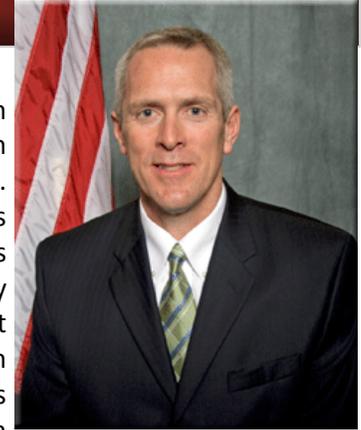


COMMISSIONER'S COMMENTS

D. Lance Davenport



While reflecting on the Highway Safety Program and the broad range of activities the program encompasses in Utah, the cross-discipline cooperation and facilitation among the partners stands out as one of the core strengths of Utah's traffic safety community. It is a wide-ranging community and includes diverse members such as the citizen advocates who work with a smile while performing child safety seat checks in wind, rain or blistering 100 degree temperatures; front line law enforcement officers and emergency responders statewide who, between calls to motor vehicle crashes and other emergencies, work hard to educate the public about the dangers of unsafe driving; and the advocates/staff at State agencies, such as the Highway Safety Office and the UDOT Traffic and Safety Division, who support and orchestrate a variety of traffic safety activities within the State. Each can be proud of his/her individual accomplishments, as well as the collective success of Utah's traffic safety community, and many of the outcomes from FFY2010 are featured in this Annual Report.

As you review this report I believe you will find the details regarding a project's successes and challenges as interesting as I do, while also gaining a sense of the changes the traffic safety community has affected over time. To me, one of the real hallmarks of this success over the past ten years is the dramatic reduction in traffic fatalities in Utah.

In 2009, Utah had 244 traffic fatalities which continued the general downward trend observed since 2000. Even more intriguing is that this is the lowest number in 35 years, a level not seen since 1974. To better understand the magnitude of change this represents, a comparison of relevant data from 1974 and 2009, and how one might have expected those changes over 35 years to affect Utah's traffic fatality numbers, might put it in perspective.

In January 1974, with the Arab Oil embargo fresh on everyone's minds, the Congressionally mandated nationwide 55 MPH speed limit was implemented

and traffic fatalities in Utah dropped an amazing 37% to 228. While traffic fatalities had plummeted, Utah's population was steadily growing with about 1,200,000 residents in the State. Utah was also a transportation crossroads with the recent Interstate Freeways adding to the 7.5 billion miles vehicles traveled on the roadways.

By 2009, Utah's secret was out and people were moving here to share the assets our communities have to offer. The population increased to 2,800,000, or about 2.3 times what it was in 1974. There were also more vehicles on the roads as evidenced by the 3.5 times increase in vehicle miles traveled to 26.2 billion miles.

When I consider the population increase, it wouldn't seem reasonable to expect that Utah's 2009 traffic fatalities had also increased similarly to about 525. Or, if you consider the increase in vehicle miles traveled, it wouldn't be unreasonable to expect that the 2009 total might be about 800. However, when you realize that Utah's traffic deaths in 2009 totaled 244, or *3.3 times lower*, it is amazing.

I think you will agree that the Highway Safety Program in Utah is making a difference. It is common for us, as humans, to try to credit such success to just one aspect or agency, when the reality is that it's a team effort. Each part of the traffic safety community in Utah has a specific contribution, and melding all of those into a cohesive effort is the difference in Utah. My hat is off to everyone who takes an active role in improving traffic safety in Utah.

Lance Davenport is the Commissioner of Public Safety in Utah and is also the Governor's Representative for Highway Safety. He has served with the Utah Department of Public Safety for over 25 years in a variety of positions including Superintendent (Colonel) of the Utah Highway Patrol.

DIRECTOR'S WELCOME

David A. Beach

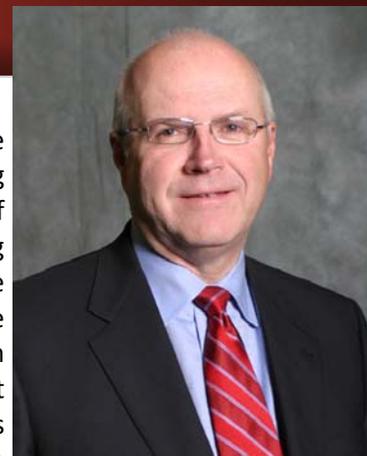
The Highway Safety Office virtually hums with excitement each Fall as staff members gather the information and photographs to compile our Annual Report. This year we received final reports from each of the project directors on the widely diverse traffic safety improvement activities undertaken throughout the State, and the photographs to illustrate them. All serving to give a kaleidoscope of variety, similar to Utah's Fall colors. While this information gathering and report writing for FFY2010 was occurring, the staff was assuring that next year's projects were ramping up their activities, and hopefully continuing Utah's downward trending traffic fatalities. As you peruse this document, I am sure you will agree that the Highway Safety Program was very active in FFY2010 with a wide variety of activities aimed at reducing Utah's traffic crashes, with a special emphasis on those involving serious injuries and fatalities.

To provide the reader with some insight into Utah's current challenges, let us take a look at the major challenges in the three main traffic safety focus areas: belts, alcohol and speed.

Kristy Rigby and the staff in the Occupant Protection Section have worked hard to increase Utah's seat belt and child safety seat usage, protecting motor vehicle occupants from the crippling and documenting effects of the unanticipated traffic crash. Yet, the most daunting challenge still remains: How to get the hard-core non user to buckle up. Interestingly, seat belt usage is lowest in the more rural areas, where drivers often express that they buckle up when they get on the freeway. Yet, data shows that a person is almost 2.5 times more likely to be killed in a motor vehicle crash in rural areas of the State. With about 50% of Utah's traffic crash fatalities last year being unbelted, we still have much work to do in melting this barrier.

Utah continues to have one of the lowest alcohol-related crash fatality rates in the United States, and Teri Pectol and the staff in the Alcohol Programs Section continued to strive to reduce the number of impaired drivers on Utah roads. These programs

continue to receive significant funding from a wide variety of sources including USDOT, DOJ and state coffers. Similar to the Occupant Protection Section, the biggest challenge still faces Utah: How to



convince the casual drinker that impaired, but not necessarily drunk, driving isn't socially acceptable, and how to effectively remove the repeat violator from the streets. While less than 20% of Utah's traffic fatalities are alcohol-related, data shows crashes involving an impaired driver are 3.5 times more likely to result in a fatality than other crashes.

Sergeant Ted Tingey and his staff in the Law Enforcement Liaison Section have strived to implement speed enforcement programs the past few years. The successful high visibility and enforcement model used for Click It or Ticket has shown high effectiveness in reducing speeding and calming traffic, with an important side benefit: Reducing traffic crash serious injuries and fatalities. Reports received from speed management project directors reflect that the simple presence of a patrol car or motorcycle can douse a traffic crash hotspot. However, challenges still remain: Utah's wide open lands, with long, straight stretches of road, seems to invite a time-starved society to push speed limits.

How will Utah address the challenges still faced in the big three of belts, alcohol and speed, and emerging focus areas such as motorcycle safety and distracted driving? The traffic safety community in Utah is dedicated and diligent, and using Utah's Strategic Highway Safety Plan as a blueprint, will continue to work closely to get the biggest effect from the limited monies available to the Program.

Dave Beach is the Director of the Highway Safety Office in Utah. In his 34 years of service with the Utah Department of Public Safety, Dave has served as the director of the Driver License and Administrative Services Divisions, and started his public service career as an intern with the Highway Safety Office.

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OCCUPANT PROTECTION

Kristy Rigby



The seat belt is an invention that is credited with saving a million lives since its inception more than 50 years ago. While the first automotive seat belt system was featured in the July 1938 edition of *Mechanix Illustrated*, it wasn't until 1958 that it was patented and became the seat belt, as we know it today. Since that time, efforts have been underway to encourage the use of safety restraints, including belts, child safety seats, and airbags. It has always been, and continues to be, the most important thing people can do when they ride in a motor vehicle – buckle up.

During FFY2010, the Utah Highway Safety Office (UHSO) funded 31 projects that worked to improve the proper and consistent use of safety restraints. Several of the projects are mentioned in this section; however, occupant protection is also addressed in

the Safe Communities, Teen Driving, Paid Media, and Sports Marketing sections. These multi-faceted projects include education, enforcement, equipment and evaluation components and were primarily conducted by partnering agencies that included the state and local health departments, Utah Highway Patrol, Utah Department of Transportation, local law enforcement agencies, schools, hospitals, Safe Kids Coalitions and Chapters, Utah Safety Council, and EMS and fire personnel. Through their efforts, more than 750,000 pieces of educational material including videos, brochures, posters, activity books and seat belt promotional items were distributed to the public regarding the importance of proper and consistent use of seat belts, child safety seats, booster seats, and air bags.

As a result of the programs mentioned in this report, as well as the many others that are conducted throughout Utah, usage of this life-saving device has increased from 18% in 1986 to 89.0% in 2010. Still, nearly 300,000 Utah motorists continue to ride unprotected, which means there is more work to be done.

Safety Belt Devised For Car



DESIGNED to hold passengers firmly in their seats in event of a crash so that they will not be thrown violently against the car interior, a newly developed safety belt for automobiles may eliminate injuries attributed to this cause.

89.0%

Utah's Safety Belt Use Rate

CLICK IT OR TICKET

Since 1998, the Click It or Ticket mobilizations have been the primary method used to increase seat belt use nationwide. The goal of this high-visibility enforcement mobilization is not to give out tickets, but rather to influence people to buckle up. The campaign recruits participation from law enforcement agencies statewide, includes a comprehensive public information and paid media plan, and provides for educational activities conducted at the state and local level. To help determine the program's effectiveness, various studies are produced by the National Highway Traffic Safety Administration and other organizations on a regular basis. One of the latest studies entitled,

“Analyzing the First Years of the Click It or Ticket Mobilizations,” reviews the program from 2002 to 2009, and shows that Utah is ranked #1 in the nation for having the greatest increase in seat belt use during that time period. Not only is Utah’s campaign working to increase seat belt use among motorists, it is viewed as one of the most successful in the nation.

The first campaign of FFY2010 was conducted during the week of November 23-30, 2009 and encouraged travelers to buckle up and drive safely during the holiday season. The campaign kicked-off at the Salt Lake International Airport, where a media event emphasized the importance of a pre-travel safety checklist, which is similar to a pre-flight checklist used by airlines. More than 75 officers were present, as well as all major news outlets. Following the press event, officers conducted saturation patrols in the surrounding communities, working 400 overtime hours and issuing 1,523 seat belt citations.



Click It or Ticket’s Thanksgiving mobilization kicks off at the Salt Lake International Airport.

The second campaign coincided with the National Click It or Ticket Mobilization and was launched on May 24, 2010 at Sandy City Hall, where officers and crash victims made a plea to the public to buckle up on every trip. Following the event, officers across the State began saturating the roadways on the lookout for unbuckled motorists. During the two-week mobilization, 84 agencies pledged their support for the campaign with 64 agencies working overtime shifts. Between May 24 and June 6 officers issued a total of 3,547 seat belt citations, 207 child restraint citations, and 1,384 speeding citations. In addition, officers made 17 DUI arrests, 13 felony arrests, 20 drug arrests, apprehended 24 fugitives, issued 7,038 other citations, and served 120 warrants totaling \$618,777. To inform the public about the enforcement mobilization, a paid media campaign was implemented and included television, radio,



565 Fans of Utah Click It or Ticket
2,680 Fans of Buckle Up For Love
260 Fans of Safe Kids Utah

billboards, bus boards, and an online promotion. More information can be found in the paid media section of this report.

A new component of the campaign was the “Clickin’ For Chicken” program. Chick-fil-A franchise owners partnered with law enforcement agencies along the Wasatch Front to reward buckled motorists by issuing them a coupon for a free chicken sandwich. During the campaign’s two-week saturation period, officers issued approximately 10,000 coupons to surprised motorists.

While the campaign specifically targeted younger motorists who are less likely to buckle up, the message was heard by all. As a result, the state saw an increase in belt use of 2.9 percentage points and the program was deemed a success.

HARD CORE NON-USERS

While Utah’s 2010 seat belt use rate is reported to be 89.0%, there are still more than 300,000 motorists who continue to ride unprotected. A goal of the state’s Occupant Protection Program is to develop an effective media campaign that targets hard core non-users of seat belts. In December of 2009, the Utah Department of Transportation (UDOT) funded focus group studies among urban and rural drivers who do not regularly or never use seat belts when driving. The objective was to determine what messages will motivate non-users to change their behavior. According to the study, most non-users are not convinced that seat belts keep them safer, and that they are not vulnerable because they drive defensively. In addition, the presence of law enforcement was not effective in changing their behavior and most resent that the government is telling them what to do. Further, respondents found the shock value of some seat belt ads compelling, but failed to transfer what they saw into motivation for them to begin using seat belts. The study concluded that the most effective method for motivating non-users to buckle up was the urging from spouses, kids, and grandkids. This key finding came when the non-users stated the number one

ALCOHOL PROGRAMS

Teri Pectol



Through a combination of a sustained media campaign, aggressive DUI enforcement, and comprehensive educational programs, Utah reclaimed its standing as the state with the lowest percentage of alcohol-impaired driving fatalities, according to 2009 crash data provided from the National Highway Traffic Safety Administration (NHTSA).

During the year, the success of the Utah Highway Safety Office's (UHSO) Impaired Driving and Eliminating Alcohol Sales to Youth (EASY) Programs were recognized. The Utah Substance Abuse and Anti-Violence Coordinating Council honored Teri Pectol for outstanding leadership, innovation, vision, and commitment in efforts to ensure Utah's roadways are safe from the threat of harm caused by impaired drivers. In addition, the EASY program was commended for its work to eliminate the alcohol supply for underage buyers.

YOUTH SUPPORT

The Youth Support project provided law enforcement agencies, youth groups, and prevention entities with funding to address underage drinking and impaired driving through education and enforcement.

In an effort to help limit youth access to alcohol, shoulder tap and alcohol suppression operations were conducted by South Jordan, Clearfield and Vernal Police Departments, as well as the Uintah County Sheriff's Office. In addition, students from the Millard High School Chapter of the Governing Youth Council attended the Northwest Alcohol Conference, which provided them with new ideas to bring back to their schools.

YOUTH ALCOHOL & DRUG ENFORCEMENT

Whether responding to active calls about parties or gathering intelligence from social networking sites, the twelve Youth Alcohol and Drug Enforcement Task Forces throughout Utah worked diligently to enforce the State's laws against underage drinking. Through a partnership with the Office of Juvenile Justice and Delinquency Prevention (OJJDP), these task forces have proven to be very effective and work to identify significant underage drinking activities in their communities.

The task forces are coordinated by a lead law enforcement agency which enlists agencies in surrounding jurisdictions to participate in the multi-agency effort. This methodology serves to maximize available resources and broaden the area of coverage while addressing local challenges. Task forces conducted activities in Cache, Box Elder, Weber, Davis, Salt Lake, Tooele, and Summit counties, as well as communities statewide through Utah State Parks and Recreation. As more agencies have learned the benefits of these programs, participation has increased which helped improve the effectiveness of Utah's underage drinking prevention and enforcement efforts.

CAMPUS PROGRAMS

Through the Campus Programs grant, the UHSO continued its partnership with the Utah State Substance Abuse Prevention consortium, ensuring that students at the eleven participating colleges and universities received important information and education regarding underage drinking and impaired



driving prevention. Each participating school is able to use the funding to most effectively reach its student population and help get the messages about the harms of underage drinking, risky drinking, and impaired driving across to Utah's college students.

Several schools utilized funding to send peer leaders and educators to the Boosting Alcohol Consciousness Concerning the Health of University Students (BACCHUS) General Assembly, where they learned skills for helping other students make responsible decisions about alcohol use. The BACCHUS Network's national campaigns for the year included "Be an Everyday Hero" and "Team Up to Prevent Impaired Driving," which schools supported and implemented on their campuses. The health and wellness centers that administer the funding also purchased Prime for Life manuals and supported student interns that conduct alcohol awareness education classes for the campus.



At Utah State University, student athlete mentor training enabled current athletes to become mentors for new students. Mentors helped the students make a positive adjustment to their collegiate life while strengthening commitment for drug and alcohol-free athletic programs. The University also utilized the Save a Life Tour and the University of Virginia's APPLE model of promoting student wellness and substance abuse prevention to address the root causes of an alcohol poisoning fatality in 2008.

DUI COURTS

The UHSO provided funding for two current DUI Courts to attend the enhanced 1-day and 3-day DUI Court training, which is designed to assist communities in developing local programs. The training is conducted in cooperation with the

National Center for DWI Courts (NCDC), a division of the National Association of Drug Court Professionals. Teams from the Weber County Second District Court and the Salt Lake County District Attorney's Office attended the training. Both courses highlighted the 10 Guiding Principles for DWI Courts, which include the development of a mission statement, goals and objectives, eligibility criteria, identification, referral, screening, assessment processes, admission procedures, incentives and sanctions, and long-term sustainability.

The UHSO also provided funding to continue the DUI Court program in Riverdale. The project had 22 participants at the beginning of the year and added 16 over the next 12 months. Ages of participants ranged from 18 to 53 and twelve successfully graduated from the program with an average of 312 days clean from any drugs or alcohol. Of those who graduated, there have been no new charges. Funding was also provided for five team members to attend the National Association of Drug Court Professionals Conference in Boston. The training consisted of 36 skill building workshops that were role specific to each team member.

EASY: A PARTNER PROGRAM

Through support from the Eliminating Alcohol Sales to Youth (EASY) program, officers worked to reduce the incidence of underage drinking. In SFY2010, the 38 participating law enforcement agencies conducted 2,522 compliance checks, which represents a healthy 27% increase in the number of checks from the previous year. Concurrently, the Division of Substance Abuse and Mental Health (DSAMH) approved 187 providers to conduct the mandatory off-premise retailer training with more than 8,400 retail clerks completing the course during the year. These efforts increased the statewide compliance rate to 90.3%, compared to 87.4% in SFY2009.

EASY has contributed to a decrease in the number of stores failing alcohol compliance checks by 33% since SFY2008.

Funding for the EASY program continues to be in question as the monies for the program were reduced during a special Legislative Session in late 2008, and eliminated from the SFY2010 budget due to shortfalls in State tax revenue. Fortunately, non-

SAFE COMMUNITY PROGRAMS

Helen Knipe

By partnering with Utah's health districts and a non-profit group through Safe Communities (SC) grants, the Utah Highway Safety Office (UHSO) ensured that traffic safety information and education – with a local flavor and focus – reached residents in every corner of the state. From Green Ribbon Week activities to an inter-state conference, these projects worked to bring education to groups both large and small; communities both urban and rural; and drivers both new and experienced.

FOCUS ON TEEN DRIVING

SC projects utilized many of the resources provided by the Zero Fatalities (ZF) program's Don't Drive Stupid campaign in their efforts to reach teen drivers. The ZF team presented at numerous high school assemblies and classes and Reggie Shaw, whose story was featured in the "10-85 Echo" video about the harms of texting and driving, presented at schools throughout the state. The Southwest Utah and Tooele SC programs worked to increase collaborative efforts and partnered with the local high schools and student groups to address teen driving safety throughout the school year.



The Zero Fatalities crash display was used to encourage seat belt use and other safe driving behaviors.

Both the San Juan County Safety Coalition and Summit County SC project placed a strong emphasis on implementing the Alive@25 program in their areas. By sharing the program and its effectiveness with their local judicial entities, both projects were able to get their local courts to refer youth traffic offenders to the program. The judge in Summit

County had been looking for a program that would be age and experience appropriate for young people who violate Utah's traffic laws. The Utah Safety Council, which oversees the program, awarded the Summit County Health Department the agency's Achievement in Safety by an Organization for its success in implementing Alive@25.



Seat belt pledge bags were used at safety fairs and events to help remind children about the importance of buckling up on every trip.

FOCUS ON OCCUPANT PROTECTION

Throughout the year, SC projects encouraged people to buckle up from all angles, and through every means possible. From serious messages to the one featured by the Bear River Health Department around Thanksgiving – "Buckling up could save your giblets" – increasing seat belt use remained a focus of Utah's SC projects. Much of the educational efforts focused on high schools, since teens ages 15-19 represented the highest group of unbelted crash occupants in Utah in 2007. Many of these efforts worked in conjunction with the Utah Highway Patrol's (UHP) Adopt-A-High-School program.

The Southeastern Utah SC collaborated with the UHP's program at a school which had an observed seat belt use rate of only 23%. It also addressed occupant protection through the ZF program umbrella, by sponsoring a race car – wrapped with the Zero Fatalities logo – and activities at the Desert Thunder Raceway. Some efforts saw marked increases in seat belt use among the targeted

populations. The Weber Morgan SC registered a 14% increase in seat belt use in Morgan County; Bear River SC saw a 9% increase following its utility bill reminders; Utah County SC recorded a 6% increase at Lehi High School following collaborative efforts with the UHP; and Central Utah SC saw a 12% increase, from 33% to 45% following its educational efforts at high schools.

FOCUS ON CHILD PASSENGER SAFETY

Child Passenger Safety (CPS) remained a primary focus of many SC projects during FFY2010 and some of the highlights include the following: Davis County SC conducted 47 presentations for more than 280 people; Central Utah SC inspected 200 car seats for correct use and the San Juan Safety Coalition project helped ensure that 11 new technicians were trained to help address CPS in their area. Safe Communities focused on CPS for many reasons, not the least of which is revealed by a success story, shared by the Weber Morgan SC when a young woman wrote to Jann Fawcett, the project director, about her experience. She had her car seats installed by the South Ogden Fire Department and three months later, she was involved in a crash. Since her children were in their seats and they were installed correctly, she reported that there were no outward signs of injuries and a subsequent visit to the hospital revealed that they were, indeed, free from injuries. The letter also stated, “Thank you and your team for what they do to make sure children are kept safe.”



Car seat checkpoint conducted in Southeastern Utah.

FOCUS ON PEDESTRIAN AND BICYCLE SAFETY

Roadway users who are not in motor vehicles received a lot of attention and education through Utah’s SC projects. Davis County SC alone had 35 schools participate in Green Ribbon Month activities. It also shared bicycle safety information at the popular Moonlight Bike Ride. Bike rodeo kits were in very high demand during the summer months from the Utah County SC, which reached more than 5600

people with bicycle safety information during the year. Central Utah SC had a comparable reach across its six-county area, educating more than 3800 people on bicycle safety. Wasatch County SC provided ice cream coupons to first responders and law enforcement officers, so they could offer positive reinforcement to children they saw wearing bicycle helmets in their communities.



Bicycle helmet fitting during a safety fair.

RURAL TRAFFIC SAFETY COORDINATOR

The UHSO’s Rural Traffic Safety Coordinator has proven to be a valuable asset to Safe Community programs in the rural areas of the state where personnel and financial resources are very limited. During the year, Terry Smith traveled to many of Utah’s rural and frontier communities with the goal of assisting partnering agencies in conducting various traffic safety activities. During the year, he educated 3,508 people during 4 safety fairs, 16 car seat checkpoints, 29 teen driving classes, 2 prenatal car seat classes, 5 CPS Technician Training Courses, 1 Transporting Children with Special Health Care Needs, and one School Bus training course.

FOCUS ON EARNED MEDIA

Many SC programs utilized earned media opportunities to share their traffic safety messages with a wider audience, including those unable to attend their events. Wasatch County SC provided nine articles to the local media regarding their activities and safety information. Similarly, Weber

The United States Department of Transportation recognizes “that when a community takes ownership of an issue, change happens.”

OCCUPANT PROTECTION
Continued from page 5

reason they buckled up (which is rare) was when a loved one asked them to. As a result of this study, the UHSO will begin working with UDOT next fiscal year to produce and place a media campaign aimed at increasing seat belt use among the state's most hard core non-users.

CLICK IT CLUB

Following the hard core non-users focus group and discussions about the low booster seat use rate despite Utah having a Booster Seat Law, a program was developed to increase safety restraint usage among elementary school-aged children. The secondary goal of the Click It Club is to teach parents the importance of consistent and proper seat belt use for the entire family and to use the kids' influence to get their parents to buckle up. The program was piloted in three schools and kicked-off at the start of the 2010-2011 school year. Pre-seat belt use surveys found that only 72% of Columbia, 69% of Foxboro, and 39% of Gunnison students and

their families buckle up, which supports the need for this program. This comprehensive year-long program incorporates all levels of education and encourages creativity among the school staff and PTA. Quarterly resource kits and monthly newsletters provide ideas and materials that can be used to encourage seat belt and booster seat use. In addition, an educational flier, indoor and outdoor signage, and other resources were created to help brand the program and its message: Click It Cadets buckle up all the time and encourage those around them to do the same.



CLICK-IT CADETS
CONGRATULATIONS!
YOUR CHILD IS A CLICK-IT CADET

Click-It Cadets buckle up all the time and encourage those around them to do the same. So when your child reminds everyone to buckle up – just remember – they're a Click-It Cadet and they're just doing their job.

CLICK-IT CLUB
buckle up every time!

TEEN BELT USE

While the state's occupant protection program certainly focuses on increasing the proper and consistent use of safety restraints among all drivers and their passengers, there is a special emphasis on teen drivers. Motor vehicle crashes are the leading cause of death for teens nationwide and, while Utah teen drivers represent 7% of all licensed drivers, they were in 22% of all motor vehicle crashes in 2008. Through the Don't Drive Stupid program and with the help of many partnering agencies, nearly every high school in Utah was outreached with a buckle up message. A more detailed report of related activities and program can be found in the Teen Driving section of this report.

BUCKLE TOUGH

The Buckle Tough program's goal is to help reduce morbidity and mortality among teenage males in rural areas by increasing seat belt use. During the year, a multi-media program was developed and included 10,000 information cards, six banner booths suitable for use at public events and presentations, and a movie spot. More than 826,000 viewers saw the spot, which played for 12 weeks in

theaters in rural communities. In addition, 150 DVDs of the spot were produced and shared with all trauma centers and rural hospitals in Utah, as well as Emergency Medical Services for Children coordinators in all 29 counties in the state. The booths and educational cards were placed in multiple locations, including county fairs, health fairs and school programs. The county coordinators in rural areas took the initiative to staff the booths and distribute the cards to at-risk youths in Summit, Box Elder, Davis, Wayne, Salt Lake, Utah, Garfield, Washington, Iron, Juab, Tooele, Grand and Cache Counties.

UHP PI&E

Educating the public about the importance of buckling up on every trip has always been a primary goal of the Utah Highway Patrol's Public Information and Education Program. While seat belt and child restraint use is targeted, education is also provided in all areas of traffic safety including impaired driving, distracted driving, pedestrian and bicycle safety, aggressive and fatigued driving, and young driver issues. During the year, troopers attended 503 events and activities, provided 1,160 presentations and contacted 104,710 people, including adults, teens and children. In addition, because of the popularity of the Seat Belt Convincer, a second newly designed machine was built during the year and is now being used as a focal point during many community events across Utah.

NETS

In partnership with the Utah Safety Council, the Network of Employers for Traffic Safety (NETS) program gained 20 new members, but also lost some members due to business closures. The grant year ended with a total of 336 members, who received quarterly planners and triennial newsletters focusing on current traffic safety information and member activity highlights. NETS members were also notified of Drive Safely Work Week and participants received an electric tool kit that had all the information needed to implement weekly activities in their workplace. The 2010 Traffic Safety Management Seminar was held for 25 members and included presentations on the real costs of traffic crashes to employers and the pros and cons of in-vehicle monitoring systems and what they can do for businesses. Last, in order to receive the 2010 Occupational Seat Belt Award, participating

organizations must have a seatbelt usage rate of at least 92%, which was an increase from the previous year's rate of 85%. The program honored 13 organizations for reaching or surpassing this goal.

CAR SEAT FITTING STATIONS

The UHSO continued its mission to increase correct child restraint use through the support of the state's 47 permanent car seat fitting stations. The agencies that host these stations educated an estimated 8,000 families during the year on the importance of safety restraints for the entire family. Educators taught classes and distributed no cost/low cost child safety seats to at-risk populations including refugee families resettled from Burma, Burundi, Somalia, Iraq, Bhutan and Cuba. Combined efforts resulted in an estimated 200 classes taught to 850 parents, 650 seats distributed and more than 1,500 seats inspected for proper use.



BUCKLE UP FOR LOVE

As technicians worked to get more kids in car seats, concerned motorists worked to report unrestrained children through the Buckle Up for Love program. The purpose of the program is to educate violators of Utah's Safety Restraint Law by encouraging motorists to call 1-800-877-KIDS to report an unbuckled child. During the year approximately 400 individuals were reported on the hotline and 347 received educational materials on the importance of using child safety seats and safety belts. Since its beginning in 1995, the program has received 29,773 reports of unbuckled children. The Utah Safety Council (USC) continues to receive many requests for participation in community and employee health fairs where information concerning child safety seats

and the Buckle Up For Love program are displayed. The program coordinator attended 11 health and safety fairs, participated in numerous car seat checkpoints, and worked to distribute educational and promotional materials that publicize the toll free hotline number. The USC also offered free car seat inspections for any individual seeking help with child passenger safety. Media coverage was provided through two news releases that were mailed to the USC's 166 media contacts. The program's Facebook page increased from 900 to 2,680 fans, where they are able to share car seat success stories and ask technical questions which were promptly answered by the program coordinator who is a certified child passenger safety technician. The Facebook page was also used to advertise upcoming car seat events sponsored by Buckle Up For Love and the USC. With increased awareness of the program through the media, as well as face-to-face and online education, it is anticipated that both reporting of unbuckled children and child restraint use rates will increase.

SAFE KIDS UTAH

Safe Kids Utah is a community and state resource for childhood safety issues. This has afforded the program coordinator the opportunity to present routine Child Passenger Safety (CPS) issues throughout the state in many different venues. Community calls and email inquiries from the coalition website were fielded through the state office and, if necessary, directed to the appropriate chapter or coalition. During the year, the coalition website was redesigned and final adjustments made it more user-friendly and informative for the community and CPS technicians. The website is routinely updated with current statewide events and CPS updates. Due to budget constraints, Safe Kids Utah has stopped printing newsletters and is transitioning to an electronic version, which was first released in June 2010. In addition, Safe Kids Utah has been utilizing social media and has accounts on Twitter and Facebook, which has reached 260 fans.

The largest event held during the year was Safe Kids Week, which officially kicked off on April 23, 2010 with a press release sharing the events being held around the state. There were a total of 32 events held in every county across Utah with the goal of educating the public about traffic safety issues and the importance of properly buckling up everyone in the vehicle. Participants included 9,862 parents and

caregivers, 4,774 children, and 442 volunteers or chapter/coalitions members. During a three month period from April through June, there were 9 car seat checkpoints, 14 safety fairs, 1 child passenger safety technician course, 14 bicycle and pedestrian safety events, 3 Spot the Tot booths, 4 booster seat educational classes, and 3 radio interviews held, all to promote traffic safety in Utah's communities. To help support the various car seat checkpoints, the Utah Department of Transportation and Zero Fatalities provided \$500 worth of car seats and booster seats to Safe Kids Utah and each of the 14 chapter and coalitions.

SECTION 2011 INCENTIVE FUNDS

Following the passage of the Booster Seat Law in 2008, Utah has been awarded 2011 incentive funds annually to improve the state's CPS program. These funds have helped expand the program to include additional training and the distribution of more booster seats to low-income families. As part of this effort, safety advocates have placed an emphasis on educating the public about the law and the importance of booster seat use among children younger than age 8, as well as all children under 4'9" tall.

The Booster Seat Task Force, which is comprised of traffic safety partners representing the Utah Department of Public Safety, Utah Department of Health, Utah Department of Transportation, Salt Lake Valley Health Department, Utah Safety Council, AAA of Utah, Zero Fatalities, Utah Highway Patrol, and Primary Children's Medical Center, conducted various presentations and attended safety fairs throughout the state encouraging children and their parents to use boosters. Program resources include a booster seat law flier, measuring sticks, posters and educational brochure. Special activities included



Child Passenger Safety Technician Course

booster seat specific training for law enforcement officers and medical personnel, as well as booster seat give-away projects in low-income communities. As a result of these legislative, enforcement and educational efforts, there was a 31% increase in booster seat use among children in crashes, according to 2008 crash data.

While booster seat use is a major focus for Utah's CPS program, increasing the proper and consistent use of all child safety seats was equally important. During the year, the UHSO and its partnering agencies supported various programs, conducted car seat checkpoints, and provided training.

The UHSO organized three NHTSA Standardized CPS trainings, where 60 individuals became certified CPS Technicians. In addition, two Child Restraint Systems on School Buses training were held for 70 bus drivers and technicians in Cache County. Other trainings included two CPS Technician Renewal Courses, one CEU opportunity, and a Transporting Children with Special Health Care Needs course. Currently, the state has 309 certified technicians and 10 instructors who helped inspect more than 10,000 child safety seats for proper use. Seats were checked during an estimated 125 car seat clinics, 300 community classes, and 4,000 individual appointments. In addition, the UHSO and its partnering agencies provided low-cost child safety seats to more than 3,600 families in need, and assisted in the safe transportation of 139 children with special health care needs. The majority of all parent education took place at the state's 47 permanent fitting stations and through their efforts Utah continues to see a reduction in the rate of misuse of child safety seats.

The UHSO worked with Primary Children's Medical Center (PCMC) and a prominent pediatrician to implement the Child Safety Road Show, a program that targets health care providers and encourages them to educate parents about injury prevention and the importance of child safety seats. This one-hour lunchtime seminar is taught by a physician who discusses new technology, child safety products, best practice guidelines and local resources. Seminars were conducted at two locations, where 75 physicians attended.

The UHSO also provided funding to help support Primary Children's Medical Center's (PCMC) car seat

program, which is one of the State's main resources for parents with young children seeking information on child safety seats. The Car Safety Seat Inspection Station at PCMC was established to provide parents with vital resources and educate them on how to properly secure their child safety seat. Certified CPS Technicians provide these services during the majority of each day, including being on call at nights and weekends to ensure that every child leaves the hospital properly restrained. This year, hospital staff answered over 900 phone calls on the English and Spanish CPS Hotline, checked a total of 897 car seats (343 community and 554 hospital), provided transportation assistance to 139 families of children with special health care needs, distributed material to 180 agencies/individuals throughout the community and 87,743 pieces of literature or promotional items were distributed at community events and fairs. In addition, a total of 72 parents/caregivers were educated through NICU/PICU parent hour, 25 nurses were educated at Infant Medical/Surgical Unit In-service, staff participated in 59 health fairs/community events and presentations, and participated in 3 child passenger safety-related conferences.



Lastly, incentive funding was used to help develop a new training program designed to specifically educate those that serve as "secondary" transportation providers to families and children. With the help of a BYU health education intern and the state's CPS Technician Instructors, the Buckle Me Safely curriculum is currently being written and plans to pilot the course in FFY2011 are underway.

Kristy Rigby is the Occupant Protection Program Manager and a senior staff member with the UHSO. She also serves as a Certified Child Passenger Safety Technician and has been with the Utah Department of Public Safety for over 16 years.

PEDESTRIAN & BICYCLE SAFETY

Keri Gibson



When a bicyclist or a pedestrian is involved in a motor vehicle crash, the vehicle always wins. Pedestrians take the full impact of the crash with no protection, and bicyclists, though they may and should be wearing a helmet, are still no match for an automobile. In FFY2010, Utah's Pedestrian and Bicycle Safety Program increased public awareness through education, media opportunities, community events and enforcement, all efforts aimed at keeping pedestrians and bicyclists safe on Utah's roadways. To foster coordinated efforts, the Utah Highway Safety Office (UHSO) continued to partner with a broad range of state and local government agencies, and non-profit safety advocate organizations, including the Utah Department of Health's Violence and Injury Prevention Program (VIPP), Utah Department of Transportation (UDOT), Salt Lake City Police Department, Ogden City, and Primary Children's Medical Center. In addition, the recently formed Pedestrian and Bicycle Safety Task Force, co-chaired by VIPP and UHSO, continued to provide a wide range of voices in forming and implementing a statewide bicycle and pedestrian safety improvement plan under the umbrella of Utah's Strategic Highway Safety Plan (SHSP).

Through the support of the safety partners mentioned above and others, many programs implemented over the past several years to help reduce pedestrian and bicycle injuries and fatalities have continued to grow. They include Spot the Tot, Zero Fatalities, Share the Road, Heads Up Utah, Safe

Routes to School, Walk Your Child to School Day, Walk More in Four, Green Ribbon Month, and Operation Crosswalk

Enforcement, each designed specifically with pedestrians and bicyclists in mind. Bicycle rodeos and other safety education efforts also made travel to and from school safer for school-aged children, and served to instill habits and awareness that should continue to serve them throughout their lives.

Since the early 1990's, the State's Pedestrian and Bicycle Safety Coordinator position has been housed at VIPP. When Randy Black, the most recent coordinator, announced his departure to pursue academic endeavors, it was decided to return the coordinator's responsibilities to the UHSO, where the Pedestrian and Bicycle Program Manager assumed this role in September.

Other recent changes to the program include the acquisition of two bicycle rodeo trailers. The trailers were owned and maintained by the Emergency Medical Services for Children (EMSC) division and, through a partnership with the program, the UHSO was able to bring the trailers in-house. The trailers will continue to be an integral part of the Pedestrian and Bicycle Program and be used to conduct bicycle rodeos and newly planned pedestrian rodeos across the state.

BICYCLE RODEOS

To help educate children about helmet safety the Pedestrian and Bicycle Safety Program Coordinator helped to facilitate 38 bicycle rodeos impacting more than 3,900 children who completed the course. Participants learned valuable bicycle safety skills such as properly fitting and wearing a helmet, how and where to ride on the road with traffic, hand signals, proper braking and stopping techniques, scanning for traffic while maintaining control of the bicycle, rules of the road, and other important bicycle handling skills.



Salt Lake City Police Officer assisting with a bicycle rodeo.



Walk To School Day activity using Heads Up signage to remind children to use crosswalks and motorists to watch for pedestrians.

SALT LAKE BICYCLE SAFETY PROJECT

The Salt Lake City Police Department Bicycle Safety Project was implemented this year to address the needs of the growing proportion of recreational and commuter bicyclists in this community. The project included education and enforcement components such as press conferences, a radio show, bicycle rodeos, and many citations issued.

The Bike Squad officers conducted a total of 12 bicycle rodeos at schools and community events with 960 people attending, and demonstrated bike safety and the importance of wearing a helmet. Educational brochures were also developed and distributed to remind both bicyclists and motorists that safety is a two-way street and equal responsibility is required by all road users.

The Bike Squad targeted the downtown business district and other common bicycle routes citywide with the education and enforcement approach. Officers conducted enforcement actions, utilizing both a pamphlet warning and issuing citations to cyclists or motorists who made more serious violations. Nearly 400 adults were contacted directly during the educational phase that consisted of warnings while conducting selective enforcement. A total of 92 citations were given with ten percent of the citations issued to motorists failing to yield the right of way or proximity- (not giving the cyclist 3 feet when passing). Interestingly, the majority of the citations were issued to cyclists for moving violations such as not coming to a complete stop at a stop sign or traffic signal. This demonstrates the need for further education and enforcement among

motorists and bicyclists to more fully embrace the importance of their behaviors to bicycle safety.

OGDEN CITY BICYCLE SAFETY PROGRAM

Low helmet use among elementary age children continues and the Ogden City Bicycle Safety Program was created to address this need in Weber County. The program focused on bicycle safety education through bicycle rodeos and presentations. During the year, a total of 19 bicycle rodeos were conducted by the OCBSA and impacted more than 1,300 children. Bicycle safety education events were conducted at elementary schools, health fairs, and community events in the Weber County area. Volunteer support for these events came from the Ogden Police Department, Ogden Youth Impact Program, Ogden City Bicycle Collective, and the Weber-Morgan Health Department. In addition to bicycle rodeos and assemblies, the Ogden City Bicycle Safety Project partnered with the Ogden



Children waiting to participate in one of Ogden City's bicycle rodeos.

POLICE TRAFFIC SERVICES

Sgt. Ted Tingey

The Utah Highway Safety Office (UHSO) had another successful year by helping law enforcement agencies throughout the state obtain necessary equipment to aid with traffic enforcement and educational efforts. The goal of the Police Traffic Services project is to help agencies reduce traffic related injuries and fatalities by awarding them equipment, such as radar units and speed trailers, which provides an additional resource to help get the job done.

During the year, 19 law enforcement agencies received assistance in obtaining equipment used to improve traffic safety in their communities.

The UHSO helped two law enforcement agencies establish stronger traffic units by purchasing motorcycles for the departments. Since acquiring the motorcycles, the Bountiful City and Cedar City Police Departments have been able to raise the bar when it comes to their traffic enforcement efforts. Chief Tom Ross of the Bountiful Police Department stated, "The public views police motorcycles as traffic related. This provides us a more aggressive and visual traffic control presence."

The UHSO remained actively involved in helping officers improve their accident investigation skills. New accident software packages were purchased for two agencies, which enables them to better investigate a crash scene. This equipment provides better mapping and diagramming procedures that help determine who is "at fault" and also provides for improved court testimony. Major accident investigation training was also provided by Northwestern University. Two advanced accident training courses were conducted and attended by 80 officers from 20 different agencies. The Utah Highway Patrol Sergeant who oversaw the training courses, Sarah Crane, stated the following: "This training gives officers the knowledge to investigate crashes in a more complete and professional manner."

The "Utah Traffic and Criminal Code" booklets were printed and distributed to every law enforcement

agency in the state. The books contain all the traffic and criminal codes and serves as a quick reference guide for an officer writing a traffic citation or searching for specific criminal code.



The multi-agency task force committees remained a valuable asset to the UHSO. Seven meetings were held for each task force during the year in which training and networking took place. Officers from the Davis County and Salt Lake County task forces were committed to helping make a difference when it came to traffic safety. They helped coordinate several national enforcement mobilizations such as "Click It or Ticket" and "Drunk Driving; Over the Limit, Under Arrest." Because of the success of these two task forces, the UHSO is expanding the multi-agency effort to two additional counties in FFY2011.

This project continues to be a great resource for police agencies, since many of them are experiencing staffing and budget issues with the current economic situation. Given all the problems that have occurred this year, officers across the state remain committed to seatbelt, speed, distracted driving and DUI enforcement efforts to make a difference within their cities and communities.



Utah Highway Patrol trooper performing a breath test on a suspected impaired driver.

Ted Tingey is a UHP Sergeant whose current assignment is Law Enforcement Liaison for the UHSO. Ted has served with the UHP for over 20 years, is a Nationally Certified CPS Technician and often serves as a media interface for the UHP.

ALCOHOL PROGRAMS

Continued from page 7

lapsing unspent funds should carry the program until June 2011. As the EASY program begins its fifth year, the UHSO will continue to administer the compliance check reimbursement program as long as funding remains available.

PUBLIC INFORMATION AND EDUCATION

To help support the various impaired driving activities conducted across the state, the UHSO continued to fund the Public Information and Education project. Funds were used to purchase and print educational and promotional materials, support DUI checkpoints and training opportunities, and community events.

The Power of Prevention Critical Issues Conference has been supported by the UHSO for the last three years and is a great opportunity for law enforcement officers to interact with youth. With the use of Fatal Vision Goggles, officers educate youth about the harmful consequence of impaired driving and remind them to never ride with anyone who has been drinking alcohol.

During the year, local law enforcement agencies requested sponsorships to enhance their impaired driving programs. Roy Police Department was awarded \$2500 to purchase a Distracted and Impaired Driving Fatal Reaction Unit. The kit provides a hands-on activity that demonstrates the dangers of distracted and impaired driving. In addition, two agencies in Cedar City were each awarded \$2500.00 to work with students utilizing the Fatal Vision Goggles while driving a golf cart (supervised by officers) to simulate a situation that



During the Northwest Alcohol Conference, Teri Pectol was presented with an award for her continued support and assistance with the conference and reduction of DUI's and underage drinking in Utah.

gives students the experience of driving while impaired.

The UHSO sponsored the Northwest Alcohol Conference, which is a 2-day training that targets coalitions, officers, and treatment providers. The conference provided information on underage drinking and included 4 keynote speakers and more than 20 vendor booths. Conference sessions included instruction on party patrols, rural responses to underage drinking, collaborative strategies, communities and colleges working together, intervention programs, alcohol in cyberspace, DUI/DWI programs and many other alcohol enforcement training classes.

Using media opportunities to educate and inform the public about the dangers of impaired driving is a strength to the overall program. During the year, the "Tie One On" MADD/KRSP Radio campaign was conducted in an effort to eliminate the number of alcohol related incidents during the holidays. The new MADD "Lives Affected" DVD, which is a moving and educational DVD showing the harms perpetrated on the public and innocent victims when people choose to drink and drive, was also presented.

For a second year, the UHSO collaborated with the Maverick Center on an innovative awareness program. Using the I-215 Digital Marquee, motorists were shown impaired driving prevention messages daily for a 5-month period resulting in over 406,000 impressions. The interior LED Ribbon, which is the single most impactful inventory at the Maverik Center, displayed eye catching messages during the Grizzlies games with over 255,000 impressions. As an added value component, the UHSO received a pair of ice sheet dasher-boards, delivering over 488,000 impressions.

SIP/TRACE

Through the SIP/TRACE (Serving Intoxicated Persons/Targeting Responsibility for Alcohol-Connected Emergencies) and Youth Alcohol Suppression projects, the State Bureau of Investigation's Alcohol Enforcement Team (AET) provided integral support for the UHSO's alcohol program. During the year, the AET conducted 13 TRACE investigations, resulting in four referrals to county attorneys for prosecution. By promoting the



program to law enforcement agencies statewide, officers have increased awareness of the program and are receiving more calls to conduct TRACE investigations. The AET is experiencing a similar increase in requests for assistance with youth alcohol suppression and SIP operations. They assisted at numerous DUI checkpoints and conducted undercover operations at the Evolution 5 Rave, a 175-acre ranch in central Utah. Other special events that were targeted include a concert at the USANA Amphitheater and a rave at the Rail Event Center, an all-ages venue that serves alcohol at five beverage stations. The AET worked statewide to limit youth access to alcohol, prevent over-service, and hold violators of Utah’s laws accountable.

DUI ENFORCEMENT, CHECKPOINTS & EQUIPMENT

The primary goal of the UHSO’s impaired driving program is to have a sustained presence of DUI enforcement throughout the year. In turn, the program conducted six high-visibility enforcement mobilizations targeting specific holidays where there is an increase in impaired driving. The enforcement crackdowns were combined with media events aimed at changing the perception of driving under the influence of alcohol and reinforcing the critical message to not drink and drive. Press events were held during key times of the year, such as the Super Bowl and St. Patrick’s Day, to remind the community that law enforcement will be out in full force to crackdown on impaired drivers.

As a result of these efforts, an average of 15,000 DUI arrests are made in Utah annually and the average blood alcohol concentration for those arrested is .14% and has been every year since 1999. Enforcement efforts during the year also identified

36 ignition interlock violations, 86 alcohol restricted drivers, 123 youth alcohol arrests, 13 not-a-drop arrests, 212 drug arrests, 70 felonies, 5 stolen vehicles, and 32 fugitives were apprehended. In addition, 391 uninsured motorists and 413 drivers with suspended licenses were removed from the streets. Other violations included 1,597 for speeding, 26 for reckless driving, 199 for seat belt, 37 for child restraints, and officers served 373 warrants totaling \$820,572.00.

During the year, officers worked approximately 1500 overtime shifts focused primarily on the Wasatch Front, where data confirms the majority of impaired driving arrests are made. During the saturation patrols, 13,493 vehicles were stopped, 1,616 field sobriety checks were conducted, 714 people were arrested for DUI and 709 vehicles were impounded. Interestingly, almost 800 designated drivers were encountered.

To help support enforcement activities, the UHSO continues to loan the two DUI Checkpoint Trailers to law enforcement agencies statewide to conduct local checkpoints. The trailers are stocked with all the equipment, signage and supplies needed to successfully conduct the checkpoints. When a trailer is requested for a specific activity, the agency was also offered up to 20 DUI overtime shifts,



St. Patrick’s Day campaign to discourage patrons from driving while intoxicated. Each token is worth \$2.50 off a cab fare.

promotional items, and refreshments for the evening. There were 23 DUI checkpoints that utilized the trailers during the project period.

DRUG RECOGNITION, ALCOHOL & PHLEBOTOMY

The Advanced Roadside Impaired Driving Enforcement (ARIDE) program was designed to bridge the gap between the DUI Standardized Field Sobriety Test (SFST) program and the Drug Evaluation and Classification (DEC) program. This was accomplished by providing field officers with general knowledge related to drug impairment and promoting the use of Drug Recognition Experts (DRE) in drug impairment cases. Twelve ARIDE schools were given by the Utah Highway Patrol and funded by the UHSO. During the schools, 238 students were trained in DUI and drug detection and the apprehension of suspected impaired drivers. In addition, 63 officers completed Phlebotomy school and 18 officers completed the DRE preschool course.

The National DRE Conference was held in Pennsylvania, where three of Utah's alcohol program coordinators attended workshops that included training on Spice, Expert Witness, report writing, ethics, vehicle homicide, interactive training, defense and current drug trends, oral fluid testing, pupil assessment, and course manager training.



Impaired driving enforcement event utilizing one of the UHSO's two DUI Checkpoint Trailers.

TRAFFIC SAFETY RESOURCE PROSECUTOR (TSRP)

The Traffic Safety Resource Prosecutor (TSRP), Ed Berkovich, provided critical support to prosecutors and law enforcement officers in the investigation and prosecution of traffic safety violations and, more specifically, impaired driving and underage drinking. The TSRP conducted two half-day training seminars for law enforcement and prosecutors focusing on cooperation between the agencies in impaired driving cases. Prosecutors attending these workshops are now better informed when asking

questions and dealing with defense motions. In addition, the TSRP conducted two abbreviated DRE trainings for prosecutors and police to educate them on the protocol/evaluation methods. A separate course titled "Crash Data Recorder - Black Box - Training" was presented and was well attended and received. The TSRP also prepared for the National District Attorneys Association/National Traffic Law Center, a summary of post-*Melendez-Diaz v. Massachusetts* case law related to the chain of evidence in DUI cases and that summary has been a service within the project period to Utah prosecutors who have had challenges on that subject.



The TSRP responded to 88 requests for assistance from prosecutors during the project period. The TSRP taught the DUI section at the Basic Prosecutor Course, and facilitated getting a UHP alcohol technician to teach about the Intoxilyzer 8000 and having three DUI related sections on the agenda at the Utah Municipal Prosecutors Association meeting held in Springdale, Utah.

Teri Pectol is the Alcohol Programs Manager and a senior staff member with the UHSO and has been with the Utah Department of Public Safety for over 29 years.

Morgan SC used press releases to garner earned media for some of its activities and efforts.

The United States Department of Transportation recognizes “that when a community takes ownership of an issue, change happens.” Utah’s SC projects stand as proof of this statement’s veracity. This report includes only highlights of each project’s activities, and cannot do justice to these projects, which are matched in their creativity only by their comprehensiveness. Utah’s SC projects are a vital part of the State’s overall cooperative and complementary traffic safety program and we look forward to another decade of continued success.

FOUR CORNERS CONFERENCE

In April 2010, the UHSO, Southeastern Utah SC and San Juan Safety Coalition sponsored the 3rd Annual Four Corners Without Borders conference in Bluff, Utah. The traffic safety conference brought together tribal, local and regional traffic safety and injury prevention professionals from Utah, Colorado, New Mexico and Arizona. Attendees of the conference explored ways in which to coordinate efforts to reduce traffic-related injuries and deaths in the Navajo Nation, Ute Mountain Ute Tribe, Southern Ute Tribe lands and adjacent areas. The conference featured a car seat checkpoint and conference evaluations indicated that nearly all of the attendees plan to attend next year’s conference.

FOCUS ON MINORITY OUTREACH

To directly target Utah’s largest minority population with traffic safety information and education, the UHSO awarded grants to the Bear River (BRHD), Utah County (UCHD), and Salt Lake Valley (SLVHD) Health Departments. One grant was also awarded to the San Juan County Sheriff’s Office to coordinate outreach to the Native American population in the county. All of these minority outreach projects experienced both successes and challenges as they worked to reach Utah’s Latinos and Native Americans with traffic safety information.

Both BRHD and UCHD recruited Hispanidad, a Hispanic marketing firm, to develop materials



targeted to Latinos. UCHD conducted two focus groups with 40 students to test the effectiveness of these messages and BRHD worked with the agency to create a child passenger safety logo and other social media tools promoting highway safety.

BRHD targeted underage drinking and impaired driving through its partnership with and membership of the Hispanic Health Coalition. At a town hall meeting on underage drinking, community leaders, law enforcement and substance abuse prevention counselors provided attendees with information about the harms of impaired driving and underage drinking. A sticker contest – requiring entries to include a Spanish-language message about Utah’s impaired driving laws – garnered 16 entries and the winning message labeled alcoholic beverages in local markets, serving to remind drivers to make good choices at the point of sale. In conjunction with the national Impaired Driving Enforcement Crackdown, BRHD used NHTSA’s 2010 prevention planners and focused on the message of “Impaired driving is a crime. You will be arrested.” BRHD was able to partner with 36 entities, both public and private, to promote this message in both English and Spanish. The project also targeted Latinos through schools, businesses, and community events with messages covered occupant protection, pedestrian and bike safety, and impaired driving prevention.

In Utah County, where the 2009 US Census Bureau estimates indicated that almost 10% of the population is Hispanic, the local health department took a different approach and focused on teens. Through a YouTube video contest and partnership with the Latinos in Action group, they worked to get teens to create traffic safety videos. At a video makers workshop, the mother of a Latino youth killed in a 2008 car crash spoke to the attendees about the importance of traffic safety for all ages. Unfortunately, the number of submissions was limited but valuable lessons were learned and there are plans for an expanded version in FFY2011.

UCHD conducted pre- and post-test surveys to measure the intention to change driving behavior. Some of the grant funding was used to develop a brief curriculum based on the theory of Planned Behavior, which was delivered during two 1-hour classes taught to adolescents in Utah County. It was collected and analyzed by college professors and

their analysis found the curriculum to be efficacious, showing an observed shift in adolescents intentions to avoid texting while driving, and not buckling up. They also reported greater awareness of the social norms surrounding texting while driving. This data is in the process of being submitted for publication in nationally-recognized health promotion journals.

The project also conducted car seat checks, but experienced challenges when working to find ideal locations to hold the clinics and to find the most effective ways to reach Hispanic families. In spite of these challenges, after the initial year, the project director reports that she is “directly seeing increased visibility of the UCHD in the Hispanic community. Partnerships we did not have before now exist and they continue to grow. There is great interest in our teen contest from Latino youth and educators across the state for the upcoming year. We see the light of knowledge turn on in the eyes of those we educate about traffic safety and we know that our presentations change their intentions and norms regarding the issue.”

The SLVHD sought to target the 12% of its population that is Latino by utilizing Bustos Media and *Ahora Utah*, a Spanish-language media company and a Spanish-language newspaper, respectively. SLVD conducted four CPS check points targeting Latinos and hosted a Latino-targeted bike fair. The project reached more than 5200 individuals with traffic safety messages during the year. Another highlight of the project was the focus groups with Latinos that were conducted to establish knowledge and awareness of traffic safety among the Hispanic community and the most effective ways to reach this demographic. A draft report indicates that impaired driving and child safety seat usage stand as areas which need emphasis, and most participants reported that they are open to messages from their religious congregation or the local Spanish-language media. The SLVHD will use this information to guide their Hispanic traffic safety project in FFY2011.

The 2009 US Census Bureau estimates showed that 54% of San Juan County’s population is Native American. Through this project’s initial year, the San Juan Safety Coalition (SJSC) was created. Born from the Four Corners Without Borders conference and managed by the San Juan County Sheriff’s Office, the SJSC worked to reach Native Americans with traffic

safety information and education. Reaching this group remains challenging but very important: the Centers for Disease Control reports that motor vehicle crashes are the leading cause of unintentional injury for American Indian/Alaska Natives ages 1-44. As the primary law enforcement agency in the county, the Sheriff’s Office makes for an ideal partner to lead this project.



The project’s initial year saw the formation of a coalition to bring all of the key players to the table. The project also helped get eleven new child passenger safety technicians trained, assisted in the coordination of an inter-state conference, and worked to prevent teen-related fatalities and injuries. The project implemented the Alive@25 program in the area. It was able to convey the effectiveness of the program to other local law enforcement agencies and now receives referrals from a local justice court. Low seat belt usage rates – as low as 31% at one local high school – were the targets of Zero Fatalities presentations. Reggie Shaw also presented about the dangers of distracted driving. Officers worked overtime seat belt enforcement shifts to add an enforcement element to complement educational efforts.

With the research they conducted, the data they gathered, and the progress they made in their inaugural year, these minority outreach projects move into FFY2011 geared to achieve further and greater successes in their efforts to effectively reach Utah’s Latinos and Native Americans with traffic safety messages.

Helen Knipe is the Safe Communities Program Coordinator and also coordinates the teen driving and sports marketing programs. She has been with the Department for over 4 years.

PEDETRIAN AND BICYCLE *Continued from page 15*

Raptors Baseball Team to conduct the second annual "Safety Night" with the raptors. This event included traffic safety messages displayed at the ball park and in the *Standard Examiner* newspaper, bicycle safety education, and a helmet give-away. A helmet promotion was used to attract the target group to the game, and over 600 helmets were fitted to children ages 3-16 years old at the "Safety Night."

GREEN RIBBON MONTH

During Green Ribbon Month activities in September, elementary schools received an activity packet that was filled with pedestrian safety activity ideas, safe walking tips, and pledge cards. The packet was also available online for download. Schools also received florescent green bracelets and/or pencils with a pedestrian safety message, green flagging tape, and were able to use the Heads Up campaign lawn signs to display on school grounds during Green Ribbon Month and Walk to School Day. A total of 7,500 pencils and 15,000 bracelets were distributed.



Walk To School Day at Morgan Elementary School

HELMET DISTRIBUTION PROGRAM

The helmet distribution program provided over 3,300 helmets to community groups, schools, health departments, fire/EMS, Junior League of Salt Lake, Head Start, and law enforcement agencies to use at various safety events and programs. Helmet recipients were educated on proper helmet fit and bicycle safety.

SCHOOL-BASED PROGRAMS

The VIPP's and UHSO's pedestrian and bicycle safety experts, Randy Black and Keri Gibson, teamed up to improve bicycle safety and pedestrian safety among children by conducting several school-based programs and activities. Randy and Keri worked

closely with more than 30 elementary schools, and additional secondary and high schools, to encourage participation in various activities such as walking school buses, pedestrian rodeos, bicycle rodeos, and the "Share the Road with Bicycles" program at driver education classes. More than 7,500 pedestrian safety brochures and over 6,500 bicycle safety awareness brochures were distributed to schools, law enforcement agencies, and the general public, along with many fact sheets, videos, and fliers. In addition, the program's website reflected that the public downloaded the bicycle skills rodeo packet over 3100 times, and the Spanish-language Pedestrian Smart Brochure over 2400 times.

COMMUNITY OUTREACH

Other community outreach efforts included working with a wide range of community organizations and advocacy groups to increase awareness of pedestrian and bicycle safety issues, including educational materials and technical assistance on pedestrian and bicycle safety. Additionally, helmet safety interactive booths were provided at the Zero Fatalities Safe Kids Fair, Safety Night with the Raptors; and ped/bike safety interactive booths at the REAL Salt Lake soccer game, Utah PTA conference and UDTSEA conference. Other efforts included brown bag presentations, bicycle and pedestrian rodeos and presentations.

PEDESTRIAN AND BICYCLE SAFETY TASK FORCE

The Pedestrian and Bicycle Safety Task Force, formed in 2009, continued to work towards creating a State Pedestrian and Bicycle Safety Master Plan Design Guide. One of the task force's goals was to provide a "go-to" resource guide for all roadway designers, engineers, and planners of Utah cities and municipalities who want to create a pedestrian and/or bicycle safety master plan and to improve their environment to be safer and more accessible to bicyclists and pedestrians. Development of the Master Plan Design Guide made significant progress in FFY2010, and the guide should be completed by Spring 2011.

HEAD UP UTAH

The UHSO and UDOT continued to partner on Heads Up Utah, a dual message campaign that speaks to both the pedestrian and the motor vehicle driver. Transportation Enhancement and FLEX monies from UDOT were used to promote a paid media



campaign, which included radio messages, billboard, bus-board, Trax advertisements, and gas pump advertising. In turn, a lot of attention has been generated from both target groups and the campaign continues to be effective in increasing pedestrian awareness. More information about the campaign can be found in the Paid Media section of this report.

As part of the “bonus media opportunities,” 107.9 FM “The Mix” radio station conducted a total of six Heads Up Utah assemblies at three elementary schools in Davis, Salt Lake, and Weber Counties. The Mix radio staff, along with the UHSO’s Program Manager, conducted interactive presentations on pedestrian/bicycle safety, and more than 2,300 students were impacted with the Heads Up Utah message. To encourage participation, pencils and wrist bands with pedestrian safety tips on them were used as incentives, and proved to be an “added value” opportunity.

SPOT THE TOT

Another one of Utah’s successful programs is the driveway and parking lot back-over prevention project, Spot the Tot. Administered by Primary Children’s Medical Center (PCMC), they remained vigilant in getting the word out about Spot the Tot, and in FFY2010 participated in over 65 events and provided over 40 media interviews to promote this safety message. The UHSO, PCMC, and other injury

prevention specialists across the state also collaborated to get this important information to the public. The Spot the Tot posters, flyers and window clings continued to be distributed throughout the State, with nearly 150,000 flyers and window clings out since the program’s inception. In another example, Janet Brooks, the campaign coordinator, worked with the Four Corners Project and the Native American population to create culturally appropriate educational materials for that area. The Native American-specific educational poster was completed, printed and initial distribution begun. Additionally, the newly updated and released Child Passenger Safety Technician course curriculum and checkpoint forms at inspection stations now feature messaging about Spot the Tot.

Keri Gibson is the Pedestrian and Bicycle Safety Program Manager and also assists with the occupant protection program. She is one of the state’s Certified Child Passenger Safety Technician Instructors and has been with the UHSO for more than 11 years. She is also an avid bicyclist.

TEEN DRIVING

Helen Knipe

Teen drivers continued to present challenges to traffic safety advocates across the state, and the Utah Highway Safety Office (UHSO) utilized the Teen Driving Education and Outreach project to help address these issues. Capitalizing on partnerships and the collaborative efforts of the public/private cooperation that is the Teen Driving Task Force, the UHSO worked to reduce teen drivers' over-representation in traffic crashes. While this report summarizes several activities aimed at teen driving safety, it only covers a fraction of the many activities, programs, campaigns, and events held across the state.

"I loved that it put you in real life situations like deciding last second or talking on the phone."

"I learned how dangerous texting really is while you're driving one-handed is very, very dangerous and hard to do."

- Quotes from teen drivers that attended sessions of the UHP's Teen Driving Challenge

TEEN DRIVING CHALLENGE

The project supported the Utah Highway Patrol's (UHP) Teen Driving Challenge, which held sessions in the fall and spring. The class presented students with both classroom and practical training covering subjects that include perception and reaction (2-4-12 rule), steering vs. swerving, skid control and braking techniques. Sgt. Greg Holley's intent for the class was to increase the skills of the students who attended and to increase the knowledge and awareness of their peers through word of mouth.

More than 100 students completed the class and the majority of them indicated that they were likely or very likely to share the information they learned with others. At the end of each course, the students drive through an obstacle course on the outside of the Evasive Vehicle Operations training track while talking on their mobile phone to a friend in a vehicle following them. This portion of the class gave the students a very tangible and memorable example of the dangers of distracted driving, and was repeatedly identified as the portion of the class the students liked best.

ZERO FATALITIES YEAR

Zero Fatalities introduced the "Don't Drive Stupid Let's Make It a Zero Fatalities Year" program for the 2009-2010 school year. The program was designed to be a teen driven, peer-to-peer traffic safety education and awareness campaign. Student body officers or other school groups created and implemented monthly activities. Students at both large and small schools found creative ways to get the *Don't Drive Stupid* message across to their peers. While some issued fake seat belt tickets to students not buckled up, one created a traffic safety-themed haunted house for Halloween. Program materials and resources were sent to the schools quarterly and included activity ideas, individualized posters for each school, wall boards, banners, promotional materials, posters, and educational brochures.



SPOTLIGHT STOMP

A similarly blended activity was a multi-school Stoplight Stomp held in December. Under the glow of a large stoplight, students danced and mingled while receiving exposure to traffic safety messages.

ADOPT-A-HIGH SCHOOL PROGRAM

An integral part of Utah's traffic safety education efforts is the UHP's Public Information and Education Program. The program requires Troopers to "adopt" high schools throughout the state with the goal of increasing seat belt use and improving safe driving behaviors. Education is provided in all areas of traffic safety including occupant protection, impaired driving, distracted driving, pedestrian and bicycle safety, aggressive and fatigued driving, and young driver issues. During the year, troopers attended 503 events and activities, provided 1,160 presentations and contacted 104,710 teen drivers, as well as children and adults. Once again, 14 high schools from across the State are participating. The program's coordinators, UHP troopers, conduct observational surveys, event activities, parking lot activities, safety announcements and other efforts to increase safety belt use and decrease bad driving behaviors.

2008 TEEN MEMORIAL BOOKLET

The Utah Department of Health led the publication of "13 Stories We'd Rather Not Tell," the teen memorial booklet commemorating the lives of teens who died on Utah's roadways in 2008. At a remembrance event for the participating families, parents and siblings of those featured in the 2009 booklet, as well as the 2007 and 2008 editions, took a first look at the publication and received information about the upcoming press conference and how to become involved in advocacy. The press conference surrounding the booklet served as the focal point of Utah's Teen Driver Safety Week activities. On a lighter note, Driver License Division examiners wore Don't Drive Stupid t-shirts throughout the week in order to help initiate conversations about teen driving and traffic safety with customers they served.

THE DRIVE WORKSHOP

Students, driver education teachers, and parents received education through this project. Union High School in Roosevelt piloted a new interactive driving training program, with very positive results. At two

sessions of The Drive workshop – one in Salt Lake City and one in Cedar City – Mark Horowitz provided driver education teachers with enhanced teaching methods for reaching today's teenagers. He also presented The Drive for Parents program at the statewide Parent Teacher Association conference, informing parents about the risks their young drivers face.



Through the Adopt-A-High School program, Trooper Cameron Roden educates students on the dangers of distracted driving.

PRE-TEEN INITIATIVE

A Certified Public Manager project sponsored by the UHSO provided valuable data about the seat belt use of Utah's 10-14 year olds – the group most often unbuckled in crashes in 2008. This information will be used by the UHSO to guide efforts to reach the middle school group with traffic safety messages. This will add to the comprehensive nature of the UHSO's efforts to reduce teen driver crashes and increase teen driver seat belt use.

Helen Knipe is the Safe Communities Program Coordinator and also coordinates the teen driving and sports marketing programs. She has been with the Department for over 4 years.

ROADWAY SAFETY

Sgt. Ted Tingey

Many safety events and enforcement activities helped to make the Utah Highway Safety Office's (UHSO) roadway safety programs a great success this year. Five major projects were supported during FFY2010. This year also marked the final year of funding for four of the programs that included two major speed enforcement projects. Each of these projects was extremely successful in helping to spread the message about the dangers of speeding, driving distracted, and not playing it safe around trains and railroad crossings.

STREET RACING CRACKDOWN

The Salt Lake City Police Department completed its second and final year of the Street Racing Crackdown program. Both years were successful in combating street racing in the city. Each weekend an average of 3 to 4 dispatch calls were placed by concerned citizens reporting racers in their neighborhoods. When the project kicked off on June 1st, officers began conducting selective enforcement by cracking down on street racing, giving out tickets and impounding vehicles. "Businesses in the traditional racing areas are no longer experiencing vandalism and traffic congestion caused by racing that they saw in the past" stated Sergeant Cameron Platt who oversaw the project. This project allowed for officers to direct enforcement into the problem areas without having to pull officers away from other duties.

OPERATION LIFESAVERS

The Utah Operation Lifesaver program remained an integral part of roadway safety for the UHSO. Vern Keeslar, the state coordinator for the past six years, and his volunteers continue to make great strides in keeping motorists and others safe when it comes to trains and railroad crossings. Once again, many of Utah's citizens were exposed to this great program. Over 700 presentations were given to 36,000 people and 30 special events, such as safety fairs and model railroad train shows, reached an additional 10,000 people. In addition, four quarterly newsletters were published, which highlighted the success of the program and provided valuable information about train and grade crossing safety.

DAVIS COUNTY SPEED MANAGEMENT PROJECT

The Davis County Speed Management Project was a two year venture. During this time frame, only one speed related fatality took place in the county. During the year, a total of eight police agencies participated in the project, which resulted in officers stopping 7,399 vehicles for speeding, reckless driving and other traffic safety violations. Officers issued 6,488 citations/warnings for speeding, and 14 for reckless driving. In addition, another 58 drivers were arrested for DUI and/or drug violations and 166 outstanding warrants were served totaling \$364,206.00. In the end, all eight agencies collaborated and sought solutions aimed at saving lives in Davis County.



TOOELE COUNTY SPEED MANAGEMENT PROJECT

The Tooele County Speed Management Project was a three year venture and began as a pilot program to determine the effectiveness of speed enforcement projects in reducing injuries and fatalities on Utah's roadways. Four law enforcement agencies participated and no speed related fatalities occurred in the county during the grant period. Speed blitzes were conducted during peak hours of the morning and afternoon commutes along with a focus on holidays and weekends. Officers stopped 3,097 vehicles for speeding and other traffic related issues. From those traffic stops 2,603 citations/warnings were issued for speeding, 3 were issued for reckless driving, and 5 were arrested for DUI. Safety presentations were given at local businesses and schools on the dangers of speeding. By the end of

the 3-year program, it was determined that the project was very effective in helping to gain control and reduce crashes related to speeding.

DRIVE FRIENDLY

The challenge of promoting friendly driving is that it involves every driver on the road. The challenge is to get to each driver demographic in such a way that every person feels that the message applies directly to them. First, to help increase the awareness of the importance of courteous and safe driving among teens and adults alike, law enforcement partners distribute promotional materials with the Drive Friendly theme during presentations, traffic stops, Adopt-A-High School activities, and other efforts. In addition, promotion of crash reduction, driving friendly and safe driving occurs during various activities such as car dealership “New Owner meetings,” safety fairs and driver education classes.

During the summer months, the Drive Friendly project partnered with the Drunk Driving, Over the Limit, Under Arrest campaign in a gas station media promotion. There is an increase in general public driving due to good weather, vacations and school not being in session during this time of year. In an effort to get the messages out to the masses, both campaigns developed signs and window clings and placed them strategically in 52 gas stations around the state. Many of the gas stations were along the Wasatch Front because of the population base, but there were many placed in the more rural areas along I-15 in Utah, such as Nephi, Fillmore, Cedar City and St George. The window clings were placed on the convenience store entrance/exit doors, as well as the drink cooler doors.

The two campaigns teamed up again as fatal crash statistics were at a record low. Using this data as an opportunity to promote the benefits of a positive driving attitude, the campaigns were highlighted on a talk radio show on a popular station. Rebecca Cressman’s Utah Families show on FM100.3 featured the Drive Friendly campaign, providing listeners with the good news about the decline in fatal crashes. She also gave them tips on driving with care and courteousness, citing examples of work zones, rush hour, and driving after a stressful day. The same messages were presented at a media event the following week to kick off the July 4th DUI checkpoints.

For the past few years, the Southeastern Utah Health District has been an active partner in the Drive Friendly campaign. Their close involvement with the Desert Thunder Raceway provided yet another opportunity to promote safe and courteous driving habits. The local race driver, Wyatt Howard, placed the Drive Friendly logo on both sides of his race car and trailer. He not only races at the Desert Thunder Raceway, but also at the Diamond Mountain Raceway in Vernal. This provided many open miles of campaigning for friendly driving.



Utah’s Drive Friendly campaign was a featured campaign at several events with the Highway Safety’s University of Utah Sponsorship. In February, one of the basketball games was dedicated to the Drive Friendly Campaign. The messages were displayed on the LED Boards at the Huntsman Arena. Megaphones were provided to some of the Ute Fans to cheer on their team. Highway Safety also holds a marketing sponsorship with Real Salt Lake Soccer Team. During this past summer, the Drive Friendly Campaign took part in the Carnival Real Events prior to the soccer games. Ad messages were displayed on the LED Boards inside the Rio Tinto Stadium, in both English and Spanish.

Ted Tingey is a UHP Patrol Sergeant whose current assignment is Law Enforcement Liaison for the UHSO. Ted has served with the UHP for over 20 years, is a Nationally Certified CPS Technician and often serves as a media interface for the UHP.

MOTORCYCLE SAFETY

Derek Miller



This year the DRIVE AWARE. RIDE AWARE. motorcycle safety awareness program added new slogans to the already popular ones keeping the campaign fresh. The paid media, promotional materials and presentations were well received among the public.



Motorcycle safety press conference held Spring, 2010.

Motorcycle riding remains a popular activity in Utah, yet fatalities continued to decrease for the second year. A press conference was held in the spring to kick off Utah's riding season. The superintendent of the Utah Highway Patrol, Colonel Fuhr, encouraged

riders to wear protective gear as he held up a friend's scratched helmet from a crash during a motorcycle race. Many attended the press party, where bikes from various local clubs, organizations and dealerships were displayed while a live broadcast from a popular radio station was sent from the event.

The DRIVE AWARE. RIDE AWARE. campaign also focused on a young demographic with presentations to high schools' driver education students. All students were challenged to create a short video on motorcycle safety and enter it into the campaign's video contest. Winners were selected and they participated in the spring press conference where the students received their awards.

The campaign was launched to promote motorcycle safety awareness on Utah's roadways to combat the number of motorcyclist fatalities. This program has been successful and popular due to its effectiveness in targeting both motorists and motorcyclists with catchy messaging and advertisements. The general public, as well as motorcycle enthusiasts, have shown interest and responded to this campaign.





ABATE

The Share the Road program demonstrated by ABATE (American Bikers Aiming Toward Education) of Utah continues to expand with the support of the Highway Safety Office, and more requests from schools are coming in for the 60 minute presentation about the importance of being alert and aware of motorcycles on the roadway and driving safely around motorcycles.

The Motorcycle Safety Foundation's curriculum is used for these classes and participants receive printed materials to take home with them and share with others. Highway Safety supports ABATE's efforts by providing public education materials and incentives with motorcycle safety messages for Share the Road classes and community events.

During 2009 ABATE of Utah's Share the Road Program reached approximately 3,850 students, a large increase from the previous year. This last year has been the busiest and best yet for ABATE. During the 2009-2010 school year the volunteer instructors taught over 7,500 students across the state.

As ABATE's volunteer instructors participate in driver education classes, they don't take their commitment lightly. Early mornings, long days and many miles are all a part of reaching young new drivers in an effort to raise awareness of motorcycle safety.

ABATE also was present at the Cache Valley Cruise In and Peach Days where more than 650 people were

reached with discussion about Motorcycle Awareness.

ABATE of Utah received the 2010 Ron Shepard Safety Recognition Award from the Motorcycle Riders Foundation. This honor speaks volumes of their efforts in safety. This award is presented to motorcycle organizations demonstrating a commitment to Motorcycle Awareness and Education.

In Utah, the rate of motorcyclists in crashes per VMT has shown an increasing trend over the last 10 years.
2008 Utah Crash Summary

Derek Miller is the Information Program Coordinator, manages the motorcycle program, and serves as the Webmaster. In his 3 years at the UHSO, he has used his technology and communication skills to strengthen the Office's Web presence.

TRAFFIC RECORDS IMPROVEMENT

Carrie Silcox

Busy would be the best way to describe Utah's Traffic Records Improvement program in 2010. The traffic records community has certainly had an incredibly eventful, and demanding, year. From strategic planning to court record system integrations, Utah has been busily working to improve its traffic data systems from top to bottom.

REVISED STRATEGIC PLAN

This past year, the Utah Traffic Records Information Systems Strategic Plan underwent a revision enabling a new look at where Utah should be with its traffic records. A strategic planning consultant was hired to facilitate a workshop with the Utah Traffic Records Advisory Committee. Using the recommendations from the 2009 Traffic Records Assessment and information gathered through a survey of committee members, the consultant compiled a revised strategic plan for data improvement in Utah. Overall goals and objectives didn't change too much; the same concerns still exist with timeliness, accuracy, completeness, etc. Unlike the previous strategic plan, the focus wasn't on building new systems, but continued improvement, which offered a renewed sense of energy on current traffic record improvement projects. It was an opportunity for the committee to take a step back and look where technology was going and to decide whether or not we were on the right track.

MAINTAINING THE CRASH DATABASE

Having separate crash databases has been a challenge for Utah's crash information system for years. Inter-agency procedural changes to consolidate those databases transpired this year enabling available resources to focus on electronic crash data submission, monitor data quality of incoming crash data elements for completeness and accuracy and improve communication with local law enforcement agencies. Historically, the Utah Department of Transportation (UDOT) had maintained the crash database by manually entering the hard copy crashes. By statute the Utah Department of Public Safety has the charge for maintaining the crash database, but up until now, resources have not been available to do so.

Implementation of the Central Crash Repository and the subsequent Web front application made it possible for the Utah Highway Safety Office (UHSO) to take on the task



of maintaining a singular crash database, thereby, marrying the electronic records and the manually entered records into one database. We have hired a temporary data entry staff to manually enter the hard copy crashes directly into the crash repository using the Web front until the transition to full electronic reporting is completed. This allows the UDOT and other authorized users to electronically pull all crash data in a batch file for specific analytical purposes whether it was gathered electronically or manually.

The goal of the project is to encourage local agencies to begin submitting crashes electronically instead of mailing hard copies in for manual entry. As mentioned, prior to this change, there hadn't been resources fully focused on working with these agencies to see that the data is complete and accurate, much less actively transmitted. In 2009, there were 3 agencies submitting crashes electronically, accounting for 14,248 crashes. There are now 22 agencies submitting electronically, these agencies have submitted 18,390 crashes to the Central Crash Repository, an increase of 23%.

The submission of electronic crash reports increased 23% from the previous year, to 18,390.

LAW ENFORCEMENT LIAISON

A Law Enforcement Liaison (LEL) was hired to specifically work with the agencies as they begin submitting their crashes electronically. The LEL monitors the crash data and looks for errors, while working with agencies to reduce common mistakes. Monitoring the incoming data has proven to be invaluable to the program. Using this process we have been able to identify programming bugs with



the vendor products and the Web front, as well as pinpoint data quality training opportunities with the agencies. To date, six such training sessions have been conducted with local law enforcement agencies.

CAPTURING CITATION DATA

Along with submitting crash data electronically, law enforcement agencies are increasing their activity with citation data. By and large, the process to submit citations electronically is simpler, with less edit checks and validations. Therefore, most agencies have elected to begin submitting their citations before they have a crash submittal process set up. The number of agencies submitting electronically has held steady in 2009 and 2010 at 39, submitting 227,408 citations. Projections are that by the end of this calendar year the number of citations submitted electronically will increase by 3%. This projection comes from a small shift in the agencies' vendor environments that seemed to have occurred over the past year. A few smaller agencies have moved to other packages and are still working with the new vendor on the transfer protocols. But on a positive note, a few larger agencies, such as Salt Lake City and Salt Lake County, began submitting just in the last month. We look to have those few

agencies that "fell off" back submitting to the repository soon.

INTEGRATING THE DATA

Submitting the citation is only one of several steps in the electronic citation tracking process. The Administrative Office of the Courts has been working to convert and integrate each of the justice Courts to the state records management system (CORIS) on the state servers. Integrating this data will enable the individual courts to have access to all citation/criminal data. Like any other data project, increased accessibility will lead to greater uniformity, timeliness, completeness and accuracy in citation tracking, court filings, criminal cases, etc. In 2009, there were 73 Justice Courts converted to CORIS. To date there are 106 Justice Courts converted, an increase of 33. Two courts are currently using CORIS, but not consolidated on the state server. Additionally, 63 Justice Courts are now allowing electronic filing of citations data.

Carrie Silcox is the Traffic Records Improvement Manager with the UHSO and a senior staff member. She has been with the Utah Department of Public Safety for nearly 4 years and previously served with the Utah Department of Transportation in the Motor Carrier Division for over 17 years.

CRASH DATA RESEARCH & ANALYSIS

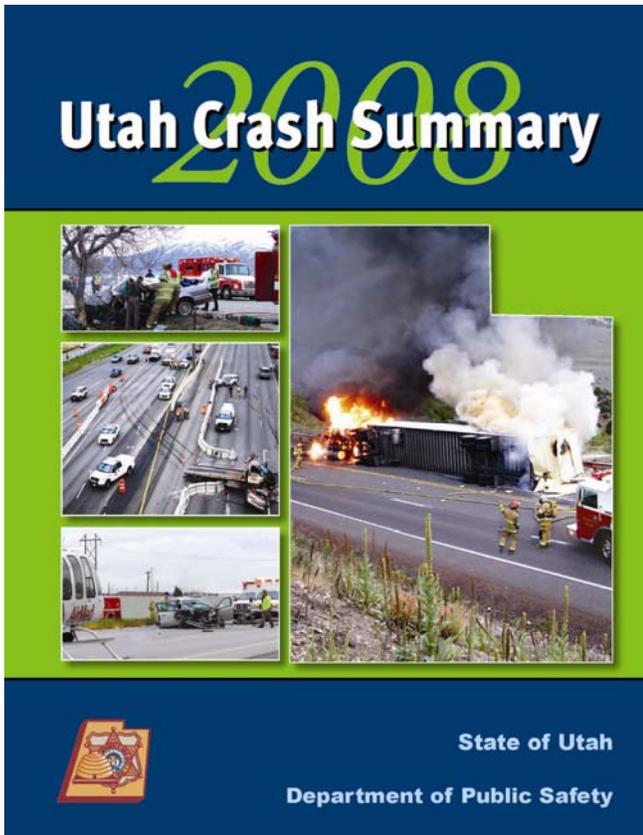
Gary Mower and Marilee Gomez

Crash data research and analysis is an important tool used to support data-driven decision making in traffic safety. During 2010 the Utah Highway Safety Office (UHSO) helped the public, law makers, and other traffic-safety professionals understand the extent and nature of the motor vehicle crash problem in order to base decisions on data more than opinions.



and additional historical information for seat belt and child safety seat use.

The public had a high interest and demand for motor vehicle crash data. The UHSO received crash data requests on a regular basis. These requests require additional crash data research, analysis, and publication. During 2010, the UHSO prepared documents used to educate legislators, provide support to the Department of Public Safety's Public Information Officer in response to media requests, and respond to many phone and email inquiries. Utah Crash Fact Sheets, designed to provide information at a glance, are a particularly useful tool. Frequently requested topics for 2010 were aggressive driving, ATVs, bicycle safety, child passenger safety, county-specific information, crashes by time of day, crashes involving animals, crashes/deaths on holidays, distracted driving especially involving cell phones and texting, drowsy driving, historical trends, impaired driving, inclement weather crashes, motorcycle crashes, occupant protection, pedestrian safety, speed-related crashes, teenage-driver crashes, and vehicle type in crashes.



2008 UTAH CRASH SUMMARY

The UHSO uses several tools to educate the public on traffic safety issues. One important tool is the annual Utah crash summary. During 2010, the UHSO released the 2008 Utah Crash Summary, the most current crash data available. The Crash Summary is an annual report required by Utah Code that describes the trends and effects of traffic crashes in Utah. The Crash Summary is available on the UHSO website as well as a limited number of hard copies are distributed statewide. Major changes from the last Crash Summary include the following: improvements in layout, fatal crash location map,

HOT TOPIC

The UHSO website added a "Hot Topic" section this year. This section covered highway safety topics that



had a high level of interest. Topics covered were motorcycles, distracted driving, inclement weather, highway safety legislation, and how Utah drivers compare to drivers in other states.

The UHSO used a data-driven approach in the problem identification process for the various traffic safety program areas in 2010 and provided this same support to partnering agencies. This allowed the UHSO and other programs to be more effective in their approach and strengthened the data-driven problem identification process for all.

FATALITY ANALYSIS REPORTING SYSTEM

The UHSO served as the main collector of fatal traffic crash data in Utah with the Fatality Analysis Reporting System (FARS). Staff members thoroughly reviewed, researched, and entered into the FARS database each fatal traffic crash report. The UHSO used this important data in UHSO plans, grants, reports, crash data analysis, information request responses, and demonstrating that Utah qualifies for various federal grant funds. FARS data will be a valuable aid in monitoring traffic safety outcomes as part of the Traffic Safety Performance Measures for States and Federal Agencies.

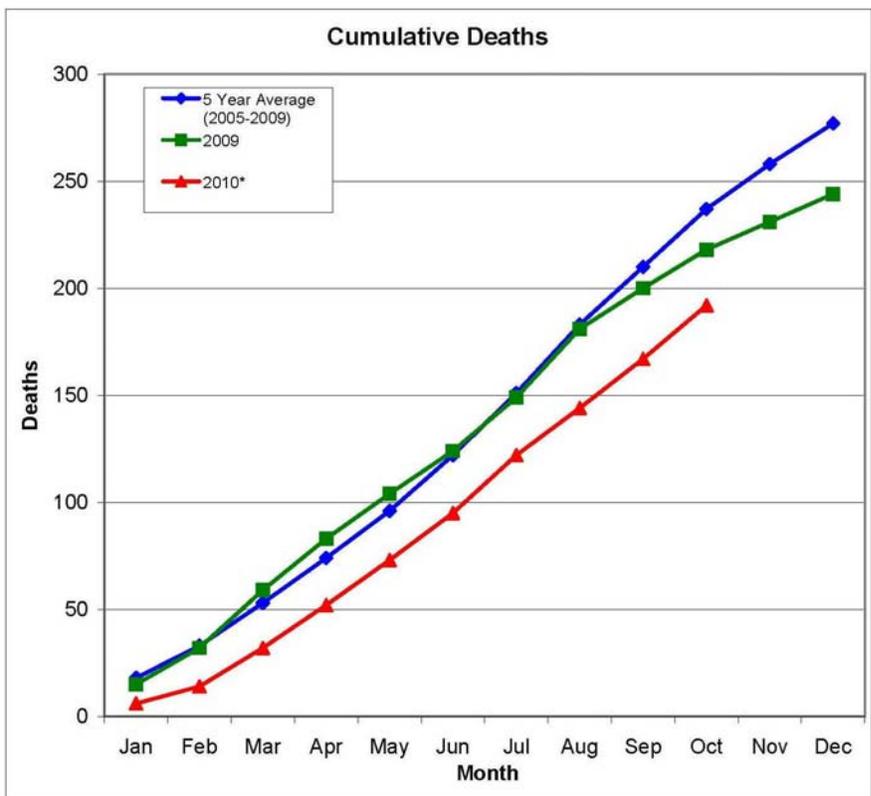
Every month the number of fatalities is analyzed with a summary and comparison of previous years AND distributed to interested parties statewide.

This year on a national level FARS made major changes. FARS required additional data collected and analyzed dealing with “Pre-crash Level” information. In 2009, fatalities dropped to the lowest number in Utah since 1974. This trend continued into 2010 as fatalities continued a declining trend.

The goals of the UHSO Crash Data Research and Analysis Section were to accurately collect traffic crash data, respond to data requests with accurate information in a timely and professional manner, provide understanding of motor vehicle crash data, and utilize crash data to affect change. The activities conducted during 2010 were consistent with these goals and will help in the reduction of motor vehicle crash injuries and deaths.

Cumulative Deaths												
Year	Month											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
5 Year Average (2005-2009)	18	33	53	74	96	122	151	183	210	237	258	277
2009	15	32	59	83	104	124	149	181	200	218	231	244
2010*	6	14	32	52	73	95	122	144	167	192		

* Preliminary Count



Gary Mower is the Research Analyst with the UHSO and serves as the Backup FARS Analyst. He has been with the Office for 3 years. He analyzed and interpreted the crash data, responded to data requests, prepared data sections of various UHSO plans/grants/reports, and prepared the annual Utah crash summary. Marilee Gomez is the FARS Analyst with the UHSO and has been with the Office for over 25 years. She collected, interpreted, analyzed, coded, and entered the data from the fatal crashes into the FARS database. She also responded to inquiries from other states as part of the FARS program.

MEDIA CAMPAIGNS

Derek Miller



Media campaigns aimed at reducing traffic-related death and injury on Utah's roadways have become a major focus of the Utah Highway Safety Office (UHSO) and have proven to be effective in helping to increase seat belt use, reduce impaired driving, and improve overall traffic safety in the state.



CLICK IT OR TICKET

For more than a decade Utah's Click It or Ticket Campaign has promoted seat belt use and it has been successful in its goal. This high-visibility media and enforcement campaign is credited with helping to increase the state's seat belt usage rate from 67.4 percent in 1999 to 89.0 percent in 2010. While enforcement of the seat belt law is vital to the program's success, informing the public about the effort is equally important.

After three decades of educating the public about the importance of safety restraints, studies show that the majority of people now buckle up. The program's media campaign targets those who still continue to ride unprotected, which are generally young males between the ages of 18 and 34. The campaign launched at Sandy City Hall in May and aggressively announced that officers would be



Click It or Ticket media event to kick-off the National May Mobilization.

declaring zero tolerance for unbuckled motorists. The event generated at least 18 television, 4 radio, and 26 print news stories.

To further educate the public about the campaign, \$165,498 was spent on paid media, which included the placement of 146 television spots, 722 radio spots, 17 billboards, 60 bus boards, and 27,121,429 online impressions. Bonus media was valued at \$169,257 and included an additional 171 television spots, 1,183 radio spots, 17 billboards, 20 bus boards, and 276,939 online impressions.

A new element to the campaign was an online promotion targeting younger motorists. Click It or Ticket's Prize Bot 45 is a highly sophisticated robot that analyzes someone's personality and driving habits and then calculates how they might spend \$45, the cost of a seat belt violation ticket in Utah. By simply answering five questions and pledging to always buckle up, participants could enter to win a \$45 gift card. Nearly 4,000 participated and Utah Click It or Ticket Facebook members increased from 20 to 565.

To help evaluate the campaign, a public awareness telephone survey was conducted following the effort. Survey results showed that 64 percent of respondents stated they had seen or heard any special effort by police to ticket drivers in their communities for seat belt violations.

DROWSY DRIVING

Most people understand that drunk driving impairs judgment and slows reaction time and is a danger to everyone on the road. Yet, few realize that driving while fatigued can be just as dangerous and many view it as an acceptable risk. In fact, drowsy driving is just as dangerous as drunk driving in Utah. On average, 13 percent of all traffic fatalities each year are alcohol related. In comparison, drowsy drivers caused 12 percent of all traffic fatalities in 2008. To help combat this problem, the Sleep Smart. Drive Smart. Task Force worked to educate the public about the risks of drowsy driving. One of the primary methods used to increase awareness was through an effective media campaign. In coordination with the Zero Fatalities Program, the Utah Department of Transportation awarded additional funding to continue placement of "Don't be a bob!" The message: if you start experiencing those sleepy head bobs, you shouldn't be driving!



Drowsy driving press event to kick-off the "Don't be a bob!" media campaign.

To kick-off the campaign, a media event was held where families affected by fatigue-related crashes shared their stories. Following the event, media placement began and used \$96,500 in federal dollars to place 384 television and 574 radio spots. An estimated \$153,331 was received in bonus media, which provided for an additional 1,023 television and 822 radio spots.

IMPAIRED DRIVING PREVENTION

Utah's Drunk Driving. Over the Limit. Under Arrest. Campaign had another successful year educating motorists about the lasting harms and dangers of drunk driving, and to provide them with the proven skills, tools, and information needed to prevent it. Outdoor and radio advertising maintained the



Innovative "Kiddie" ride used to help express the importance of not drinking and driving to bar patrons.

backbone of the campaign, with radio ads receiving a minimum of a 1-for-1 bonus match and billboards receiving over a 3-for-1 match due to Reagan Outdoor's belief in the effort. Aggressive non-traditional advertising was key in communicating with drinkers at the moment of decision whether to drive or not. These non-traditional elements included pool balls, Irish coins, "kiddie" rides, wrecked cars, and other collateral materials.

The Over the Limit. Under Arrest. campaign has created far more attention, talk and media coverage than its budget should allow. In fact, the latest estimates show that for every dollar spent on the impaired driving prevention campaign to date, including production dollars and agency fees, the campaign has received almost three-and-a-half dollars of media coverage in return.

With a target audience of males aged from 21 to 34 who frequent bars and clubs, the campaign geared its messages to reach this media-savvy demographic. Through edgy messages and non-traditional



advertising, the campaign's creative media reaches beyond the white noise of advertising.

Through a partnership with local bars, the program launched a billiard ball campaign during Super Bowl weekend. This campaign used custom-designed billiard balls to demonstrate the harmful effects of drivers under the influence on innocent victims. It was an entertaining, unconventional way to remind patrons to celebrate and drink responsibly. Through an informal press event, media was invited to "play pool" and experience the drunk driving lesson. In addition, special ".08 balls" were sent to each media outlet to increase participation. Two print and three major television media attended the event. Each media outlet ran stories about the event and helped to generate almost 8 minutes of earned coverage.

A total of \$105,000 was spent on production and \$124,000 on media for the impaired driving prevention campaign. Placement included 4,805 radio spots generating 10,396,600 impressions, and six press events with 100% local news media attendance and coverage. In addition, 22 weeks of outdoor advertisements were placed with a return of 73,954 estimated daily impressions on the bulletins and 146,090 on the 30-sheet billboards.



DRIVE FRIENDLY

In a collaborative effort the Drive Friendly and Alcohol programs worked to post "Pump Topper" signage at 50 gas stations. These signs are two-sided cards on top of the gas pumps containing messages from both programs. These were placed with stations located on I-15 from St George to Ogden.

MOTORCYCLE SAFETY

The DRIVE AWARE. RIDE AWARE. motorcycle safety awareness campaign continued with paid media



Motorcycle safety press event, Spring 2010.

efforts throughout the riding season. But this year brought something new, the campaign's first interstate freeway billboard and other outdoor postings that advertised new safety messages aimed at motorists and motorcyclists. The messaging carried on the popular styling but, to keep the campaign fresh, seven new pieces of artwork were created to effectively deliver the safety message.

A radio station was hired to broadcast a live remote during this year's launch of the campaign and radio announcements were made during the weeks prior to the launch. Outdoor media placed included 42 billboards along the Wasatch Front and 62 bonus 30-sheet posters throughout the entire state April to July. As mentioned above, an I-15 bulletin was placed June through August rotated to different Salt Lake County interstate locations each month. Recently the bulletin was posted again near the downtown Salt Lake City freeway exit. In all, \$110,333 was spent on paid media with bonus media totaling the same amount.



PEDESTRIAN SAFETY

The HEADS UP UTAH Campaign just completed its third year of advertising and brought a new and fresh paid media approach. To capture attention without distracting drivers while on the road the

campaign used unconventional methods in sharing messages. Ads were displayed on gas station doors, floor stickers, signs on gas pumps and audio “squakers.” A total of 108 paid gas station signs and 15 bonus signs were displayed across the Wasatch Front. New radio advertising aired including community specific spots for Cache and Washington Counties and Spanish radio. Additionally two bulletins, 15 billboards and 17 bonus billboards were displayed in Cache, Davis, Salt Lake, Utah, Washington and Weber Counties. Advertising on busboards and Trax trains also enhanced the campaign’s presence. Paid media totaled \$121,080 with \$171,700 being received in bonus media.



An agreement with a popular radio station, 107.9 FM The Mix, provided six assemblies at elementary schools in Davis, Salt Lake and Weber Counties. The Mix radio staff conducted interactive presentations on pedestrian/bicycle safety and the HEADS UP UTAH campaign. More than 2,300 students were impacted with the HEADS UP UTAH message and received pencils and wrist bands with pedestrian safety tips on them.

The campaign website, www.headsuputah.com, continues to provide information on pedestrian safety, and links to other pedestrian safety resources. A Google Analytics survey was conducted following the paid media campaign to evaluate site use. Survey results reported a 31% increase in Website traffic from the previous year.

SPOT THE TOT

Spot The Tot serves to create awareness and provide education for the public regarding the risk area surrounding vehicles and preventing them from running over young children. Through a joint effort, Primary Children’s Medical Center and Highway Safety funded a paid media campaign which placed 202 paid radio spots and 250 bonus spots on seven

radio stations during May – June 2010. Additional station promotions including e-blasts, Web elements, and station recorded liners were also an added value. Funds spent on the innovative and internationally recognized effort totaled \$16,000 in federal highway safety dollars, \$55,000 in PCMC contributions and another \$23,750 was received in matching funds from radio stations. In addition to the use of radio, television advertisements furthered public awareness efforts. The spots were placed from April 26 to May 9, 2010 and matching spots ran through the end of June. The television stations matched dollar for dollar making a huge impact on campaign visibility and awareness.

The campaign also made a lot of progress among the Native American population in Utah. In a developing partnership, a poster was created using Navajo language demonstrating the prevention of injuries.



Aichíní bíká ha' ísééd

HOW TO PREVENT DRIVING BACK OVERS IN A FEW EASY STEPS

Nít dah 'adiilyeedgo chídí binaagóó ha'díísít.

- Before driving, check around your vehicle

T' áá' ánoítso baa hast'i go nada' ol' baas.

- All drivers should be extra careful



Derek Miller is the Information Program Coordinator, manages the motorcycle program, and serves as the Webmaster. In his 3 years at the UHSO, he has used his technology and communication skills to strengthen the Office’s Web presence.

SPORTS MARKETING

Helen Knipe

More than 256,400 Real Salt Lake soccer fans and more than 500,000 University of Utah athletics fans received exposure to traffic safety messages in FY2010 – and those were just the fans actually at the sporting events. Even more radio listeners, television viewers and community event attendees received exposure to specifically tapered and targeted traffic safety messages. From the Responsibility Has Its Rewards booth to the Fatal Vision Challenge; from Real Fans Buckle Up to “Hey, it’s U AND me on the road,” the Utah Highway Safety Office’s (UHSO) Sports Marketing project utilized in-game booths, half time activities, unique slogans and specially branded incentives to capitalize on the myriad benefits of sponsorships with both Real Salt Lake and University of Utah athletics.

REAL SALT LAKE

RSL began defending its Major League Soccer Cup Championship in April, and its subsequent success on the field resulted in increased attendance. An average of 16,760 people attended each home game. Through LED ring signage, the Responsibility Has Its Rewards (RHIR) booth and Real Carnival events before the games, the UHSO reached out to fans with various traffic safety messages and activities. The Utah Highway Patrol’s seat belt convincer was featured at several Real Carnival events, and bike helmets were given to fans at a CONCACAF match in August. In addition, at the RHIR booth this season, more than 3790 fans pledged to “Be Real Responsible” and more than 1585 young



UHP Troopers work the Responsibility Has Its Rewards

fans pledged to always wear their seat belts because “Real Fans Buckle Up.” This seat belt message featured heavily



at the six RSL-sponsored soccer clinics held throughout the Wasatch Front during the summer. As a presenting sponsor of the Summer Soccer Series, the UHSO staffed an interactive educational booth at soccer clinics from Ogden to Provo. Attendees ranged in age from 4-18, and more than 445 of them signed seat belt pledges. Incentives such as drawstring backpacks, lanyards and t-shirts branded with the Real Fans Buckle Up logo were utilized to draw soccer clinic attendees to the booth, where they received educational materials and were engaged in conversation about traffic safety topics.



Participants of the Summer Soccer Series hold up a Real Fans Buckle Up banner.

RSL saw unprecedented success during the 2010 MLS season, and the HSO benefitted from this success through the team’s increased attendance and increased exposure in Utah.

UNIVERSITY OF UTAH

The UHSO began its inaugural year of a marketing and multi-media sponsorship with University of Utah athletics in FFY2010. Ute football fans, Runnin’ Ute basketball fans and Red Rocks gymnastics fans all received exposure to traffic safety messages during University of Utah home games and meets throughout the 2009-2010 collegiate athletic season. Average attendance numbers for University of Utah sports teams at which UHSO traffic safety messages were featured are as follows: football – 45,155; women’s basketball – 1,152; men’s basketball –

9,202; and women’s gymnastics – 13,861, which set a National Collegiate Athletic Association gymnastics attendance record.

In-stadium LED messages on the Rice-Eccles Stadium LED ring and the Pro-Ad board, right below the scoreboard reminded football fans to “Leave everything on the field...Drive Friendly” and a Click It or Ticket LED message featured the University’s Block U mark as the letter “u” in the phrase “Ute fans, don’t forget to buckle up.” The Huntsman Center, home to the men’s and women’s basketball teams, as well as the nationally ranked Red Rocks gymnastics team, also featured in-event LED messages featuring traffic safety messages.

Before each home athletic event, video recordings of Utah Highway Patrol troopers welcomed fans and introduced the stadium and arena evacuation videos. The troopers also concluded the video with reminders that included sport-specific messages, such as “Remember, Ute fans: if you’ve been drinking, pass your keys to the post-game MVP – your designated driver – and as you leave today, be sure to buckle up!” These recordings allowed for close association between University of Utah teams and traffic safety messages as well as the Utah Highway Patrol, the state’s most visible law enforcement agency.



The Click It or Ticket campaign was promoted during University of Utah football games.

The Department of Public Safety was the official sponsor of the Runnin’ Utes men’s basketball game



University of Utah basketball fans were reminded of the importance of buckling up.

against the University of Nevada – Las Vegas on February 17, 2010, at the Jon M. Huntsman Center. As the sponsor, the Block U “Buckle Up” logo was featured on the team’s website, and the center LED board featured traffic safety messages. The Fatal Vision Challenge was the half time competition, in which two students donned a pair of Fatal Vision goggles, and then ran through an obstacle course and competed to make the first basket. While the students competed on the court, the video board featured a close up of the competition, and the announcer highlighted that the Fatal Vision goggles simulated impairment and reminded fans not to drink and drive.

In the summer of 2010, the University of Utah announced that it will be joining the prestigious Pac-10 Conference. This will increase the University of Utah athletic teams’ exposure and importance and thus give the UHSO additional opportunities to capitalize on the benefits of sports marketing.

Helen Knipe is the Safe Communities Program Coordinator and also coordinates the teen driving and sports marketing programs. She has been with the Department for over 4 years.

PLANNING & ADMINISTRATION

Mark Panos



The FFY2010 year was a hectic one at the Utah Highway Safety Office (UHSO), with several new projects taking shape, a program review by our federal partners, new staff members in the Crash Data Section, and the continuing high level of excitement that favorable crash statistic trends bring. Some of the highlights from this year include:

MANAGEMENT REVIEW

Periodically the National Highway Traffic Safety Administration (NHTSA) conducts a review of each state's Highway Safety Program. In April 2010, the UHSO staff welcomed Gina Espinoza-Salcedo, Leslie Nelson-Taullie and Mario Ramos from the Region 8 Office (R8) for a week of interviews, reviews and discussions. This Management Review (MR) process focuses on four primary areas of the Highway Safety Program that included UHSO Organization and Staffing, Program Management, Financial Management, and Project File Reviews. After this week-long review, the R8 staff offered the UHSO administration and program management staff a report-out of their activities. They expressed kudos to projects and staff, as appropriate, and related some general and specific observations. Subsequently, the UHSO staff have worked closely with the R8 Office to respond to questions about the Program and provide additional documentation, if needed. This interactive process served to broaden each other's understanding of concerns, and ultimately served to resolve NHTSA's recommendations to both side's satisfaction.

STRATEGIC AND PERFORMANCE PLANNING

The UHSO staff continued with active participation in the Utah Safety Leadership Team, a coalition of federal, state and local agencies and private sector advocacy groups and partners who craft, refine and support Utah's Strategic Highway Safety Plan (SHSP). Meetings to measure success, identify new and continuing problem areas and establish a new action plan have been held and the State's third SHSP should be in place by 2011.

GRANT APPLICATIONS

During the past year the UHSO staff worked

tirelessly to secure all of the federal grant monies available to Utah's highway safety program. This core responsibility of securing grant monies provides the financial resources for subgrantees statewide to implement traffic safety projects and effect a reduction in traffic fatalities and serious injuries.

Working closely with the NHTSA R8 Office, the UHSO staff assured that Utah's applications met all the federal requirements. As a result, Utah continued to qualify for all of the highway safety grant monies available through NHTSA to the State.

The UHSO was also successful in securing a grant through Mothers Against Drunk Drivers (MADD) that allowed the State's Toxicology Laboratory to purchase new testing equipment and reduce the turnaround time for blood tests of drivers involved in fatal crashes.

STAFF CHANGES

The UHSO's Law Enforcement Liaison Group added two active duty Utah Highway Patrol members, bolstering this expanding and important area. Sergeant Greg Lundell's focus is to assist law enforcement agencies in making the transition to electronic crash reporting. With his expert knowledge of the State's and various vendors systems, he proved to be an important segue that has brought, and continues to bring, agencies into 100% electronic crash reporting.



Trooper Cameron Roden's focus is to foster the increasing interest of law enforcement agencies along the Wasatch Front to form multi-agency task forces under the guidance of the UHSO. Cameron set much of the groundwork and it



is anticipated that multi-agency task forces will be in place in Utah and Weber Counties in FFY2011. He also serves as the liaison for law enforcement involvement in the Click It or Ticket campaign.

The UHSO also hired temporary data entry specialists to improve the crash data timeliness. Elizabeth Powell, Chery Rigby and



Rebecca Clayton were the first tier and began entering hard copy 2010 crash reports received from law enforcement agencies, in addition to serving as beta-version testers for the State's Web front crash data entry program. The second tier group of this timeliness improvement effort consisted of Vivian Scott, DeaAnne Reed and Mike Poll. It is anticipated that 95% of the hard copy workload will be eliminated in less than three years with the transition to electronic reporting that is underway.

STAFF PROFILES

Jill Sorensen, the Office's administrative secretary, continued to provide dedicated and resourceful support of the day-to-day operations. She assured that the myriad of seemingly routine tasks, such as travel planning, office equipment upkeep and supplies, and time sheet accounting and entry, were completed with a minimal amount of disruption to the programmatic functions. Jill also offered valuable technical assistance and administrative support to the various Multi-Agency Task Forces and the Coalition for Utah Traffic Safety. She is an active advocate for traffic safety, serving as a CPS technician to inspect car seats for customers and at local area checkpoints.



Anna Boynton, the front line customer service person, serves as the primary contact for telephone and in-person inquiries. Anna processed educational and informational product requests and managed the various "loaner" programs



such as crash test dummies and child safety seats. She also continued as a CPS technician and inspected car seats for customers and participated in many community events.

The UHSO's financial analyst, Brian Schultz, has grown into his position and provides innovation and accountability that is valued by the staff. Brian was instrumental in securing source documents from subgrantees as part of the Management Review, while treading a fine line between the NHTSA R8 Office and subgrantee agencies. With his hard work, Utah is consistently submitting vouchers on a monthly basis to the pleasure of our federal partners, while providing more timely fiscal information to the internal staff.



Rhonda Parker continued to help the program management staff understand the dollar value of the earned media garnered by the UHSO. She gathered newspaper articles and information on television news broadcasts, and worked with a contractor to identify a dollar value for this coverage. This collection and collation process provides important analysis to the program managers, and also archives the newspaper articles for inclusion in related project files. In addition, Rhonda has assisted with entering hard copy crash reports to improve Utah's timeliness.



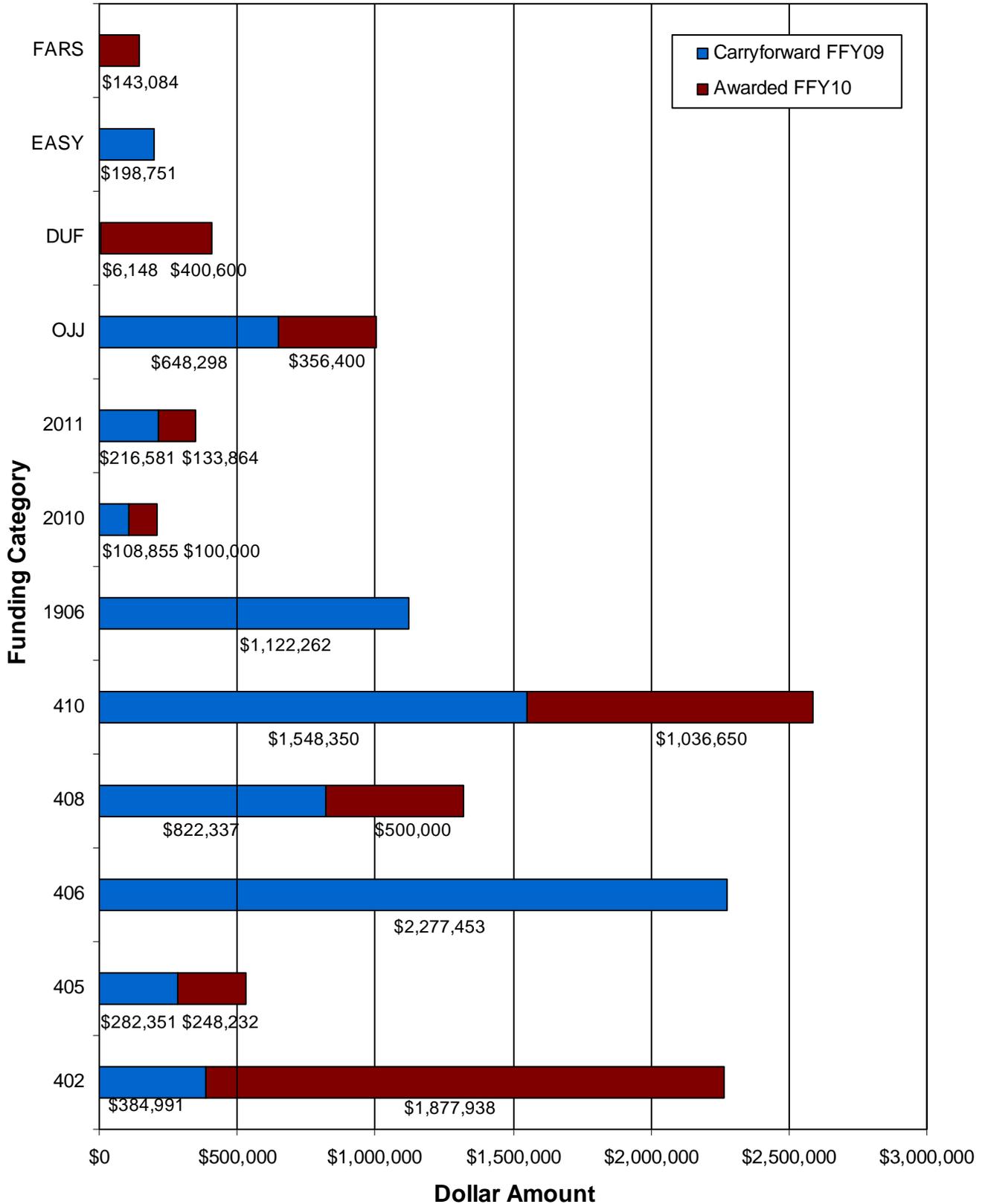
Terry Smith continued in his role as the UHSO's rural area expert, offering traffic safety partners in the less populated areas a invaluable resource. He provided teen driver education, served as a CPS instructor and senior technician, interacted with law enforcement agencies, and provided rural cultural awareness and valuable resources to safety partners in those areas.



Mark Panos is the Deputy Director and Senior Program Planner with the UHSO and has been with the Utah Department of Public Safety for over 15 years. He has served at the UHSO for 8 years, and previously with the Driver License Division.

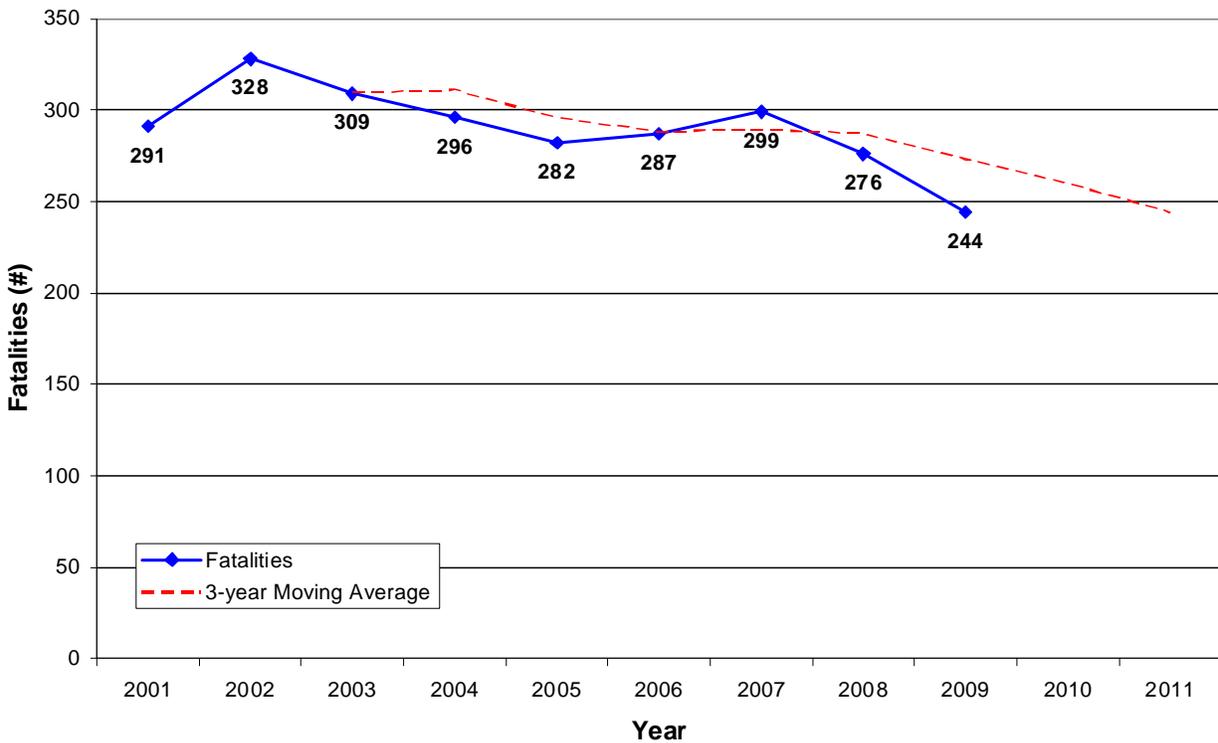
HIGHWAY SAFETY GRANT FUND DETAIL

Available Grant Funds in FFY2010
(Carryforward Plus Current SAFETEA-LU Funds)

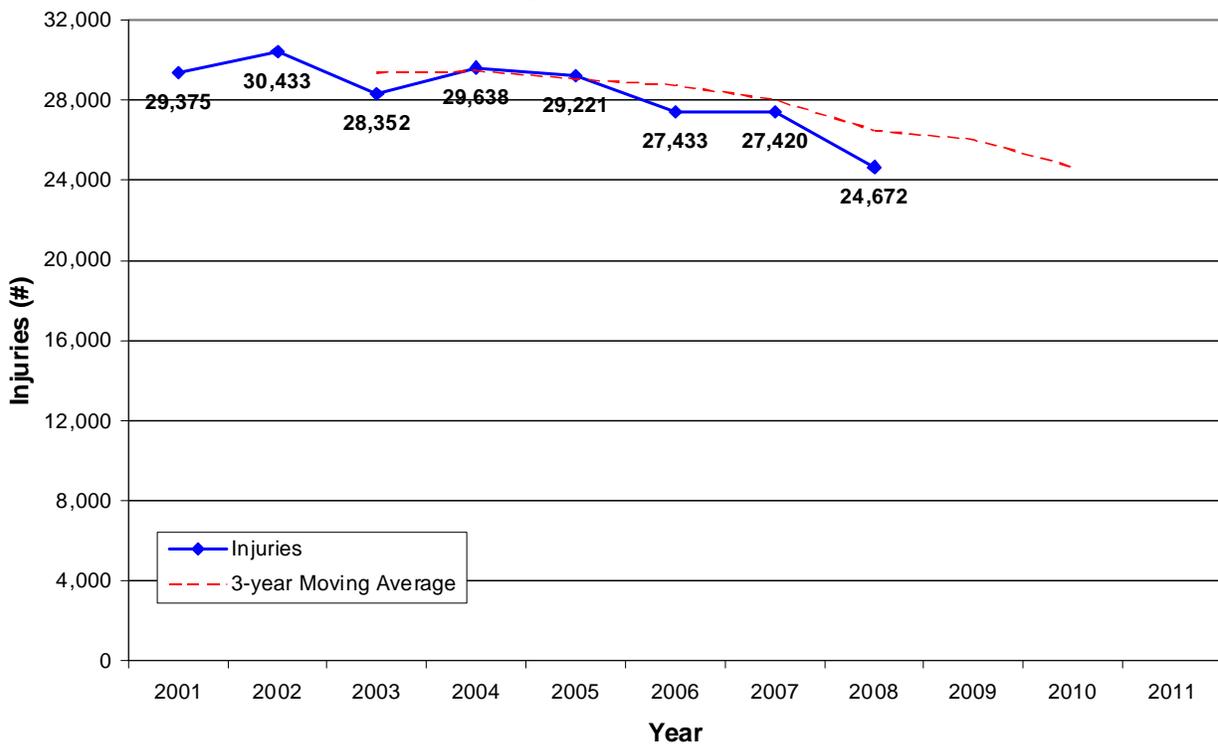


CORE PERFORMANCE MEASURES

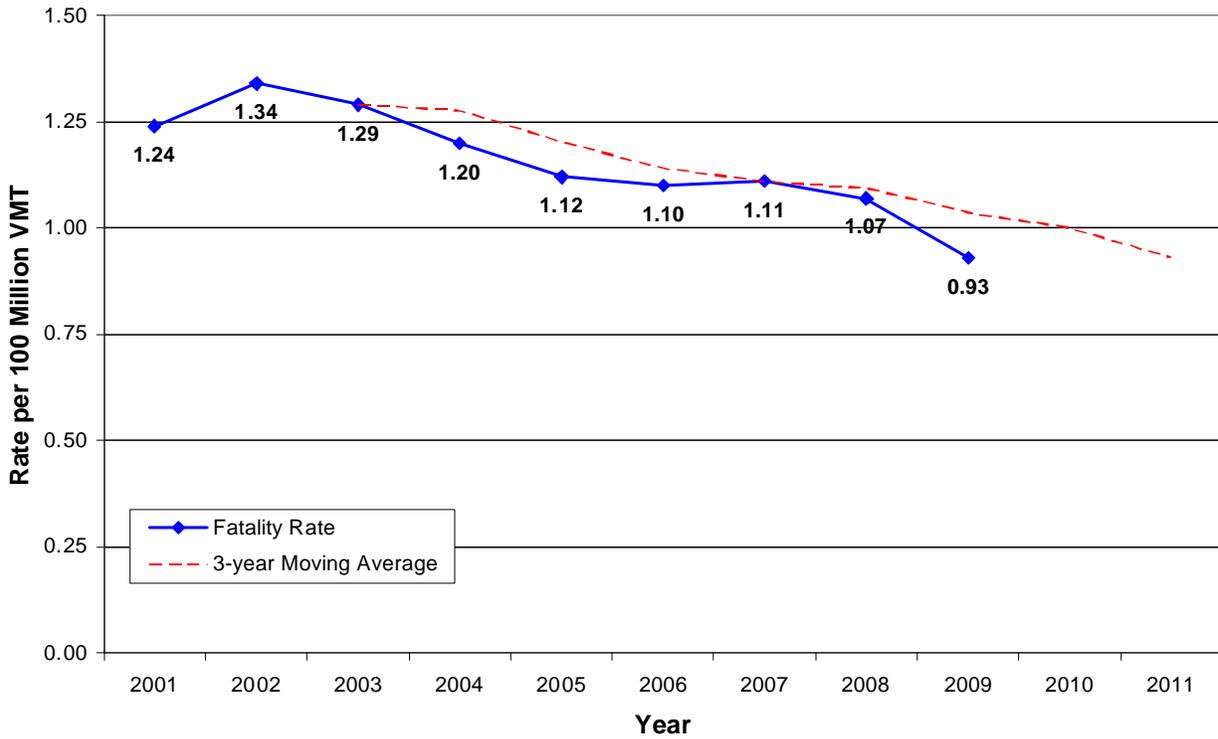
C-1: Number of Utah Traffic Fatalities



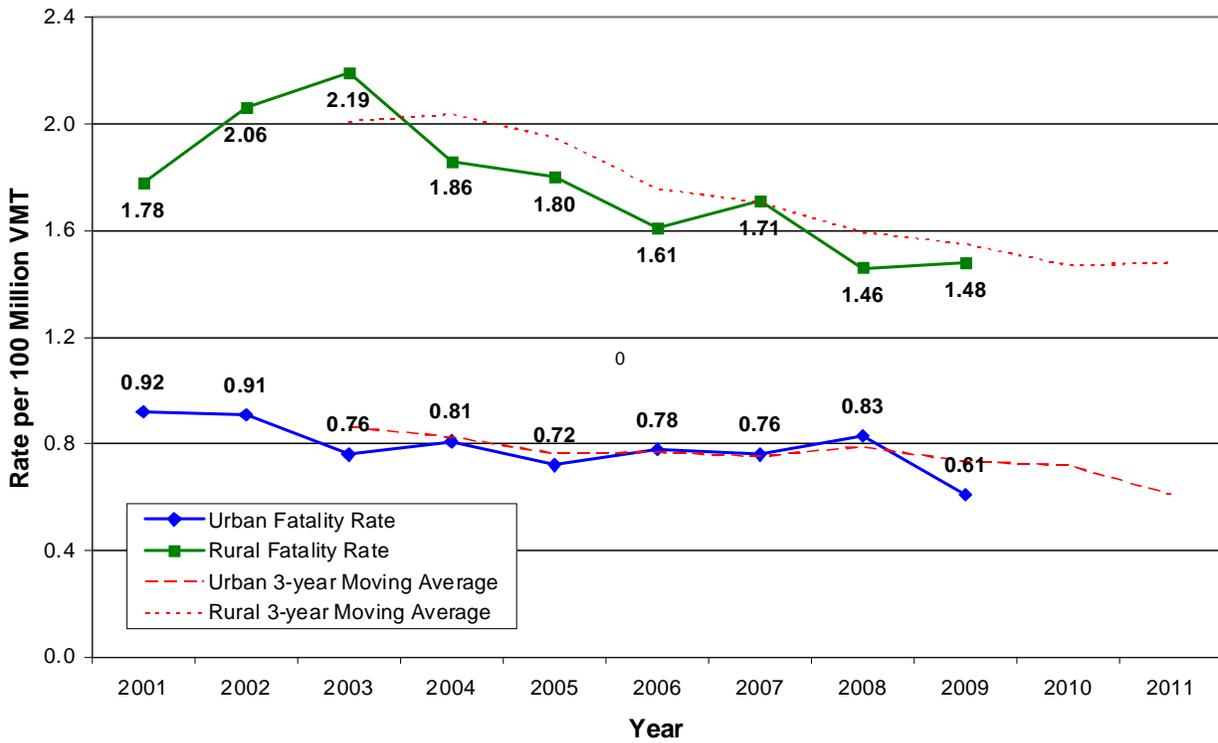
C-2: Number of Injuries in Utah Traffic Crashes



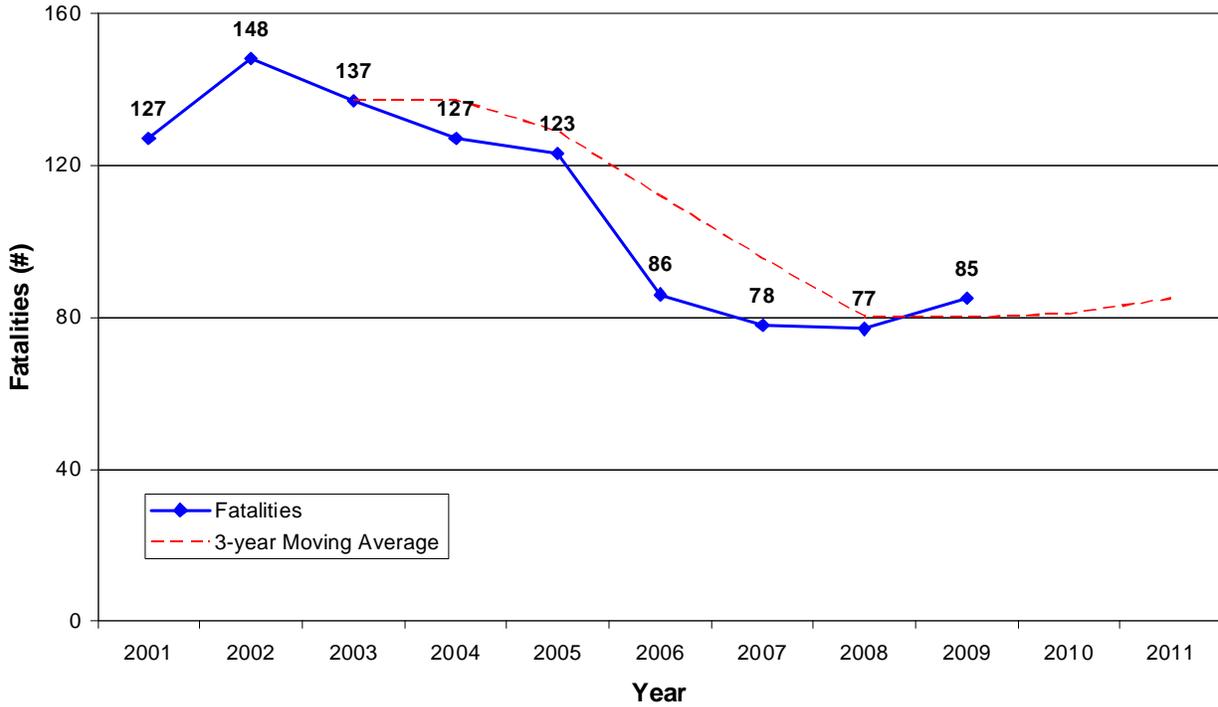
C-3: Utah Total Fatality Rate per 100 Million VMT



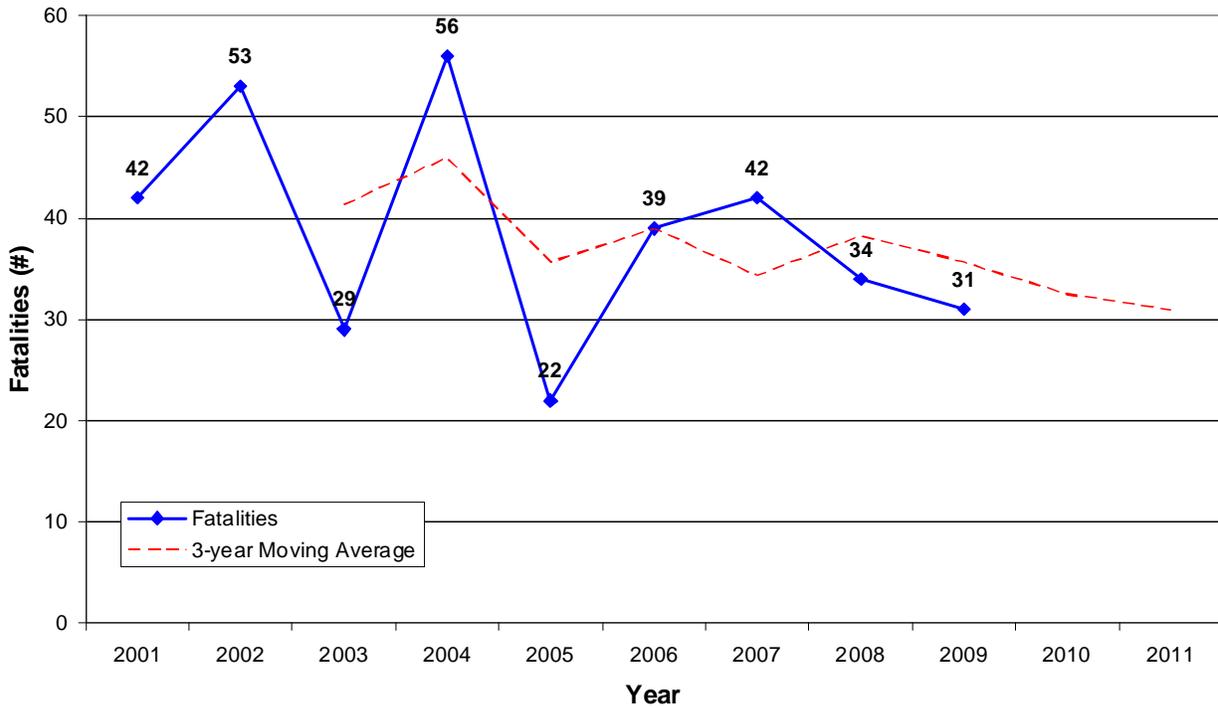
C-3a: Utah Urban/Rural Fatality Rate per 100 Million VMT



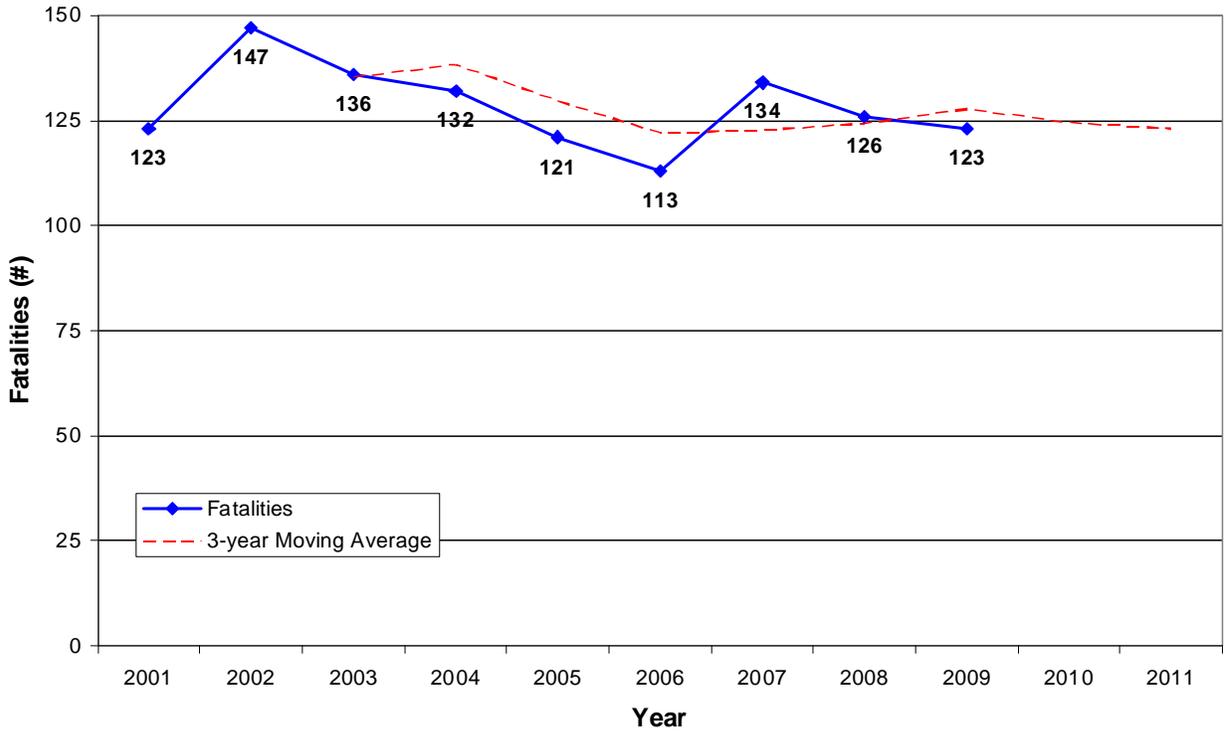
C-4: Number of Utah Unbelted Passenger Vehicle Occupant Fatalities, All Seat Positions



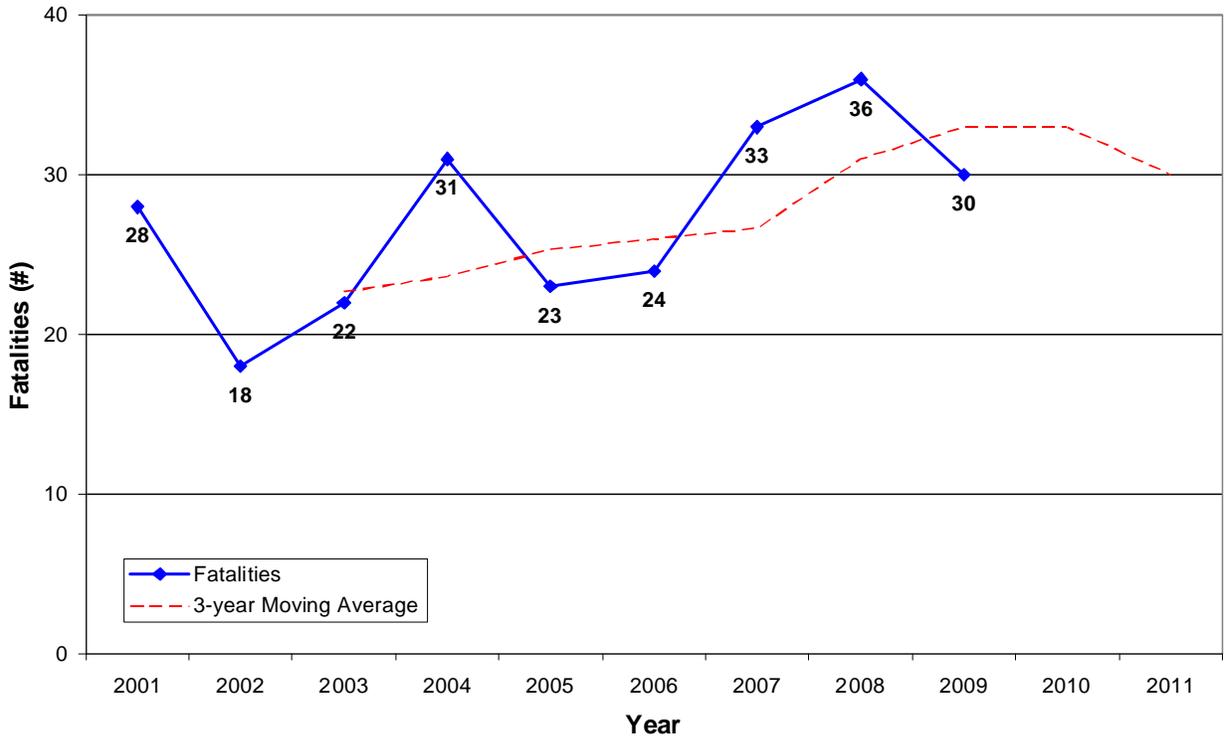
C-5: Number of Utah Fatalities Involving a Driver with a BAC of .08 and above



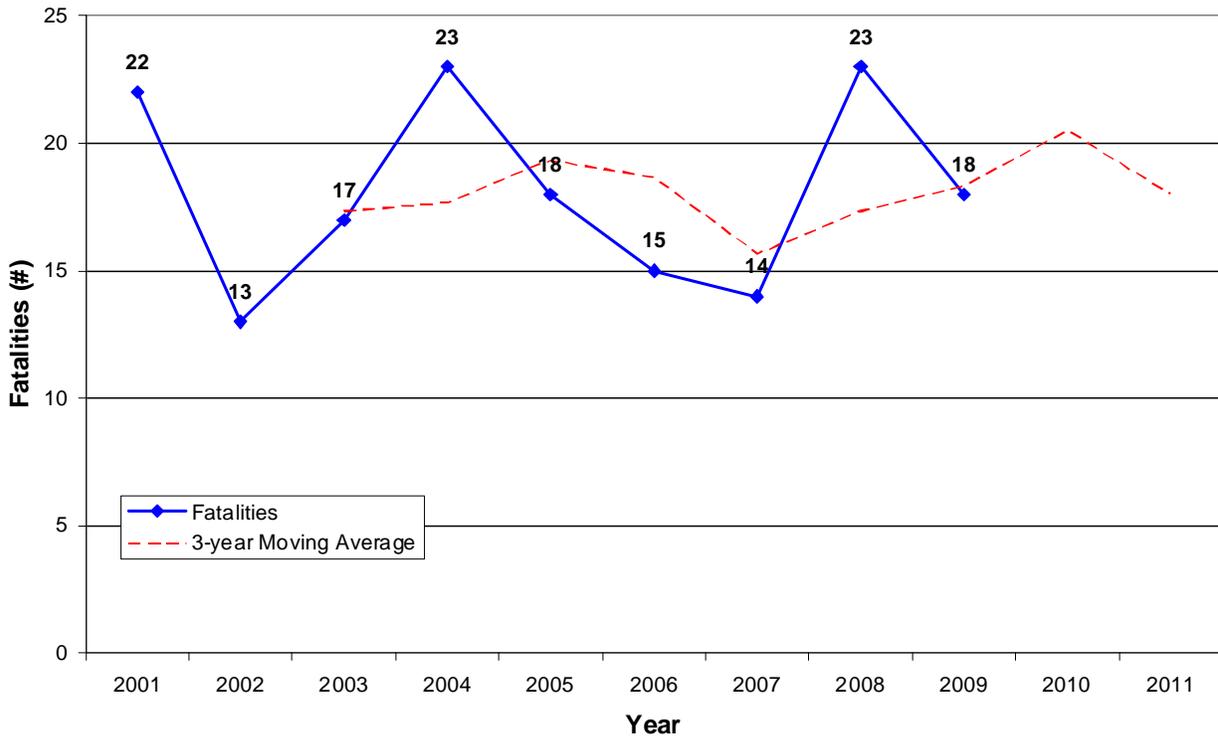
C-6: Number of Utah Speeding-Related Fatalities



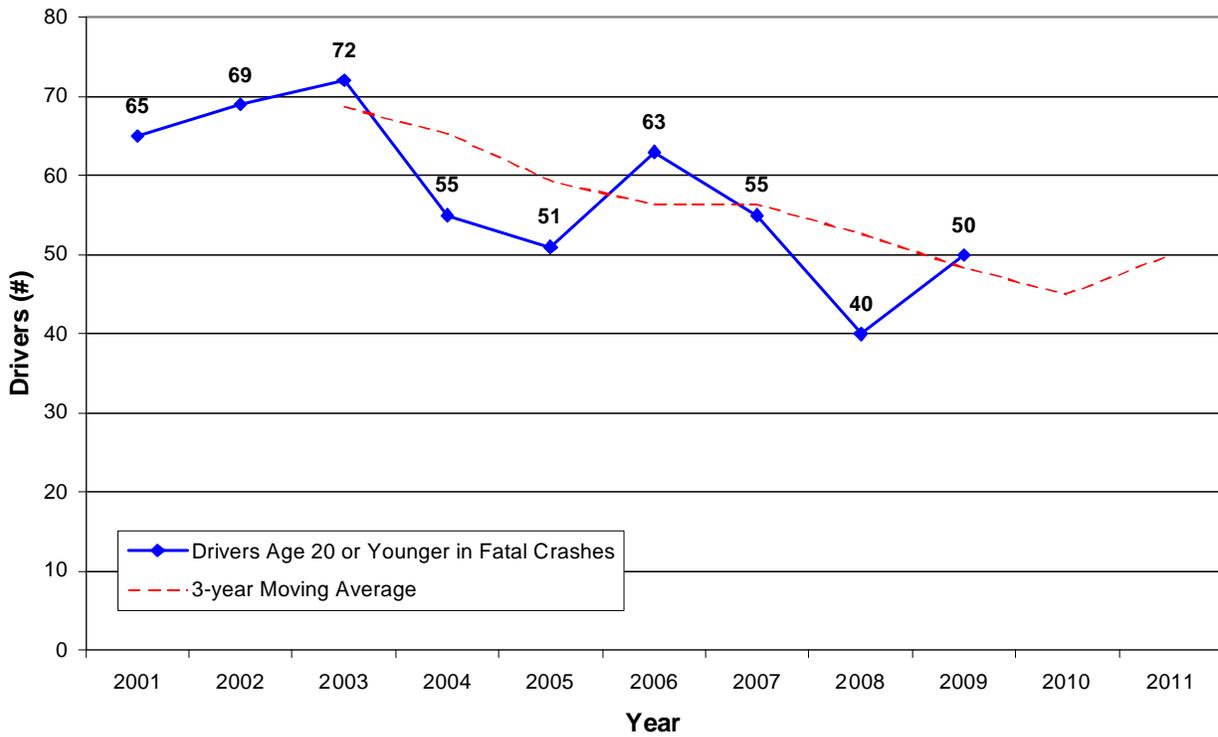
C-7: Number of Utah Motorcyclist Fatalities



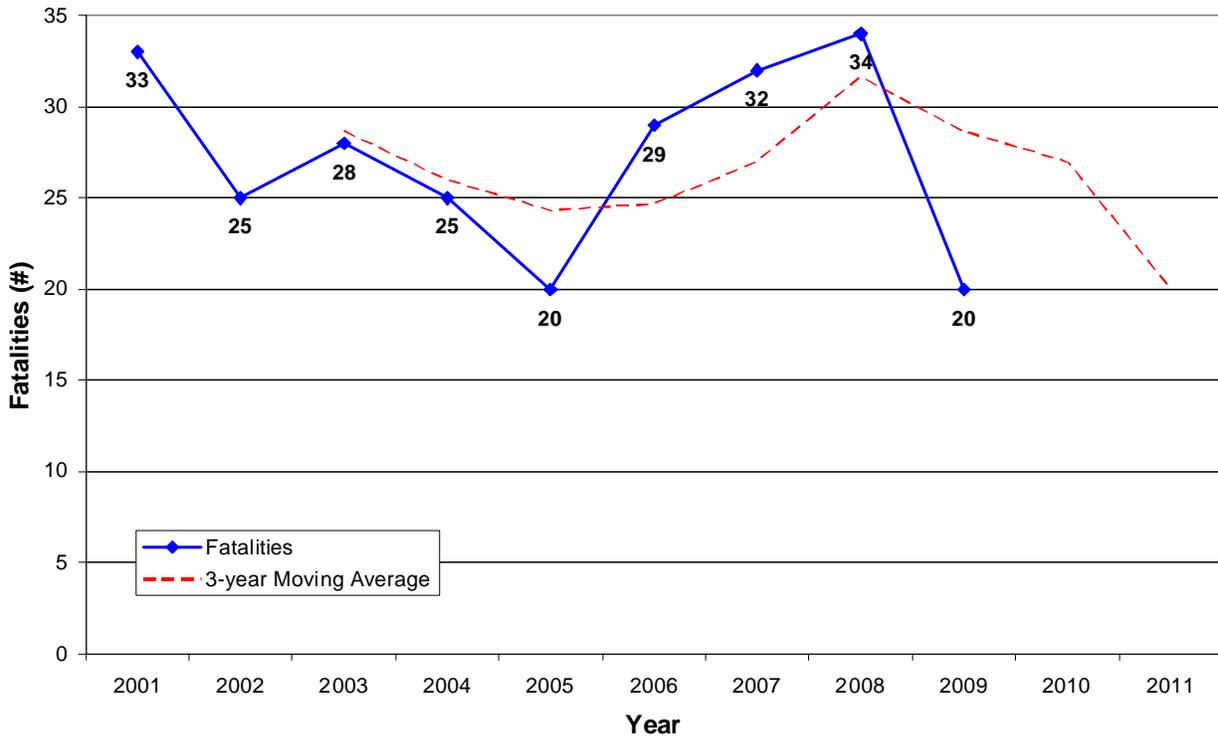
C-8: Number of Utah Unhelmeted Motorcyclist Fatalities



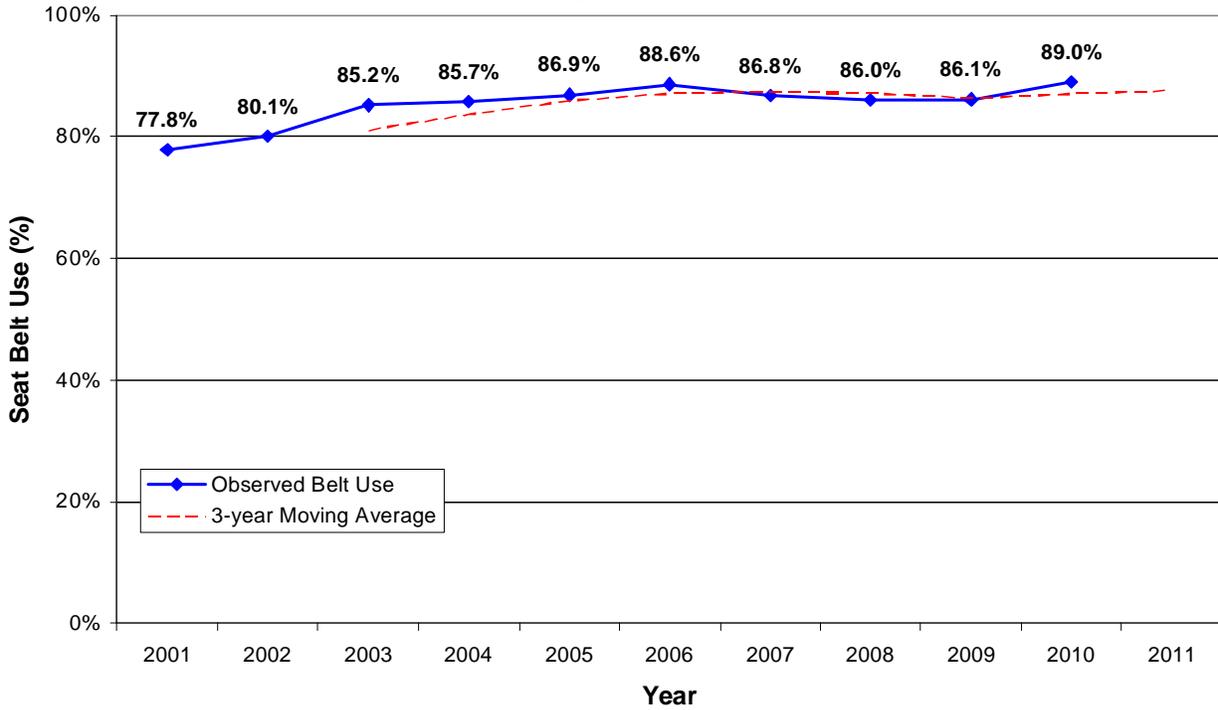
C-9: Number of Drivers Age 20 or Younger in Utah Fatal Crashes



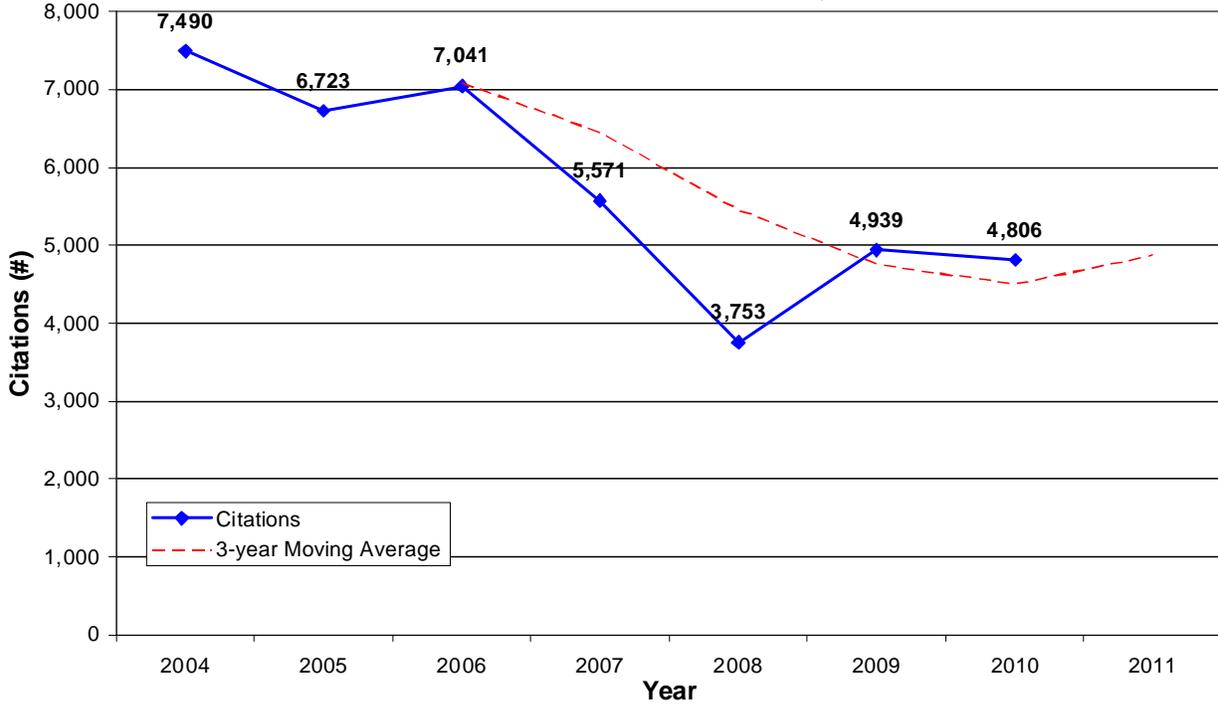
C-10: Number of Utah Pedestrian Fatalities



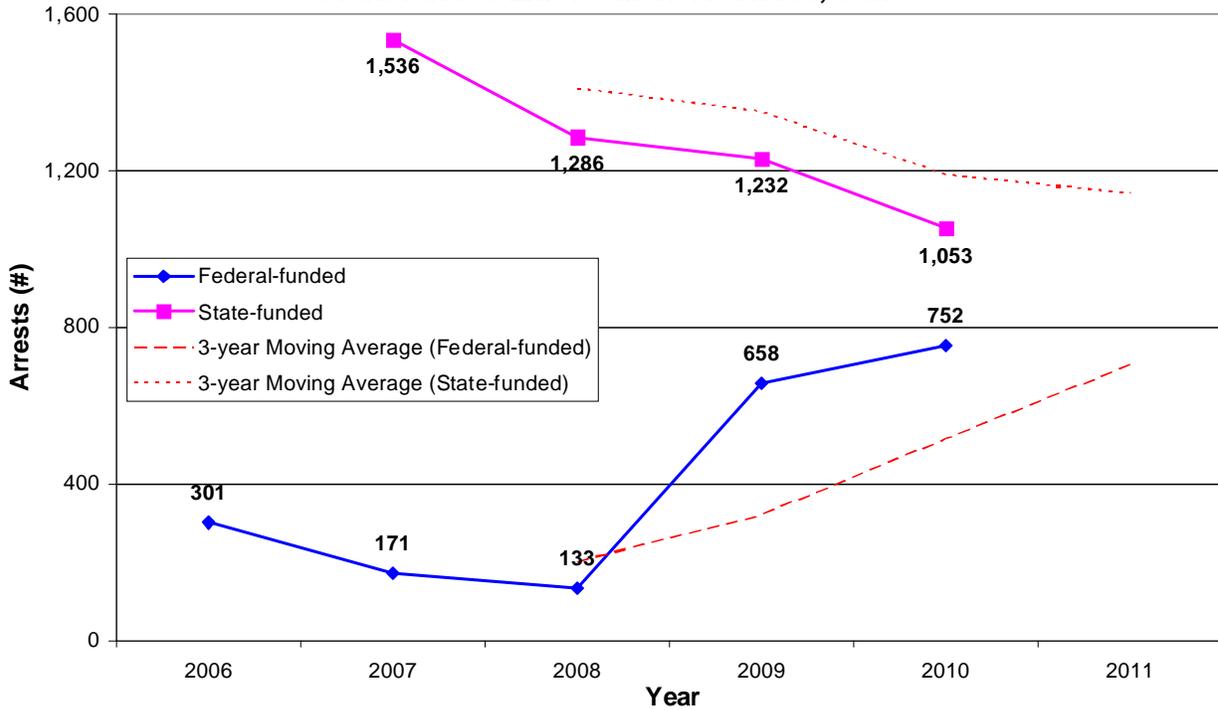
B-1: Utah Observed Seat Belt Use for Front Seat Occupants in Passenger Vehicles



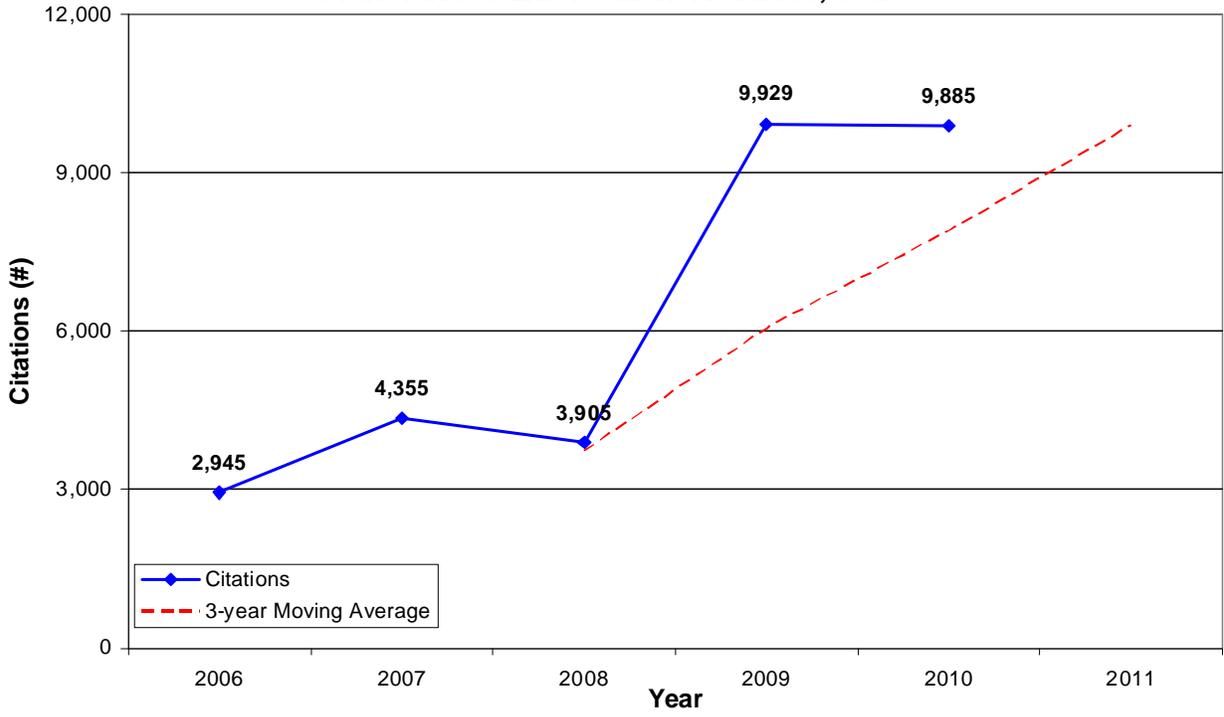
A-1: Number of Seat Belt Citations Issued During Grant-funded Enforcement Activities, Utah



A-2: Number of Impaired Driving Arrests Made During Grant-funded Enforcement Activities, Utah



A-3: Number of Speeding Citations Issued During Grant-funded Enforcement Activities, Utah



DRIVER BEHAVIOR & ATTITUDE SURVEY

As states continue to develop Traffic Safety Performance Measures to incorporate performance-oriented programs, Utah is committed to a performance-based approach and conducted a statewide survey. This survey collected data following the recommended set of questions distributed by the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA).

The survey questions are designed to track driver attitudes and awareness on impaired driving, seatbelt use and speeding issues. A contracted vendor was used to survey the public by telephone to gather this data. The graphs in this section report the sampled data from the vendor's presentation to the Utah Highway Safety Office.

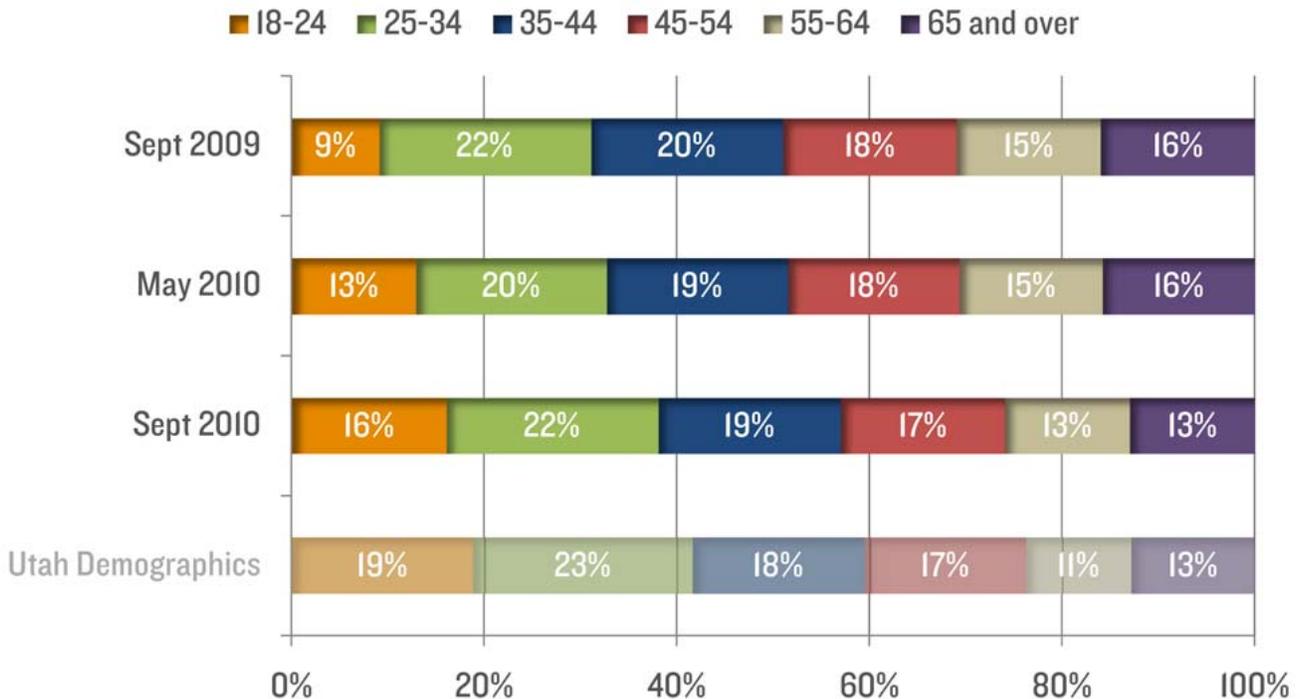
Highway Safety is pleased to report a summary of the data collected and utilize this information in planning sessions to combat roadway fatalities and injuries.

SURVEY

The representative statewide sample included a total number of 815 survey responses. The survey was conducted in May and September 2010.

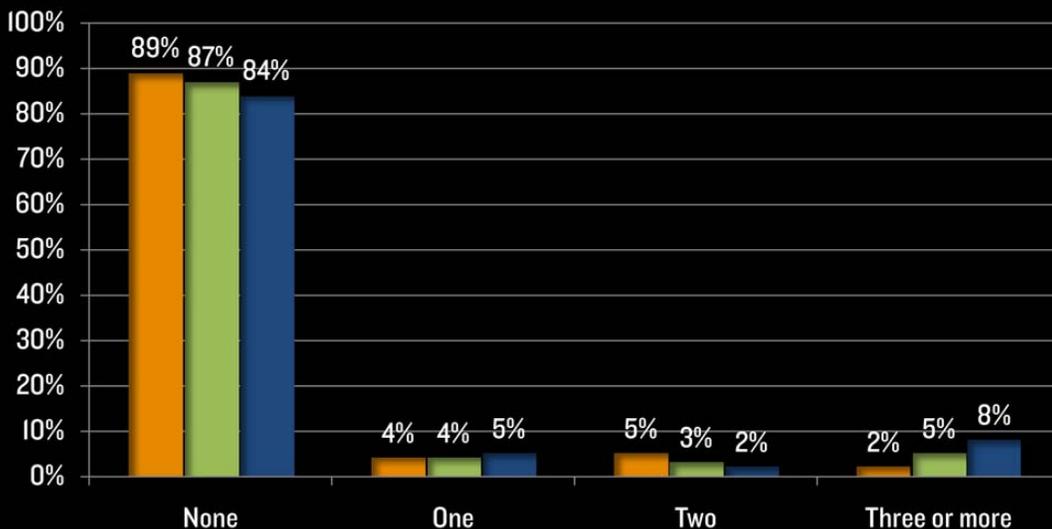
DEMOGRAPHICS

Age



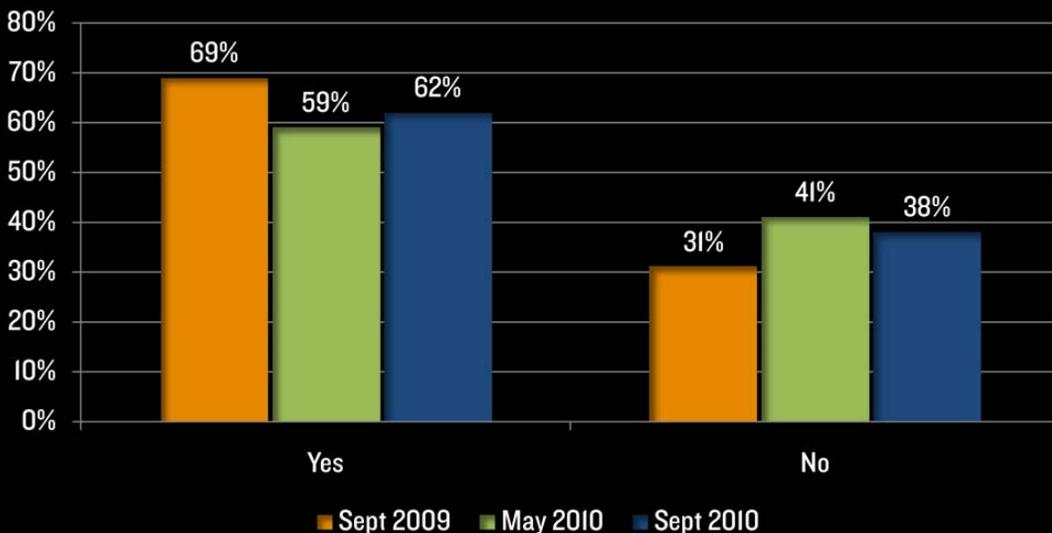
OVER THE LIMIT. UNDER ARREST.

In the past 60 days, how many times have you driven a motor vehicle within two hours of drinking an alcoholic beverage?



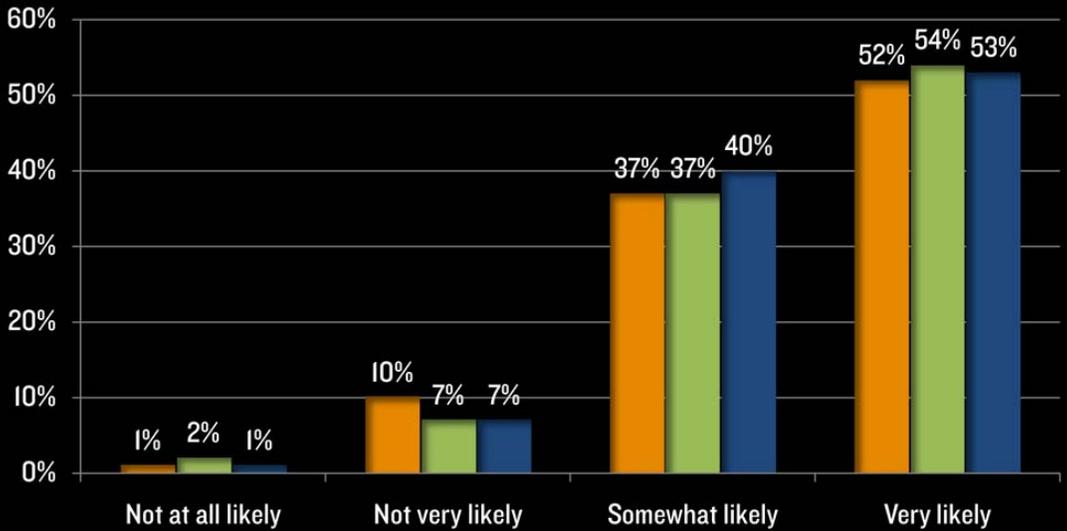
OVER THE LIMIT. UNDER ARREST.

In the past 30 days, have you read, seen or heard anything about alcohol impaired driving or drunk driving enforcement by police?



OVER THE LIMIT. UNDER ARREST.

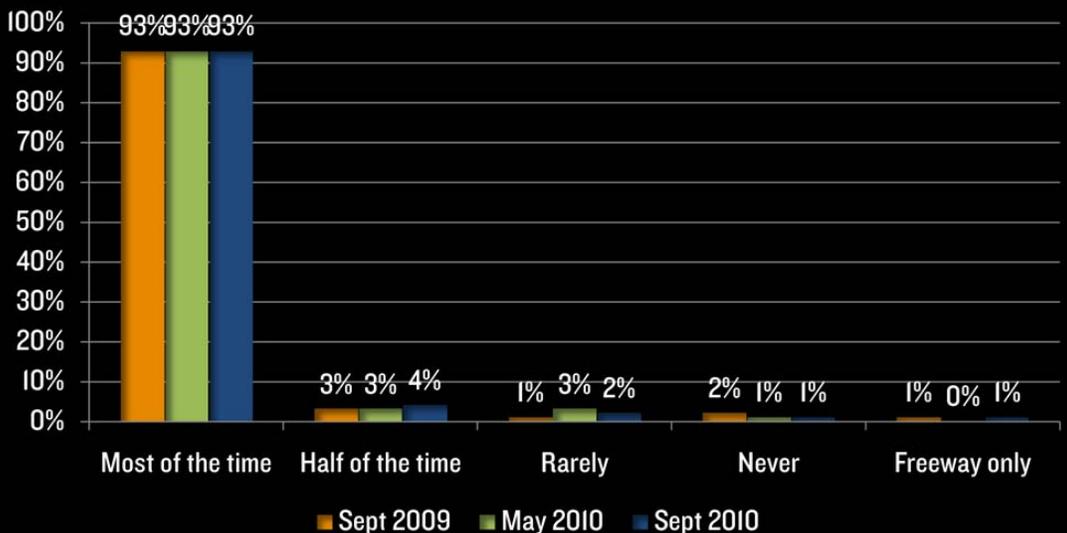
What do you think the chances are of someone getting arrested if they drive after drinking?



SAFETY BELTS

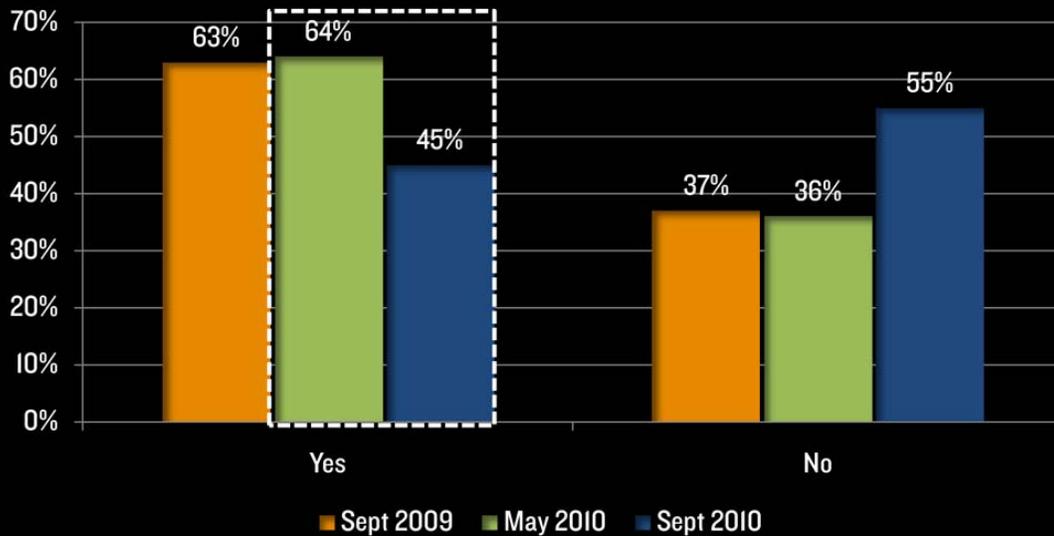
CLICK IT OR TICKET

How often do you use safety belts when you ride in a car, van, sport utility vehicle or pickup?



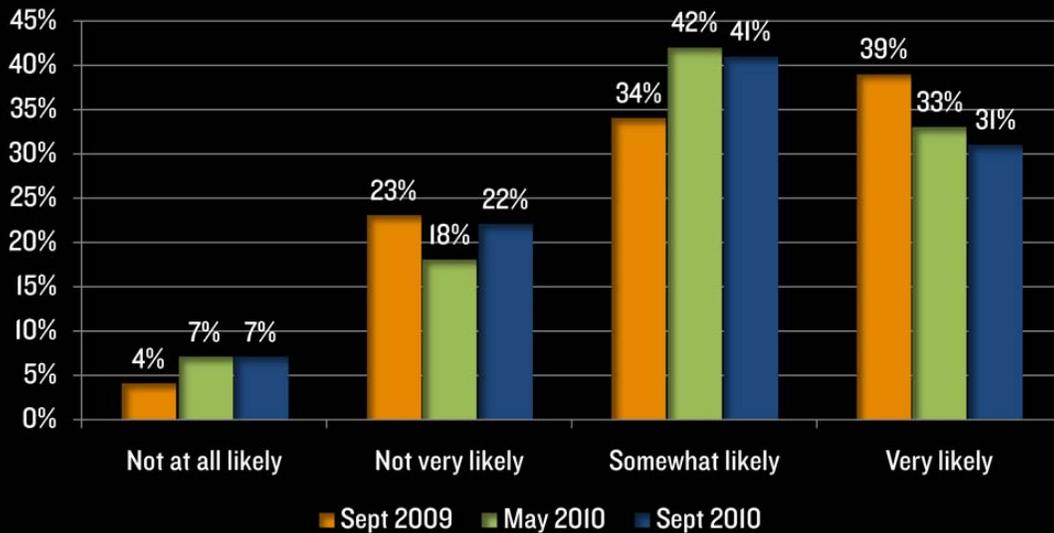
CLICK IT OR TICKET

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



CLICK IT OR TICKET

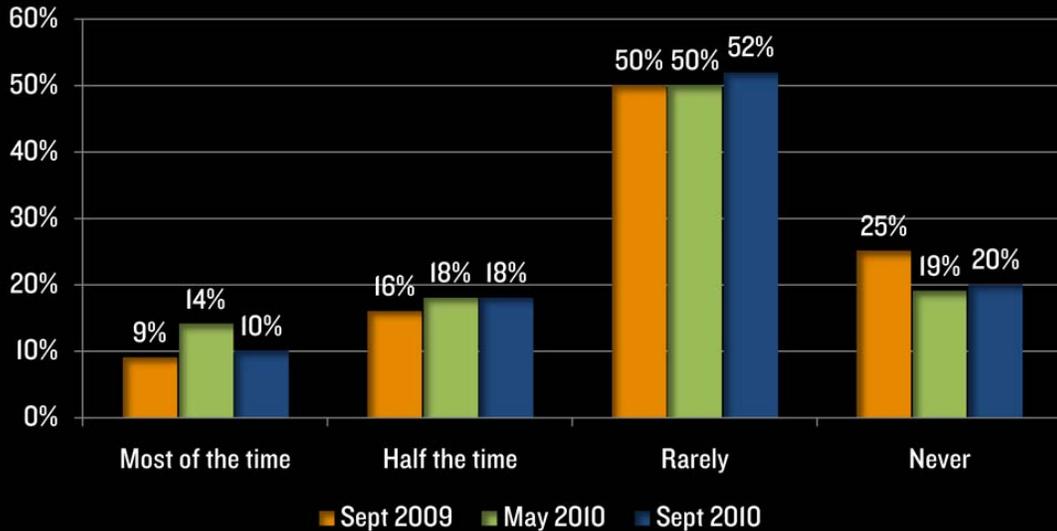
What do you think the chances are of getting a ticket if you don't wear your safety belt?



SPEEDING

SPEEDING

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



SPEEDING

On a local road with a speed limit of 65 MPH, how often do you drive faster than 70 MPH?

