ANNUAL REPORT

UTAH HIGHWAY SAFETY OFFICE

FY 2025

UTAH HIGHWAY SAFETY OFFICE | 2025 ANNUAL REPORT
JANUARY, 2026
4499 SOUTH 2700 WEST | BLDG 3, 2ND FLOOR | TAYLORSVILLE, UT 84129
801-965-4400 | WWW.HIGHWAYSAFETY.UTAH.GOV

Table of Contents

Table of Contents **2**
Acknowledgements **3**
Executive Summary **4**
Performance Report **6**
Core Performance Measures 6
Utah Performance Measures 10
National and Utah Performance Measures **13**
Summary of Successes and Challenges By Program **16**
Administration and Support 16
Occupant Protection 16
Teen Driving Education and Outreach 22
Impaired Driving 23
Vulnerable Roadway Users 27
Police Traffic Services 29
Community Traffic Safety Programs 31
Traffic Records 34
Activity Report **35**
Projects Not Implemented 35
Public Participation and Engagement (PP&E) 35
Evidence-Based Enforcement Program **39**
Community Collaboration 39
Data Collection & Analysis 40
Mobilization Participation 41
Occupant Protection Enforcement 41
Impaired Driving Enforcement 44
Community Education and Outreach 51
Bicycle & Pedestrian Safety 52
Police Traffic Services Enforcement 53
Distracted Driving Enforcement 54

Acknowledgements

The Utah Highway Safety Office would like to thank our partners and team for their dedicated efforts to reduce traffic fatalities on Utah roadways throughout the past year. Their valuable contributions to the programs referenced in this report are helping us achieve our goal of Zero Fatalities.

Robyn LaLumia		Division Director
Keri Fuhr		Deputy Director
Ryan Bauer		Rural Traffic Safety Coordinator
Kerilee Burton		CPS/Teen Driving/Seat Belt Programs Manager
Stacy Debban		CPS Training Coordinator
Barbra Freeman		Traffic Records Program Manager
Carolyn Fronce		Financial Analyst
Lynda Hansen		Impaired Driving Program Manager
Katherine Hemphill		Vulnerable Roadway Users Program Manager
Sgt. Lawrence Hopper		Public Information & Education, Utah Highway Patrol
Kevin Larsen		Law Enforcement Liaison & Police Traffic Services Program Manager
Jason Mettmann		Communications Manager
Jill Sorensen		Underage Drinking / EASY Program Manager
Cpl. Stephanie Svedin		Public Information & Education, Utah Highway Patrol
Patty Trujillo		Support Services Coordinator
Sarah Ulrich		FARS Analyst
Amy Winkler		Occupant Protection Program Manager

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.

Large Language Models (LLMs) were utilized for copy editing and grammatical refinement of this report. The director certifies that the report has been reviewed in its entirety for accuracy. The Utah Highway Safety Office is a division of the Utah Department of Public Safety. All Rights Reserved.

Executive Summary

The Utah Highway Safety Office (UHSO) is pleased to submit its Fiscal Year 2025 Annual Report, which evaluates the successful execution of the 2024-2026 Highway Safety Plan (3HSP) and the 2025 Annual Grant Application (AGA). These plans, developed using a data-driven methodology, pinpoint critical traffic safety issues, establish measurable performance targets, and propose strategies and projects to address them. Furthermore, they acknowledge the essential partners whose specialized knowledge supports the Division in achieving its mission: To eliminate fatalities and serious injuries on Utah roadways through collaborative traffic safety programs designed to change behavior.

The Utah Highway Safety Office (UHSO) achieved a successful fiscal year in 2025. The Division enhanced relationships with existing partners while simultaneously cultivating new partnerships. Data was collected through public participation and engagement (PP&E) sessions conducted with local communities and the public. Furthermore, forty-eight evidence-based traffic safety projects (forty-five federal and three state) were executed, utilizing over six million federal dollars and exceeding two million in state-restricted and partnership funds to enhance traffic safety across Utah.

This report documents successes across numerous performance targets and identifies areas where the Division will seek to enhance future traffic safety strategies. Although this report indicates that several performance targets were not met, Utah is demonstrating a downward trend in overall fatalities, as well as those related to unrestrained passengers, impaired driving, speed, and bicycles. Regrettably, motorcycle fatalities increased by 34.61% in 2025, resulting in 70 fatalities. Even though motorcycles constitute only 3% of registered vehicles in Utah, they accounted for 15.85% of total fatalities from 2020 to 2024.

Given Utah's consistent population growth (a 17.5% increase since 2015) and persistent issues with high-risk driving behaviors, including aggressive driving, road rage, wrong-way driving, and speeding, the state must enhance its collaborative efforts with the public and stakeholders. This increased commitment is necessary to identify innovative solutions and effectively implement proven countermeasure strategies that will 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*
- *Passenger Vehicle Occupant Fatalities that were unrestrained daytime and nighttime*
- *Fatalities involving an Impaired Driver - All Drug-Positive Drivers*
- *Drowsy Driving-Reltated Fatalities*
- *Fatalities involving a Driver or Motorcycle Operator with a BAC of .05 and above.*

- *The rate of Seat Belt usage among male drivers in pickup trucks*
- *The number of Data Systems integrated within UTAPS*
- *Overall Roadside Crashes involving Emergency Response Vehicles*

The Highway Safety Office has planned to continue 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 Driver Fatalities*
- *Speeding-Related Fatalities*
- *Motorcycle Fatalities*
- *Drivers Age 20 or Younger Involved in Fatal Crashes*
- *Bicyclist Fatalities*
- *The percentage of children ages 0-8 in crashes who were restrained in a child safety seat*
- *Fatalities Involving Distracted Drivers*
- *Teen Speed-Related Fatal and Serious Injuries Rate*
- *The rate of fatal and serious injury crashes by licensed drivers, ages 65 and older*

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 FY25 is 281.3. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 284 (using a five-year rolling average).

Utah will maintain a data-driven strategy to achieve this target, specifically concentrating on demographic groups overrepresented in crash data. Male drivers and teen drivers account for a significantly higher proportion of crashes than other drivers.

Consequently, the Utah Highway Safety Office (UHSO) will prioritize outreach and education efforts for these groups, including planned activities with community traffic safety projects and the teen-driving outreach project. High-Visibility Enforcement (HVE) and paid media messaging will also be focused on these specific demographics.

Utah's performance target for C-2 Number of serious injuries in Utah traffic crashes is 1335.7 by 2026. The benchmark for FY25 is 1349.5. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 1728.6 (using a five-year rolling average).

(*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 FY25, the benchmark would be 1510.)

Plans to adjust strategy are the same as noted above for C-1 Number of Traffic Fatalities.

Utah's performance target for C-3 Fatalities per 100 million VMT is 0.91 by 2026. The benchmark for FY25 is 0.92. The most current FARS data through October 20, 2025, shows that Utah is on track to meet the goal, reporting 0.862 (using a five-year rolling average).

Utah's performance target for C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions is 58.4 by 2026. The benchmark for FY25 is 59.0. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 62.2 (using a five-year rolling average).

Utah's strategy, which aligns with the countermeasures in the 3HSP, will prioritize populations disproportionately represented in crash data, specifically hard-core non-seat belt users. Targeted messaging will focus on male drivers, who account for 69% of unrestrained fatalities, and teenagers, where 38% of fatalities were unrestrained. Additionally, the strategy will emphasize rural communities through local enforcement and dedicated messaging campaigns.

Utah's performance target for C-5 Number of Fatalities Involving a Driver or Motorcycle Operator with a BAC of .08 and Above is 39.4 by 2026. The benchmark for FY25 is 39.8. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 42.2 (using a five-year rolling average).

To reach this performance target, Utah will continue to increase messaging, education, and enforcement addressing the dangers of impaired driving, while also emphasizing the additional risks for impaired drivers and motorcycle operators. Building on the success of past efforts, the media strategy for the FY26 grant year will incorporate updated messages, based on data and public survey feedback, that focus on clear communication about sober ride options and a realistic portrayal of moderate impairment to improve engagement, particularly among high-risk groups.

Following adjustments made in FY25 to address higher law enforcement pay rates, additional funds will continue to be allocated for DUI overtime in FY26 to support high-visibility enforcement shifts. Enforcement efforts are data-driven and highly strategic. Law enforcement agencies will receive the updated FY26 High Visibility Enforcement (HVE) guidelines. These guidelines define enforcement expectations and encourage law enforcement agencies to use a data-driven approach and strategically schedule officers during peak times when DUI arrests, impaired driving crashes, and fatalities are most prevalent.

Finally, 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.

Utah's performance target for C-6 Number of Speeding-Related Fatalities is 82.3 by 2026. The benchmark for FY25 is 83.1. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 88.4 (using a five-year rolling average).

Utah's strategy to achieve this target is data-driven. Recognizing that speeding is a driver choice, the Utah Highway Safety Office (UHSO) will intensify efforts in the counties with the highest incidence of speed-related fatal crashes: Salt Lake, Davis, Weber, Utah, and Washington. This will be accomplished through a data-driven approach that includes enhanced High Visibility Enforcement (HVE), public education, media campaigns, and providing speed enforcement equipment to law enforcement agencies.

Utah's performance target for C-7 Number of Motorcyclist Fatalities is 41.7 by 2026. The benchmark for FY25 is 42.1. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 49.6 (using a five-year rolling average).

Motorcycle fatalities reached unprecedented levels in 2025, breaking many deadly records. In response, strategic adjustments for 2026 have been implemented, including collaboration with EMS partners to offer Stop the Bleed training to motorcycle safety course instructors. Furthermore, the promotion of the Motorcycle Safety Foundation's rider skills course and associated discounts will now commence earlier, potentially in March or April, rather than the previous May 1st start date. Due to unusually warm December 2025 weather, UHSO repurposed and ran some summer educational videos via Meta and Google ad buys throughout the month. UHSO plans to continue monitoring winter weather and will run additional motorcycle safety ads if the unseasonably warm conditions persist.

Utah's performance target for C-8 Number of Unhelmeted Motorcyclist Fatalities is 22.3 by 2026. The benchmark for FY25 is 22.5. The most current FARS data through October 20, 2025, shows that Utah is on track to meet the goal, reporting 21.6 (using a five-year rolling average).

Utah's performance target for C-9 Number of Drivers in Fatal Crashes Age 20 or Younger* is 16.7 by 2026. The benchmark for FY25 is 16.9. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 40.2 (using a five-year rolling average).

(*C-9 The target set for this measure was entered incorrectly in the 2024-2026 3HSP. It should have been 23.7; 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 FY25, the benchmark would be 23.9)

While current data indicate Utah is significantly off-target for this goal, the Highway Safety Office (UHSO) is undertaking a thorough analysis of existing crash data. This analysis will seek additional insights, such as time of day and the age of the teen driver, to inform and adjust our messaging and strategies. The current gap suggests the target is overly ambitious. Given the magnitude of the teen driving problem, this goal will likely be revised to a more realistic and achievable benchmark for the next triennial HSP. Although our current activities and strategies appear successful based on internal metrics, crash data has not yet reflected the impact of those efforts.

Utah's performance target for C-10 Number of Pedestrian Fatalities is 42.1 by 2026. The benchmark for FY25 is 42.5. The most current FARS data through October 20, 2025, shows that Utah is on track to meet the goal, reporting 42.2 (using a five-year rolling average).

Utah's performance target for C-11 Number of Bicyclist Fatalities is 7.2 by 2026. The benchmark for FY25 is 7.3. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 8.4 (using a five-year rolling average).

In 2025, Utah's efforts to enhance bicycle safety included launching new campaigns with clearer messages and calls to action for both drivers and cyclists, emphasizing shared road use, increased visibility, and adherence to traffic safety laws. The Utah Highway Safety Office (UHSO) established several new partnerships with local health and police departments and plans to continue these collaborations in the coming year. A key focus of updated messaging and education components will be drivers'

compliance with signs and signals, given that the majority of bicycle crashes occur when a bicycle is entering or crossing the roadway, with driver failure to yield as the highest contributing factor. Furthermore, the number of bike rodeo events increased in 2025, with plans for even more growth in 2026.

Utah's performance target for B-1 Observed Seat Belt Use is 92.4% by 2026. According to the 2025 Seat Belt Survey, Utah will not meet this goal at the current rate of 89.6%.

The Occupant Protection Program is implementing a multi-faceted strategy to reduce unrestrained passenger vehicle occupant fatalities and increase observed seat belt use in Utah. This plan involves analyzing unrestrained fatality and survey data to pinpoint key demographics for targeted safety messaging across paid and earned media. A key adjustment, based on Zero Fatalities survey feedback, will be to tailor messaging to the loved ones of individuals who report only wearing a seat belt when prompted by family or friends. Additionally, supplementary funding has been allocated for media outreach specifically targeting rural Utah. Looking ahead, increased enforcement funding has been secured for 2026. Efforts are currently underway to educate all law enforcement agencies on the critical importance of enforcing Utah's seat belt and child safety seat laws. The goal is to use the new Rural Traffic Safety Coordinator to educate and encourage rural law enforcement agencies to increase participation in HVE mobilizations. The UHSO is closely following potential legislative changes that could further impact these outcomes. These include efforts to establish increased or progressive penalties for seat belt violations and to strengthen non-compliance points and penalties within Utah's Graduated Driver Licensing (GDL) law.

Utah Performance Measures

Utah's performance target for U-1 Increase the Percentage of children ages 0-8 in crashes who were restrained in a child safety seat is 66.9% by 2026. The benchmark for FY25 is 66.16%. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 61.26% (using a three-year rolling average).

The Child Passenger Safety (CPS) Program will sustain its commitment to technician support through continuous conferences and retention initiatives. For 2026, a primary objective is to enhance the program's website and broaden community knowledge regarding available educational materials. An evaluation of the current CPS strategies confirms their continued effectiveness and requires only minor adjustments. To facilitate easier sharing for our partners, a new booster brochure and social media resources will be introduced. The program will also benefit from the addition of a new CPS Training Coordinator, who will provide increased resources and support to new technicians. This expansion is designed to ensure all inspection stations are well-guided and better equipped to deliver CPS education and assistance to communities across Utah.

Utah's performance target for U-2 Motor vehicle crash passenger vehicle occupant fatalities that were unrestrained - nighttime (10 pm to 5:59 a.m.) is 40.1% by 2026. The benchmark for FY25 is 41%. The most current FARS data through October 20, 2025, shows that Utah is on track to meet the goal, reporting 27% (using a three-year rolling average).

Utah's performance target for U-3 Motor vehicle crash passenger vehicle occupant fatalities that were unrestrained - daytime (6 a.m. to 9:59 pm) is 29.9% by 2026. The benchmark for FY25 is 32.61%. The most current FARS data through October 20, 2025, shows that Utah is on track to meet the goal, reporting 24.03% (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 by 2026. The benchmark for FY25 is 123.6. The most current FARS data through October 20, 2025, shows that Utah is on track to meet the goal, reporting 89 (using a three-year rolling average)

Utah's performance target for U-5 Rate of pedestrians in Utah crashes per 10,000 people - population is 2.35 by 2026. The benchmark for FY25 is 2.4. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 2.56 (using a three-year rolling average)

UHSO will increase outreach efforts to pedestrian communities and partners to promote pedestrian safety. Crash and survey data will be used to target safety messages to specific demographic groups using both paid and earned media. UHSO will also expand enforcement opportunities to police departments based on pedestrian crash hot spots, as well as problem areas identified by departments in required operation plans, to increase interaction and education with the public on pedestrian safety

Utah's performance target for U-6 Rate of bicyclists in Utah crashes per 10,000 people - population is 1.38 by 2026. The benchmark for FY25 is 1.4. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 1.73 (using a three-year rolling average)

UHSO will focus on bicyclist safety, outreach, and education, and will review the crash data to focus efforts in communities with high crash and fatality rates. In 2025, Utah launched updated media campaigns driven by qualitative survey data. The campaign addresses the need for safety gear, even on short rides, and bike laws that riders may not know about. The campaign was based on survey data from 2024. In 2026, the campaign plans to conduct additional surveys and/or focus groups to gather more data on how to better reach target demographics. Messaging will be updated based on survey results.

Utah's performance target for U-7 Utah drowsy driving-related fatalities is 6.8 by 2026. The benchmark for FY25 is 6.9. The most current FARS data through October 20, 2025, shows that Utah is on track to meet the goal, reporting 3 (using a three-year rolling average)

Utah's performance target for U-8 Utah traffic fatalities involving distracted drivers is 15.8 by 2026. The benchmark for FY25 is 16.0. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 16.66 (using a three-year rolling average)

In FY26, Utah will continue High Visibility Enforcement (HVE) against distracted driving, focusing on both education and enforcement. The UHSO has increased the 405e budget to significantly expand these efforts, funding more educational community overtime shifts and investing more in paid and earned media. The UHSO will also collaborate with affected communities to provide comprehensive resources, including support for community events, enhanced school education, and targeted outreach to young drivers. A major focus will be on National Distracted Driving Awareness Month in April with dedicated HVE shifts and paid media. Furthermore, the FY26 budget increases HVE Distracted Driving shifts to be conducted year-round. All HVE funding will be allocated to participating agencies using a strict data-driven approach.

Utah's performance target for U-9 Number of fatalities involving a driver or motorcycle operator with a BAC of .05 and above is 51.8 by 2026. The benchmark for FY25 is 52.2. The most current FARS data through October 20, 2025, shows that Utah is on track to meet the goal, reporting 40.66 (using a three-year rolling average)

Utah's performance target for U-10 Teen speed-related fatal and serious injuries rate is 26.60% by 2026. The benchmark for FY25 is 26.92%. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 29.77% (using a three-year rolling average)

Despite diligent efforts this grant year, the results are discouraging. The UHSO executed the speed-related social media campaign twice and reached an additional 137 middle school students with the pre-driver "Countdown to Drive" presentation in health classes.

Moving forward, the UHSO plans to sustain current strategies to engage high-risk teen drivers and parents. Leveraging collaboration with the Teen Driver Task Force, including partners like Zero Fatalities, will be essential to reducing this percentage. The UHSO will focus on determining the most effective method to enroll more high-risk drivers in the Teen Driving Challenge in 2026.

Utah's performance target for U-11* Decrease the Rate of seat belt usage among male drivers in pickup trucks is 3.20% by 2026. The benchmark for FY25 is 3.19%. The most current FARS data through October 20, 2025, shows that Utah is on track to meet the goal, reporting 2.34% (using a three-year rolling average)

(*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" 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 2.34%, showing Utah is on track to meet this target.)

Utah's performance target for U-12 Number of data systems integrated within UTAPS is 2.4 by 2026. The benchmark for FY25 is 2.346. The most current data through October 20, 2025, shows that Utah is on track to meet the goal, reporting 3 (using a three-year rolling average)

Utah's performance target for U-13 Rate of fatal and serious injury crashes by licensed drivers, ages 65 and older is 0.0670% by 2026. The benchmark for FY25 is 0.0686%. The most current FARS data through October 20, 2025, shows that Utah is not on track to meet the goal, reporting 0.0700% (using a three-year rolling average)

To address this, Utah is expanding the older driver program for 2026. Based on 2025 listening session feedback from senior center members, the UHSO will use increased 2026 funding for paid media campaigns focusing on top senior concerns: distracted driving, aggressive speeding, and red-light running. Improvements include distributing informational materials in senior centers and medical offices to bridge the gap in resource awareness. New grant initiatives in Salt Lake County, Weber-Morgan and Central Utah will further support these efforts by promoting respectful family conversations and highlighting alternative transportation options like UTA's Reduced Fare programs.

Utah's performance target for U-14 Overall roadside crashes involving emergency response vehicles is 94.09 by 2026. The benchmark for FY25 is 95.06. The most current FARS data through October 20, 2025, shows that Utah is on track to meet the goal, reporting 71 (using a three-year rolling average)

National and Utah Performance Measures

Performance Measure: National	Target Period	Target Year(s)	Benchmark Value for FY 25 listed in 3HSP	Data Source- UTAPS/ FY 25 Progress Results as of 10/20/2025	On Track to Meet FY 25 Benchmark: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5 Year	2018-2022	281.3	284	NO
C-2) Serious Injuries in Traffic Crashes	5 Year*	2018-2022	1349.5*	1728.6	NO
C-3) Fatalities/VMT	5 Year	2018-2022	0.92	0.862	YES
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2018-2022	59.0	62.2	NO
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2018-2022	39.8	42.2	NO
C-6) Speeding-Related Fatalities	5 Year	2018-2022	83.1	88.4	NO
C-7) Motorcyclist Fatalities	5 Year	2018-2022	42.1	49.6	NO
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	20218-2022	22.5	21.6	YES
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 Year*	2018-2022	16.9*	40.2	NO
C-10) Pedestrian Fatalities	5 Year	2018-2022	42.5	42.2	YES
C-11) Bicyclist Fatalities	5 Year	2018-2022	7.3	8.4	NO
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2018-2022	92.2	89.6	NO
Performance Measure: Utah	**Target Period**	**Target Year(s)**	**Benchmark Value for FY 25 listed in 3HSP**	**Data Source- UTAPS/ FY 25 Progress Results as of 10/20/2025**	**On Track to Meet FY 25 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	66.16%	61.26%	NO

crashes who were restrained in a child safety seat.					
U-2) Decrease motor vehicle crash passenger vehicle occupant fatalities that were unrestrained - nighttime (10 pm to 5:59 a.m.).	3 Year	2020-2022	41%	27.00%	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	32.61%	24.03%	YES
U-4) Utah Fatalities Involving an Impaired Driver - All Drug Positive Drivers.	3 Year	2020-2022	123.6	89	YES
U-5) Decrease the rate of pedestrians in Utah crashes per 10,000 people - population.	3 Year	2020-2022	2.4	2.56	NO
U-6) Decrease the rate of bicyclists in Utah crashes per 10,000 people - population.	3 Year	2020-2022	1.4	1.73	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	16.0	16.66	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	52.2	40.66	YES
U-10) Reduce the teen speed-related fatal and serious injury rate.	3 Year	2020-2022	26.92%	29.77%	NO
***U-11)** Increase the rate of seatbelt usage among male drivers in pickup trucks.	3 Year	2020-2022	3.19%	2.34%	YES
U-12) Increase the number of data systems integrated within UTAPS.	3 Year	2020-2022	2.346	3	YES
U-13) Reduce the rate of fatal and serious injury crashes by licensed drivers, ages 65 and older.	3 Year	2020-2022	0.0686%	0.0700%	NO
U-14) Reduce overall roadside crashes involving	3 Year	2020-2022	95.06	71	YES

emergency response vehicles					

*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 FY25, the benchmark would be 1510.

**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 FY25, the benchmark would be 23.9.

***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 Successes and Challenges By Program

Projects implemented under Utah's Triennial Highway Safety Plan for FY25 achieved positive outcomes but also faced 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 supported the Highway Safety Office's general operations. Key activities included creating general public information and education (PI&E) materials, providing staff training, covering travel expenses, maintaining professional memberships, such as with the Governor's Highway Safety Association (GHSA), and preparing and printing necessary reports.

Funding was allocated to cover personnel costs, administrative and technology fees, operational expenses, public participation and engagement efforts, and travel for professional development and networking. This support was essential for sustaining the Highway Safety Program by allowing staff, including the Communications Manager, to coordinate and manage various projects. Ongoing support was also provided for the annual maintenance of critical traffic safety initiatives, such as the electronic grant management system (GEARS), the University of Utah Data Project, and Numetric.

A key success for the year was the successful submission and approval of the FY26 Annual Grant Application. Staff also participated in the FY26 Annual Grant Planning Committee meetings, which included the attendance of Chiefs and Sheriffs for law enforcement grants and representatives from the 13 local Health Departments for community grants. These sessions were instrumental in allowing key stakeholders and valuable partners to provide direct feedback on their communities' specific needs and on the implementation of projects and activities. As a result, the UHSO was able to provide necessary resources and support to local communities to address traffic safety concerns while simultaneously strengthening critical partnerships.

Despite these successes, the UHSO faced challenges. A considerable effort was devoted to reaching identified populations and affected communities to encourage public participation and engagement. This task was challenging because the Community Engagement Specialist position was vacated and remained unfilled, requiring other staff members to absorb these responsibilities.

Occupant Protection

The Occupant Protection Program promoted seat belt use in 2025 through media campaigns targeting young males, one of the target demographics for increasing seat belt use. Utah participated in all National Click It or Ticket mobilizations, including Thanksgiving (Nov. 20–Dec. 2, 2024) and Memorial Day

(May 12 - June 1, 2025). Additional mobilization efforts included a Click It or Ticket – Day and Night campaign (March 19–25, 2025) and a Labor Day campaign with rural law enforcement partners (August 25-November 16, 2025). The Valentine's Day campaign (February 10th -14th) leveraged the sentiment of affection to promote seat belt use as the ultimate expression of love, targeting women aged 18-40 to encourage them to share safety messages and influence non-seat belt users. The campaign generated 1,130,665 impressions and 703,125 engagements. Local health departments amplified the message through posters, cards, and social media posts.

The grant supported the Four Corners Without Borders Conference held in Monument Valley on March 26-27, 2025. UHSO has participated in this annual event since 2007, which aims to provide child passenger safety and injury prevention education to the Navajo Nation (the largest), Hopi, Ute, and Zuni tribal nations in the remote, largely rural Four Corners region. Representatives from all four states attended, including personnel from the Arizona Governor's Office of Highway Safety, New Mexico DOT, and Colorado DOT. Further details regarding the conference are available in the Child Passenger Safety Program section of this report and under the public participation and engagement section.

The Rural Seat Belt campaign, Together for Life, continued through 2025. All participating subgrantees continued their vital work in reducing injuries and fatalities caused by unbelted occupants. The UHSO maintained close contact with the subgrantees, organizing quarterly group and one-on-one meetings to ensure they felt supported. Media efforts this year included creating usable signage and updating the Together for Life website, with further enhancements planned.

Public Health Department Occupant Protection Activities

Across Utah, various Health Departments executed comprehensive strategies to enhance occupant protection and traffic safety throughout FY25. Key initiatives included education, outreach, community collaboration, and targeted campaigns.

The **TriCounty Health Department** focused on increasing seatbelt use in its three rural counties. Efforts included providing resources and education at numerous community events, collaborating with organizations such as Head Start, supporting media communications through radio and social media, and expanding car seat and seat belt education classes.

The **Southwest Utah Public Health Department** prioritized car seat safety, completing 305 inspections and distributing 138 car seats, with the highest activity in Washington and Iron counties. Reaching smaller communities (Garfield, Kane, Beaver) was challenging. Outreach included monthly social media, a year-long billboard, and a two-month English/Spanish radio ad, reaching an estimated 167,000 people weekly. The department is now expanding to overall safety, teen seatbelt use, and drivers' education, collaborating with prevention coalition coordinators and Zero Fatalities.

The **Central Utah Public Health Department** focused on community outreach at fairs, markets, and parades, reaching thousands with information on car seats and seat belts. They produced 31 social

media posts, created videos with local organizations, and used media like radio interviews and WIC office TV ads. Educational efforts included staff training, presentations to schools and Head Start, and training on identifying counterfeit car seats. Multiple car seat checkpoints were held, with targeted outreach to Hispanic families, resulting in numerous car seats being checked and distributed. The program distributed over 830 info packets containing traffic safety information to law enforcement for traffic stops and is actively working to grow the Safe Kids coalition and partner with existing safety coalitions.

The **Tooele County Health Department** collaborated with its local prevention coalition, Tooele Injury Prevention Program (TIPP), which meets monthly to share updates on Child Passenger Safety and Occupant Protection. Communication included regular Facebook/Instagram posts and a YouTube video with local law enforcement on proper seat belt use. Toolkits were used at the Human Services summit and Women's Expo. The adult toolkit is being adapted for a newly established Zero Fatalities coalition that targets law enforcement and elected officials. The focus shifted from promoting booster seat use in daycares/schools to targeting adult male truck drivers in rural areas, including sponsoring a county fair mechanical bull ride to highlight the importance of seat belt use.

The **Bear River Health Department** employed a comprehensive strategy combining professional development and community outreach. Key activities involved regular Together For Life Committee meetings, attending the Zero Fatalities Summit, and participating in webinars. The department ran an extensive outreach and media campaign utilizing bus and radio advertisements. Direct material distribution was a major focus, including "Buckle Up" messaging at a local restaurant and sharing materials such as "Buckle Up Family" rack cards and "Ask Them" cards at community events. Safety initiatives included health fairs, high school presentations, and car seat checks, effectively reaching both new and established community members with vital safety information.

Seat Belt Observational Survey

The 2025 Utah Observational Seat Belt Survey found the state's seat belt use rate to be 89.6 percent, a decrease from the rates observed in 2024 and 2023. The survey collected data on 26,512 occupants across 18 counties selected for their high motor vehicle fatality rates.

Key findings include:

- Vehicle Type: SUV occupants had the highest estimated use rate at 92.8%, while truck occupants continued to show the lowest rate at 82.5%.
- Gender: Females maintained a higher seatbelt usage rate (93.3%) compared to males (86.8%).
- Rural vs Urban: A shift was noted this year, with rural counties demonstrating a slightly higher overall seatbelt usage rate (89.7%) than urban counties (89.5%).
- County Trends: Seatbelt use increased in six counties, with Wasatch experiencing the largest rise, but declined in the other 12 counties surveyed compared to 2024.

To address the decline in overall use, increased enforcement and targeted educational campaigns should be implemented to boost seatbelt usage across the state.

Recent public opinion research by Zero Fatalities (2024) indicates seatbelt adherence rates consistent with observed usage. Key survey findings include:

- Adherence & Awareness: 81% of respondents "never" drive unbelted, and 91% correctly identify driving unbuckled as illegal in Utah.
- Motivations: The primary reasons for buckling up are safety (30%), personal habit (22%), and the influence of family members (e.g., a son or daughter, 22%).
- Gender Differences: Women exhibit safer habits, with 68% buckling up before driving (compared to 55% of men), and they perceive the danger of driving unbuckled as higher than men do.
- Educational Gap: A minor gap was identified: 9% of respondents were unaware that driving unbuckled violates Utah law.

In response to this feedback, the UHSO plans to explore messaging strategies focused on the loved ones of individuals who do not buckle up to boost overall seatbelt usage.

Child Passenger Safety

The goal of the program remains to increase the proper use of child restraints for children. This is primarily achieved through conducting public outreach/media, technician training/ retention, and the distribution of car seats.

Outreach efforts focused on public education, utilizing the clickit.utah.gov website, email, phone, and social media to answer inquiries and refer community members to inspection stations. The program supported numerous community events, including checkpoints and health fairs. Time was dedicated to updating and creating new educational materials, such as hospital magnets, height sticks, a CPS scale, a new booster brochure, and re-wrapping two vans used at checkpoints. The "Ponte El Cinturon" website was substantially updated with new Spanish-language CPS resources, including the Ages and Stages Graph, TIPS banner, and social media videos.

The year culminated with CPS Week, emphasizing "The right BOOST at the right time" message through a media buy that generated over 3.8 million impressions, and the distribution of over 5,000 brochures and 113 educational items to partners. This focus on booster seat education was supported by crash data and led to news coverage highlighting the importance of keeping children in appropriate restraints for longer. A press release template and a social media toolkit were distributed, allowing partners to share content organically or via DPS sites. All the creatives were produced in Spanish to reach a wider audience. Two educational carousels were created with the "Seat Belt Fit Test" and the "School Drop Off" message. These messages helped caregivers identify when it’s appropriate to move to a seat belt and the importance of properly buckling their children during school pick-up and drop-off. Branded assets, including scales, height sticks, booster banners, and brochures, as well as various types of car seats, were procured and distributed to partner inspection stations across the state. The media buy generated 3,810,109 impressions with a 1.10% click-through rate. The highest click-through rate was on the Spanish

seat belt test at 1.28%. In addition, this year's CIOT campaign included child passenger safety with the "every seat, every age" message.

Strategic media efforts with occupant protection messaging were achieved with the "Be There" Campaign, which ran from May 1-26 on Meta and YouTube. It garnered over 2.3 million impressions, 28,000 clicks, and 243,000 video views, demonstrating strong awareness results. The campaign was extended to fully utilize the $30,000 budget due to initial underspending on the YouTube platform. The Hispanic Holiday Social Media Toolkit was used and shared by partners to aid in consistent messaging. Media purchases targeting the Hispanic community for CPS Week increased website visits and car seat check scheduling. The Spanish-language media campaign was highly successful, generating 326,245 impressions with a 0.82% click-through rate (CTR), exceeding the industry standard. Materials were developed with a strong focus on Spanish translation and cultural relevance to maximize impact for a wider audience. Another media buy was executed with Telemundo, featuring spots during popular programming like "Camino al Super Bowl" and "La Casa de los Famosos."

A highlight of the year was the two-day statewide CPS Conference held in October, which drew 188 technicians, offered networking with nine car seat manufacturers, and resulted in media coverage, including an interview about counterfeit seats. The conference also featured a checkpoint where 70 new seats were distributed, and technicians completed community event requirements and received up to 9 continuing education units (CEUs). Eleven outstanding CPS technicians were recognized at the CPS Appreciation Lunch, where their contributions were acknowledged. The planning committee is currently planning another one-day conference for February 2026.

Child passenger safety was a focus of the annual Four Corners Conference held in March, where participating states hosted representatives from three car seat manufacturers (Chicco, Joie, and Safe Traffic Systems) who conducted CEU classes. The child passenger safety checkpoint resulted in the inspection of 23 car seats. There were 57 technicians for the CPS day, and about 65 participants on the second day.

In addition to the conferences, technician education continued throughout the year, including teaching a Safe Travel for All Children (STAC) course for medical professionals and presenting three CEU classes at the Zero Fatalities Safety Summit. Six instructors created and presented CEU classes at the Zero Fatalities Safety Summit: CPS Now: Key Updates, Installation Solutions for Difficult Car Seat Encounters, and Facing the Facts: A 360° Look at Rear-Facing Car Seats. Representatives from the instructor team attended the Kidz in Motion National Conference and documented what they learned to share with technicians in Utah. The team continues to complete seat checks and educate our technicians. At the Care Fair, nearly 250 car seats were installed, and 46 technicians participated over the 2-day event in June to get recertification requirements completed and support technician education.

The CPS Program Manager collaborated with health department partners who make up our most stable inspection stations. This included advocating for CPS inclusion in state-level Maternal Child Health evaluation and planning meetings. Safe Kids Utah has a grant with Highway Safety and contracts with

health departments throughout the state to help fund their car seat programs. For CPS Week, Safe Kids Utah reported that, at local health departments alone, 113 technicians educated and checked nearly 300 seats and distributed 200 child restraints.

The changes made to the website for CPS Technicians remain an effective resource. In the “CPS Technician” tab, recertification information, social media videos, and educational resources, which include a downloadable CPS Presentation and brochures, are easily accessible. Organizational changes involved creating a new CPS Training Coordinator position to support technicians after the certification course and manage inspection stations.

The instructor team was dedicated to presenting a new curriculum this year, holding three instructor team meetings to evaluate and revise the agenda and teaching assignments. Five Certification Courses were successfully conducted in 2025, traveling to North Ogden and Moab to support those local areas. This resulted in a diverse group of 77 newly certified technicians, including many from partner agencies, law enforcement, and health departments. Spanish-speaking students were trained in CPS certification courses held in Moab, North Ogden, and West Valley City. In North Ogden, seven of the 17 attendees were bilingual, significantly enhancing the region's diverse outreach capabilities. Bilingual technicians are now ready to educate and pass on resources. Hispanic occupant protection brochures were also distributed across Utah, Salt Lake, and Weber-Morgan Counties. The Moab course resulted in the certification of new technicians from Utah Navajo Health System and San Juan Public Health. A Renewal Testing Course was held, with a record 11 people passing all requirements.

The Highway Safety Office helped families who needed support receive new car seats. This was accomplished through various partnerships and distribution efforts. Car seats were provided both through the Diverse Populations and CPS grants to at-risk populations and organizations, including Utah Refugee Connection, Utah Pacific Islander Coalition, Jayhawks House, Bear River, DDI Vantage Head Start, the YWCA, Salt Lake County Youth Programs, and a homeless facility, The Road Home - Palmer Court. The Highway Safety Office provided infant car seats to the University of Utah Neonatal Intensive Care Unit for low-income families and facilitated the distribution of booster seats to our major partners for CPS Week events, with support from Zero Fatalities.

UHSO has grants with three medical facilities actively engaged in child passenger safety: Shriners Children's, Primary Children’s, and McKay Dee Hospitals. Shriners Children’s holds a car seat clinic twice a month to allow a patient and their family to meet with a medical doctor or physician assistant, physical therapist, and CPST/I to evaluate needs and obtain the car seat needed either through health insurance or from Shriners, which gave 33 adaptive seats to patients. McKay Dee Hospital provided essential car seat services by rounding on over 2,000 patients in the Mom-Baby department and 192 NICU and PEDS patients, and consistently held car seat community classes, reaching over 250 families. Primary Children’s Hospital checked and provided 135 adaptive car seats for special needs families, and provided over 1500 seats to the hospital and the community.

Unattended Passenger Awareness

The CPS grant supports Primary Children’s Hospital in actively managing the "Spot the Tot/Forget Me Not" campaign, which raises awareness about the dangers of leaving a child in a hot car. This campaign

continues to attract significant public and media attention, highlighting the risks of leaving children unattended in vehicles. To further this effort, the hospital updated and distributed rack cards and window clings, available for public request and mailing through the Primary Children's website, resulting in over 70 families requesting the "Spot the Tot/Forget Me Not" clings. Key activities this year included filming a hot car safety segment for the "Baby Your Baby" TV spot and social media, partnering with the Utah Pediatric Trauma Network to distribute safety items across Intermountain hospitals statewide, and hospital staff visiting 30 hospitals to share car seat resources and Resqme devices for hot car death prevention.

Teen Driving Education and Outreach

Throughout the year, significant progress was made in increasing knowledge of teen driving issues through strategic media and communication campaigns. The successful "Dangers of Speeding Campaign" ran during National Teen Driver Safety Week in October. Targeted at teens (ages 15-19) and their parents (ages 34-60), the campaign used humorous, short videos and achieved an exceptional 83% increase in Thru Plays, a 713% increase in reactions, and a 104% increase in comments over the previous year's campaign. Instead of a separate media buy for graduation, the "Dangers of Speeding Campaign" was successfully rerun in August at the start of the school year. This campaign drove 41,616 visitors to the "Ready for Learner Permit" page, marking a remarkable 3,000% increase in web traffic. The drive time log video continued to be utilized as a valuable resource. Preparations for the 2025 National Teen Driving Safety Week included the Commentary Driving Campaign, a proven, effective teaching tool. Two videos will be utilized, aiming to motivate viewers to visit zerofatalities.com for resources.

Highway Safety maintained a partnership with the Driver’s License Division to distribute pull-up banners and flyers with Zero Fatalities resources to parents waiting for their teens to take the permit test at major offices across the state. Over 33,000 learner permits were issued last year, and these resources are helping families and teens access valuable information from our partners, Zero Fatalities. Additionally, the Zero Fatalities Teen Driver Program, including the Pre-Driver Program, was highlighted at the Four Corners Conference.

The Zero Fatalities Pre-Driver program, "Countdown to Drive," is a middle school outreach presentation funded in part by this grant, aimed at educating students aged 12-14 on safe driving principles before they enter formal driver's education. The curriculum focuses on the importance of seat belts, the dangers of speeding, and the effects of distracted driving. It is primarily delivered through in-person presentations by the Zero Fatalities Outreach Team in middle school health classes, with supplementary video resources available for educators and students.

Each quarter, the outreach team traveled extensively to middle schools throughout the state and taught in health education classes. The numbers are impressive: 420 presentations total, reaching 10,722 students, indicating strong interest from health teachers, who often appreciate the Outreach Team traveling to their schools. UHSO participated in the two-day PTA Conference to encourage parental advocacy for traffic safety in the health core curriculum. Throughout the grant cycle, the program provided resources for health teachers, including three videos ("Seat Belts for Safety," "Speeding is

Dangerous," and "Distracted Driving is Deadly") and corresponding homework assignments to enhance learning and retention.

The Teen Driving Task Force had a productive year, focusing on educational resources and outreach. The work of the task force helps ensure that Utah has the resources to educate teens and promote safe driving, reducing injuries and fatalities. Shared progress from partners was discussed in five meetings held this year. Some of those announcements and collaborations included progress on the DLD Driver's License Handbook study aid, with videos for basic driving and rules of the road completed. Outreach included distributing new resources, such as pull-up banners and flyers, to parents and teens at Driver's License Division locations. Collaboration remained a priority, with strong participation from UDOT, DPS, Zero Fatalities, and hospitals. New members were welcomed by Intermountain Health Injury Prevention and MADD. The task force's ongoing work remains focused on collaborating as a group to share resources and educate teens and their parents about the importance of traffic safety.

Initially, the Teen Driving Challenge was at risk of cancellation because the lease on the Emergency Vehicle Track was set to expire. The Program Manager was actively seeking alternative venues to keep the program going, reporting the project as "on-target" because of the search for other options. However, the program was successfully saved when the Department of Public Safety (DPS) extended the lease on the Emergency Vehicle Operations Track for three additional years. The Teen Driving Challenge was reinstated, and dates were set for two sessions in April and two in August. All four courses took place, involving 22 Utah Highway Patrol Troopers who taught 61 teens. The curriculum, which included classroom work and hands-on driving of police cars, included skid prevention, high-speed braking, a distracted driving presentation, and teaching evasive maneuvers. A key part of the curriculum included educating teen drivers on officer and driver safety during traffic stops.

Impaired Driving

The DUI enforcement projects achieved several key successes during the 2025 grant year, fostering a continuous, collaborative effort to reduce DUI arrests and alcohol and drug-related crashes and fatalities statewide. These initiatives were driven by high-visibility enforcement, training, education, and strategic partnerships that further strengthened statewide strategies to combat impaired driving across Utah. This collaborative foundation allowed the project to remain successful despite fewer overtime shifts and a decrease in DUI arrests. In FY25, 1,270 shifts were worked, down from 1,381 the previous year. Additionally, there were 218 DUI arrests in FY25 compared to 360 in FY24. This may be due to ongoing challenges, including staffing shortages and mandatory overtime, as well as rising costs resulting from statewide increases in law enforcement pay rates, prompting the need for additional funding to support high-visibility DUI shifts in the upcoming grant year.

Officers participated in high-visibility enforcement during nine holiday campaigns, including two national mobilizations (Labor Day and Winter Holiday), three DUI checkpoints, eight saturation patrols/blitzes, and one community education event. The effectiveness of these initiatives was bolstered by media campaigns that enhanced the public safety message during these enforcement periods. Arrest data

confirms the need for a comprehensive, statewide strategy. While most arrests occurred along the Wasatch Front (68%), counties outside the Wasatch Front accounted for a significant 32% of arrests, a higher rate considering the rural population accounts for only 25% of the state's total population. This reinforces the ongoing need for enforcement in both urban and rural areas. To enhance multi-agency partnership and collaboration, task force meetings were utilized to strengthen joint efforts and support DUI enforcement. Furthermore, the High Visibility Enforcement (HVE) guidelines were updated to define enforcement expectations while encouraging law enforcement agencies to use a data-driven approach and strategically schedule officers during peak times when DUI arrests, impaired-driving crashes, and fatalities are most prevalent.

The Highway Safety Office (UHSO) entered its sixth year of collaboration with the Utah Public Health Laboratory's Toxicology Lab, funding a toxicologist position dedicated to DUI casework. To strengthen DUI data reporting and collection, new legislation was passed in 2024 requiring the Toxicology Lab to report all DUI toxicology results to the Driver License Division (DLD). This legislation has already improved tracking of DUI-related toxicology data in FY25. While some reporting challenges remain, the DLD and the Public Toxicology Lab are working together to resolve them and fully implement the new reporting requirements.

The combination of high-visibility enforcement and targeted media campaigns played a crucial role in reducing impaired driving incidents throughout the grant year. Overall, the media campaigns achieved significant success in terms of reach, engagement, and event publicity. Campaigns effectively reached the high-risk male demographic aged 21-39 while engaging a broader audience across multiple media platforms. Messages focused on planning ahead for a sober ride, exemplified by the highly effective "Endless Ways Home" campaign, which showcased different sober ride options and proved integral to the prevention strategy during the summer months. Other core messages, including "Drive Sober or Get Pulled Over," and "If you feel different, you drive different" supported key holiday and national DUI mobilization periods, including Halloween, Thanksgiving, Super Bowl, St. Patrick's Day, Memorial Day, and the July Holidays, and aligned with the national DUI mobilization periods, Labor Day and Winter Holiday, boosting their reach and impact.

Two press events were held to boost campaign messages and promote collaboration. These included the Winter Holiday kick-off on December 12th, which successfully leveraged strong partnerships with the Utah Department of Alcoholic Beverage Services (DABS) and WCF Insurance. The second event, held on July 2nd, launched new messages in partnerships with DABS and Zero Fatalities. To generate significant media coverage and underscore the seriousness of impaired driving, this event featured a dramatic visual display with over eleven thousand empty cans being dropped from a dump truck and piled behind the speakers, each can representing a DUI arrest in the state and serving as a compelling reminder to Utahns to plan for a sober ride. These press events successfully reinforced the campaign's core messages, strengthened key partnerships, fostered collaboration with media outlets, and collectively amplified the campaign's visibility and overall effectiveness.

However, strategic opportunities exist to enhance future effectiveness by improving targeting messaging. While the campaigns reached a large audience, there is a continued need to improve engagement with specific target groups, particularly those at higher risk who may not fully understand the consequences of impaired driving or are unaware of available sober ride options. Adjusting strategies based on data and public survey feedback, and continuing to refine the campaign's approach, will be key to further reducing impaired-driving incidents (arrests, crashes, and fatalities). Additional impaired driving programs are essential to the program's success and serve a crucial function in achieving the statewide goal of reducing these DUI-related outcomes.

The 24/7 Sobriety Program in Utah made significant progress in 2025, demonstrating remarkable growth as an effective sentencing option to reduce DUI recidivism and alcohol and drug-related crashes and fatalities. The program is now fully implemented in 20 counties, with approximately 500 enrolled individuals, and maintains an exceptional 99.7% compliance rate in daily testing. This includes approximately 450 participants utilizing Continuous Alcohol Monitoring (CAM) bracelets. While nine counties have yet to formally implement the program, courts in those jurisdictions have the authority to refer participants to adjacent counties for enrollment.

The program successfully introduced Remote Breath testing units to accommodate individuals with medical restrictions and saw its participant funding model thrive. Funds generated through the 24/7 federal grant and participant fees were utilized to purchase new monitoring equipment, directly supporting the program's expansion. The first annual 24/7 conference for program coordinators from each county was held this grant year. The event included training, discussions on best practices, and collaboration on maintaining consistency across the state. Representatives from SCRAM and the Utah Driver License Division were also in attendance. These efforts, alongside numerous training sessions held for judges, court staff, and legal defenders, highlighted the program's continued success.

The Alcohol Enforcement Team (AET) achieved its objectives of reducing illegal alcohol sales to minors during the 2025 grant year. By conducting 1,124 Covert Underage Buyer (CUB) operations at establishments, the AET recorded only 65 underage sales, resulting in a 5.7% underage sale rate, consistent with the lower rate achieved the previous year and reflecting the success of targeted enforcement. In an effort to curb over-service and impaired driving, the AET conducted 98 Statewide Impaired Driving (SIP) operations, focusing on serving intoxicated patrons and resulting in several referrals to the Department of Alcoholic Beverage Service (DABS) for violations. Additionally, the team conducted 11 TRACE investigations, a number consistent with previous years, and one resulted in a referral to DABS for serving an intoxicated person. A notable challenge, however, was a decrease in youth-focused efforts, with only 12 youth alcohol suppression operations conducted, resulting in 145 criminal citations for alcohol, drug, and tobacco violations. This represents a significant reduction compared to the 17 youth alcohol operations and 224 citations achieved in the FY24 grant year. Despite this decrease in youth suppression activity, the AET's consistent presence in CUB and SIP operations continues to be a critical factor in enforcing state alcohol laws and promoting public safety. The grant

year also saw the assignment of a new project director, with expectations that goals and operational efforts will continue to increase in the coming year.

The Traffic Safety Resource Prosecutor (TSRP) is vital to training prosecutors, law enforcement, and traffic safety partners to enforce and prosecute impaired-driving cases in Utah. Overall, the TSRP had a successful year marked by a record-setting training year and consistent high demand for technical assistance. These activities contributed to a busy training schedule, reaching 2,115 participants, including 609 prosecutors and 1,366 law enforcement officers, reflecting the highest number of training hours delivered in the position's history. Furthermore, the TSRP remained a critical resource, providing technical assistance on 877 requests, a number just shy of previous records, confirming the high utilization of the TSRP blog and UPC prosecutor forum for essential information. However, a key challenge remains with the difficulty in measuring the direct impact of these training courses on agency-level law enforcement outcomes. The TSRP is committed to continuous improvement as a trainer, regularly seeking out educational resources and new ways to enhance the effectiveness of instruction. The TSRP engaged with experts in Prosecution, Impaired Driving, and Traffic Safety by attending two National Association of Prosecutor Coordinator Conferences (one of which Utah co-hosted) and the Lifesavers and Impaired Driving and Traffic Safety (IDTS) conferences.

The DRE project saw exceptional success in FY25, significantly exceeding key goals. The Advanced Roadside Impaired Driving Enforcement (ARIDE) program certified 135 officers, and the Drug Recognition Expert (DRE) program successfully certified 25 officers, with 21 achieving full certification. This success was partly due to the new split-week course format, which better accommodated agencies' staffing concerns. Additionally, the Phlebotomy program certified 60 officers across central, northern, and southern Utah, providing one of the best returns on investment by enabling agencies to save time and costs on evidential blood draws. Successes also included training 480 cadets/ trainees statewide in Standardized Field Sobriety Tests (SFSTs) and deploying tablets and ITSMR software training to half of the state's DREs. 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.

DREs remain a vital resource for law enforcement, providing the specialized expertise necessary to detect and prosecute drug-impaired drivers. However, the program continues to see low participation in available DRE call-out overtime reimbursement. To address this challenge, LELs will be utilized to raise awareness of the program and encourage agency participation while the program explores a formalized DRE callout system. Critically, the program faces an operational deadline, as the national DRE record database closes in March 2026. This requires purchasing additional ITSMR software licenses and tablets to ensure continuous DRE evaluation reporting. Additional program needs will be evaluated in the next grant year.

Vulnerable Roadway Users

This was a very successful year for the Vulnerable Roadway Users (VRU) program. There was a combined media campaign for Bicycle, Pedestrian, and Motorcycle safety. The program created an educational video game for each area that taught users about various traffic safety behaviors. The campaign was launched on billboards, in Trax trains, at gas stations (pump toppers and door/window clings), and on social media and radio. The campaign itself included calls to action (such as using your cellphone light when crossing the road in the dark) and directed users to the website to play the game. At one point, it was the most-visited website on the DPS page. Digital ads included Meta, Google, Snapchat, Spotify, and broadcast radio. The digital ads generated 22 million impressions across Meta, Google, and Snapchat and 126,000 link clicks. The outdoor and digital ads ran from May 1st to September 30th.

In addition to the video game campaign, the motorcycle program also ran various media campaigns throughout the year. Starting in May with the launch of the 25% discount for the MSF safety course, and another educational campaign in July to address a severe spike in fatalities.

Throughout the year, several successful press events and earned media opportunities occurred. To launch the 25% MSF discount and Motorcycle Safety Month, a press event was held at a local motorcycle shop that hosts monthly rider training. In July, after a deadly summer, another motorcycle press event was held, where the widow of a rider killed last year spoke and told her story to the press. UHSO also planned a press event to cover both bicycle and pedestrian safety for back-to-school. All media events were well attended by the press.

Bicycle & Pedestrian Safety

The Weber-Morgan Health Department bicycle and pedestrian safety grant achieved substantial success in 2025. Leveraging social media for promotion, the program's safety messages garnered approximately 63,820 views across various platforms. Staff engaged with the community by participating in twenty events throughout the year, reaching an estimated 9,230 people. A key component of these outreach efforts was distributing 2,362 helmets to high-risk children. The largest of these engagements, Safe Kids Day, drew an estimated 3,000 attendees and distributed 650 bike or multi-sport helmets to participating youth. To incorporate an educational element, each helmet was accompanied by a card detailing bike safety and relevant laws. Community engagement activities included Safe Kids Day, school events, and various other community requests, demonstrating notable success in reaching high-risk communities with helmet distributions.

Ogden Police Department Bicycle and Pedestrian Safety Initiatives

The Ogden Police Department significantly exceeded its goal of six public outreach events, conducting and participating in fifteen educational activities focused on bicycle and pedestrian safety during the year. These included multiple bike rodeos, helmet fittings, school presentations, and community safety fairs, all designed to foster safer riding and walking habits among children and families. Educational materials, available in both English and Spanish, were distributed to youth and adults to reinforce the importance of safe travel behaviors. In total, 768 helmets were fitted and distributed across these fifteen

public events. Furthermore, substantial improvements were made to school crosswalk safety. The program surpassed its goal of two training sessions by providing multiple training and refresher sessions for all crossing guards, complemented by targeted observations and enforcement.

Bike Utah Community Engagement and Education

The year 2025 marked a period of significant growth and impact for Bike Utah's Community Engagement and Education programming. By focusing on overcoming common barriers to safe cycling, the program achieved record reach and deeper engagement through multi-day school-based programming. The program expanded its reach by teaching at 31 schools, up from the previous year, and by reaching 7,472 students, more than double the previous year's total. This targeted outreach included programming at 11 Title 1 schools. Program expansion went beyond the traditional elementary school focus, holding assemblies at 3 middle schools and 3 high schools, in addition to teaching at 25 elementary schools. Direct support efforts included repairing 227 student bicycles, distributing 346 helmets to students in need, and supporting 6 bike buses.

Bike Utah strengthened its community presence by working with a record 26 partner organizations in 2025. The program provided 29 days of youth programming to 92 youth and 14 days of adult programming to 69 adults. The organization also completed 101 total bicycle repairs (78 for youth, 23 for adults) as part of its bike repair and safety efforts. Furthermore, Bike Utah partnered with Bicycle Collective to provide safety education and helmets to youth receiving bicycles from the Collective and began developing and teaching E-bike commuter safety classes in collaboration with Salt Lake City.

Cedar City Bike Safety

Cedar City hosted two successful "Slow Roll" events during the year. The August event met expectations with 125-140 participants. The second Slow Roll in September saw significant growth, drawing approximately 215 participants—an increase of about 75 from the prior month.

Beyond these events, Cedar City actively promoted safety through several initiatives. They reviewed user crash data in collaboration with public safety officials. Furthermore, they partnered with local schools to educate students on safe routes, providing safety tips at the start of the school year in August. This educational outreach was strongly supported by highly engaged school resource officers focused on children's safety across the city's elementary and middle schools.

Motorcycle Safety

In response to reaching an all-time high in motorcycle fatalities in 2025, the Highway Safety Office (UHSO) implemented several initiatives. A motorcycle safety campaign launched on May 1st, coinciding with a press event and offering a 25% discount on MSF Rider Skills Courses. After several weeks of climbing fatalities, a second press event was held in July. The UHSO also partnered with Utah Rider Ed to create educational videos, promoted as social media reels, which featured riders sharing tips on safe stopping distances and navigating turns. Although the social media reels performed well, the fatality rate continued to climb.

Despite the tragic trend, the MSF course discount led to higher participation than in the previous year. In

FY25, a total of 698 students across all schools utilized the 25% discount.

Additionally, Weber Morgan received its first Motorcycle safety grant in FY25. This funding supported the creation of 17 promoted social media posts focusing on motorcycle safety. They also collaborated with Utah Rider Ed to host free 2-hour mini-skills classes for the public, providing essential safety information. Attendees of these short courses were still strongly encouraged to enroll in the full 2-day MSF safety course.

Older Driver Safety

Weber-Morgan Health Department

In its inaugural year with an Older Driver grant, Weber-Morgan successfully launched several older driver safety initiatives. Key activities included creating five promoted social media posts focused on older driver safety and hosting a CarFit training session at the health department.

To expand community reach, staff invited community partners to a free 'train the trainers' class provided by AARP, resulting in the training of six new CarFit technicians. Following this, Weber-Morgan hosted three community CarFit checkpoints. These events provided in-car checks for 49 participants and distributed safety information to 375 additional individuals.

University of Utah

The University of Utah focused on strengthening older-driver safety and reducing crashes in Utah's highest-risk counties. Their outreach focused on three main areas: expanding awareness of the Yellow Dot Program, promoting evidence-based safe-driving practices among older adults, and building strong partnerships with local agencies and community organizations.

Throughout the year, the University delivered presentations at several senior centers across Salt Lake County, offering practical information on the Yellow Dot program and safe-driving strategies. The program successfully exceeded its goal by conducting at least two CarFit events. Furthermore, planning efforts were expanded to strengthen future CarFit implementation across the state, involving coordination of event logistics, promotional activities, and collaboration with community partners to raise awareness of proper vehicle fit for older drivers.

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, utilizing 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 FY25 grant year.

In addition to the Speed and Move Over Projects, the Police Traffic Services Program assisted 28 agencies with equipment to help with speed enforcement. Each agency provided a detailed description of crash data for its jurisdiction in its application. The crash data is analyzed to indicate the total number of crashes, the primary cause of crashes, driver information, day of the week, and time of day. Agencies with higher crash rates are prioritized over those with lower crash rates. This information is also used to determine where and when the issued equipment should be deployed to target the highest areas of concern. In addition to data, agency participation in the Highway Safety Office enforcement programs is also weighed in the decision-making process to award equipment.

Grant funds were used to support a Crash Reconstruction Course and an Auto/Pedestrian Crash Reconstruction Course, both hosted by the Utah Highway Patrol. A total of 22 agencies participated, and 53 officers completed the training between the two courses. Both courses didn't have a cap on the number of students that could attend. A course announcement was sent to all agencies, and student requests to attend were accepted based on each student's qualifications and training in crash reconstruction.

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 29 times over 8 months in FY25. Officers received training on enforcement and education efforts to be shared with their agencies and further the work. Overtime shifts were distributed to the DUI, seat belt, pedestrian, distracted driving, and speed 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 FY25 grant year, including important topics like DUI enforcement and prosecution and the common mistakes officers make during arrests, information regarding enforcement of GDL laws, permits and crashes involving driver education students, micro-mobility and the laws and regulations surrounding E-bikes and electric scooters, legislative updates from the 2025 Legislative session regarding traffic law updates, new laws and changes in 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 six police agencies, and officers participated in high-visibility overtime enforcement shifts offered by several other UHSO projects.

Community Traffic Safety Programs

The Utah Highway Safety Office (UHSO) is dedicated to fostering safer driving environments across the state by actively implementing and supporting various community traffic safety programs. These strategic initiatives aim to enhance public education and increase awareness concerning critical traffic safety issues. The core objective of these outreach efforts is to proactively reduce the frequency and severity of motor vehicle crashes and improve safety for vulnerable roadway users in Utah.

This comprehensive approach is executed through a variety of channels, including collaborative partnerships with law enforcement agencies, local health departments, schools, and local community groups. Programs often focus on high-priority areas identified through data analysis, such as impaired driving prevention (including both alcohol and drug impairment), increasing seat belt and child restraint usage rates, promoting safe driving behaviors among teens, reducing distracted driving incidents, and addressing vulnerable road user safety (pedestrians, bicyclists, and motorcyclists).

By fostering informed community participation and leveraging multifaceted outreach, including education, social media campaigns, and hands-on training, the UHSO seeks to instill a culture of personal responsibility and collective vigilance among all Utah road users. This commitment to widespread community engagement ensures that traffic safety education and awareness are disseminated effectively, leading to behavior changes and ultimately contributing to the state's long-term goal of achieving zero fatalities on Utah roads.

Community Traffic Safety Outreach Project

Law enforcement agencies successfully utilized overtime enforcement and educational shifts to address community-specific traffic safety concerns. The Nephi Police Department worked overtime enforcement shifts throughout the year, focusing on off-highway vehicles on roadways and other traffic safety behaviors, such as distracted driving and speeding. Several other departments utilized community overtime to address similar problems in their local communities. While there were several requests for mini-grants this year, all fell within other program areas and were referred to the appropriate program manager.

Utah Highway Patrol Public Information and Education

The Utah Highway Patrol (UHP) Public Information and Education (PI&E) program, in conjunction with the Adopt a High School initiative, significantly boosted traffic safety promotion during the 2025 grant year. This was accomplished by delivering nearly 300 in-person driver education presentations to almost 5,000 students statewide. The presentations focused on key safety areas, including graduated driver licensing laws, speed reduction, and distraction avoidance.

A major success was the substantial increase in high school engagement, particularly in Utah, Salt Lake, and Kane counties. Outreach events in these areas often featured new distracted-driving awareness

simulators, which were well received. Notably, one Salt Lake City high school requested a recurring event schedule, committing to at least one event per quarter.

Furthermore, the program extended its reach through dozens of community safety events and business presentations. In partnership with local agencies, the UHP educated the public on essential safe driving behaviors, including the "3Rs" (reduce speed, remove distractions, and relax). This effort garnered positive reviews and led to increased demand from large organizations.

While teen drivers still account for 21% of all crashes and 12.9% of fatal crashes (from 2020 to 2024), the state has achieved a crucial success: a gradual decline in teen driver-involved crashes and fatalities since 2021. This trend demonstrates the positive influence of the ongoing, intensive outreach efforts.

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, 2024, and September 30, 2025, the Utah Operation Lifesaver volunteers successfully delivered 378 presentations, effectively reaching an audience of 13,981 individuals. During this period, they dedicated 854 hours to volunteering. Additionally, the volunteers participated in 15 community events, engaging with 11,015 people and contributing 139 service hours.

This program also collaborated with the Utah Transit Authority (UTA) and its police department, the Utah Department of Transportation, and the Utah Department of Public Safety's Highway Safety Office. Utah Operation Lifesaver conducted initiatives for Utah Rail Safety Week, held from September 15 to September 21, 2025. During Utah Rail Safety Week, Operation Lifesaver successfully purchased 139 public service announcements. The social media campaign was robust, featuring 14 original videos, including one strategic collaboration with UDOT. Notably, one of the Reels achieved over 103,000 views, becoming the program's second-highest viewed piece of content. The overall social media coverage yielded 462K views, a 200K reach, 8.3K interactions, and 3.7K profile visits. UTA officers contacted 16 drivers and 5 pedestrians. 17 citations and 3 warnings were issued. Information posters were strategically placed at six high schools near railroad tracks to raise awareness. The initiative also garnered six independent media mentions, which included coverage from three television stations, one radio station, and one podcast; two of these reports featured on-site interviews with Chief Taylor of the Utah Transit Authority.

Utah Safety Council

The Utah Safety Council significantly advanced traffic safety education and outreach throughout the year, focusing on several key initiatives. Community engagement was a priority, with multiple car seat safety events, including large-scale checks at Guadalupe Elementary and HeadStart Kaysville, ensuring families received education and proper child passenger safety equipment. Traffic safety was consistently promoted to members through the Utah NETS section in newsletters, on the organization's website, and in monthly "Start with Safety" webinars, with topics often featuring guest partners like Zero Fatalities. Recognition of safe workplace driving was achieved through the Occupational Seat Belt Award, with four

organizations achieving 100% seat belt use. Furthermore, staff participated in numerous conferences and safety fairs, distributing educational materials and helping form a Utah NETS task force aimed at improving employer-focused traffic safety through cross-agency collaboration, all while actively supporting NHTSA and UHSO campaigns.

Utah County Highway 6 Safety Project

The Highway 6 Safety Project was a coalition effort involving hospitals, EMS, UDOT, and health departments, focused on analyzing crash data along Highway 6 to inform a public awareness campaign. Key focus areas were speeding, seatbelt use, and distracted driving, with wildlife safety messaging added later. The campaign adapted media from the Zero Fatalities "Drive Good" initiative, distributing materials like posters and door/window clings, and securing signage placement at the Tucker/Tie Fork rest stop and local businesses. Data analysis, though challenged by incomplete crash reporting, identified high-impact areas, with driver behavior, especially speeding and lane departure, being the primary contributing factors to the majority of single-vehicle incidents. To address these findings, the coalition recommended increased law enforcement presence in the identified high-risk corridors. Future efforts will involve working with local authorities to improve the quality and completeness of crash reports, thereby enhancing the precision of future interventions.

Zero Fatalities Safety Summit

The Zero Fatalities Safety Summit, held on April 28-29, 2025, brought together approximately 900 individuals to focus on improving road safety. The summit's theme, "We All Have a Reason for Zero," underscored the shared responsibility for eliminating traffic-related fatalities. This year's summit integrated with the annual driver education conference, allowing for a more comprehensive and streamlined approach to driver safety. The event featured national and local speakers who led sessions on topics including Driver Education, Child Passenger Safety, Vulnerable Roadway User Safety, Emergency Services, Law Enforcement, Engineering, and General Traffic Safety.

Cache Refugee and Immigrant Center

Cache Refugee and Immigrant Center (CRIC) hosted one bicycle safety education class in March 2025. The class was a partnership between the CRIC and a class project with students from Utah State University. The students presented on bike safety education, safety measures, and basic maintenance to the attendees, while CRIC provided interpretation in Arabic and Dari. CRIC also hosted several driver tutoring sessions to help members pass the written driving test. Throughout the year, 33 students attended 4 or more classes. Three classes were available in Spanish, one in Arabic, and one in Dari. They translated classroom study materials into Spanish, Arabic, and Dari for the students to take home and continue studying for the exam.

Traffic Records

The Traffic Records Team and its partners have significantly improved data integration into the Utah Transportation and Public Safety (UTAPS) system. Key progress includes setting up new infrastructure (servers, databases, networking) to accommodate incoming EMS data and developing an application to manage external push actions from ImageTrend, the EMS service provider.

UTAPS has been working on updating the Data-Driven Approaches to Crime and Traffic Safety (DDACTS) interface so that all law enforcement agencies can query their own crash and citation data. This interface will be ready for all law enforcement officers by the end of January 2026.

The UTAPS team, UDOT, and UHSO continued to focus on the quality control for all crash reports. The UTAPS system is now delivering services without downtime or service interruptions. This includes data ingestion and processing of daily records from DTS, along with corresponding updates to internal and external outputs.

Utah's crash report updates went live on the traffic.ps.gov website in the fall of 2024 for all reporting officers who use Utah's free crash reporting software. UHP went live with the changes in August 2025. Because crash report updates are not a legislative requirement, it has been challenging to get all vendors to finalize them. The traffic records team has asked all remaining vendors to complete the updates by spring 2026. The traffic records team did not hold any in-person law enforcement training during FY25. This decision was made to avoid confusion among reporting officers, as vendors were simultaneously updating crash report requirements following the recent system crash. In-person law enforcement training will resume in FY26.

The Traffic Records Team has been consolidating the crash report data dictionary and the law enforcement training manuals into a single document to streamline data management and improve user-friendliness. Additionally, the Utah Traffic Records Coordinating Committee (UTRCC) successfully updated its traffic records strategic plan for FY26 by holding small breakout sessions with each group, a necessary measure given the document's comprehensive nature.

Projects Not Implemented

All projects were implemented for FY25.

Public Participation and Engagement (PP&E)

As identified in the FY 2024-2026 Triennial Highway Safety Plan, the UHSO focused its FY25 PP&E on the five identified affected communities:

1. Hispanic
2. Native American
3. Teen Drivers
4. Older Drivers
5. Rural Communities

The successful engagement with these affected communities is detailed below:

Hispanic

The Utah Highway Safety Office (UHSO) collaborated with the Mexican Consulate to broaden its outreach to the Hispanic community, serving not only Mexican nationals but a wider population. This collaboration involved purposeful, intentional engagement to ensure the information was relevant and accessible. A dedicated Spanish-speaking outreach specialist from the Zero Fatalities program established a strong connection with the consulate by consistently holding educational sessions. These sessions were used to conduct survey work, both verbally and online. The verbal surveys revealed that speeding was the most common traffic concern. Other significant concerns included impaired driving, seat belt offenses, and various forms of distracted driving. Respondents identified high-problem areas as the freeway and specific locations: Sandy, West Valley, and Magna. To address these issues, the primary recommendations emphasized increasing law enforcement efforts and expanding traffic safety education for drivers.

The online survey showed that distracted driving was the most frequently cited road safety problem. Other significant concerns included speeding and a lack of seat belt use. Respondents also highlighted issues with pedestrian, bicycle, and motorcycle safety, as well as impaired driving. The majority of safety issues were reported on freeways and highways (including I-15), closely followed by general city streets and roads. The data also confirmed that the majority of respondents rely primarily on a personal vehicle for transportation. The suggested solutions for both UHSO and general road safety efforts focused on three key themes: a strong desire for increased enforcement and penalties (such as more severe fines and speed enforcement), expanded education and awareness campaigns, and a critical need for more Spanish-language resources and outreach to promote road safety campaigns and information within the community.

The UHSO is committed to including Spanish-speaking individuals and other marginalized groups in the development of community resources and campaigns. A review of the current UHSO resource inventory will be conducted to identify existing Spanish-translated items and identify others that need translation. Furthermore, as the UHSO develops a new program to educate law enforcement and raise awareness about traffic safety issues, the needs of the Spanish-speaking community will be incorporated into the program design.

Native American

The Four Corners Without Borders Conference took place in March 2025 in Monument Valley. Four states, including Utah, Colorado, New Mexico, and Arizona, participated in the conference, where traffic safety advocates and tribal members met to discuss traffic safety concerns and identify potential solutions. Conference attendees completed paper surveys, while caregivers at the car seat checkup event provided verbal responses.

Key Findings and Concerns:

- Top Safety Concerns: Distracted driving (specifically cell phones) was the primary concern, closely followed by impaired driving, speeding, and Child Passenger Safety (CPS).
- Problem Areas: Highways and rural roads were the most frequently cited problem locations, with nighttime visibility also noted as a contributing factor.
- Suggested Solutions: Attendees emphasized the need for infrastructure improvements (such as stop signs and stoplights) and a stronger law enforcement presence, including security patrols.
- Outreach Preferences: Social media, text, Facebook, email, ads, billboards, and word of mouth were identified as the most effective channels for disseminating safety messages.
- Education Demand: There was a strong call for increased public education, particularly messaging targeted at teenagers, and the development of culturally relevant materials for rural and tribal communities.

Future Collaboration and Focus for FY26

The Utah Department of Public Safety's Tribal Liaison attended the conference to facilitate the sharing of resources and grant opportunities during their upcoming meeting with tribal organizations. This engagement is expected to increase collaboration in FY26. For 2026, Utah's focus will include developing culturally appropriate resources and executing outreach programs specifically targeting teen drivers.

Teen Drivers and Rural Communities

The Utah Highway Safety Office (UHSO), along with various traffic safety partners and Cedar City officials, hosted a community forum on Thursday, October 17, 2024, at Southern Utah University (SUU). This collaborative event, which included representatives from Cedar City Police, SUU Police, UDOT, the Iron County Sheriff's Office, Utah Highway Patrol, Zero Fatalities, and the Southwest Public Health Department, was designed to gather public input on local roadway safety concerns and engage the community.

Officials used this opportunity to listen to community feedback, address questions, and outline existing safety initiatives, with the goal of increasing public participation in efforts to enhance traffic safety in the region. Key findings from the community survey indicated that distracted driving is the most significant traffic safety concern, both city-wide and specifically around the SUU Campus.

Other top concerns identified were:

- City-Wide: Speeding and pedestrian safety.
- Near SUU: Pedestrian safety, speeding, and bicycle safety.

Frequent locations cited for traffic and safety issues include:

- Main Street
- The Intersection near Walmart
- Highway 56

The most popular suggestions for improving safety were:

- Increased law enforcement
- More education and public awareness

Citizens also strongly preferred public messaging focused on distracted driving and speeding. The preferred channels for receiving these safety messages were identified as Facebook, Instagram, and billboards. Plans for FY26 include offering HVE overtime shifts to law enforcement in Iron County, with a focus on distracted driving and speed. Working with local partners on messaging to raise awareness of the identified traffic safety concerns.

Older Drivers

The Older Driver Listening Session, held in September 2025 with approximately 22 members of the Murray Senior Recreation Center and state/local stakeholders (including hospitals and AARP), identified several key safety concerns. Facilitated by an outside contractor, participants primarily cited the reckless driving of others—specifically distracted driving with cell phones, aggressive speeding, and red-light running—as the major threat. They strongly correlated this danger with a perceived lack of visible, consistent traffic law enforcement, advocating stronger enforcement as the most effective governmental action. Beyond external threats, older drivers expressed significant worry about the emotional toll and family pressure associated with losing driving independence, emphasizing the need for respectful, collaborative discussions about driving retirement. While receptive to safe driving courses and alternative transport, they face challenges accessing reliable, affordable resources due to high costs or inconvenient scheduling. UHSO and partners will consider the following recommendations: To improve resource access, materials should be distributed in common older adult venues (senior centers, doctors' offices), and simplified, senior-focused resource websites should be developed. Regarding traffic safety, there should be collaboration with enforcement agencies to establish goals for reducing high-visibility violations (e.g., red-light running) and to increase the consistency of enforcement efforts. For driving

retirement, the recommendation is to publish milestones to guide seniors in considering alternatives and, critically, to educate family members on how to approach the retirement conversation respectfully and collaboratively. Planned actions for FY26 include partnering with the University of Utah for media outreach during Older Driver Safety Awareness Week in December and following up with the senior center that hosted the session to address concerns and provide applicable resources to participants.

Evidence-Based Enforcement Program

UHSO's Traffic Safety Enforcement Program is comprised of high visibility overtime enforcement (HVE), Multi-Agency Task Force support, Law Enforcement Liaison support (LEL), Impaired Driving Program, Traffic Safety Resource Prosecutor (TSRP), Occupant Protection Program, Pedestrian Safety Program, Speed and Distracted Program, all focusing on the enforcement of Utah traffic laws.

HVE campaigns are conducted statewide by law enforcement agencies, often aligning with periods of increased travel, such as holidays and weekends, when crashes are more likely. The campaigns involve a heightened law enforcement presence, supporting media outreach, and partnerships with stakeholders to boost public awareness. This integrated strategy deters risky behavior and reinforces the importance of safe driving practices, ultimately making Utah's roads safer.

In FY25, Highway Safety Programs utilized enforcement overtime for a total of 7,064 HVE shifts. This effort involved 34,090 hours of work, resulting in 65,882 vehicles being stopped. The outcomes of these stops included 29,341 citations and 47,682 warnings. To ensure effective traffic safety enforcement, UHSO requires that all participating law enforcement grantees adhere to specific requirements: a written seat belt policy, Memorandums of Understanding (MOUs) for multi-jurisdictional HVE operations, and Traffic Safety Enforcement Plans that are supported by a data-driven strategy.

Community Collaboration

To facilitate and support community collaboration within grant-funded enforcement projects, UHSO engaged with 25 law enforcement agencies along the Wasatch Front through monthly Multi-Agency Task Force (MATF) meetings. These meetings served as a platform for UHSO and law enforcement partners to explore opportunities for community collaboration and discuss how public input could inform project policies, procedures, and activities. Additionally, surveys were suggested as a practical way for agencies/grantees to increase community input. Many agencies reported using existing collaborative efforts, such as participating in community events or providing avenues for feedback on their official websites. Agencies shared insights from their community outreach and whether public input shaped project efforts. UHSO noted that several agencies did not utilize community collaboration components within their projects, citing staffing shortages as the reason.

A notable community partnership was the Older Driver Listening Session held at a Senior Center in Murray. This forum, which included participation from the Murray Police Department and the Utah Highway Patrol, allowed senior citizens to share their traffic safety concerns. Public input from this session consistently pointed to a perceived lack of visible, regular traffic law enforcement, with attendees advocating stronger enforcement as the most effective governmental intervention. The Traffic Unit Supervisor from the Murray Police Department was present at the meeting and committed to providing additional police presence in the areas identified by participants in their responses.

As a result of input received, during FY26, UHSO will continue efforts to support community collaboration among law enforcement agencies and to utilize MATF meetings and other opportunities to provide training, generate conversation, and gather public input and feedback.

Data Collection & Analysis

UHSO utilizes a data-driven strategy to fund traffic enforcement activities. This approach is designed to ensure accountability and transparency, identify disparities in enforcement, and guide the development of traffic enforcement policies and procedures as provided in the MOU and overtime enforcement guidelines.

To qualify for certain types of law enforcement overtime funding, grantees are required to submit an operations plan. This plan must include problem identification supported by data and provide evidence of meeting performance measures, which is typically demonstrated through past enforcement reports and documented hours worked. A key component of the operations plan is data analysis, including identifying crash "hot spots" (roads and intersections with a high frequency of crashes) and analyzing traffic violation data (including the number and types of citations issued). Analysis of this data is critical for the UHSO to ensure that overtime funding is allocated to agencies where it can have the greatest impact on traffic safety. By focusing resources on areas of highest need and maximum potential effectiveness, the UHSO optimizes grant investment. Overtime shifts for seat belt enforcement and impaired driving are strategically offered throughout the year and coincide with National Mobilizations, holidays, and other strategically planned events. While formal operations plans are not mandatory for these overtime efforts, a data-driven approach is used when allocating shifts to agencies.

Upon receiving overtime funding, law enforcement grantees are monitored throughout the project lifecycle to ensure performance expectations are met, particularly during enforcement campaigns aimed at reducing serious injuries and fatalities. UHSO evaluates project progress on performance measures, use of overtime funds, and accurate financial reporting. UHSO also uses monitoring as a collaborative platform where law enforcement grantees can raise concerns, receive guidance, and get additional support to overcome challenges. UHSO finds that this strengthens partnerships by ensuring accountability and fostering proactive solutions.

UHSO conducts detailed reviews of enforcement reports submitted by officers working high-visibility enforcement shifts. UHSO data analysis determines whether project traffic stops occurred at identified problem areas and whether cited offenses correspond to the behaviors contributing to crashes in those locations. By analyzing citation types, stop locations, and timing, this review seeks to identify disparities between project activities and identified crash problems. Enforcement results are available to the public and often shared with the media to ensure transparency. Policy, procedures, and/or activities are adjusted when disparities are identified to improve the crash-reduction effects of HVE.

Plans to strengthen data collection and analysis for FY26 include incorporating the Data-Driven Approaches to Crime and Traffic Safety (DDACTS) interface, which will allow all law enforcement agencies to query their own crash and citation data. Furthermore, the UHSO strategically combines paid media

with enforcement campaigns. This proactive integration keeps the public informed about upcoming enforcement blitzes, shares road safety tips, and supports community outreach. This approach not only boosts awareness of enforcement activities but also actively encourages public compliance and engagement.

Mobilization Participation

Occupant Protection Enforcement

The Occupant Protection Program implements a multi-faceted approach to increase seat belt use, particularly among demographics with lower seat belt use, such as men, teenagers, and young adults. This strategy involves short-term, highly visible enforcement of seat belt laws, amplified by a mass media campaign that integrates earned media and paid advertisements. This combination of law enforcement and media, alongside other evidence-based strategies such as advocacy, innovative messaging, and outreach, has proven especially effective.

November 2024

During the Thanksgiving holiday (November 20 - December 2, 2024), Utah law enforcement agencies supported a seat belt mobilization effort. This initiative included regular and HVE overtime patrols, emphasizing a zero-tolerance policy for unbuckled motorists. A new social media campaign ran concurrently, encouraging seat belt use with the slogan "buckle up every trip, every time." This campaign featured individuals associated with DPS. The messaging aimed to be relatable and approachable, fostering a positive connection with the audience by presenting DPS personnel as trusted safety advocates rather than strict enforcers. The campaign garnered 9.4 million impressions. To further highlight the critical importance of seat belt use and the severe consequences of not buckling up, a press event was held. This event featured a seat belt survivor, alongside law enforcement and fire department partners, who stressed the necessity of seat belt use.

Outcomes:

Reporting Period	November 27 - December 1, 2024
Agencies	43
Hours	1,039.5

Category	Total	Citations	Warnings
Seat Belt Violations	913	504	409
Child Restraint Violations	19	10	9
DUI Arrests	2	n/a	n/a
Warrants Cleared	18	n/a	n/a
Other Traffic Violations	1,710	n/a	n/a

Totals	**2,662**	**514**	**418**

March 2025

Nighttime enforcement, from 6 PM to 6 AM, targeted areas with high crash rates and suitable roadway environments. This period was chosen because seat belt use was lower and crash frequency was higher. The "Click It or Ticket – Day and Night" media campaign, which ran concurrently with enforcement from March 19–25, 2025, aimed to increase seat belt use among non-users, particularly young adult males, especially at night. The campaign, utilizing two new social media spots and outdoor billboards, achieved an estimated 4.26 million impressions.

Outcomes:

Reporting Period	March 20 - 24, 2025
Agencies	27
Hours	649

Category	**Total**	**Citations**	**Warnings**
Seat Belt Violations	380	179	201
Child Restraint Violations	14	6	8
DUI Arrests	3	n/a	n/a
Warrants Cleared	11	n/a	n/a
Other Traffic Violations	1,201	n/a	n/a
Totals	**1,609**	**185**	**209**

May 2025

From May 12 to June 1, 2025, law enforcement agencies across the state enforced Utah's primary seat belt law in conjunction with the National Click It or Ticket Seat Belt mobilization, emphasizing the message: "No matter the age, buckling up is for all ages. Create lifelong habits." While previous campaigns primarily targeted high-risk male non-seat belt users aged 18-36, recent data highlighted the need to broaden this focus to include children and older adults, who are also at significant risk of injury in unbuckled crashes, even in lower-impact incidents. The campaign ran from May 12 to June 1 and generated approximately 18 million impressions through a new social ad, radio, and billboards. To promote awareness of seat belt safety for children and older adults, a media event was held on May 8, 2025, at the Mt. Olympus Senior Center. The event featured CarFit technicians demonstrating proper seat belt use for older adults and CPS experts offering tips for booster-aged children. Senior center volunteers participated in these demonstrations, providing media with visual content of real-time seat belt fittings and adjustments.

Outcomes:

Reporting Period	May 19 - June 1, 2025
Agencies	50
Hours	1,739.5

Category	Total	Citations	Warnings
Seat Belt Violations	2,006	1,155	851
Child Restraint Violations	75	41	34
DUI Arrests	7	n/a	n/a
Warrants Cleared	21	n/a	n/a
Other Traffic Violations	2,360	n/a	n/a
Totals	**4,469**	**1,196**	**885**

September 2025

During the Labor Day holiday weekend, local law enforcement agencies dedicated overtime shifts to enforce the primary seat belt law. Due to the partnership UHSO has with five of the rural health departments' seat belt grants, media placements in participating areas extended beyond the typical high-visibility campaign duration. Billboards were displayed from August 25 to September 30, garnering an estimated 13.5 million impressions. The campaign's goal was to significantly increase consistent seat belt use for every trip, every seat, and every age.

Outcomes:

Reporting Period	August 29 - September 3, 2025
Agencies	19
Hours	297

Category	Total	Citations	Warnings
Seat Belt Violations	197	94	103
Child Restraint Violations	6	3	3
DUI Arrests	0	n/a	n/a
Warrants Cleared	1	n/a	n/a
Other Traffic Violations	513	n/a	n/a
Totals	**717**	**97**	**106**

Impaired Driving Enforcement

Despite Utah's alcohol and drug-related fatalities being lower than the national average, Impaired Driving remains a significant and deadly issue. To combat this problem, the Impaired Driving Program employs a highly effective strategy: pairing high-visibility enforcement with highly publicized mass media campaigns. These coordinated efforts occur during specific Holiday DUI enforcement periods, planned checkpoints, saturation patrols, and blitzes. This targeted approach is especially crucial for reaching high-risk groups, including males aged 21-39 years old, and plays a vital role in reducing impaired driving arrests, crashes, and fatalities.

October 2024

Halloween campaign messages were shared from Oct. 24-31, 2024, during the Halloween DUI enforcement period. Ads featured Halloween images and powerful messages highlighting the importance of planning a sober ride. Campaign messages such as “Don’t ghost your designated driver” and “Don’t let your drunk self, haunt your sober self” targeted males ages 21-39 who showed interest in drinking. The campaign utilized both English and Spanish placements, with 15% of the budget dedicated to the Spanish market. Campaign assets ran on Meta, Google Display, and digital outdoor billboards, earning 4,038,071 impressions.

Outcomes:

Reporting Period	10/26/2024 – 10/31/2024
Agencies	40
Hours	708.5

Category	**Total**
DUI Arrests	31
Alcohol-Related	20
Drug-Related	9
Combined (Drug & Alcohol)	1
Metabolite	1
Designated Drivers Identified	7
All Other Citations	370
Total Contacts	**408**

November 2024

The Thanksgiving campaign ran from November 20-24, 2024, during the Thanksgiving enforcement period. The campaign sent a clear message to drivers to plan ahead and secure a sober ride before celebrating with friends and family. Ads were placed as Google responsive ads and on outdoor digital billboards. The campaign utilized both English and Spanish placements, with 15% of the budget dedicated to the Spanish market. Campaign messages ran as Google Responsive Ads and appeared on outdoor digital billboards, earning 3,494,120 impressions.

Outcomes:

Reporting Period	11/27/2024 – 12/1/2024
Agencies	37
Hours	683

Category	**Total**
DUI Arrests	23
Alcohol-Related	18
Drug-Related	3
Combined (Drug & Alcohol)	1
Metabolite	1
Designated Drivers Identified	5
All Other Citations	338
Total Contacts	**389**

December 2024

In support of the National Winter Holiday enforcement mobilization, the "Endless Ways Home" campaign ran from December 9, 2024, to January 5, 2025, and shared examples of what a sober ride could look like. It highlighted rideshare services, designated drivers, family (even your mom!), and public transportation as safe alternatives. It ran alongside increased enforcement from December 13, 2024, to January 1, 2025. Targeted enforcement along the Wasatch Front and involved collaboration with partners in Salt Lake, Utah, Davis, and Weber Counties, while Law Enforcement Liaisons and Multi-Agency Task Forces focused on outreach and patrols, especially in rural areas needing extra support.

Communication assets included static digital ads, video messages, clings displayed at cash registers and coolers in state liquor stores, and posters and clings displayed at local bars. The campaign utilized both English and Spanish placements, with 15% of the budget dedicated to the Spanish market. Ads were placed on Meta, Google Display, YouTube, and outdoor digital billboards and earned 8,091,581 impressions.

To kick off the National Winter Holiday Enforcement period, a media availability event was held on December 12, 2024, at Lake Effect in Salt Lake City. Partners for this event included the Utah Department of Alcoholic Beverage Services (DABS) and WCF Insurance. The event was highly attended by state partners and reporters, including KSL, Fox 13, KUTC (CBS), ABC4, and Telemundo (Hispanic market). It had an estimated total local viewership of 764,670 with a total market publicity value of $58,585.83.

Outcomes:

Reporting Period	12/13/2024 – 01/01/2025
Agencies	37
Hours	1167

Category	Total
DUI Arrests	35
Alcohol-Related	20
Drug-Related	11
Combined (Drug & Alcohol)	2
Metabolite	2
Designated Drivers Identified	12
All Other Citations	586
Total Contacts	**668**

February 2025

The "Drive Sober or Get Pulled Over" initiative focused on Super Bowl activities with targeted enforcement on February 9, 2025. 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 7-9, 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, earning 739,605 impressions. A media release was sent out before the Super Bowl and was picked up by several local stations. Local viewership was 429,329 with a total local market publicity value of $36,100.

Outcomes:

Reporting Period	02/9/2025
Agencies	28
Hours	291

Category	Total
DUI Arrests	10
Alcohol-Related	6
Drug-Related	4
Combined (Drug & Alcohol)	0
Metabolite	0
Designated Drivers Identified	5
All Other Citations	158
Total Contacts	**183**

March 2025

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 Try Your Luck" campaign ran from March 14-16, 2025, and reminded drivers that if they plan to drink this St. Patrick's Day, they should plan a sober ride home. This ad was used last year, but this year an additional graphic was used to remind the public that Utah's BAC limit is .05. Ads were placed on outdoor digital billboards, Meta, and Google Display in both English and Spanish and earned 4,454,011 impressions.

A local radio station ran a story on extra DUI enforcement on St. Patrick's Day. Local viewership was 220,184 with a total local market publicity value of $28,733.13.

Outcomes:

Reporting Period	03/14/2025 – 03/16/2025
Agencies	44
Hours	771

Category	**Total**
DUI Arrests	27
Alcohol-Related	19
Drug-Related	4
Combined (Drug & Alcohol)	4
Metabolite	0
Designated Drivers Identified	2
All Other Citations	461
Total Contacts	**517**

May 2025

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 efforts supported the 100 Deadliest Days campaign and were backed by enforcement from the Utah Highway Patrol and local law enforcement partners statewide. Memorial Day digital ads were placed on Meta and Google from May 23-26, 2025, and earned 4,571,943 impressions. Earned Media reached 570,000 local viewers and had a local market publicity value of $45,500.

Outcomes:

Reporting Period	05/23/2025 – 05/26/2025
Agencies	36
Hours	534

Category	Total
DUI Arrests	15
Alcohol-Related	9
Drug-Related	4
Combined (Drug & Alcohol)	1
Metabolite	1
Designated Drivers Identified	6
All Other Citations	330
Total Contacts	**366**

July 2025

Drive Sober or Get Pulled Over campaign initiatives targeted the 4th and 24th of July celebrations, with law enforcement agencies conducting statewide DUI enforcement patrols. The message "Keep your independence this July. Plan a Sober Ride" was displayed on digital outdoor billboards for the 4th of July Holiday. For the 24th of July Holiday, the campaign featured two distinct messages: "Celebrate Safely and Plan a Sober Ride" and "Plan a sober ride this Pioneer Day." Campaign messages were shared on Meta, Google Display, and outdoor digital billboards, earning a combined 5,462,261 impressions.

Ahead of the 4th of July weekend, DPS/UHP hosted a media event on July 2, 2025. To draw attention to our new impaired driving campaign message and partnerships with DABS and Zero Fatalities, over 11,000 empty beer cans were collected, dropped from a dump truck, and piled behind the speakers. Each can visually represent a DUI-related arrest in the state and serves as a reminder to Utahns to plan to drive sober. Local media outlets convened to capture the interesting visuals and let Utahns know to look out for the new messages in DABS stores and local bars. The event received strong media coverage, with a total local viewership of 267,282 and a market publicity value of $14,713.52.

Outcomes:

Reporting Period	07/04/2025 – 07/06/2025
Agencies	28
Hours	314

Category	Total
DUI Arrests	10
Alcohol-Related	7
Drug-Related	3
Combined (Drug & Alcohol)	0

Metabolite	0
Designated Drivers Identified	1
All Other Citations	175
Total Contacts	**196**

Reporting Period 07/24/2025 – 07/27/2025
Agencies 32
Hours 510

Category	**Total**
DUI Arrests	19
Alcohol-Related	8
Drug-Related	7
Combined (Drug & Alcohol)	n/a
Metabolite	2
Designated Drivers Identified	2
All Other Citations	307
Total Contacts	**345**

August and September 2025
The “Drive Sober or Get Pulled Over" initiatives supported NHTSA’s National Labor Day enforcement mobilization with local city, county, and state law enforcement agencies performing statewide high-visibility DUI enforcement from August 13 to September 1, 2025. To better capture the attention of our target demographic, males 21-39 years old, the Utah Department of Public Safety produced new social media ads. The “Choose your Driver” campaign used animations to show viewers all the options they have for getting a sober ride home. The campaign ran on Meta, Google Display, and digital outdoor billboards, earning a combined 6,133,292 impressions.

In addition, the “Endless ways home, only one of you” primary prevention campaign ran intermittently from July 1 to September 30, 2025, and achieved impressive results across multiple platforms with 24,263,850 impressions.

Outcomes:
Reporting Period 08/13/2025 – 09/01/2024
Agencies 44
Hours 1,017

Category	Total
DUI Arrests	31
Alcohol-Related	17
Drug-Related	10
Combined (Drug & Alcohol)	1
Metabolite	3
Designated Drivers Identified	6
All Other Citations	522
Total Contacts	**590**

DUI Checkpoints/Saturation Patrols

DUI checkpoints, saturation patrols, and blitzes were conducted throughout the year in partnership with law enforcement agencies at high-risk times and locations. The UHSO provided funding for overtime, support, and supplies as needed. The agencies conducting the checkpoint or blitz were responsible for ensuring public notification of the checkpoint's date, time, and location as required by law.

DUI Checkpoints
Outcomes:

Reporting Period	FY 2025
Checkpoints Held	3
Agencies	7
Hours	172

Category	Total
DUI Arrests	4
Alcohol-Related	1
Drug-Related	2
Combined (Drug & Alcohol)	0
Metabolite	1
Designated Drivers Identified	0
All Other Citations	44
Total Contacts	**52**

DUI Saturation Patrols/ Blitzes/ Special Events
Outcomes:

Reporting Period	FY 2025
Saturation Patrols /Blitzes	7
Agencies	18
Hours	277

Category	**Total**
DUI Arrests	13
Alcohol-Related	11
Drug-Related	2
Combined (Drug & Alcohol)	0
Metabolite	0
Designated Drivers Identified	6
All Other Citations	173
Total Contacts	**205**

Community Education and Outreach

In January, Utah Highway Patrol (UHP) Troopers participated in the Utah Auto Show, hosting a booth focused on Impaired Driving and Community Education. They engaged attendees through impaired-driving awareness education, using interactive tools such as pedal karts and Fatal Vision Goggles.

UHP also conducted a survey at the event to gauge public opinion on traffic safety. Attendees were asked to identify their top traffic safety concerns, propose effective solutions, and specify where they observed these issues.

Survey results indicated the top concerns were:

- Distracted driving
- Speeding
- Impaired driving
- Pedestrian safety
- Teen-involved crashes

Proposed solutions frequently mentioned by attendees included:

- Increased police presence and enforcement
- Greater public education and awareness efforts
- Stronger laws to enforce no cell phone use while driving

Community Education Outcomes:

Reporting Period	FY 2025
Community Engagement	1
Agencies	1
Shifts worked	5
Hours	23

Bicycle & Pedestrian Safety

Pedestrian safety enforcement was implemented through multi-agency, statewide, and targeted initiatives to reduce pedestrian-involved accidents. October's efforts prioritized pedestrian safety for Halloween. In January, school bus enforcement shifts were held, during which agencies monitored bus routes and cited drivers for illegally passing stopped buses. Crosswalks and high pedestrian traffic zones were the focus of spring and July enforcement, with an additional period in August/September dedicated to school crosswalk education. Participating agencies created enforcement plans that outlined justifications for intersections and optional decoy operations. Enforcement during all shifts applied to both pedestrians and motorists.

Earned Media: Press event on September 4th at West Kearns Elementary School to highlight back-to-school safety and the concurrent enforcement period.

Agencies: 30
Shifts: 490

Category	Total	Citations	Warnings
Pedestrian Violations	3,739	943	2,796

Police Traffic Services Enforcement

Speed Enforcement

The 2024 data highlighted a disparity in speed-related crashes across 24 of Utah's rural counties compared to the five most populous counties, comprising Salt Lake County, Utah County, Davis County, Weber County, and Washington County. Generally, in rural counties, law enforcement agencies are smaller, with fewer officers to patrol a much larger roadway area. The Highway Safety Office continues to address this issue by providing data to both rural and urban counties and by encouraging local law enforcement agencies, along with the Highway Patrol, to enhance patrol coverage with high-visibility enforcement during high-crash times and on high-crash days of the week. Utah generally has the highest amount of speed-related crashes during "The One Hundred Deadliest Days," Memorial Day through Labor Day. The Highway Safety Office will continue to support NHTSA's "Speeding Catches Up with You" in July of each year, along with targeted high visibility enforcement in areas that have a larger number of speed-related crashes throughout the year.

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 held 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. 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

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

Speed Countermeasures Timeline and Details

Outcomes:

Reporting Period	10/01/24 - 9/30/25
Agencies	38
Hours	2,528

Category	Total	Citations	Warnings
Speed Violations	2,284	2,284	2,260
Other Violations	1,171	416	755
Total	5,715	2,700	3,015

July 2025
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 7 to July 31, 2025.

Reporting Period	07/7/2025 - 07/31/2025
Agencies	6
Hours	86

Category	Total	Citations	Warnings
Speed Violations	180	165	15
Other Violations	263	226	37
Total	443	391	52

Distracted Driving Enforcement

Distracted Driving continues to be underreported in Utah, largely due to the fact that drivers involved in crashes are reluctant to admit to driving distracted. To address this challenge, the Highway Safety Office will continue working with partnering law enforcement agencies and community advocates to increase enforcement and education efforts targeting distracted driving. Although this will be a statewide campaign, a large focus will be placed on the top five counties with the highest reported crashes in 2024: Salt Lake County, Utah County, Davis County, Weber County, and Washington County. In 2026, the distracted driving budget will be increased for enforcement and educational initiatives. Distracted driving enforcement and messaging will be bolstered through the department website and social media, contracted media partners with paid and earned media, and outdoor billboards to continue raising awareness and promoting safe driving practices across the state.

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 2025, the UHSO participated in NHTSA’s National Distracted Driving Awareness Month.

The program uses short-term enforcement of distracted driving laws during periods of heightened police activity, supported by a media campaign that combines 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 2024 through September 2025.

Outcomes:

Reporting Period	10/01/24 - 09/30/25
Hours	2,217

Category	Total	Citations	Warnings
Texting Violations	1,021	493	528
Other Violations	3,694	1,518	2,176
Total	4,715	2,011	2,704

April Distracted Driving Awareness

This year's U Drive. U Text. U Pay. High Visibility Enforcement mobilization took place from April 7-14, 2025, 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 8, 2025, in Utah County at the Lehi Police Department. Officers worked overtime enforcement shifts during the mobilization dates. Organic and paid media ran throughout April.

Outcomes:

Reporting Period 04/07/2025 - 04/14/2025
Hours 124

Category	Total	Citations	Warnings
Texting Violations	697	329	368
Other Violations	1,285	525	760
Total	1,982	854	1,128

The UHSO Distracted Driving paid media campaign ran throughout April and included English- and Spanish-language videos. The campaign reached 3,054,846 people on Facebook and Instagram, with over 13,340,376 impressions. "Watching Distracted Drivers," "What You Can Do" with the trooper, and "Family Sticker" videos had the most reach of any creative.

Community Traffic Safety Programs

Five law enforcement agencies requested overtime shifts to address specific traffic safety concerns in their communities, focusing on multiple driving behaviors. These enforcement initiatives significantly enhanced public awareness and education through numerous contacts. This commitment to enforcement will continue in the upcoming fiscal year, playing a vital role in meeting established goals and addressing community concerns.

Outcomes:

No paid or earned media.

Category	Total
Total Agencies	5
Total Community Engagement Shifts	141
Enforcement Shifts	132
Community Engagement Shifts	9
Citations	599
Warnings	773

End of Report