Fiscal Year 2023 and Fiscal Year 2024, crashes involving teenage drivers decreased by 1%, while the number of teenage drivers involved in collisions fell by 0.3%. Notably, fatal crashes involving teenage drivers decreased by 15%, and fatal injuries among these drivers dropped by 20%. The PI&E program engaged with the community by participating in nearly 200 events, such as the Utah Auto Expo and STEM Fest, focusing on issues like distracted driving. Additionally, seat belt convickers were used in over 50 events, traffic safety coloring books were distributed to children, and the Nintendo Switch game was used to educate the community on distracted driving, enhancing the program's effectiveness in raising awareness. However, the Adopt a High School outreach program faces challenges in maintaining a consistent presence in certain schools, impacting its sustainability. While occasional successes have occurred, the need for an improved approach is clear. In FY24, efforts were made to reach out to high schools in Davis, Box Elder, Salt Lake, Millard, and Sanpete counties, as well as activities at two community colleges. Despite these efforts, the program recognizes the need to restructure its initiatives for better long-term impact and to ensure ongoing school engagement.

Utah Operation Lifesaver

Utah Operation Lifesaver is a statewide public awareness and education program dedicated to ending tragic collisions, fatalities, and injuries at highway-rail grade crossings. Between October 1, 2023, and September 30, 2024, the Utah Operation Lifesaver volunteers successfully delivered 429 presentations, effectively reaching an audience of 13,584 individuals. During this period, they dedicated 903 hours to volunteering. Additionally, the volunteers participated in 18 community events, engaging with 7,785 people and contributing 130 service hours. This program also succeeded in collaborating with the Utah Transit Authority (UTA) and its police department, the Utah Department of Transportation, and the Utah

Department of Public Safety. Utah Operation Lifesaver conducted initiatives for Utah Rail Safety Week, which took place from September 23 to September 29, 2024. During this campaign, UTA contacted 65 drivers and achieved 1,918 social media engagements, resulting in an engagement rate of 8%. Furthermore, outreach included 14,955 video views, 322 clicks on post links, and an impressive total of 23,943,000 impressions. Information posters were strategically placed at six high schools near railroad tracks to raise awareness. The initiative also garnered seven independent media mentions, which included coverage from four television stations, two radio stations, and one podcast; two of these reports featured on-site interviews with Captain Peterson of the Utah Transit Authority.

Utah Safety Council

The Utah Safety Council (USC) is committed to saving lives through safety and health education, services, and products. Despite challenges in FY2024 due to inaccurate project reporting from an employee, USC achieved significant partnerships with organizations such as Ogden Weber Community Action Partnership (OWCAP), Guadalupe School District, and Utah Refugee Connection. These collaborations enabled opportunities for education and distribution of car seats to over 150 families, including low-income households and diverse communities, enhancing safety awareness. USC also expanded its capacity by certifying two additional staff members as Child Passenger Safety Technicians, increasing the total to six. The Council prioritized community engagement through health and safety fairs, NHTSA/UHSO campaigns, and traffic safety events. Programs like Start with Safety addressed critical topics such as DUI prevention, road rage, and the "100 Deadliest Days" of summer, promoting traffic safety awareness. At its annual meeting, USC celebrated member companies' achievements with awards presented to six companies, including the Occupational Seat Belt Award for 100% seat belt usage and the new Improvement Award for 90%-99% usage. USC also introduced the Community Impact Award, honoring Martin Herrera from Zero Fatalities for his safety contributions and encouraging continuous improvement in traffic safety. Looking ahead, USC has appointed a new project director to collaborate with UHSO in meeting upcoming project goals and objectives, reinforcing its dedication to enhancing traffic safety in the community.

Traffic Records

During FY2024, the UTAPS team, UDOT, and UHSO concentrated on improving the quality control process for crash reports. Although this effort initially faced challenges, multiple meetings led to a consensus on which report fields required quality control. By improving this process, we aim to ensure more accurate crash data moving forward.

The traffic records team and their partners have greatly improved data integration into UTAPS. UTAPS also finished the usRAP (US Road Assessment Program) project, which updated all mapped route IDs throughout the state. These updates assist investigating officers in properly geolocating crash reports.

UTAPS now receives citation data and is working on updating the interface so all law enforcement agencies can query their own crash and citation data.

Utah's crash report updates went live on the traffic.ps.gov website on September 23, 2024, for all reporting officers who use Utah's free crash reporting software. Due to the crash report updates not being a legislative requirement, it has been challenging to get all software vendors to finalize the crash report updates. The traffic records team has asked that all software vendors complete the updates by

spring 2025. The traffic records program manager also updated the training manuals for the crash report and provided crash report training to Syracuse PD and the Salt Lake Valley Crash investigations teams.

The Utah Traffic Records Coordinating Committee (UTRCC) completed its traffic records assessment and updated the traffic records strategic plan through NHTSA's recommendation in the assessment for FY2025.

The traffic records program manager and the UTAPS manager could use the traffic records assessment, the updated crash report, and the traffic records strategic plan to apply for the SEDC grant funds to assist in data integration and data quality in UTAPS.

Activity Report

Projects Not Implemented

One project within FY24 was not implemented.

Zero Fatalities Safety Summit

This project was not implemented in 2024 due to scheduling issues with the facility chosen for the event scheduled for 2025. The funds will be utilized in 2025.

Public Participation and Engagement (PP&E)

Fiscal year 2024 saw significant growth, especially in our Public Participation and Engagement strategy. We started the year by focusing on community outreach and using surveys to collect feedback during meetings, conferences, and events. This helped us engage more effectively with the community and address their needs. As outlined in the Triennial Highway Safety Plan (3HSP), the affected communities in Utah are Hispanic, Native American, Teens, Older Drivers, and Rural Communities. Although not all 28 community outreach events fully aligned with PP&E, the UHSO could make connections, share resources, and, in certain instances, obtain feedback from communities that contributed to enhancing our programs and activities. The UHSO purposefully engaged with the affected communities identified in the 3HSP throughout the year. This engagement occurred through organized meetings and conferences or by participating in community events where these community members were already present. The UHSO acknowledged that effective public participation and engagement should be intentional, data-driven, inclusive of the most affected communities, and focused on gathering feedback.

As planned in the 3HSP, the UHSO engaged with the community in Magna to conduct a listening session. In discussions with representatives from Magna, the UHSO was invited to meet with their established community group, “Magna United Communities That Care,” which comprises local partners committed to fostering positive change. UHSO resources were presented during this session, and several pressing traffic safety concerns were acknowledged. Discussions highlighted the importance of school bus safety and pedestrian safety education. In response to these concerns, the Vulnerable Roadway User program manager contacted NHTSA to request approval for overtime enforcement shifts specifically targeting school bus stop safety, which has been granted for the upcoming fiscal year.

Additionally, guidance and information on a mini-grant opportunity for pedestrian safety messaging was shared; however, no application has been submitted yet. Information on mini-grant opportunities will continue to be shared and made readily available. Engagement efforts and feedback from the Magna community have influenced the VRU program countermeasure strategies, including increased enforcement and pedestrian safety education in the upcoming FY25 and FY26 years.

The Four-Corners Without Borders conference was conducted in March of this year in Monument Valley, Utah. During this event, the UHSO gathered input from the Navajo Nation community in attendance through printed surveys created to enhance accessibility. Unfortunately, few responses were submitted, with most traffic safety concerns directed toward Arizona. This feedback was shared with the Arizona Highway Safety Office, including contact information for respondents who requested contact. Subsequently, outreach was made to one individual who requested information regarding resources available in Utah. The UHSO website, relevant resources, and the mini-grant application were provided to this individual. Furthermore, information was shared with the Utah Department of Public Safety’s Tribal Liaison to facilitate the dissemination of resources and grant opportunities at their upcoming meeting with tribal organizations. For the 2025 Four-Corners Conference, the UHSO plans to collaborate with neighboring states to gather more comprehensive feedback and use the car seat checkpoint to engage with community members.

An additional positive outcome of this event was the opportunity to foster new connections, which encouraged more participation in the 2024 CPS conference. Feedback from the Navajo Nation community has informed the culturally appropriate creative development of CPS resources specific to this community.

Two significant PP&E events involving the Hispanic community were supported: the resource fair hosted by the Colombian Consulate and the West Jordan Driver's License Resource Fair. The event in West Jordan attracted a large number of attendees. Educational materials written in Spanish focused on Utah's primary seatbelt law, including car-seat pocket cards, dual-sided flyers about car seats and seatbelts, and yellow-dot booklets. While no formal surveys were conducted, attendees expressed satisfaction with the information. They sought advice on discussing the seatbelt law with their children as they faced challenges in encouraging the use of booster seats and seatbelts at home. Contact was made with the "Unity in the Community" group, who attended to discuss car seat technician training for their employees. There is an apparent demand for educational materials in Spanish from various program areas, reflecting the community's desire to better understand relevant laws and resources. In response to this increasing demand for Spanish translations, UHSO is implementing initiatives to develop law cards in Spanish focused on bicycle and pedestrian regulations. These translations are scheduled for implementation in the upcoming fiscal year. Additionally, the UHSO will translate more educational materials and campaign messaging into Spanish to improve the communication and outreach countermeasure strategy.

The UHSO participated in the West Valley Senior Safety and Health Fair to engage older drivers. It became clear that competing partners shared similar information, leading to lower participation at the UHSO booth. Many attendees were unaware of the UofU's Yellow Dot and CarFit Programs. To improve outreach, UHSO distributed program materials at community events and facilitated a connection between the Yellow Dot grant manager and EMS Summit staff for a breakout session presentation on the program. UHSO will continue collaborating with UofU to educate older drivers and improve referrals to the driver's license office. Plans are also in place to enhance surveys to better understand the concerns of this group.

In FY24, planning efforts were conducted to organize a community listening forum in rural Cedar City, Utah. This was a direct result of the UHSO's planning efforts for FY24. The UHSO notified law enforcement that they would initiate Public Participation and Engagement sessions and asked if any rural agencies were interested in participating. Cedar City Police Chief Darrin Adams was willing to collaborate on this effort. Crash data was reviewed, and it was found that Cedar City has more teen drivers involved in crashes than other rural cities in Utah. Based on the data, the forum would focus heavily on teen drivers. A planning committee was established, which included community stakeholders, law enforcement, municipal officials, transportation departments, and educational institutions. Weekly planning meetings were held with the committee to cover specifics for the October traffic safety forum. As a result, flyers were created in both English and Spanish and included a QR code linked to a digital survey. Community partners distributed the survey through various channels, including the city water bill and postings at the University during September and October. This approach was designed to enhance accessibility for all members of the community. Results from the community forum will be reported in the FY25 annual report.

Based on insights gained from PP&E in FY24, UHSO initiatives for the coming years will include structured communication and outreach strategies to gather feedback from affected communities, including teens, older drivers, Hispanic individuals, Native Americans, and rural areas. This will be accomplished by intentionally approaching those communities overrepresented in data or who are underserved through listening sessions, attending conferences or events where they are, using surveys to gather feedback either in digital or printed formats, and through thoughtful accessibility measures needed in those communities. Information collected from these planned efforts will help guide Utah's continuous engagement and project direction.

Evidence-Based Enforcement (EBE)

Law enforcement community collaborations support data collection and analysis, ensure transparency, and identify disparities in traffic enforcement policies, procedures, activities, and mobilization participation.

Occupant Protection Enforcement

The Occupant Protection Program uses short-term, high-visibility enforcement of seat belt laws during brief periods of increased police efforts, highly publicized through a mass media campaign that mixes earned media coverage and paid advertisements. Combining law enforcement and media coverage is particularly effective for reaching people with lower seat belt use rates, such as men, teens, and young adults, along with other evidence-based strategies, such as advocacy, innovative messaging, and outreach.

November 2023

Utah law enforcement agencies supported mobilization efforts during the Thanksgiving holiday. Regular and HVE overtime patrols focused on seat belt enforcement and a commitment to zero-tolerance for unbuckled motorists. Media messaging utilizing the existing “Death” campaign ran November 13-27, 2023, garnered 8.8 million impressions, and held a press event featuring two teenagers remembering their friend who died unrestrained in a crash.

Outcomes:

Reporting Period	November 22-27, 2023
Agencies	27
Hours	523
Seat Belt Violations	572
Citations	407
Warnings	165
Child Restraint Violations	11
Citations	9
Warnings	2
Warrants	19
DUI Arrests	0
All Other Violations	766

March 2024

Nighttime enforcement was conducted from 6 PM to 6 AM, during which seat belt usage is lowest and crashes occur most frequently. This enforcement took place in selected areas based on crash data and roadway environments that are conducive to nighttime seat belt enforcement. Media messaging focused on buckling up day and night utilizing the “Death” campaign, which ran March 18-25, 2024, and garnered 6.8 million impressions.

Outcomes:

Reporting Period	March 22-25, 2024
Agencies	19

Hours	488
Seat Belt Violations	357
Citations	81
Warnings	276
Child Restraint Violations	13
Citations	8
Warnings	5
Warrants	19
DUI Arrests	2
All Other Violations	997

May 2024

May Click It or Ticket Enforcement took place in conjunction with the National Seat Belt Mobilization. Law enforcement agencies statewide pledged their support for enforcing the state’s primary seat belt law during patrols and high-visibility seat belt enforcement shifts. From May 13 to June 2, 2024, media messaging utilized new “Don’t Mess with Death” spots, earning 23 million impressions. In addition, a press event focused on survivors from a multicar incident in which everyone was buckled up.

Outcomes:

Reporting Period	May 20 - June 2, 2024
Agencies	40
Hours	1,838
Seat Belt Violations	2,053
Citations	1,071
Warnings	982
Child Restraint Violations	33
Citations	23
Warnings	10
Warrants	27
DUI Arrests	11
All Other Violations	2,571

September 2024

Rural-specific messaging focusing on seat belts was placed in the nine rural counties (Box Elder, Cache, Carbon, Iron, Sanpete, San Juan Sevier, Tooele, Uintah). Local law enforcement agencies enforced the primary seat belt law during regular patrols and during key holiday travel times over the Labor Day Holiday weekend.

Outcomes:

Reporting Period	August 29 - September 2, 2024
Agencies	5
Hours	65
Seat Belt Violations	72
Citations	35
Warnings	37
Child Restraint Violations	0
Citations	0
Warnings	0

Warrants	0
DUI Arrests	0
All Other Violations	98

Law Enforcement Liaisons encouraged seat belt enforcement at all times and in all High-Visibility Enforcement (HVE) events statewide, regardless of the event’s enforcement focus; seat belt enforcement is straightforward and easily incorporated into other enforcement activities.

Vulnerable Roadway Users Enforcement

To support pedestrian safety enforcement, shifts were offered statewide to reduce pedestrian-involved crashes and raise awareness about pedestrian safety. The October enforcement period focused on Halloween pedestrian safety. The spring and July enforcement periods targeted crosswalks and areas with high pedestrian traffic, while the other periods were conducted specifically at school crosswalks to educate roadway users on the law during back-to-school time in August/September. Each participating agency prepared an enforcement plan. The plans justified conducting enforcement at specific intersections and details about operations involving decoys, which was optional. Enforcement for all of these shifts included both pedestrians and motorists alike.

Outcomes:

Reporting Period	10/2023 – 09/2024 (<i>Halloween, April, July, and Back to School</i>)
Agencies	44
Shifts	348
Vehicles Stopped	2,620
Citations	838
Warnings	1,782

Impaired Driving Enforcement

Despite Utah's alcohol and drug-related fatalities being lower than the national average, impaired driving remains a significant issue. Between 2017 and 2021, alcohol-related crashes accounted for 15% of all motor vehicle fatalities in the state despite representing only 1.5% of total traffic crashes. Data from the same period also revealed that alcohol-related crashes are 11.9 times more likely to result in death than other types of crashes. The combination of high-visibility enforcement and targeted media campaigns plays a crucial role in reducing impaired driving arrests, crashes, and fatalities.

October 2023

The Halloween campaign highlighted how overconfidence is a major cause of impaired driving. Three vertical videos showed a "spooky hand" reaching for a drink or opioids, directly supporting the "Drive Sober or Get Pulled Over" message. Law Enforcement agencies statewide targeted Halloween festivities during the Oct 27 - 31, 2023 enforcement period. The videos were placed on Meta and YouTube, targeting skewing males aged 21-39 who show interest in drinking and drinking-related activities. The campaign reached 311,601 people on Meta with 903,412 impressions and a CPM of \$2.77. YouTube had 792,646 impressions with 184,646 views and a 62.33% video completion rate.

Outcomes:

Reporting Period	10/27/2023 – 10/31/2023
Agencies	27
Hours	563
DUI Arrests	22
Alcohol	11
Drug	8
Drug and Alcohol	0
Metabolite	3
Designated Driver	12
All Other Citations	363

November 2023

The "Every Sip" campaign ran from November 22 to 26, 2023, during the Thanksgiving enforcement period. Its aim was to raise awareness among impaired drivers about the serious life and legal consequences of impaired driving. Utah law enforcement agencies supported the mobilization efforts during the holiday. The campaign utilized ads on Meta and YouTube, generating 94,639 impressions and 65,882 ThruPlays on Meta for \$0.04 per ThruPlay. On YouTube, the campaign achieved 368,752 impressions and 136,233 views, with an impressive 86.62% viewable rate.

Outcomes:

Reporting Period	11/22/2023 – 11/26/2023
Agencies	22
Hours	417
DUI Arrests	15
Alcohol	10
Drug	3
Drug and Alcohol	0
Metabolite	2
Designated Driver	3
All Other Citations	185

December 2023

During NHTSA's National Winter Holiday impaired driving mobilization, statewide efforts focused on promoting responsible driving. A new campaign, "Got Plans for the Holiday?" was launched in both English and Spanish to remind people that whether they're getting "lit," "buzzed," "faded," or "Holi-dazed," they should never drive impaired. The campaign encouraged planning ahead and arranging a sober ride. It ran alongside increased enforcement from December 13, 2023, to January 1, 2024. Targeted enforcement along the Wasatch Front involved collaboration with enforcement partners in Salt Lake, Utah, Davis, and Weber Counties. Law Enforcement Liaisons and Multi-Agency Task Forces focused on outreach and patrols, especially in rural areas needing extra support.

For the Winter Holiday English campaign, there were 3,685,758 impressions and 267,870 reach on Meta, with a CPM of \$2.90, and 9,510,301 impressions on Google Display, with a CPM of \$1.13. The Winter Holiday Spanish campaign achieved 625,726 impressions and 64,660 reach on Meta, with a CPM of \$2.88, and 1,430,493 impressions on Google Display, with a CPM of \$1.26.

A media event to launch the National Enforcement Mobilization Period was held on December 14, 2023, at Bar X in Salt Lake City. The event was supported by the Utah Department of Alcoholic Beverage Services (DABS), WCF Insurance (sponsored rideshare credits), and the Bar X Group. It was well-attended by state partners and reporters from KSL, Fox 13, Deseret News, and ABC4. The event garnered an estimated local viewership of 347,386, with a total market publicity value of \$37,419.73.

Outcomes:

Reporting Period	12/16/2023 – 01/01/2024
Agencies	42
Hours	1,645
DUI Arrests	61
Alcohol	32
Drug	19
Drug and Alcohol	7
Metabolite	3
Designated Driver	11
All Other Citations	869

February 2024

The "Drive Sober or Get Pulled Over" initiative focused on Super Bowl activities and targeted enforcement on February 11, 2024. To remind Utahns to drink responsibly and arrange a sober ride, the campaign message "Schedule A Ride Before You Party" was promoted on social media from February 8-11, before the Super Bowl. The ad encouraged football fans to plan a sober ride before heading out to watch the game. The ads were placed on Meta and YouTube, reaching 181,472 people and generating 602,724 impressions.

A media release was sent out before the Super Bowl and was picked up by several local TV stations. Local viewership was 116,569, with a total local market publicity value of \$7,133.52.

Outcomes:

Reporting Period	02/11/2024
Agencies	21
Hours	260
DUI Arrests	11
Alcohol	6
Drug	4
Drug and Alcohol	0
Metabolite	1
Designated Driver	5
All Other Citations	125

March 2024

In support of statewide high-visibility enforcement efforts for the St. Patrick's Day holiday, the Utah Department of Public Safety (DPS) urged Utah residents to plan for a sober ride. The "Don't Count on Luck" campaign reminded drivers to plan a sober ride to get them home safely if they plan on drinking on St. Patrick's Day. Ads were placed on Meta and YouTube in English and Spanish from March 14-17, 2024. The campaign reached 167,639 people with a total of 2,091,058 impressions.

A media release was sent out before St. Patrick's Day and picked up by several local TV stations. Local viewership was 374,932, and the total local market publicity value was \$39,423.50.

Outcomes:

Reporting Period	03/15/2024 – 03/17/2024
Agencies	32
Hours	593
DUI Arrests	23
Alcohol	13
Drug	8
Drug and Alcohol	1
Metabolite	1
Designated Driver	8
All Other Citations	330

May 2024

Memorial Day Weekend kicked off with a reminder for Utahns to plan a sober ride if they choose to drink or use impairing substances. During the enforcement period, law enforcement worked extra DUI high visibility enforcement shifts, while two new digital ads were shared on social media. The ads "Don't Let A DUI Crash Your Summer" and "Don't Send Your Summer Up In Flames" focused on the importance of planning a sober ride. These initiatives supported the campaign for the 100 Deadliest Days and were reinforced by the enforcement efforts of the Utah Highway Patrol and local law enforcement agencies across the state. Memorial Day digital ads were placed on social media sites, Meta and YouTube, from May 24-27, 2024. On Meta, the campaign reached 124,279 viewers, with total impressions of 686,933. YouTube had 1,368,702 impressions with a total viewable rate of 89.37%.

Outcomes:

Reporting Period	05/24/2024 – 05/27/2024
Agencies	27
Hours	480
DUI Arrests	25
Alcohol	13
Drug	9
Drug and Alcohol	1
Metabolite	2
Designated Driver	5
All Other Citations	274

July 2024

Drive Sober or Get Pulled Over campaign initiatives targeted the 4th and 24th of July holiday celebrations, with law enforcement agencies conducting statewide DUI enforcement patrols. Campaign messages, such as "Keep Your Independence This July, Plan a Sober Ride," "Be a star or you'll end up in stripes, Plan a Sober Ride," and "Celebrate Safely and Plan a Sober Ride" encouraged drivers to make responsible choices and arrange a sober ride. The combined results for the 4th of July and 24th of July campaigns on Meta included 1,822,575 impressions and 251,419 reach, with an average CPM of \$1.65. On Google Display, the campaigns generated 3,043,113 impressions, with an average CPM of \$1.48 and a combined viewable rate of 86.77%.

Ahead of the 4th of July weekend, DPS/UHP hosted a media event on July 2, 2024, featuring former DUI offender Jason Jensen, who shared his journey to sobriety and the consequences of impaired driving. Utah Highway Patrol also emphasized the message, "If you feel different, you drive different," encouraging people to plan a sober ride. The event received substantial media coverage, with a total local viewership of 315,117 and a market publicity value of \$23,414.28.

Outcomes:

Reporting Period	07/04/2024 – 07/07/2024
Agencies	34
Hours	436
DUI Arrests	20
Alcohol	12
Drug	4
Drug and Alcohol	4
Metabolite	0
Designated Driver	3
All Other Citations	220

Reporting Period	07/24/2024 – 07/28/2024
Agencies	14
Hours	210
DUI Arrests	6
Alcohol	2
Drug	3
Metabolite	1
Designated Driver	1
All Other Citations	126

August and September 2024

The "Drive Sober or Get Pulled Over" initiatives supported NHTSA's National Labor Day impaired driving mobilization, with local city, county, and state law enforcement agencies performing high-visibility DUI enforcement statewide. During the Labor Day weekend, the campaign shared, "Your best work this Labor Day weekend? Planning a Sober Ride." The campaign generated 2,959,242 impressions across Meta and Google Display, reaching 300,835 people with an average CPM of \$1.45.

The remainder of the Labor Day enforcement period was supported by the "Drunk Daniel" primary prevention campaign, which depicts two versions of the same person, sober and drunk, to remind people to "plan a safe ride home for their drunk selves before going out. It's the ultimate self-care."

In addition, the "Drunk Daniel" primary prevention campaign ran intermittently from July 1 to September 30, 2024, and achieved impressive results across multiple platforms. The campaign achieved 9,006,752 impressions on Meta, reaching 553,413 people with a CPM of \$2.00. On YouTube, it garnered 10,906,843 impressions and 418,900 views, with a 79.39% viewable rate. Indoor advertising across 63 locations in the Wasatch Front and northern Utah resulted in 18,709,847 impressions, plus 13,791,169 bonus impressions, adding \$76,254 in value. Furthermore, Megaplex pre-movie messaging generated 13,010,047 impressions and 563,799 bonus impressions, contributing an additional \$19,000 in value.

Outcomes:	
Reporting Period	08/16/2024 – 09/02/2024
Agencies	32
Hours	774
DUI Arrests	27
Alcohol	18
Drug	5
Drug and Alcohol	4
Metabolite	0
Designated Driver	3
All Other Citations	426

DUI Checkpoints/Saturation Patrols

DUI checkpoints were conducted in partnership with law enforcement agencies at high-risk times and locations. The UHSO funded overtime, supplies, and checkpoint equipment, including visibility, signs, and safety gear. The agency conducting the checkpoint was responsible for ensuring public notification of the checkpoint's date, time, and location as required by law.

Multiple DUI saturation patrols and blitzes were held throughout the year, including every weekend in June, to kick off the summer travel season. These high-visibility patrols occurred statewide and were supported by a media campaign where DPS promoted four NHTSA PSA videos during the weekends of increased enforcement. The videos focused on messages such as “Drive Sober or Get Pulled Over,” “Ride Sober,” and drug-impaired driving awareness. The videos earned 385,452 impressions and reached 132,396 viewer accounts throughout the month.

DUI Checkpoints

Outcomes:	
Reporting Period	FY 2024
Checkpoints Held	7
Agencies	11
Hours	501
DUI Arrests	7
Alcohol	6
Drug	1
Drug and Alcohol	0
Metabolite	0
Designated Driver	0
All Other Citations	50

DUI Saturation Patrols/ Blitzes/ Special Events

Outcomes:	
Reporting Period	FY 2024
Saturation Patrols /Blitzes	11
Agencies	13
Hours	324
DUI Arrests	18
Alcohol	15

Drug	2
Drug and Alcohol	0
Metabolite	1
Designated Driver	11
All Other Citations	212

June weekend DUI Saturation Patrols/ Blitzes

Outcomes:

Reporting Period	FY 2024
Saturation Patrols /Blitzes	4
Agencies	23
Hours	677
DUI Arrests	17
Alcohol	13
Drug	4
Drug and Alcohol	0
Metabolite	0
Designated Driver	6
All Other Citations	402

Police Traffic Services Enforcement

Speed enforcement is already a common activity among law enforcement agencies. However, it is essential to prioritize speeding as a key focus for each agency and to emphasize its significant role in crashes and fatalities in Utah. Multi-agency task force meetings have been conducted in the three largest counties in the state—Salt Lake, Utah, and Davis—to update officers on data and strategies to reduce speeding and enhance enforcement efforts. The Police Traffic Services and Equipment grant provided funding for law enforcement agencies to purchase lidars, radars, and speed trailers, which will improve the enforcement of speed limits and reduce speed-related crashes.

Police Traffic Services Highlights

- 15 agencies received equipment to improve speed enforcement.
- 76 agencies participated in overtime speed enforcement shifts throughout the fiscal year.

Speed Countermeasures Timeline and Details:

Outcomes:

Reporting Period	10/01/23 - 9/30/24
Agencies	43
Hours	2,900
Total Vehicles Stopped	6,204
Speed Citations	2,589
Speed Warnings	2,443
All Other Citations	790
All Other Warnings	1,455

July 2024

As part of the grant, law enforcement agencies engaged in overtime speed enforcement throughout the year. This included participation in the NHTSA's "Speed Catches Up With You" campaign, which ran from July 10 to July 31, 2024. Although the Utah Highway Patrol was involved in this campaign, their activities were not included in the grant's funding, so their numbers were not accounted for.

Outcomes:

Reporting Period	07/10/2024 - 07/29/2024
Agencies	39
Hours	1,387
Speeding Violation	2,897
Speed Citations	786
Speed Warnings	1,212
All Other Citations	1,508
All Other Warnings	1,881

Distracted Driving Enforcement

The UHSO implemented a Distracted Driving Program to reduce crashes and fatalities in high-risk areas through high-visibility law enforcement efforts and public education. In April 2024, the UHSO participated in NHTSA's National Distracted Driving Awareness Month.

The program uses short-term enforcement of distracted driving laws during periods of increased police activity, supported by a media campaign combining earned media and paid ads. This strategy effectively targets individuals who drive distracted, alongside other evidence-based approaches like advocacy and innovative messaging. The outcomes of overtime distracted driving enforcement shifts are listed below.

Seventy-two agencies participated in overtime shifts from October 2023 through September 2024.

Outcomes:

Reporting Period	10/01/23 - 09/30/24
Hours	1,881
Vehicles Stopped	3,491
Texting Violations	230
Texting Citations	413
Texting Warnings	525
All Other Citations	819
All Other Warnings	2,240

April Distracted Driving Awareness:

This year's U Drive. U Text. U Pay. High Visibility Enforcement mobilization took place from April 1-8, 2024, and focused on helping law enforcement officers keep texting and distracted drivers off the road. This year, a Distracted Driving Awareness Enforcement press event occurred on April 11, 2024, in Utah

County at the Lindon Police Department. Officers worked overtime enforcement shifts during the mobilization dates. Organic and paid media ran throughout April.

Outcomes:

Reporting Period	04/01/2024 - 04/08/2024
Hours	1,655
Vehicles Stopped	3,219
Texting Violations	274
Texting Citations	378
Texting Warnings	484
All Other Citations	782
All Other Warnings	2,108

The UHSO Distracted Driving paid media campaign was conducted throughout April and included English and Spanish videos. The campaign reached 234,914 people on Facebook and Instagram, with over 600,000 impressions. “The Dive - English” video had the most reach of any creative.

Community Outreach Project

Seventeen law enforcement agencies requested overtime shifts based on traffic safety concerns in their communities; some focused on speed, while others focused on multiple-driving behaviors. The initiatives undertaken have proven instrumental in enhancing public awareness and education through the numerous contacts made. This focus on enforcement will continue to play a significant role in the upcoming fiscal year, ensuring that goals are met and community concerns are addressed.

The outcomes of each enforcement effort are listed below.

Outcomes:

Reporting Period	October 1, 2023 - September 30, 2024
Agencies	17
Shifts	535
Hours	2,425
Total Vehicles Stopped	5,173
Citations	3,126
Warnings	2,743
Speed Citations	2,490
Speed Warnings	1,659
Other Moving Citations	113
Other Moving Warnings	248
Other Non-Moving Citations	380
Other Non-Moving Warnings	599
Warrants	22
DUI Arrests	7

Education Outreach Shifts

Law enforcement agencies participated in outreach activities to address traffic safety concerns in their communities. Traffic safety topics included distracted driving, pedestrian safety, bicycle safety, motorcycle safety, and e-bike safety. Officers provided interactive booths and activities (obstacle courses and pedal go-carts) to engage participants from all ages, from kindergarten to high school to older drivers. Bilingual officers attended several events for inclusive communication across diverse backgrounds, including White, Hispanic or Latino, Native Hawaiian, Native American, Asian, and Black or African American communities. These efforts occurred in rural and urban communities and impacted over 3,000 participants.

Officers in Richfield and Lindon worked 11 educational shifts focusing on traffic safety in their community. In Richfield, four events on distracted driving and pedestrian safety reached approximately 1,255 attendees, including 200 Pahvant Elementary students who navigated Go-Carts through an obstacle course and 180 freshmen from Richfield High School who participated in safety demonstrations. A Community Fair attracted 750 participants who experienced a Go-Cart course simulating distractions, while 125 kindergarten students at Ashman Elementary learned about safety around distracted drivers. The Lindon Police Department conducted e-bike safety events at Fryer and Pheasant Brook Park, engaging over 175 attendees in bicycle, motorcycle, and traffic safety discussions, supported by a bilingual officer to ensure inclusive communication across diverse communities. Lindon PD had displays, educational materials, and refreshments to engage attendees.

Through the PI&E grant, UHP troopers worked to educate high school students and communities on safe driving. They attended 100 driver education classes, reaching approximately 2,800 students across 33 schools. Among these schools, at least 10 are categorized as having diverse populations, and 12 are located in rural areas, including Uintah, Piute, North Sevier, North Sanpete, Morgan, Juab, Gunnison, Delta, and Carbon High Schools.

Additionally, troopers participated in 18 community events, engaging with over 3,380 individuals along the Wasatch Front. This included community safety events in rural areas such as Panguitch, Tooele, and Wasatch County.

Two other events focused on different age groups. One took place in the rural town of Ephraim at Snow College, where college students were educated about distracted driving and seat belt usage. The other was held at Maplegrove Middle School in Mapleton, where approximately 450 students attended. During this event, the seatbelt convincer was used alongside a discussion about Newton's Law of Motion.

Community Collaboration Efforts

The UHSO met with 25 law enforcement agencies across the Wasatch Front through the Multi-Agency Task Force groups. In these meetings, the UHSO stressed the importance of community collaboration and how community input may inform policies, procedures, and activities. Several agencies noted that they already engage in collaborative efforts, such as participating in community meetings or providing options for feedback on their official websites. Additionally, survey examples were identified as a viable method for agencies seeking to enhance community input. Some agencies were eager to participate and share what they learned from their community outreach, while others were either short-staffed or didn't submit the information requested.

Among the agencies actively working on community issues is the Nephi Police Department, which has partnered closely with its City Council and Mayor to improve traffic safety. A tragic incident a few years ago involving the death of a juvenile on an ATV on city streets prompted the formation of a task force that included UDOT, the Juab County Sheriff's Office, Nephi PD, Utah Highway Patrol, State Parks and Rec, Zero Fatalities, and the UHSO. In response to these concerns, overtime enforcement shifts were implemented from April through September 2024, focusing on peak times like school dismissals and targeting issues with ATVs, golf carts, electric bikes, and seatbelt compliance. Nephi PD specifically addressed concerns related to speeding, distracted driving, seatbelt use, and ATV violations, particularly among juveniles. A total of 59 shifts were conducted, resulting in 348 stops made. The task force also developed educational materials about OHV and golf cart laws, shedding light on the safety concerns of driving these vehicles on city streets. Together, these enforcement and education efforts have raised awareness of traffic safety issues, showing the department's ongoing commitment to improving the safety of the Nephi community.

Ogden Police Department made over 1700 contacts with their community by partnering with their local health department at three summer events. Community members requested more bicycle rodeos, helmets, and bicycle and pedestrian safety education through interactions at these events. The Ogden PD will continue to work on emphasizing the need for proper bike education for youth and increased enforcement of bicycle, seat belt, and pedestrian safety measures.

The West Jordan Police Department engaged with approximately 450 individuals during the Drivers License Resource Fair held this summer. This event was specifically designed to assist members of the Hispanic community, particularly those who have immigrated to the United States and currently do not possess a driver's license yet are operating vehicles on roadways. West Jordan and communities across the Wasatch Front have noticed an increase in unlicensed drivers. This community outreach event included a PowerPoint presentation regarding laws and an opportunity for new community members to ask questions. The West Jordan PD plans to continue offering this class regularly.

This year, the Utah County Sheriff's Office participated in a community event, making approximately 100 contacts and interacting with attendees. Through these engagements, they discovered that community members were concerned about issues such as road rage, aggressive driving, and excessive speeds. In response to this feedback, the deputies were instructed to increase enforcement of aggressive driving offenses.

The Utah Highway Patrol Section 10 field office in Richfield, Utah, conducted two community engagement events this year, one attracting over 200 attendees and the other drawing fewer than 100 participants. Feedback obtained through surveys and discussions with attendees has enhanced enforcement measures on specific roadways of concern, particularly focusing on seatbelt compliance and teen drivers.

The Logan City Police Department (LCPD) conducted community surveys over Facebook and received input from over 500 community members. Community members expressed concerns about distracted driving, speeding, and pedestrian safety. The information gathered from the traffic safety survey did not change any policies or procedures within the LCPD. They were already aware that distracted driving is a problem in the city. Based on the survey results, the LCPD has instructed their patrol officers to focus more effort on distracted driving violations during their normal traffic enforcement duties. LCPD will also

seek additional opportunities through UHSO to fund overtime shifts, specifically targeting distracted driving and pedestrian safety/crosswalk violations.

There have been some challenges in obtaining responses from all agencies regarding their engagement efforts. Additional efforts will be implemented to gather feedback from identified agencies concerning their community collaboration efforts. In the next grant year, enhanced training and resources will be provided to clarify the expectations for community collaboration efforts. Operations plans may be required for agencies seeking shifts, accompanied by data that supports the need for enforcement and specifies identified locations. For agencies not previously identified in the 3HSP, the submission of an operational plan will be necessary. This plan must include a problem identification number, specific locations where enforcement will occur, and supporting data to substantiate their request. The UHSO will continue to work closely with law enforcement partners in community collaboration efforts to ensure transparency and identify disparities in traffic enforcement in the upcoming fiscal year.

(End Of Report)