

## A COMBINED APPLICATION

As part of the SAFETEA-LU reauthorization in 2005, Congress asked NHTSA to offer the states a single application process for highway safety funds each year. This streamlined process would reduce the administrative load on the State Highway Safety Offices (SHSO) which in previous years may have submitted ten or more applications or certifications annually. However, the logistics of implementing this process presented NHTSA with huge challenges, and would have delayed the distribution of grant funds to the states. NHTSA elected to continue with the individual application process to provide states with eagerly awaited funding as quickly as possible.

As the Utah Highway Safety Office compiled the FFY2008 Highway Safety Plan (HSP), it occurred to the program management team that Utah was in a position in FFY2008 to attempt a one application process. Due to previous performance and attention to detail, Utah is positioned favorably to add applications for Section 405, 408, 410 and 2010 funds, in addition to the basic Section 402 monies, using various certifications and assurances in the HSP. The one exception to our success in combining applications may be Section 408, which still seems to be an evolving process. Comments and input from NHTSA and other SHSO's are welcomed.

# *Investing in Safer Communities*

## UTAH HIGHWAY SAFETY PLAN FEDERAL FISCAL YEAR 2008

STATE OF UTAH  
DEPARTMENT OF PUBLIC SAFETY  
HIGHWAY SAFETY OFFICE

*"Our mission is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on Utah's roadways."*

### EXECUTIVE SUMMARY

The FFY2008 Highway Safety Plan reflects a continuation of the successful Highway Safety Program in Utah, and some new directions. After an extensive review, the Safe Community Program has been revised and focused on the 12 health districts within the state. Each of these districts were invited to submit a proposal for a Safe Community project within their jurisdiction, and all 12 responded and have been included in this HSP.

Another new focus area is speed management. This project will focus on identifying "corridors" which have a demonstrated over-representation of traffic crashes with speed as a factor, reviewing the data to identify specific areas which would benefit from education and information for motorists, and add an enforcement component to calm the traffic.

The sustained success and effectiveness of the "Click It Or Ticket" media and enforcement campaign continues to provide an example and model for other campaigns. The impaired driving media campaign will continue to use non-traditional media methods to deliver a "don't drink and drive" message to 21-34 year olds. The new motorcycle safety campaign will have a dual focus of educating motorists on motorcyclist issues, and also promoting participation in the state's motorcycle rider education program for both novice and experienced riders.

The Zero Fatalities Safety Summit will provide an exciting forum for law enforcement personnel, city and county government officials, educators and other traffic safety advocates to share ideas, gain insights, and find new ways to improve traffic safety in Utah. Traffic safety topics will include teen driving, funding sources for pedestrian and roadway safety, mature drivers, pedestrian and bicycle safety, motorcycle safety, officer motivation, outreaching minority groups, involving the courts in safety programs, creating safer roadways, and finding state and federal resources. The Summit will also offer special sessions on traffic-related legislation, working with local media, and obtaining and understanding traffic data.

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## **APPENDICES**

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The highway safety planning process in Utah tends to be cyclical and ongoing, and the Highway Safety Office (HSO) staff is likely to be working on previous, current and upcoming Highway Safety Plans (HSP) simultaneously. The planning calendar below illustrates the HSP cycle:

- January: Review by program management staff of current and previous year's programs and discussion of future focus areas.
- February: Analyze Utah-specific crash data and prepare the Highway Safety Office's specific performance goals.
- March: Estimate federal funding amounts as part of the planning process, and solicit input from partner agencies and key stakeholders on program direction.
- April: Request project proposals (due May 15) to address performance goals.
- May: Review new and continuing project proposals and evaluate alignment with HSO performance goals.
- June: Identify desired projects while keeping within the predicted funding levels.
- July: Prepare, review, print and submit a draft HSP (with integral Performance Plan) to the NHTSA Regional Office for input.
- August: Make changes and final additions to the Highway Safety Plan.
- September: Submit the final HSP to NHTSA for approval.
- October: Implement project by soliciting project contracts, sending formal approval to proceed and specifying grant amount.
- November: Request "closeout" documents from previous year HSP projects, and begin collecting information for the Annual Report.
- December: Prepare, review, print and submit the Annual Report to NHTSA.

While this calendar reflects a straightforward and logical planning process, a variety of intervening and often unpredictable factors at both the federal and state level may result in the planning process being interrupted or necessitate a change in focus areas. The current multi-year transportation funding bill has given a measure of stability and predictability to the funding question in the last few years. However, the appropriations process always injects some interesting twists and turns and may make the planning process especially challenging.

To assist the reader in understanding Utah's Highway Safety Plan development processes better, each of the major steps is detailed in the following sections.

## DATA ANALYSIS

Data collection is an important first step in the process of developing the Performance Plan. It requires extensive research and the use of statistical reports and information from many sources, including:

- ◆ Fatal Accident Reporting System (FARS)
- ◆ Utah's Annual Crash Summary
- ◆ Utah's Central Accident Reporting System (CARS)
- ◆ Driver License Division's Driver Tracking System
- ◆ Occupant Protection Observational Study Statistical Analysis Reports
- ◆ NHTSA-Supplied statistical information
- ◆ Other governmental and safety organization's information and data

This information is then analyzed and used to establish an historical trend line covering at least the previous five years of available crash data, and even up to ten years. With this data, the performance planning process moves to the problem identification aspect.

## PROBLEM IDENTIFICATION

Using the information from the data analysis process, the trend in each of the NHTSA and GHSA-suggested performance measures is evaluated for the strength or weakness of probability factors. Also, the data is further scrutinized and analyzed to determine other influencing factors such as urban and rural, young and older drivers, and non-behavioral factors such as weather and road construction. A collaboration of key highway safety stakeholders in the state also helps to focus the resources of multiple agencies and organizations on the identified problems. Key stakeholders include:

- ◆ Utah Department of Transportation
- ◆ Utah Department of Health
- ◆ Utah Highway Patrol
- ◆ SAFEKIDS Coalition
- ◆ Regional and local health and law enforcement agencies

## PERFORMANCE GOALS

The performance goals and measures for identified problem or focus areas are established using the following steps:

- ◆ Review the problem areas identified during the analysis process
- ◆ Examine national performance goals and crash statistics
- ◆ Study and review Utah's programs, legislation and other variables
- ◆ Consider the environment in surrounding states and any impact on Utah
- ◆ Examine other environmental issues such as population growth, economic conditions, etc
- ◆ Collaborate with other key stakeholders to identify strategies in setting goals
- ◆ Establish realistic performance goals and measures

With the performance goals and measures established, the project proposal and selection process begins.

## PROJECT SELECTION

The project selection process begins with a request to various agencies and organizations to submit proposals for projects that will address the established HSO performance goals and measures, or one that addresses a local highway safety problem. After the deadline for proposals has passed, the program management team meets to discuss the merits of each proposal and how it supports the Performance Plan. The criteria used to select projects includes the following elements:

- ◆ Does the proposal respond to the identified problem?
- ◆ Is it likely to have an impact?
- ◆ Is there a level of confidence in the project personnel?
- ◆ Are the objectives clearly stated?
- ◆ Is the evaluation plan adequate?
- ◆ Is the budget realistic and cost effective?
- ◆ Is this a single year or multiple year project?

After all of the proposals are reviewed, they are ranked from most to least desirable, accepted as funding levels permit, and detailed in the appropriate focus area within the Highway Safety Plan.

## MONITORING AND TECHNICAL ASSISTANCE

Two aspects of performance planning often overlooked are monitoring and technical assistance. The HSO staff monitors projects on an ongoing basis with close contact and interaction with the project staff. Each year at least 10% of all under-20K projects are selected randomly for inclusion on the “on-site monitoring” list, which also includes all projects with budgets of \$20,000 and above. This list is distributed to the program management staff who then schedule the visits.

Technical assistance covers a broad scope of activities, many of which occur on an as-needed basis. However, the HSO staff does plan a wide variety of technical assistance activities including safe community training, data analysis assistance, purchasing assistance, and project management, reporting and monitoring training for the project director.

## ANNUAL REPORT

After the end of the federal fiscal year, each project is asked to submit a final report detailing the accomplishments during the year. This information is used to form an evaluation and reporting document referred to as the Annual Report. This report typically focuses on the successes of the various projects and highlights the most visible and active projects.

Some projects may be less successful due to a variety of factors such as personnel changes, etc. A more critical review of each program area is conducted and serves dual functions as the final phase of the current year HSP process, and as the kickoff point to begin the process for the next HSP.

The end product of this performance planning process is the annual Highway Safety Plan which details the projects the HSO plans to implement to meet performance goals and measures. The individual project listings include a description of the project, the funding source, and the HSO program manager who will oversee the project. Also, the project year indication will assist the reader to understand the duration of the collaboration between the project agency and the HSO (if five or more years, the indication is “ongoing”). The reader is invited to begin reviewing the Highway Safety Plan beginning on the next page.

# HIGHWAY SAFETY PLAN

## Performance Measures & Project Descriptions

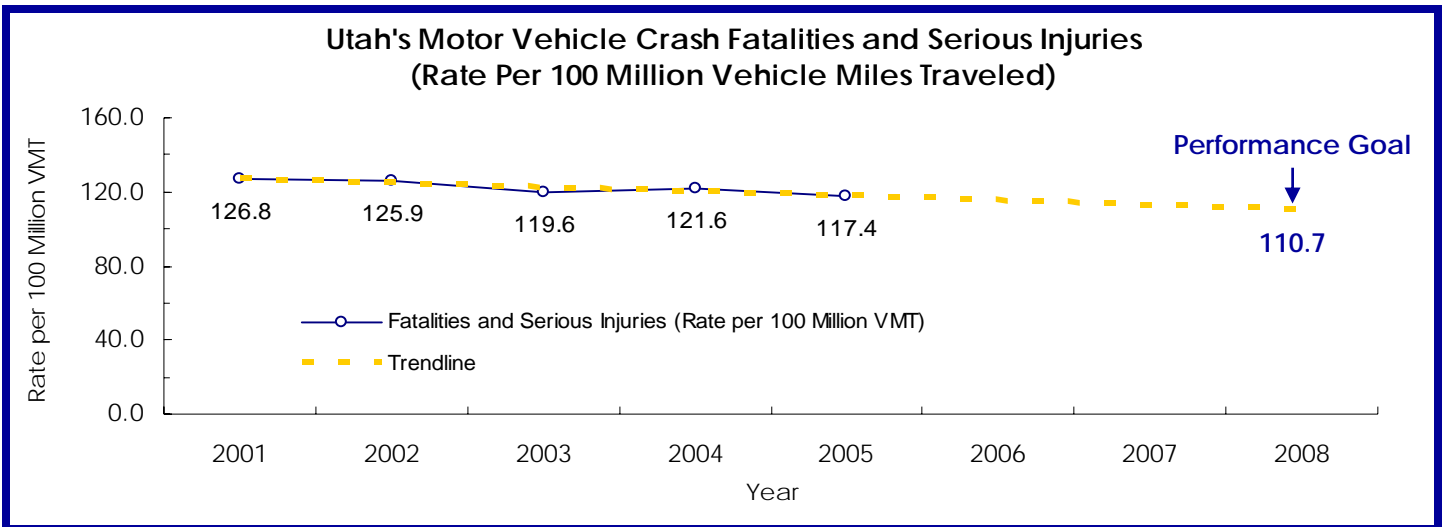
### POLICE TRAFFIC SERVICES PROGRAM

#### Performance Goal:

Provide support for police traffic services to reduce the traffic fatality and serious injury rate in Utah.

#### Performance Measure:

Continue the favorable trend by demonstrating a reduction in the motor vehicle crash fatalities and serious injuries rate per 100 million vehicle miles traveled from 117.4 in 2005 to 110.7 in 2008.



#### Action Plan:

- Provide equipment to local law enforcement agencies including speed monitor trailers, in-car video cameras, and other traffic safety equipment, as funding permits.
- Provide accident reconstruction training and certification for 60 officers.
- Foster inter-agency partnering and resource sharing among the law enforcement agencies in Salt Lake County.

#### Justification:

- The need for increased enforcement continues to be a budget constraint, especially with regard to a sustained high profile speed corridor campaign.
- While the majority of all crashes happened in urban areas of the state, the majority of fatal crashes occurred in rural areas. Equipment requests will be considered to address this disparity and attempt to assist with enforcement statewide of speed, aggressive driving, DUI, and other traffic safety laws.
- Many law enforcement agencies, both in urban and rural areas, suffer from budget limits on technical assistance and training, equipment, and personnel and have come to value the HSO's expertise and assistance in providing training, equipment, and overtime funding for selective traffic enforcement.

**Other Partnering Agencies:**

- Most of the larger law enforcement agencies in the more populated areas are able to self-fund the purchase of traffic safety equipment and personnel.
- The State Alcohol and Drug Fee Committee allocates DUI reinstatement and impound funds to assist police agencies throughout Utah with impaired driving enforcement training and equipment, and overtime enforcement shifts.
- UDOT uses its portion of 163 incentive funds for safety projects initiated by the Traffic and Safety Division.

## Police Traffic Services Projects

**PT080101 POLICE TRAFFIC SERVICES & EQUIPMENT (TED)**  
**FUNDING SOURCE 402**  
**PROJECT YEAR ONGOING**

The Utah Highway Safety Office will use project funds from this grant to assist law enforcement agencies throughout the State of Utah that have limited resources and are in need of technical assistance, equipment, and other safety related information. Funding will be used to provide equipment such as speed monitor trailers, radars, lasers, in-car video cameras, portable breath testers and various other equipment needs. Public information and educational supplies will also be furnished. Before funding will be approved, law enforcement agencies requesting assistance will be asked to submit a problem identification plan explaining the traffic issue/problem in their area and how they intend to reduce or eliminate the safety issue using the requested equipment. Each major equipment purchase will be preceded by an approval request to the NHTSA Rocky Mountain Region Office.

**PT080103 DUI REINSTATEMENT (DAVE)**  
**FUNDING SOURCE STATE MATCH**  
**PROJECT YEAR ONGOING**

Impaired driving in Utah results in about 14,000 DUI arrests each year, and in most cases the person's driving privilege is suspended or revoked as detailed in Utah law. After the sanction period is completed, the person must pay specific reinstatement fees to regain driving privileges, and subsequently a valid driver license. A portion of the reinstatement fees are used by the state to support programs which target removing impaired drivers from the roads. These efforts include providing equipment to local law enforcement agencies to enhance officer safety in DUI stops, training for officers statewide to enhance their ability to identify impaired drivers, and overtime shifts for sustained enforcement efforts throughout the year.

**PT080104 SALT LAKE COUNTY MULTI-AGENCY TASK FORCE (TED)**  
**FUNDING SOURCE 410**  
**PROJECT YEAR ONGOING**

The Salt Lake County Multi-Agency Task Force is a coalition of the law enforcement agencies within Salt Lake County who meet on a regular basis to discuss current traffic safety issues and to foster inter-agency partnering and resource sharing. The task force offers various types of training throughout the year to member agency officers including legislative and legal updates, as well as polling member agencies to determine gaps in resources and laws. The task force also supports the "Click It Or Ticket" , the "Drunk Driving. Over The Limit, Under Arrest" and other national campaigns, and fosters interagency activities such as combined DUI checkpoints.

**PT080105**                    **DUI IMPOUND FUND (DAVE/TED)**  
**FUNDING SOURCE**        **STATE MATCH**  
**PROJECT YEAR**            **ONGOING**

The State of Utah leads the nation with the lowest rate of alcohol-related fatalities due in large part to aggressive DUI enforcement and a proactive approach to combating underage drinking issues. Annually, over 14,000 arrests are made for impaired driving, and most of the arrests result in the violator’s motor vehicle being impounded. When the person retrieves the vehicle, various impound fees are charged and subsequently used to fight impaired driving on Utah roads. In an effort to remove the impaired driver from Utah’s roadways, a portion of these fees are used to fund DUI overtime shifts throughout the state. This sustained statewide effort places a special emphasis on high visibility during major holidays and national safety campaigns.

**PT080106**                    **TRAFFIC ACCIDENT RECONSTRUCTION CERTIFICATION (TED)**  
**FUNDING SOURCE**        **157 INCENTIVE**  
**PROJECT YEAR**            **FIRST**



Northwestern University’s Accident Reconstruction classes, hosted by the Utah Highway Patrol, have proven successful in addressing Utah’s lack of accident reconstructionists. To formalize the credentials of the 60 officers who have completed this training, this project will provide the opportunity to receive national accreditation through the Accreditation Commission for Traffic Accident Reconstruction (ACTAR) program, which is widely recognized as the national standard for accident reconstruction. A Northwestern University Reconstruction Refresher class will be held prior to the ACTAR test in order to insure that the officers are prepared for the situations the test will address. ACTAR certification enhances a law enforcement officer’s credentials when reporting on crash-related issues which may arise in court actions seeking liability resolution, promotes a more complete crash report, and enhances an officer’s ability to determine the cause of a crash. Proper identification of the root cause(s) of traffic crashes remains essential to improving driver behavior and roadway safety.

**PT080107**                    **UHP SAFETY PROJECT (DAVE)**  
**FUNDING SOURCE**        **163 .08 BAC**  
**PROJECT YEAR**            **ONGOING**

The Utah Highway Patrol desires to provide its members with the equipment and services needed to enhance officer safety and effectiveness. The Section 163 funding is used to provide minor safety equipment, such as in-car video cameras, radar guns, etc. This project may also fund programming intended to increase the timeliness and accuracy of electronically generated traffic records, and enhance programs such as crash investigation, data collection and impaired driving enforcement.



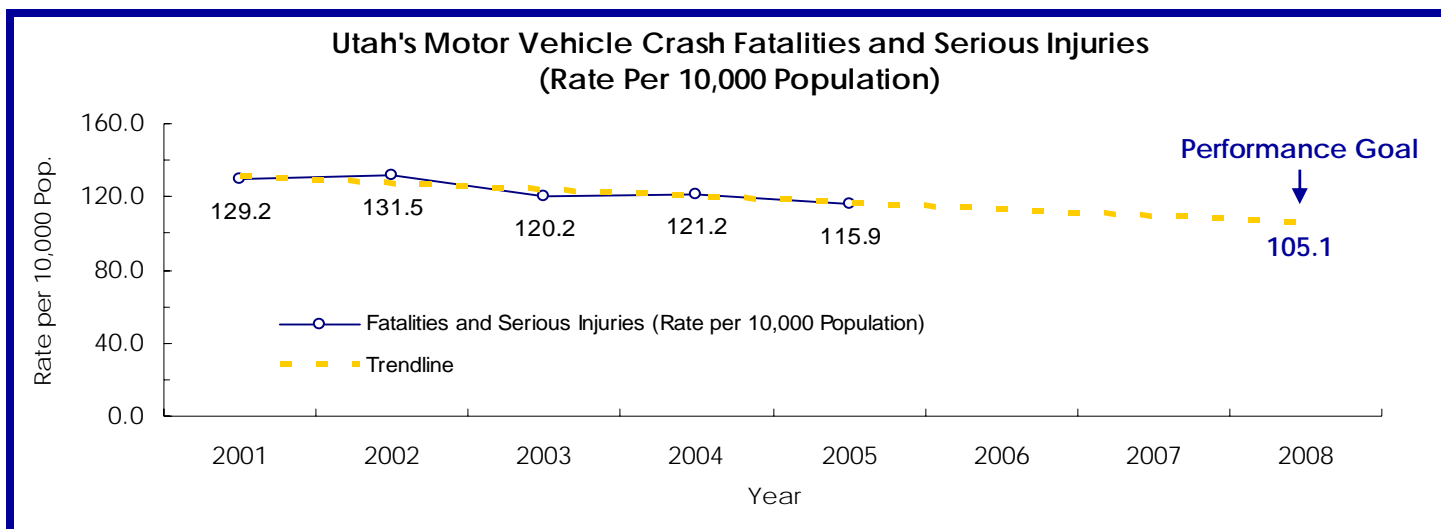
# COMMUNITY TRAFFIC SAFETY PROGRAM

## Performance Goal:

Partner with Health Districts and traffic safety partners to continue the downward trend of Utah's traffic-related fatality and serious injury rate.

## Performance Measure:

Continue the favorable trend by demonstrating a reduction in the motor vehicle crash fatalities and serious injuries rate per 10,000 population from 115.9 in 2005 to 105.1 in 2008.



## Action Plan:

- Fund Safe Community projects at twelve health districts within the state.
- Provide HSO staff to oversee, coordinate and assist the Community Traffic Safety Programs.
- Outreach Utah's largest minority population with highway safety information by supporting a Hispanic Traffic Safety Program.
- Contract for a Rural Traffic Safety Coordinator to provide better outreach to rural areas in the southern portion of the state.

## Justification:

- Safe Community projects cover the general spectrum of highway safety program focus areas, and serve as a cornerstone of local interaction.
- Safe Community projects provide personal interaction with the public and provide a "face" for the traffic crash injury prevention program.
- The expanded Safe Community program will allow additional outreach to the rural areas of Utah.

## Other Partnering Agencies:

- Colleges and universities use student organization and state funding to provide information on traffic safety issues.
- The Utah Department of Transportation supports community programs with 163 .08 funding.
- Local health agencies statewide are focusing on teen drivers.

## Community Traffic Safety Projects

**CP080201                      DAVIS COUNTY SAFE COMMUNITY PROGRAM (KRISTY)**  
**FUNDING SOURCE            402**  
**PROJECT YEAR                ONGOING**

Davis County is the third most populated of Utah's 29 counties and is the fastest growing of the four major urban communities along the Wasatch Front. The primary traffic safety issues facing the county include alcohol and seat belt use among young drivers, and pedestrian and child passenger safety. Statistics show that Davis County had the second highest percentage (33.0%) of crashes involving a teenage driver in 2004. In addition, childhood fatalities due to motor vehicle crashes continue to be the leading cause of death to children ages 14 and younger. These fatalities consist primarily of child pedestrians and motor vehicle passengers. In fact, of Utah's twelve local health districts, Davis County has the 4<sup>th</sup> highest pedestrian/motor vehicle crash rate per population. The goal of the project is to reduce traffic injuries and fatalities through educational activities aimed to raise awareness and change behavior by targeting teen drivers, pedestrians and motor vehicle occupants. Activities will include safety belt use surveys and comprehensive high school campaigns, youth alcohol outreach, pedestrian and bicycle programs, booster seat and car seat promotions and educational activities. Program income will be acquired through fees charged to attend the car seat safety class for parents. The income will be used to purchase child safety seats to distribute to class attendees. A portion of the grant funding will be used to help fund three part-time project coordinators who are dedicated specifically to this continuing highway safety program.

**CP080202                      TRI-COUNTY SAFE COMMUNITY PROGRAM (TERI)**  
**FUNDING SOURCE            402**  
**PROJECT YEAR                ONGOING**

The Tri-County Health Department serves Daggett, Duchesne, and Uintah counties in northeastern Utah, a predominantly rural area of the state that is home to the Uintah and Ouray Tribal Lands. With a booming oil industry in Uintah County, the area sustained a growth rate of 10% over the past six years. Poverty levels in the area exceed the state average, and this, coupled with the population increase, has made the Tri-County Health Department's bicycle helmet and child safety seat programs imperative to traffic safety in the community. To reach the goal of increasing bike helmet use by 5%, the project will continue its Ride Safe-Ride Smart Program, which provides bike helmets at no or low cost to low-income families and hosts community events, such as bike rodeos, that promote helmet use and bicycle safety. Three certified technicians will conduct car seat check points and educational campaigns throughout the year, with a special focus on increasing the use of booster seats for children ages 4-8 by 5%. To reach the Native American community, the program will partner with the Ute Indian Tribe Injury Prevention Coalition and conduct car seat check points and educational campaigns on the reservation. A small portion of the funding will support the project director's implementation of the project, and any income will be redirected into the program to purchase car seats and helmets.

**CP080203                      WEBER/MORGAN COUNTY SAFE COMMUNITY PROGRAM (TERI)**  
**FUNDING SOURCE            402**  
**PROJECT YEAR                ONGOING**

Weber and Morgan Counties have a total population of 221,381, and occupy a combination of both urban and rural areas in northern Utah. With nearly 30% of the population in both counties under the age of 18 and over 15% of Weber's population Latino, this area of the state faces unique traffic safety challenges. In 2005, 30% and 27% of the crashes in Weber and Morgan counties respectively involved teen drivers, who showed only 68% seat belt usage in recent surveys. Tweens (ages 8-15) will join the program's target audience for seat belt safety messages, with the goal of instilling safe behaviors in this growing and impressionable part of the population. The program will utilize members of the Governing Youth Council, a peer leadership group,

to promote a seat belt usage competition between eight area high schools. Events at Weber State University and a local rodeo will provide the project ideal platforms for seat belt safety and impaired driving campaigns to reach high-risk populations of young males and truck drivers. The project will conduct CPS and seat belt educational courses throughout the year in both English and Spanish and coalition members will continue to support pedestrian and bike safety education campaigns at schools and community events. A portion of the funding will be utilized to provide partial salaries for two employees who coordinate the program. Any income from the activities will be directed back into the program to purchase car seats.

**CP080204                    BEAR RIVER SAFE COMMUNITY PROGRAM (TERI)**  
**FUNDING SOURCE        402**  
**PROJECT YEAR            ONGOING**

Cache, Box Elder and Rich Counties occupy the northern part of Utah and are served by the Bear River Health Department. This predominantly rural area of the state has seat belt and child passenger safety seat usage rates that lag approximately 20% behind the state average. Both Cache and Box Elder Counties have growing Hispanic populations, a segment of the population that the Utah Department of Health has identified as higher risk with regard to traffic safety behaviors. Given these statistics and demographics, this Safe Community project will focus heavily on increasing occupant protection device usage, with a stated goal of increasing usage by 3% for adults, teens, and young children. To reach the Hispanic population, the project will utilize employer-to-employee campaigns addressing seat belt safety and impaired driving messages. Five high schools will participate in the "Battle of the Belts" seat belt use competition, which in past years has helped to significantly increase teen seat belt usage in post-activity surveys. Members of the Governing Youth Council will help coordinate events at the high schools to prevent impaired driving as part of Red Ribbon Month and Operation Safe Graduation. The project will partner with local media to generate community awareness of the importance of adult seat belt and child passenger safety seat usage, even in rural areas. A portion of the funding will support the project director in implementing all of these activities to help improve the safety of the members of these communities.

**CP080205                    SUMMIT COUNTY SAFE COMMUNITY PROGRAM (TERI)**  
**FUNDING SOURCE        402**  
**PROJECT YEAR            THIRD**

Encompassing 1,871 square miles in the northeast corner of the state, Summit County is a rapidly growing rural community, with a more than 19% population increase from 2000 to 2006. With over 25% of the population under the age of 18, the Summit County Safe Community project plans to sharpen its focus to specifically address teen seat belt usage and child passenger safety. After finding success in recent years through educational efforts at area high schools, the project plans to increase seat belt usage in the teenage population by 2% during the contract year. The project will feature a number of youth-directed events at the area high schools in order to capitalize on the positive effects of peer leadership. By demonstrating and displaying the importance of safe behaviors during drivers' formative years, the project hopes to instill life-long safety behaviors. All aspects of occupant protection will be highlighted throughout the year, including car seat fitting stations and school and community outreach programs, and any income from the program will be used to purchase supplies or car seats to continue the program.

**CP080206 TOOELE COUNTY SAFE COMMUNITY PROGRAM (KRISTY)**  
**FUNDING SOURCE 402**  
**PROJECT YEAR SECOND**

Tooele County has been ranked the fourth highest for motor vehicle crash deaths among Utah's twelve health districts and was ranked the highest for injury costs, with \$7.5 million spent in 2003. Teen drivers represent 8.5% of the licensed drivers in Utah but are involved in 30% of all motor vehicle crashes. In addition, county residents have one of the lowest household incomes in the state, which contributes to lower than average child restraint use. The goal of the project is to reduce traffic-related death and injury rates among teens ages 14-18 years and educate and provide resources to low-income families enabling them to properly restrain their children to age 10. A portion of the grant funding will be used to help fund a project coordinators who is dedicated specifically to this continuing highway safety program. Program income will be acquired through low-cost car seats and will be used to continue activities directly related to the traffic safety program.

**CP080207 UTAH COUNTY SAFE COMMUNITY PROGRAM (KRISTY)**  
**FUNDING SOURCE 402**  
**PROJECT YEAR ONGOING**

Motor vehicle crashes are the leading cause of unintentional deaths in Utah County. Statistics show teenage drivers were involved in 31% of all injury crashes in the county in 2005. In addition, only 20% of elementary school children wear bicycle helmets, and approximately 75% of teen drivers were observed wearing safety belts in 2006. The goal of the project is to increase safety belt use rates among teen drivers and passengers, as well as all motorists; maintain motor vehicle child restraint usage among children age 5 years; increase motor vehicle child restraint use among children age 5-10 years; promote helmet use and pedestrian safety. This will be accomplished through education and increased awareness by conducting various activities and campaigns that outreach the target population. A portion of the funding will be used to help fund three part-time project coordinators who are dedicated specifically to this continuing highway safety project. Program income will be acquired through the sale of low-cost car seats and helmets and will be used to continue activities directly related to the traffic safety program.

**CP080208 SOUTHEASTERN UTAH SAFE COMMUNITY PROGRAM (KRISTY)**  
**FUNDING SOURCE 402**  
**PROJECT YEAR FIRST**



The Southeastern Utah Health District represents four rural counties, which include Carbon, Emery, Grand and San Juan. All four counties have crash rates well above the state's average, with Emery and Grand counties having two of the three highest rates of persons injured per 100 Million VMT in 2004 in Utah. The goal of the project is to conduct educational activities and campaigns that result in a reduction in the number and severity of traffic related injuries and fatalities. Activities will focus on increasing safety belt use among teen drivers, as well as all motorists, and improving the proper and consistent use of child restraints. In addition, the project will oversee activities aimed at increasing the use of bicycle helmets and reducing the incidence of impaired driving among youth. A portion of the funding will be used to help support the project coordinator who is dedicated specifically to this continuing highway safety project. Any project income will be used to purchase supplies such as car seats and helmets to help continue the program.

**CP080209**                    **CENTRAL UTAH SAFE COMMUNITY PROGRAM (KRISTY)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **FIRST**



While the counties of Wayne, Piute, Sevier, Millard, and Sanpete occupy a total area of 16,695 square miles, their combined population stands at only 69, 537. The Central Utah Health Department serves this heavily rural part of the state, and will work to increase seat belt and child passenger safety device usage for these six counties, which currently have usage rates that lag anywhere from twenty-five to thirty percentage points behind the statewide average. The program will form a task force to administer child passenger safety programs throughout the region, with the goal of increasing usage by three percentage points. Educational campaigns will address fatigued driving, which contributes to high crash rates on the area's many rural roads; Wayne (5.2) and Millard (3.1) had two of the three highest rates of fatal crashes per 100 million vehicles miles traveled in 2005. This project provides a vital link to a high-risk portion of Utah's population that would not otherwise receive highway safety messages and information. Therefore, a portion of the funding will be utilized to support the program director in operating this project.

**CP080210**                    **WASATCH COUNTY SAFE COMMUNITY PROGRAM (KRISTY)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **THIRD**

Wasatch County is a rural area in east-central Utah where fatal and injury crash rates exceed the state average. With more than one third of the population under the age of eighteen, the program plans to focus heavily on increasing the usage rates for teen seat belts, youth bicycle helmets, and child passenger safety devices. To reach the teen population, the project will develop and implement a comprehensive traffic safety program at Wasatch High School that will include promotional activities and events highlighting the importance of seat belt usage. The program will reinforce positive behavior and capitalize on word-of-mouth exposure through a campaign in which law enforcement officers give praise and possibly some type of reward to adults and children wearing bicycle helmets. Bicycle rodeos, supported by kits supplied by the program and hosted by county-wide organizations, will provide forums for cycling safety education and helmet distribution to children. Further partnerships with law enforcement, fire, EMS and hospital personnel will enable the program to conduct numerous car seat training and education campaigns that reach a wide audience throughout the county. Pre- and post-campaign surveys will help the program determine the effectiveness of their safety messages. This very rural area of the state relies on a portion of the funding to assist the project director in implementing this highway safety program.

**CP080211**                    **HISPANIC COMMUNITY OUTREACH (KRISTY)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **ONGOING**

Hispanics now account for 11% of Utah's population, making this group the fastest growing ethnic minority in the state. Utah Department of Health surveys indicate that the seat belt usage rate among Hispanics is lower than that of Caucasians and that incidents of impaired driving among Hispanics are higher. Additionally, a NHTSA report states that Hispanic children ages 5 to 12 are 72% more likely to die in a motor vehicle crash than non-Hispanic children. To reach this higher-risk segment of the population, the HSO contracts with the Utah Latino Community Information and Education Center (ULCIEC). Through a series of fixed deliverables, the ULCIEC places traffic safety messages in all forms of Spanish-language media, some of which are translations of English-language messages, while others are developed to address the specific needs of this community. Special events and activities, such as community fairs and bicycle rodeos, provide the ULCIEC valuable forums for outreach and education. The ULCIEC partners with the Utah Highway Patrol and local law enforcement agencies to help foster positive relationships between law enforcement and the Latino community, and supports local and national highway safety campaigns.

**CP080212 PUBLIC INFORMATION AND EDUCATION PROJECT (KRISTY)**  
**FUNDING SOURCE 402**  
**PROJECT YEAR ONGOING**

This project will promote and support national and local traffic safety campaigns, programs and activities statewide by providing technical assistance, educational materials and supplies to requestors and key stakeholders. Materials will be used to help improve traffic safety and reduce the number of motor vehicle crash deaths and injuries. The HSO will develop at least one new educational material during the project period, print and distribute materials to local communities, and provide other resources to communities statewide.

**CP080213 LOCAL COMMUNITY RESOURCES (MARK)**  
**FUNDING SOURCE 163 .08 BAC**  
**PROJECT YEAR SECOND**

Each year the Highway Safety Office receives requests for assistance from agencies and organizations which may not have a specific project or other source of funding. This project assists local and other non-profit agencies in securing funding for highway safety activities, which may include training/workshops, travel expenses, supplies, operations, equipment, personnel, contractual services, and developing and distributing educational materials.

**CP080214 PERSONNEL (MARK)**  
**FUNDING SOURCE 402**  
**PROJECT YEAR ONGOING**

Highway Safety Office personnel who oversee, coordinate and assist the Community Traffic Safety Programs, special highway safety projects, and provide support services to all HSO programs and projects, are funded through this project. Staff fully or partially funded may include the director, the deputy director, a finance officer, five program managers, an administrative secretary, one program coordinator, and two office support personnel.

**CP080215 TECHNOLOGY TRANSFER (MARK)**  
**FUNDING SOURCE 402**  
**PROJECT YEAR ONGOING**

The daily operation of the Highway Safety Office and the support it provides to the various programs is an important part of the highway safety program's continued success. This project covers expenses such as training and workshops, travel costs, supplies, operations, equipment, personnel, contractual services, and developing and distributing educational materials.

**CP080216 UDOT COMMUNITY OUTREACH (HULL)**  
**FUNDING SOURCE 163 .08 BAC**  
**PROJECT YEAR SECOND**

This effort utilizes the state's Triple A Baseball Team, the Salt Lake Bees, to provide safety information to the public. The program focuses on creating enhanced awareness of safety by providing resources to the team to conduct safety events at the baseball park during the baseball season. This is a continuing effort that has been well received by the community and the team and provides a partnership with the Utah Highway Safety Office for additional safety events with the team.

**CP080217**                    **UDOT HISPANIC COMMUNITY OUTREACH (HULL)**  
**FUNDING SOURCE**        **163 .08 BAC**  
**PROJECT YEAR**            **SECOND**

This program involves developing a communication plan to reach the growing Hispanic community in Utah. The effort is directed at creating educational materials in Spanish and utilizing local Hispanic radio and television stations to disperse safety information.

**CP080218**                    **TRAFFIC SAFETY SUMMIT (KRISTY)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **FIRST**



At the Zero Fatalities Traffic Safety Summit, the UHSO, in partnership with the Utah Department of Transportation, will bring together the state's traffic safety professionals from a variety of backgrounds including, health, law enforcement, education and engineering. The summit will provide a forum for traffic safety professionals to share knowledge, resources, and best practices, and to gain insight into the future of traffic safety in the state. The two-day gathering will offer more than sixteen workshops covering topics such as teen driving, effective communication with high-risk populations, legislative resources, impaired driving enforcement, data collection, mature drivers, "selling" safety, fatigued driving, and funding resources, and community mobilization. By encouraging partnerships and understanding between the different members of Utah's traffic safety community, the summit will help achieve the ultimate goal: Zero Fatalities.

**CP080219**                    **RURAL TRAFFIC SAFETY COORDINATOR (KRISTY)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **FIRST**



Utah encompasses an area of 84,916 square miles with a varied geographic distribution of its population with large rural and frontier areas. While the 23 rural counties house less than 25% of the state's population, they contribute to the majority of the crash fatalities. During 2004, 63.1 percent of Utah's total traffic fatalities occurred in rural areas. In addition, crashes occurring in rural areas were 5 times more likely to result in a fatality than crashes in urban areas. One big factor is lower safety belt use on rural roadways. Based on a 2003 study, rural communities have seat belt usage rates near 60%, whereas the urban areas have rates above 85%. Child restraint usage is also much lower in rural communities, with booster seat use reaching only 30%. A lack of resources and services in these areas only compounds the problem. The goal of this project is to enter into a fixed-price deliverable contract with a Rural Traffic Safety Coordinator who will conduct a wide spectrum of national and local traffic safety campaign activities in southern Utah. The contractor will act as a traffic safety liaison with local media and law enforcement agencies, and will assist the UHSO with all traffic safety training and programs that target southern Utah communities. In addition, the contract employee will be a CPS Technician Instructor, assist with certification and other child passenger safety courses, and be a resource to permanent car seat fitting stations and CPS Technicians.

**CP080220**                    **SOUTHWEST UTAH SAFE COMMUNITY PROGRAM (KRISTY)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **FIRST**



Washington County lies in the southwestern corner of Utah and, due to an influx of retirement-aged people attracted to the area's mild winter climate, the county's population has increased almost 40% over the last six years. The frame of reference for many people over the age of 50 remains outside of the majority of occupant protection issues and campaigns, and therefore makes this a challenging demographic to convince of the necessity to "buckle up." The program will work to increase the seat belt usage rate among the senior population and to advocate and increase their usage of child passenger safety seats when

transporting their grandchildren. Developing partnerships with organizations such as AARP and Prime Senior Services will enable the program to capitalize on existing senior educational networks and therefore maximize their outreach efforts. Working with local media outlets, the project will incorporate safety messages, a program-specific slogan, and educational aspects, into programs directed at seniors. Grandparent education will serve as a focal point during car seat check points and safety fairs, at which financially challenged seniors will be able to purchase low cost car seats. Any project income will be used to purchase supplies such as car seats to help continue the program.

**CP080221**                    **SALT LAKE COUNTY SAFE COMMUNITY PROGRAM (KERI)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **FIRST**



With nearly a million residents, Salt Lake County is the most populous county in the state and has the highest motor vehicle crash rate in Utah. Additionally, the Hispanic population is growing in the county along with the need for Spanish-speaking CPS technicians and fitting stations in these communities for people to have their car seats checked. The project will assist the UHSO office in identifying at least six local communities or ethnic groups and establish car seat/seat belt programs which include family, teen, and adult safety belt use. Car seat checkpoints will also be conducted within other areas of the county where one-on-one training will be available to county residents. Project funds will be used to purchase child safety seats and incentives for the safety restraint programs. Any project income will be used to purchase supplies such as car seats to help continue the program.



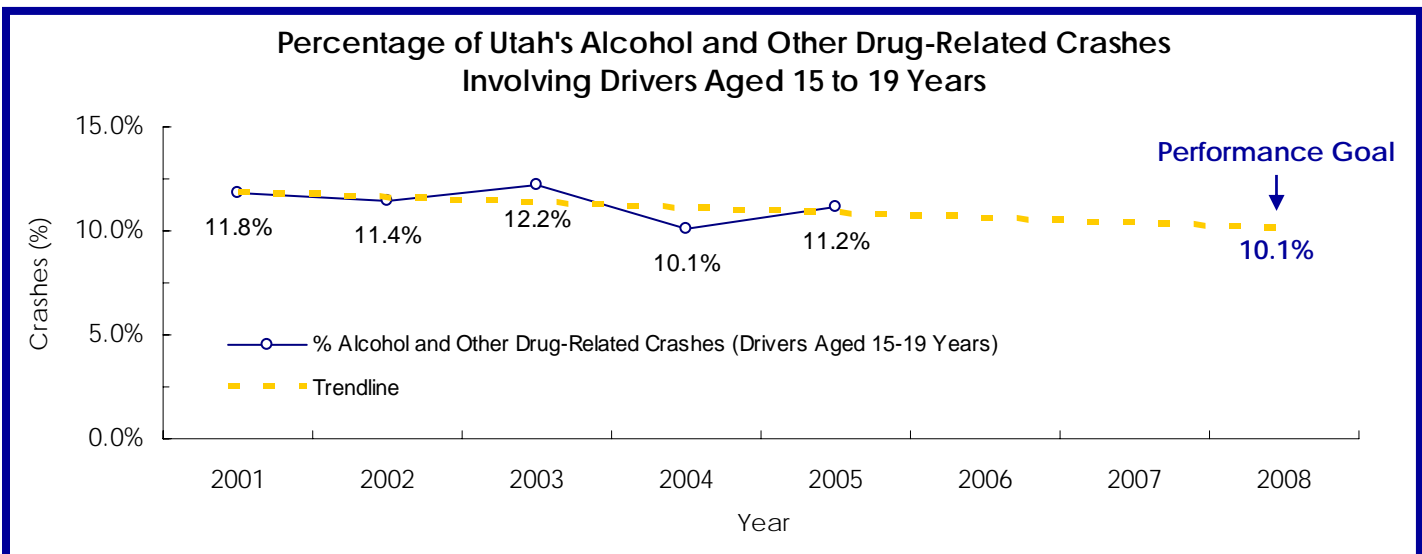
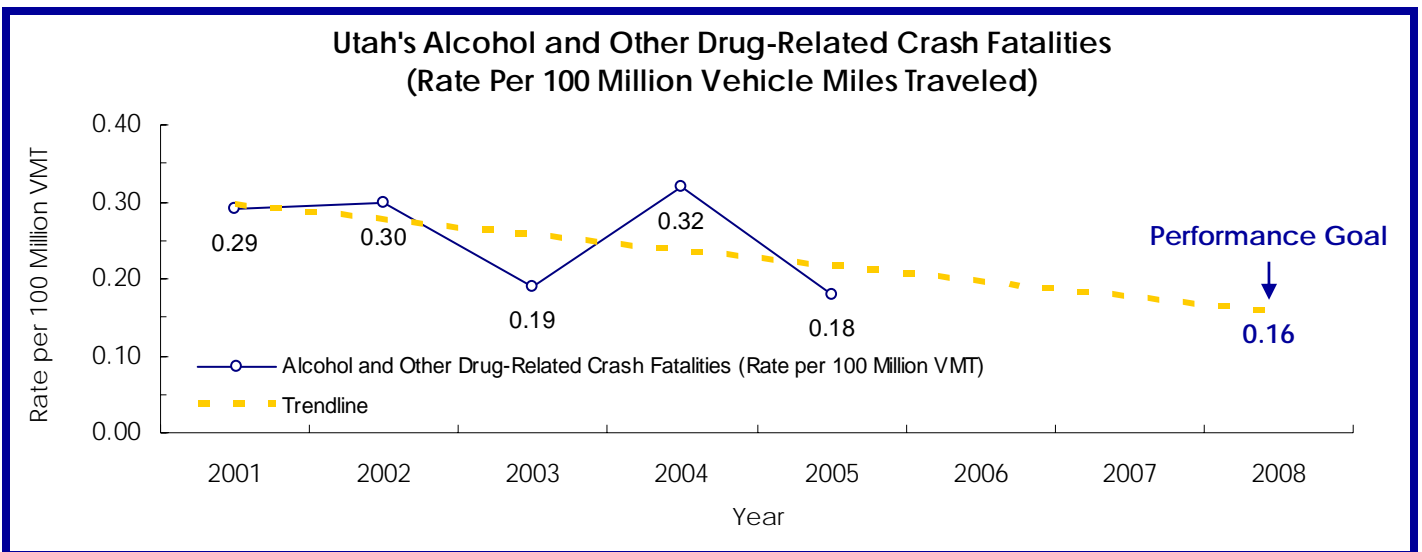
# ALCOHOL PROGRAM

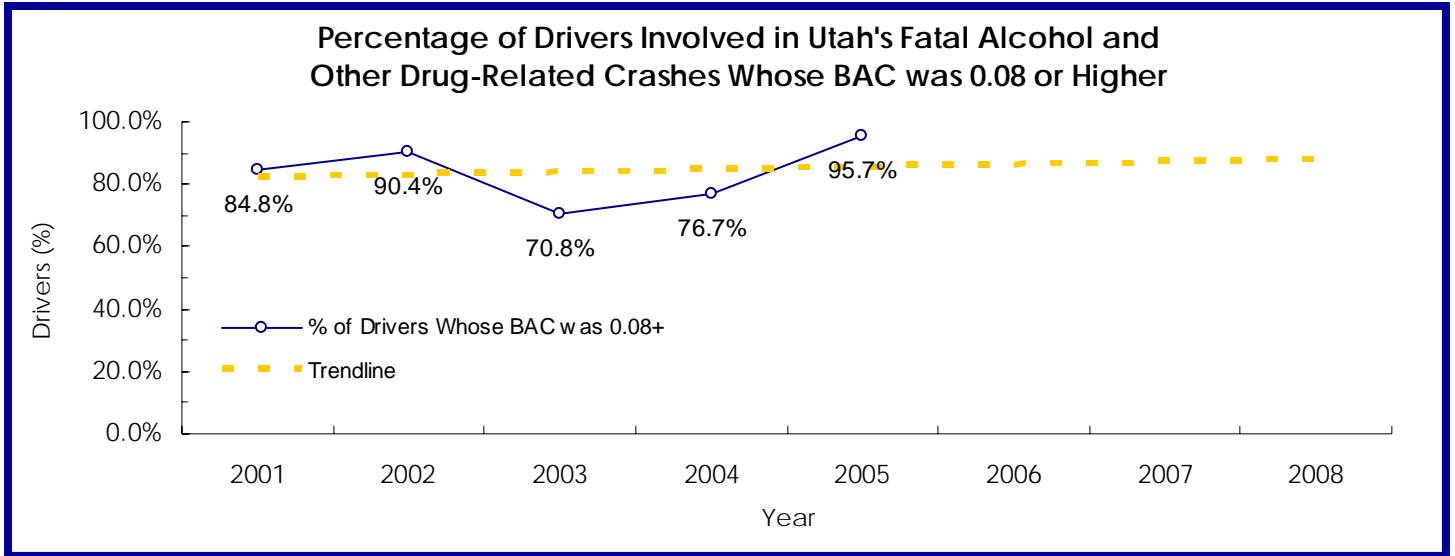
## Performance Goal:

Through continued support of prevention, educational and enforcement programs, sustain the reduction trend in the alcohol-related fatality and serious injury rate.

## Performance Measure:

- Continue the favorable trend by demonstrating a reduction in the alcohol and other drug-related traffic fatalities rate per 100 million vehicle miles traveled from 0.18 in 2005 to 0.16 in 2008.
- Continue the downward trend of alcohol and other drug-related crashes involving drivers aged 15-19 years from 11.2% in CY 2005 to 10.1% in CY 2008.
- Reduce the upward trend of drivers fatal alcohol and other drug crashes whose BAC was .08 or higher.





**Action Plan:**

- Provide specialized and updated training for law enforcement officers regarding new laws.
- Conduct DUI enforcement mobilizations and provide overtime shift funding in conjunction with national campaigns, and peak holiday blitzes.
- Encourage the formation of Youth Alcohol and Drug Enforcement task forces, comprised of several local law enforcement jurisdictions, to reduce alcohol/drug-related accidents and fatalities among minors.
- Continue collaborative efforts with high school and college campuses and other safety prevention partners to educate children, teens and young adults regarding the dangers of impaired driving and underage drinking.
- Support the Traffic Safety Resource Prosecutor, and related training, for law enforcement and justice courts regarding prosecution for impaired driving .

**Justification:**

- Alcohol continues to be a significant factor in motor vehicle crashes in Utah.
- Socio-norming media and enforcement programs need years of sustained visibility to show the desired effect.

**Other Partnering Agencies:**

- The Utah Department of Public Safety supports the alcohol program with state funds from DUI administrative and impound fees, administrative Per Se hearings, and the "Eliminating Alcohol Sales to Youth" (EASY) program.
- The Utah Department of Transportation provides 163 .08 BAC Incentive funds to support projects.
- The Utah Prosecutors Association and the Attorney General's Office provide support for the Traffic Safety Resource Prosecutor.
- Colleges and universities use student group and other funds to support impaired driving prevention education programs.
- MADD and the Utah Auto Dealers Association provide support for impaired driving prevention.

## Alcohol Projects

**AL080301**                    **YOUTH SUPPORT (TERI)**  
**FUNDING SOURCE**        **410**  
**PROJECT YEAR**            **ONGOING**

In 2006, 11% of the arrestees for DUI were under the legal drinking age of 21. Although not a staggering number, this statistic indicates the importance of educating Utah's youth about the harmful effects of early alcohol use, and keeping them in alcohol-free environments. This program creates a partnership with the Governing Youth Council (GYC), a statewide peer leadership group that involves high school students in activities and campaigns that focus on anti-violence, substance abuse resistance, safety and service. The project provides funding to support a traffic safety component for the GYC annual conference and supports sending a representative to the National Student Safety Program conference. Mini grants provided to organizations planning alcohol-free graduation events remain a large part of the project, and the project supports such events throughout the state. Funding may also be used for portable breath testing devices for distribution to local law enforcement agencies that conduct youth alcohol enforcement operations.

**AL080302**                    **ALCOHOL PROGRAMS PUBLIC INFORMATION & EDUCATION (TERI)**  
**FUNDING SOURCE**        **410**  
**PROJECT YEAR**            **ONGOING**

In 2006, Utah law enforcement agencies arrested over 14,000 people suspected of DUI, indicating that despite reductions in alcohol-related fatalities, DUI is still a crime that is committed frequently in Utah. And the average age a person takes his or her first drink in Utah is 12.3 years old. Public awareness and education remain key elements necessary for the prevention and eventual elimination of impaired driving and underage drinking. Messages incorporated into these educational efforts include the following: the legal consequences of impaired driving and underage drinking; Utah's impaired driving and underage drinking laws; the societal costs; harmful physical effects; effects of alcohol on motor skills, vision, and judgment; the national "Over the Limit, Under Arrest." Campaign; Utah's aggressive and widespread enforcement of these activities. Sponsorships funded by the program target the high-risk demographic of young males, and are therefore used primarily at sporting events. Brochures, incentives, and displays are also utilized and are effective in reaching the general public as well as high-risk groups.

**AL080303**                    **PER SE HEARINGS (DAVE)**  
**FUNDING SOURCE**        **STATE MATCH**  
**PROJECT YEAR**            **ONGOING**

Utah averages 14,000 arrests each year related to driving under the influence of alcohol. In such cases, the person's driving privilege is sanctioned as specified in Utah statute. Each person is afforded the opportunity for an administrative hearing so a hearing officer may review the circumstances of the arrest. The Driver License Division administrative hearing/driver improvement program includes a chief hearing officer to oversee the program as well as 14 full-time and 18 part-time hearing officers. Hearing subjects include DUI-related arrests, auto homicide convictions, youth alcohol violations (Not-a-Drop), reckless driving, points violations, etc.

**AL080304**                    **UTAH STATE SUBSTANCE ABUSE PREVENTION CONSORTIUM (TERI)**  
**FUNDING SOURCE**        **410**  
**PROJECT YEAR**            **ONGOING**

In 2005, male drivers aged 20 to 24 years had the highest percentage of total alcohol- and other drug-related crashes (25.7) as well as alcohol- and other drug-related injury crashes (24.9). To reach this high-risk

demographic, as well as females in this age range, eleven colleges and universities throughout the State of Utah formed the Utah State Substance Abuse Prevention Consortium. The overall goal of the consortium is to establish a statewide network that facilitates increased communication and collaboration in an effort to improve substance abuse prevention on Utah campuses. One area of concern for higher education in maintaining a healthy living and learning environment is the use and abuse of alcohol and other drugs among students. Through educational materials, awareness events on campuses, and marketing healthy alternatives to substance use, the consortium works to decrease the negative impacts that alcohol and other drug abuse have on academic achievement, personal health, and traffic safety. A portion of the funding for this program supports the program director in the statewide implementation of this project.

**AL080305                      UHP DRUG RECOGNITION EXPERT PROGRAM (TED)**  
**FUNDING SOURCE            410**  
**PROJECT YEAR                ONGOING**

Drivers impaired by substances other than alcohol present an ever-increasing danger on Utah's roads and highways. With prescription drug abuse posing a serious and growing problem, and Utah unfortunately leading the nation in this form of drug abuse, the effective prosecution of drug impaired drivers requires officers in the field to possess expert-level skills to observe and document signs of drug impairment in a manner that can withstand legal challenges during court proceedings. The Utah Highway Patrol's Drug Recognition Expert (DRE) training provides officers throughout the state with the knowledge and skills necessary to properly identify and document signs of drug impairment to effectively increase conviction rates. Training encompasses both classroom and field certifications and includes ways to differentiate between drug influence and mental disorders. An instructor certification is available and enables law enforcement agencies statewide to continue this valuable training at a local level.

**AL080308                      IMPAIRED DRIVING MEDIA CONTRACTOR (TERI)**  
**FUNDING SOURCE            410**  
**PROJECT YEAR                SECOND**

The highest risk demographic for impaired driving – males aged 18-34 – is also the most elusive and coveted advertising demographic. Thus, utilizing various types of media, which is the most effective way to reach this audience, can prove very costly. In order to insure that messages about impaired driving reach this target audience, this program provides funding for media, on both local and statewide levels. The contractor will develop both print and radio messages which will reach the target group, including non-traditional methods which will likely attract a significant portion of earned media. Also, the radio messages will be utilized as part of a contract with the Salt Lake Radio Broadcasters Association. The radio spots will be broadcast on more than 35 member stations statewide, including Spanish-language stations.

**AL080309                      SOUTHWEST PREVENTION PROJECT (TERI)**  
**FUNDING SOURCE            410**  
**PROJECT YEAR                ONGOING**

Southwestern Utah is comprised of Kane, Washington, Iron, Garfield, and Beaver Counties, which range in population from 126,000 in Washington County to 4,500 in Garfield County. Despite the demographic differences between these counties, one issue is consistent across county lines: underage alcohol use and abuse. In the 2005 Student Health and Risk Prevention survey, alcohol use scored the highest among all other substances in the five counties with Washington County reporting the rate for every day use at 35% in high school and 16% in middle school. To combat both the short- and long-term consequences of underage drinking, which the Surgeon General identified as "astonishing in their range and magnitude," the program will continue an extensive educational campaign for young people throughout the area. The mobilization will capitalize on peer-to-peer interaction and education and a regional youth leadership training course will imbue participants with effective peer education skills. Fourteen schools from high-risk Washington County will

attend an event promoting life skills and pro-social involvement, with a traffic safety portion funded by this project to insure that alcohol prevention messages reach this high-risk age group.

**AL080310                    ALCOHOL PROGRAM MANAGEMENT (MARK)**  
**FUNDING SOURCE        410**  
**PROJECT YEAR            ONGOING**

The successful operation of the Alcohol Programs in Utah depends on effective management of the available funds and resources. DUI saturation patrols and checkpoints, underage drinking programs, retail compliance, high school and college campus education programs, etc., require a high level of oversight, coordination, technical assistance, resource allocation, monitoring and reporting. To provide this level of involvement, the project may fully or partially fund staff including the director, deputy director, a finance officer, a program manager, a law enforcement liaison, and office support personnel.

**AL080311                    TECHNOLOGY TRANSFER (MARK)**  
**FUNDING SOURCE        410**  
**PROJECT YEAR            ONGOING**

Each year the Highway Safety Office receives requests for assistance from agencies and organizations which better fit a "mini-grant" definition and may not be covered by a specific project. This project assists with expenses incurred for alcohol-related highway safety programs and activities by providing funding for training/workshops, travel expenses, supplies and operating, equipment, personnel, contractual services, and developing and distributing educational materials.

**AL080312                    SERVING INTOXICATED PERSONS (TERI)**  
**FUNDING SOURCE        410**  
**PROJECT YEAR            ONGOING**

Establishments that violate state liquor laws adversely impact the overall safety of Utah's communities since the resulting intoxication can lead to impaired driving, alcohol-related crashes and fatalities, and other negative social issues. The Serving to Intoxicated Patrons (SIP) program helps counter this social debris by increasing server and licensee awareness, and holding violators accountable. The Utah Highway Patrol's Alcohol Enforcement Team (AET) will conduct statewide operations for liquor license and liquor-serving law violations. The AET will conduct SIP operations, both randomly and at the request of local law enforcement agencies. Agents will covertly enter establishments which serve alcohol for on-premise consumption and collect any evidence of violations, including over-service to patrons, service to intoxicated persons, and providing service to minors. If the AET establishes that a violation has occurred, they will make a report to the Department of Alcoholic Beverage Control, which will initiate administrative action that can include suspension or revocation of the establishment's liquor license. Also, on the scene of the violation, the AET agents can stop impaired individuals from driving and issue citations, if necessary. The AET will conduct at least twelve SIP operations during the grant term and will train officers from other law enforcement agencies to conduct the operations independently and thus expand the scope of these investigations. A portion of the funding will provide overtime shifts for AET agents to conduct these operations, which otherwise would not be funded.

**AL080313                    IMPAIRED DRIVING ENFORCEMENT (TERI)**  
**FUNDING SOURCE        410**  
**PROJECT YEAR            ONGOING**

Although Utah's alcohol-related fatalities have experienced several years of a decreasing trend, DUI arrests have increased during the same time period. This is a testament to the state's aggressive enforcement and

the fact that people in Utah continue to drive while impaired. Saturation patrols remain highly effective in both removing impaired drivers from the road and deterring people from driving while impaired. However, a lack of funding frequently hampers law enforcement agencies' ability to conduct these operations. This project eliminates the obstacle of funding by providing overtime shift reimbursement to law enforcement agencies statewide for conducting intensive high-visibility enforcement efforts. Saturation patrols frequently incorporate multi-agency participation and on many of these occasions, the program hosts media events to "kick-off" the enforcement effort and increase publicity of the enforcement. Overtime shifts are provided primarily in conjunction with national campaigns and holidays, but are also available for special enforcement efforts conducted by local law enforcement agencies.

**AL080314                      TRAFFIC SAFETY RESOURCE PROSECUTOR (TERI)**  
**FUNDING SOURCE            410**  
**PROJECT YEAR                SECOND**

Utah's Traffic Safety Resource Prosecutor (TSRP) acts as a statewide liaison between two closely related but too often dissonant factions of law enforcement: police agencies and prosecutors. To effectively hold violators of state traffic laws, such as DUI, accountable, the procedures that officers and prosecutors follow must complement each other. However, oftentimes a lack of experience, knowledge or communication on one or both sides of the equation interferes with the process, which can result in a plea agreement or other reduction in charges that leaves both sides unsatisfied with the outcome. The TSRP addresses such issues through training and support of prosecutors throughout the state, and by providing legal resources and research as required. In conjunction with the Utah Prosecution Council, the TSRP will coordinate training sessions for prosecutors in the following areas: DUI trial advocacy, SFST/Intoxilyzer training, basic prosecutor training, evidence for prosecutors, and legal updates. Through the TSRP Advisory Committee and membership in a multi-agency task force, the TSRP maintains a working relationship with law enforcement officers and consequently improves communication between prosecutors and officers. As Utah moves forward with aggressive enforcement and prosecution of impaired driving and traffic safety issues, the TSRP unifies the two groups most closely involved to maximize the effectiveness of their efforts. Some funding will be used to provide for a position dedicated specifically to this continuation of this program.

**AL080315                      UDOT TRAFFIC SAFETY RESOURCE PROSECUTOR (TERI)**  
**FUNDING SOURCE            163 .08 BAC**  
**PROJECT YEAR                SECOND**

This is a companion project, using monies from the Utah Department of Transportation, to fund the Traffic Safety Resource Prosecutor project detailed above. This illustrates the close partnership that is enjoyed between UDOT and UDPS. With this cost-sharing methodology, we are providing education and resources to assist in impaired driving laws enforcement and subsequent prosecution.

**AL080316                      COMBINED ENFORCEMENT (TERI)**  
**FUNDING SOURCE            410**  
**PROJECT YEAR                THIRD**

To target the high-risk segment of the population that is most likely not to wear seat belts and to drive impaired, the HSO will sponsor a joint enforcement effort in November, when travel increases due to the holiday season. The primary message for this enforcement activity will be *"Your best defense against a drunk driver is a seat belt."* While the message and enforcement will be conveyed statewide, the primary focus will be placed on the Wasatch Front, where 65% of the arrests for DUI occurred in 2006, and where 85% of the state's population resides. Overtime shifts will be funded for law enforcement agencies to conduct saturation patrols.

**AL080317**                    **TRACE (TERI)**  
**FUNDING SOURCE**        **410**  
**PROJECT YEAR**            **THIRD**

Alcohol-related injuries or fatalities often result in criminal prosecution for the intoxicated individuals who caused the crashes. The Targeting Responsibility for Alcohol Connected Emergencies (TRACE) program takes the scope of the investigation into an alcohol-related crash beyond the individuals involved and seeks the source of the alcohol that may have contributed to the intoxication. TRACE aims to hold the provider of the alcohol accountable if any state laws or state liquor license agreements were violated, and this violation resulted in an alcohol-related crash. Once the Utah Highway Patrol Alcohol Enforcement Team agents determine the source of alcohol, they look for evidence of over service of alcohol, service to an intoxicated patron, or service to a minor. If a person is found to have been illegally provided with alcohol by a person or establishment, agents will initiate criminal and/or administrative actions. This can result in the suspension or revocation of an establishment's liquor license, and can also provide a way for the victims of these incidents to seek legal recourse. TRACE investigations are conducted statewide at the request of local law enforcement agencies following an alcohol-related crash in their jurisdiction. The grant funds will be used to provide the overtime enforcement shifts for agents to conduct these investigations on a statewide basis, and are essential to the continuation of this program.

**AL080318**                    **ALCOHOL ENFORCEMENT CHECKPOINTS (TERI)**  
**FUNDING SOURCE**        **410**  
**PROJECT YEAR**            **THIRD**

The effectiveness of high-visibility sobriety checkpoints in reducing alcohol-related crashes is well documented, and therefore the financial and material support of these checkpoints remains a focus for the HSO, as they result in a benefit to all citizens of Utah. In 2006, arrests for DUI in Utah increased 4% to 14,138, due in no small part to sobriety checkpoints. The UHSO maintains a trailer containing the majority of materials required to conduct a safe, effective and legal checkpoint operation, and it is loaned to law enforcement agencies upon request. Adequate funding remains the most challenging aspect of conducting checkpoints for Utah's law enforcement agencies. By providing checkpoint equipment, the trailer enables jurisdictions that may not have the resources necessary to purchase the equipment themselves to reap the benefits of sobriety checkpoints. To further address the issue of limited funding, this grant designates a large number of overtime shifts for law enforcement agencies to use specifically at checkpoint events. The increased police visibility and presence at checkpoints can help contribute to increased seat belt usage and crime deterrence, in addition to reducing impaired driving and alcohol-related crashes.

**AL080319**                    **ELIMINATING ALCOHOL SALES TO YOUTH (EASY) (TERI/HELEN)**  
**FUNDING SOURCE**        **STATE MATCH**  
**PROJECT YEAR**            **SECOND**

In mid-2007, the Surgeon General issued a Call to Action to Prevent and Reduce Underage Drinking, in which he stated that "the short- and long-term consequences that arise from underage alcohol consumption are astonishing in their range and magnitude, affecting adolescents, the people around them, and society as a whole." In 2006, Utah initiated the Eliminating Alcohol Sales to Youth (EASY) program, a comprehensive, statewide effort to eliminate underage drinking. Continuous funding supports a two-pronged approach to the problem that incorporates some of the strategies included in the Call to Action. Reimbursement is provided for law enforcement agencies that conduct alcohol compliance checks at off-premise retail locations, which will help curtail the retail supply of alcohol to minors. A statewide media campaign seeks to educate teens, parents and the community about the harmful effects of alcohol on adolescents' developing brains, and thereby shut down the social supply of alcohol to minors and change the community norm to make underage drinking unacceptable. Compliance rates have increased to a statewide average of 88%, up from 65% before the program started, and the media campaign has won both state and national recognition.

**OJ602**                      **UNDERAGE BUYER PROGRAM (TERI)**  
**FUNDING SOURCE**      **OJJ 2006-2008**  
**PROJECT YEAR**         **ONGOING**

While the statewide EASY Program provides reimbursement to local law enforcement agencies for conducting compliance checks at off-premise retail locations, it does not cover any on-premise locations. In order to help insure that minors cannot purchase alcohol at restaurants, bars, clubs and taverns, this program provides funding to the Utah Highway Patrol's Alcohol Enforcement Team to conduct undercover operations with underage buyers at these locations. This funding enables Utah to further achieve the Surgeon General's vision for the future by allowing for the enforcement of "all laws related to underage alcohol use, including those against the use of false IDs...and those related to vendors of alcohol products." The EASY Program is a companion project that provides funding for local law enforcement agencies to conduct alcohol compliance checks at off-premise retail locations within their jurisdictions.

**MULTIPLE PROJECTS**    **YOUTH ALCOHOL AND DRUG ENFORCEMENT TASK FORCES (TERI)**  
**FUNDING SOURCE**        **OJJ 2006-2008**  
**PROJECT YEAR**         **FIRST**



Parties at which alcohol is available to minors are held in canyons, recreational areas, and residential locations throughout Utah. These parties often involve large groups of juveniles who have driven themselves to the party and who later drive away from the party in an intoxicated state. To address not only the impaired driving aspect of these scenarios but also the consumption by minors aspect, law enforcement agencies throughout Utah have formed eleven regional task forces designed to target house parties and other gatherings where minors and drugs and alcohol might be present. These multi-agency task forces operate undercover and in addition to the standard patrol units assigned to an area, and they respond to active calls as well as tips from reliable sources. They target parks, recreation areas, canyons, undeveloped areas and urban areas alike, and arrest minors and adults for any violations. The programs also possess an educational element, meant to teach parents, teens, and community members about the harmful effects of drugs and alcohol on teens' developing brains. Task forces are currently active in the following cities and counties: Salt Lake County, Davis County, Washington County, Tooele County, Box Elder County, Summit County, Weber County, Logan City, Ogden City, West Valley City, and statewide through Utah State Parks and Recreation. Utah's Youth Alcohol and Drug Enforcement Task Forces have become an integral part of the state's effort to eliminate underage drinking.

**OJ610**                      **YOUTH COURT/SALT LAKE PEER COURT (TERI)**  
**FUNDING SOURCE**      **OJJ 2006-2008**  
**PROJECT YEAR**         **ONGOING**

The mission of Salt Lake Peer Court is to provide peer intervention and positive resources for youth who commit misdemeanor offenses by holding the offenders accountable for their actions and strengthening their ties to school, community, and positive peer role models. As an alternative to juvenile court, the peer court is comprised of three components: court hearings, ongoing peer mentoring, and peer mediation. The offenses most frequently received are truancy, fighting, vandalism, theft, trespassing, disorderly conduct, tobacco, and alcohol. Restorative justice principles provide the foundation for the non-adversarial approach on which the program is based. Approximately 300 youth offenders are referred to Salt Lake Peer Court each school year with 90-95% of the referred youth successfully completing their dispositions. The Salt Lake Peer Court is one of three peer courts nationwide to be spotlighted by the American Bar Association, in conjunction with the National Youth Court Center, in their youth court promotional video.



**OJ614**                      **MAJORITY RULES (TERI)**  
**FUNDING SOURCE**      **OJJ 2006-2008**  
**PROJECT YEAR**         **ONGOING**

The Student Health and Risk Prevention (SHARP) survey results from 2005 (most recent available data) indicate that drug use is increasing among Wasatch County's young people. The predominantly rural community saw a noticeable jump in the perception of 6<sup>th</sup> graders that the local laws and norms favor drug use. With the slogan *"Most Wasatch County Youth Don't Use Drugs and Alcohol. Be Part of the Majority,"* the program will educate middle school through high school students about the harmful effects of underage drinking, and convey that the community does not accept drug and alcohol use and abuse. A county-wide prevention advisory committee will guide the efforts of the program, and create a coalition with comprehensive representation of all members of the community to insure that the message is presented as a united front. Students in the 8<sup>th</sup> and 9<sup>th</sup> grades will receive special instruction of a prevention curriculum throughout the year, while a media campaign, driver's education presentations, MADD multi-media presentations and community-wide Red Ribbon Week activities will allow the program to share the prevention message with high school and middle school students. Alcohol-free graduation events will help keep seniors from drinking at a particularly high-risk time of the year. The program will evaluate results of the activities at the half-way point, when the 2007 SHARP survey results are reported, and adjust the program as needed in order to keep the youth of Wasatch County drug and alcohol-free.

**INFORMATIONAL**      **UHP PHLEBOTOMY PROGRAM (MIDDAUGH)**  
**FUNDING SOURCE**      **STATE**  
**PROJECT YEAR**         **THIRD**

The Utah Highway Patrol's phlebotomy program transitions this year to a self-sufficient program after two years of HSO support. The phlebotomy program gives officers a quicker response time and faster turnaround times for blood draw results since these tests can be conducted in the field. The success of this program has inspired five law enforcement agencies in the Salt Lake Valley (Sheriff's Dept, Draper PD, Midvale PD, Murray PD and West Valley PD) to initiate their own phlebotomy programs, using training provided through the UHP.

# OCCUPANT PROTECTION PROGRAM

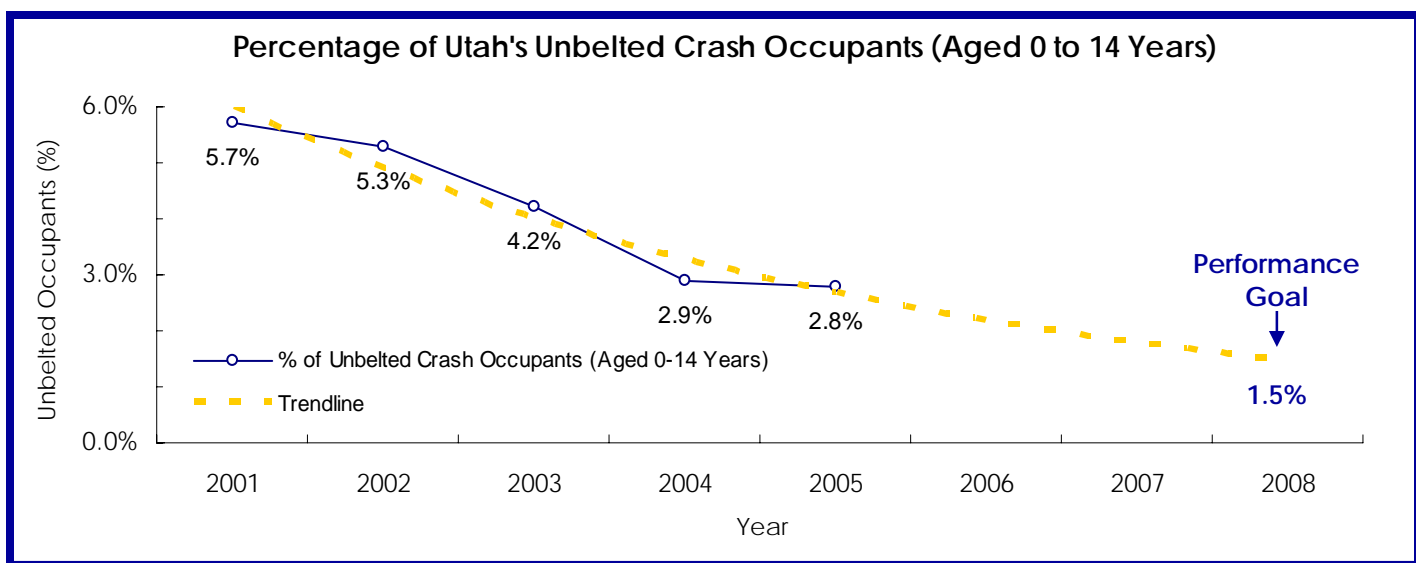
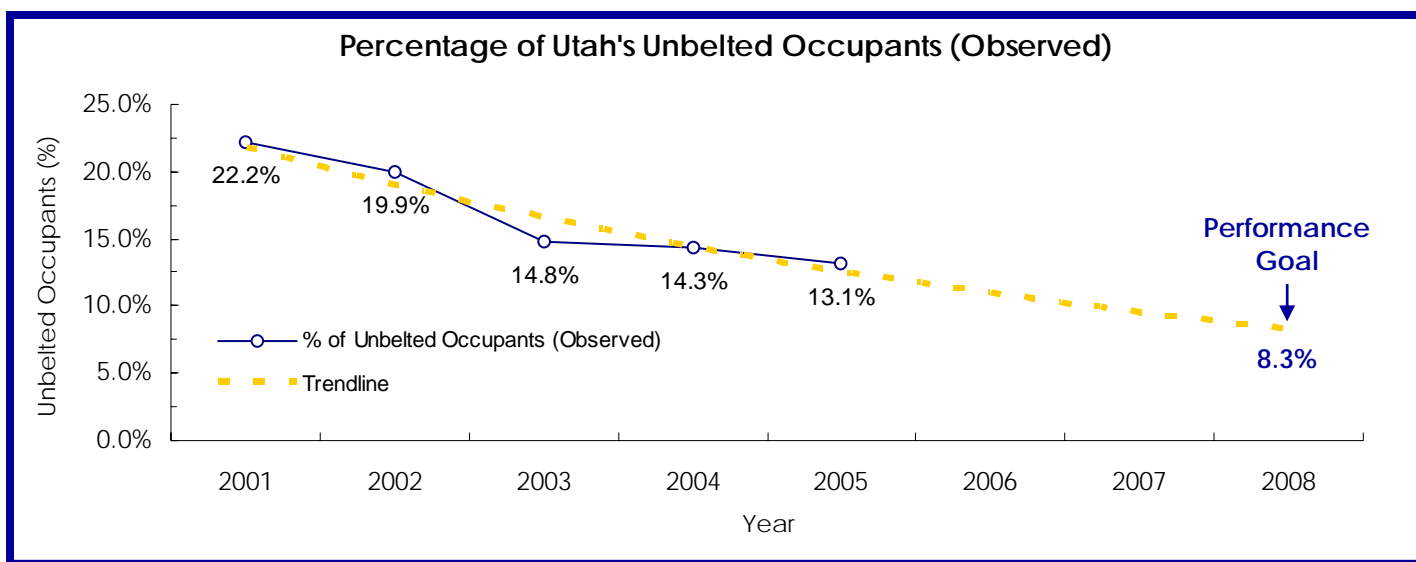
## Performance Goal:

Sustain the favorable conversion trend of unbelted drivers and unrestrained children, through continued support of prevention, educational and enforcement programs.

## Performance Measure:

Continue the favorable trend by demonstrating a reduction in the percentage of unbelted crash occupants to 8.3% in 2008.

Continue the favorable trend by demonstrating a reduction in the percentage of unbelted crash occupants aged 0-14 years to 1.5% in 2008.



**Action Plan:**

- Conduct a "Click It Or Ticket" enforcement effort, in conjunction of the national campaign, and provide overtime shift funding to law enforcement statewide.
- Continue collaborative efforts with Safe Community Partners to educate children and adults regarding child safety seats, safety belts and air bags.
- Conduct and support car seat checkpoint clinics across the state.
- Conduct three NHTSA Standardized CPS Technician Courses in CY 2008.
- Conduct one Child Passenger Safety Technician Renewal Course in CY 2008.
- Conduct a statewide Safety Belt Observational Survey in June 2008, including a rural seat belt usage study.

**Justification:**

- Although safety belt use has increased during the past several years (from 86.9% in 2005 to 88.6% in 2006) the failure to buckle up still contributes to more fatalities than any other traffic safety-related behavior.
- Child safety seat misuse continues to exceed 90%, according to data obtained during safety seat inspection clinics conducted throughout the state.
- Child safety seat use among children has increased from 87.7% in 2004 to 92.9% in 2006; however, there is still a large number of children ages 5-10 who ride in an adult-sized safety belt or totally unrestrained. The 2006 study showed that while 94.8% of children ages 0-4 ride in child safety seats, only 87.0% of children ages 5-10 years ride restrained.
- Research proves that the fear of getting a ticket is the best way to try to reach Utahns who are still riding unbuckled. The "Click It Or Ticket" Campaign will use this method to help increase seat belt use. Through this campaign and other partnering efforts, teen drivers will be targeted, as the highest percentage of unbelted crash occupants were aged 15 to 19 years.

**Other Partnering Agencies:**

- The Utah SAFE KIDS Coalition supports and helps fund 14 coalition Chapters throughout Utah and includes car seat checkpoints, presentations, parent classes and trainings.
- The Primary Children's Medical Center Child Advocacy program oversees and conducts various occupant protection programs to improve the safe transport of children.
- The Utah Safety Council has taken on the lead role of working with businesses statewide to promote occupant protection and other traffic safety issues.
- The Utah Highway Patrol supports this program with the PI&E section of over 16 officers who provide traffic safety information to classes, organizations and safety fairs statewide.
- State and local health departments support this program with in-kind and other support.

## Occupant Protection Projects

<b>OP080401</b>	<b>HIGHWAY SAFETY TRAINING COORDINATOR (KRISTY)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>FUNDING YEAR</b>	<b>FIRST</b>



This project is a fixed-price deliverable contract with the Professional Development Center to provide a Highway Safety Training Coordinator whose primary responsibility is to oversee and coordinate all child passenger safety and occupant protection training courses on behalf of the UHSO. The CPS Program is an essential piece of the state's overall OP program, and provides statewide resources and guidance aimed at keeping children and families safe while traveling in motor vehicles. The contractor will provide quarterly reports detailing the CPS Technician and other training courses completed and a summary of the status of the CPS trailer and related equipment.

**OP080402**                    **UTAH SAFE KIDS CAMPAIGN COORDINATOR (KRISTY)**  
**FUNDING SOURCE**        **405**  
**FUNDING YEAR**            **ONGOING**

Unintentional injury from motor vehicle crashes remains the leading cause of death in Utah for children ages 1-14 years. Every year, on average, there are 35 young children killed, 265 hospitalized, and 4,921 treated in emergency room departments because of motor vehicle crashes. In addition, emergency department and hospitalization charges average \$7.9 million a year in Utah for this age group. This project will continue to work toward decreasing the unintentional death and injury rate among Utah's children ages 14 and younger. Funding will be used to help support a Utah Department of Health staff member who will oversee the Safe Kids Utah Campaign and its local coalitions and chapters by coordinating all activities. The funded position is dedicated specifically to this continuing highway safety project. If unfunded, the position and traffic safety programs would have to be eliminated.

**OP080403**                    **UTAH SAFETY COUNCIL TRAFFIC SAFETY PROGRAM (KRISTY)**  
**FUNDING SOURCE**        **402**  
**PROGRAM YEAR**            **ONGOING**

Funds will be used for the Buckle Up For Love program, Traffic Safety Video Library, the Network of Employers for Traffic Safety (NETS) program, and to help support a position at the Utah Safety Council. The Safety Council will also develop and purchase educational materials, maintain a traffic safety video library, host seminars and workshops, and conduct the Occupational Safety Belt Award program. All activities will promote the proper and consistent use of safety restraint systems among child passengers, as well as adults and young drivers. The funded position is dedicated specifically to this continuing highway safety project. If unfunded, the position and traffic safety programs would have to be eliminated.

**OP080404**                    **UHP PUBLIC INFORMATION & EDUCATION (KRISTY)**  
**FUNDING SOURCE**        **405**  
**PROGRAM YEAR**            **ONGOING**

This Utah Highway Patrol Public Information and Education program works to promote all aspects of traffic safety statewide. The UHP will purchase educational materials, videos, and other tools to be used at presentations and community events throughout the state. The project will outreach youth through the school system and will target teenage drivers and passengers who are at higher risk of being killed or injured in a motor vehicle crash. The project will emphasize child safety seat use, safety belt use among adults, and air bag safety. In addition, education will be provided on aggressive driving, drowsy driving, impaired driving, and pedestrian and bicycle safety, among other safety issues.

**OP080405**                    **BUCKLE TOUGH CAMPAIGN (KRISTY)**  
**FUNDING SOURCE**        **405**  
**PROJECT YEAR**            **SECOND**

National studies report that of those who still fail to buckle up, most are young males, drive pickup trucks, and live in rural areas. In Utah, approximately 40% of people killed in a traffic crash were riding in a light truck, which is about 10% above the national average. In addition, when compared to all age groups, children ages 15-19 years old comprised the largest number of deaths in Utah as a result of a motor vehicle crash. The Emergency Medical Services for Children (EMSC) program and the state's local health departments will work to decrease traffic-related death and injury among teens by developing and implementing the "Buckle Tough" program in Utah's rural communities. The program will target young male truck drivers by conducting key activities aimed at increasing safety belt use. The funds will be used to develop the campaign slogan, creative materials, educational handouts and media spots for presentation on radio and in theaters.

**OP080406                    IRON COUNTY CPS PROGRAM (KRISTY)**  
**FUNDING SOURCE        405**  
**PROGRAM YEAR            THIRD**

Iron County has the third highest population growth rate in the state. The county has an active traffic safety task force with limited resources to maintain their local car seat programs for local families. Through highway safety funding, the Iron County SAFE KIDS Chapter will improve the education of parents with children ages 0-14 years in an effort to reduce traffic-related death and injury. The project will work to distribute child safety seats to low-income families, provide car seat checkpoints in the community and establish an active fitting station. All program income earned from the sale of low-cost car seats will be used to help support the traffic safety activities.

**OP080407                    PCMC SPECIAL NEEDS CPS PROGRAM (KERI)**  
**FUNDING SOURCE        405**  
**PROGRAM YEAR            ONGOING**

Primary Children’s Medical Center (PCMC) treats the vast majority of children in Utah who have been in serious accidents, are critically ill, or have special health care needs. PCMC serves a diverse population of families residing in five states. As children are discharged from the hospital, it is an essential service to have a Child Passenger Safety Technician available to assist in safe transportation issues. A portion of the project funding will be used to provide a part-time CPS technician position. Child safety seats, including special needs seats and other inspection station supplies, will be purchased using project funds. PCMC will continue to maintain a CPS Hotline, provide an on-site child safety seat inspection stations, and offer resources and assistance to families or children with special health care needs. Program income may be received through donations for child safety seats that will then be used to purchase more seats to help sustain the program.

**OP080408                    OCCUPANT PROTECTION OUTREACH (DAVE)**  
**FUNDING SOURCE        STATE MATCH FOR 157**  
**PROGRAM YEAR            ONGOING**

The Utah Highway Patrol (UHP) has a statewide public information and education group with over 15 PI&E officers, and a sergeant to oversee the program. This PI&E group provides representation at community events such as fairs, school classes and even new-car-owner orientations at car dealerships. They interact with the public on a broad cross section of traffic safety issues with special focus on seat belt and child safety seat use. The goal is to gain compliance with state traffic laws by voluntary participation rather than enforcement-induced compliance.

**OP080409                    TRAFFIC SAFETY OUTREACH (DAVE)**  
**FUNDING SOURCE        STATE MATCH FOR 405**  
**PROGRAM YEAR            ONGOING**

The Utah Highway Patrol has a statewide public information and education group with over 15 PI&E officers, and a sergeant to oversee the program. The PI&E group provides representation at community events such as fairs, school classes and new-car-owner orientations at car dealerships. They interact with the public on a broad array of traffic safety issues with special focus on seat belt and child safety seat use. The goal is to gain compliance with state traffic laws by voluntary participation rather than enforcement-induced compliance.

**OP080410                    PROGRAM MATERIALS & CPS TRAINING (KRISTY)**  
**FUNDING SOURCE        405**  
**PROGRAM YEAR            ONGOING**

While Utah’s safety belt use rate continues to rise, further increasing the rate remains a priority for the HSO, as

failure to buckle up contributes to more fatalities than any other traffic safety related behavior. The project will work to provide education, training, and resources in an effort to decrease motor vehicle-related death and injury. A minimum of three CPS Standardized Training workshops, one recertification class, and one refresher/update workshop will be conducted. In addition, at least one Child Passenger Safety Training for School Buses will be conducted. A program will be established to provide incentives to partnering agencies that organize CEU opportunities for CPS Technicians. Support will include providing local advocacy agencies with child safety seats for distribution to low-income families. Educational materials and incentives will be purchased, and support provided to develop new occupant protection brochures, videos, and information materials. The national enforcement mobilization for the *“Click It Or Ticket”* campaign will be supported by purchasing resources and materials, and overtime hours may be provided to conduct selective safety belt enforcement.

**OP080411 SAFETY BELT OBSERVATIONAL SURVEY (KRISTY)**  
**FUNDING SOURCE 405**  
**PROGRAM YEAR ONGOING**

Utah will conduct its annual NHTSA-approved statewide Safety Belt Observational Survey in June 2008. Study results will be utilized to evaluate programs and to compare with national/regional seat belt use rates. A rural safety belt survey will be conducted in 10 counties that are not included in the NHTSA-approved survey. Results will be published in an annual study and distributed throughout the state and country.

**OP080412 CLICK IT OR TICKET (STEP SUPPORT) (KRISTY)**  
**FUNDING SOURCE 402**  
**PROJECT YEAR ONGOING**

This project will fund the high-visibility enforcement component of the *“Click It Or Ticket”* campaign in May and June 2008. Funds will be used to pay for approximately 5,000 overtime hours, which will be provided to the local law enforcement agencies and the Utah Highway Patrol throughout the state who participate in the 2-week mobilization. The majority of the available overtime hours will be awarded to agencies in the 6 target counties (Cache, Davis, Salt Lake, Utah, Washington, Weber) where at least 85% of the population lives. Enforcement efforts will target safety belt and child safety seat non-use, as well as other traffic violations such as impaired driving, speed, and aggressive driving.

**OP080413 CLICK IT OR TICKET MEDIA CONTRACTOR (KRISTY)**  
**FUNDING SOURCE 402**  
**PROJECT YEAR ONGOING**

A contract will be secured with an advertising and media agency to assist with the *“Click It Or Ticket”* campaign’s media plan. This will include public relations activities, campaign development and production costs, and media efforts. The agency will produce television and radio spots, as well as billboards/busboards, and assist the HSO with all media outreach related to the campaign.



**OP080414 ALIVE AT 25 – DEFENSIVE DRIVING COURSE (KRISTY)**  
**FUNDING SOURCE 405**  
**PROJECT YEAR FIRST**

Utah’s motor vehicle crash death rates are highest in the 15-19 and 70+ age groups, and crash hospitalization and Emergency Department visit rates are highest in the 15-19 age group. In addition, improper lookout (26.1%) was the leading contributing factor for teenage-driver crashes and speed (23.6%) was the leading factor for fatal crashes. The Alive at 25 program is a defensive driving course for young drivers ages 16-24 years and is a highly interactive four-hour program that teaches young drivers how to take control of situations by taking responsibility for their own driving. The program will be taught by law enforcement officers, and will seek to add judicial support as the program develops. It will be administered by the Utah Safety Council with the future goal of becoming a self-sufficient program.

# TRAFFIC RECORDS PROGRAM

## **Performance Goal:**

Improve traffic data records in at least one core data system, in one performance measure area.

## **Performance Measures:**

- Increase the percentage of pre-hospital crash injury data received at the EMS Bureau via utilization of a web-based reporting system within 60 days of the event from 60% to 80%.
- Increase the percentage of crash locations accurately referenced through utilization of geocoding services from 0% to 60%.
- Increase the percentage of correct and updated milepost data, and integrate into the roads data file from 0% to 90%.
- Increase the percentage of addresses matched against the postal service from 0% to 60%.
- Increase the percentage of roads referenced in a coherent, consistent system by geo-referencing historic data from 0% to 10%.

## **Action Plan:**

- Conduct various annual and/or quarterly Utah Traffic Records Advisory Committee Meetings. Issue the call for project proposals, ensuring the submitted projects meet the criteria set within the core data systems and performance measure areas.
- Select from submitted proposals, those projects that would achieve the greatest amount of measurable progress in performance measures in a given core data system.
- Facilitate the efforts of the projects and working group meetings in order to maintain momentum of production on designated projects.
- Continually support the work being done on the Central Crash Repository, EMS Bureau system and the Geocoding Service including facilitate working group meetings and act as a liaison between the partnering agencies.

## **Justification:**

Utah is a signatory to the Emergency Management Assistance Compact (EMAC) and is actively participating in the Mid-America Alliance, a consortium of ten states in Health and Human Services Regions VII and VIII, who have banded together to share resources during incidents that are less than governor-declared disasters. Utah has also produced a hospital Memorandum of Agreement that outlines the procedures for requesting and receiving assistance between hospitals. With the enhancements of the web-based pre-hospital data reporting system, the pre-hospital crash data, along with all the required NEMESIS data elements will be available to all agencies who respond to a crash on any highway in Utah.

A great majority of state and local government data describes a geographic feature or can be linked directly to a physical location via address matching (i.e. geocoding) processes or linear referencing. Utah's enhancement of the linear referencing process will result in a consistent and current roads database. This will better support the location data for crashes, better complete the attribute data related to the crash location and create a more accurate and current roads data file.

## Other Partnering Agencies:

Traffic records information systems consist of many stakeholders across state and federal agencies. The state agencies include the Departments of Technology Services, Health, Public Safety, and Transportation and also Administrative Office of the Courts and the State Tax Commission. The federal stakeholders include Federal Motor Carrier Administration, Federal Highway Administration and National Highway Transportation Safety Administration.

## Traffic Records Projects

**TR080501**                      **FATAL ANALYSIS REPORTING SYSTEM (FARS) (MARILEE)**  
**FUNDINGS SOURCE**        **FARS**  
**PROJECT YEAR**              **ONGOING**

This project provides for the collection and research of information related to Utah traffic fatalities, and interpreting and analyzing this crash data. Information is entered into the FARS database and provided to requestors such as the news media or other governmental agencies regarding Utah traffic fatalities and statistics. This project may fund personnel such as a FARS Supervisor, a FARS Analyst, and a Financial Officer.

**TR080502**                      **LOCAL CRASH ANALYSIS (AMY)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**              **SECOND**

The Local Technical Assistance Program (LTAP) at Utah State University has developed a royalty free GIS mapping program that contains functionality useful in the analysis of crashes (MapWindows). In order to take advantage of this program, modules need to be developed specific to local crash analysis and local GIS roadway files. These county roadways are being inspected for uniform application of standards for installation of Traffic Control Devices, crash locations based on locals experience and what can be gleaned from crash data that does exist (FARS, Locals experience, UDOT data for Federal Aid Routes). In addition to the above program, the Road Safety Audit program is being supported by FHWA and involves an independent review of locations with safety concerns, conducted by a Fatal Crash review committee that will attempt to identify locations for a more in-depth analysis of crash histories in these particular locations. NHTSA approval will be obtained before equipment purchases of more than \$5,000 are made.

**TR080505**                      **CENTRALIZED CRASH REPOSITORY (CARRIE)**  
**FUNDING SOURCE**        **408**  
**PROJECT YEAR**              **SECOND**

Timely accessibility to quality crash data is of paramount importance to the efforts of Utah's traffic safety community in contributing to the reduction of injuries and deaths associated with motor vehicle crashes. In the past, Utah's crash data has been entered manually by Utah Department of Transportation's Traffic and Safety Division. Additionally, there was an effort to submit some records electronically. However, technical issues and political difficulties rendered this effort unsuccessful. The purpose of the Centralized Crash Repository project is to provide the traffic safety community with timely, accurate, complete and uniform crash data within 30 days. Activities during the past fiscal year have focused on the initial design and build of the system using XML standard specifications. Upcoming activities will include gap analysis of the two other crash database systems, Driver License and UDOT, and will provide the necessary information to complete the next level of the project. Then, they will design an application to integrate the data into one central system that will contain all data required by each agency. The final step will be to functionally bring the other agencies online. Equipment purchases of \$5,000 or more will be subject to NHTSA approval.



**TR080506**                    **ENTERPRISE LEVEL REPORTING SYSTEM (CARRIE)**  
**FUNDING SOURCE**        **408**  
**PROJECT YEAR**            **FIRST**



Information pertinent to seeing the “big picture” of motor vehicle crashes in Utah is housed at the Utah Department of Public Safety, Administrative Office of the Courts, Utah Department of Transportation, and the Utah Department of Health. Currently, this information is not linked, and each of these agencies can only see the “small pieces” contained in their own separate systems. This project will entail the research and purchase of an enterprise level reporting tool that will enable the real-time linking and reporting of crash information that is stored in separate databases. This project will also involve establishing access to databases, and training agencies on the use of this tool. Equipment purchases of \$5,000 or more will be subject to NHTSA approval.

**TR080507**                    **GEOCODING SERVICE WITH ACCURATE ROADS DATA (CARRIE)**  
**FUNDING SOURCE**        **408**  
**PROJECT YEAR**            **FIRST**



Historically, accurate location referencing of crashes and emergency medical service incidents has been problematic. In the last several years, Utah’s Automated Geographic Reference Center (AGRC) has acquired software, hardware and expertise necessary to provide a solution to this problem. This project will utilize AGRC’s expertise to impact not only the accuracy of crash and EMS referencing, but also the completeness, uniformity and accessibility of the location data. Through partnership with the Utah Department of Public Safety, Utah Department of Transportation, and the Utah Department of Health, AGRC will improve and expand the Utah Transportation Data Model, build web services to provide functionality to data users, and develop a feedback service to aid in the ongoing maintenance and improvement of the master dataset. Equipment purchases of \$5,000 or more will be subject to NHTSA approval.

**TR080508**                    **REAL TIME DATA LOOKUP (CARRIE)**  
**FUNDING SOURCE**        **408**  
**PROJECT YEAR**            **FIRST**



Court clerks use CORIS to conduct Driver License queries, manually re-enter the data from the formal Information into CORIS and to edit or fill in the blanks on the defendant information. These functions all require the incorporated use of the Department of Public Safety’s data system. However, due to the current database and software functionality, the process to get the information timely and accurately is greatly hindered or incomplete. The driver license query response time is 15 seconds or more; the manual re-entering of the data leaves room for discrepancies between court data and the data at Public Safety; the defendant information on the Public Safety system is filed by Offense Tracking Number, which the CORIS does not have, therefore searching for the information is cumbersome. One phase of the project will be to replace current interfaces with more efficient methods. Another will be to develop a web service component for more efficient query methods. Additionally the query method will include changing the database and software structure to incorporate the use of the Offense Tracking Number. These changes should enable the eight justice courts that house their own database to connect to Public Safety’s server. Equipment purchases of \$5,000 or more will be subject to NHTSA approval.

**TR080509**                    **UTRAC COORDINATOR (AMY)**  
**FUNDING SOURCE**        **408**  
**PROJECT YEAR**            **SECOND**

Utah’s traffic record information systems involve six agencies. These agencies are the Utah Departments of Public Safety, Transportation, Technology Services and Health, the Utah Tax Commission, and the Administrative Office of the Courts. Each agency has data systems in-house for their own data records. Historically, these systems have been designed to only function within the agency and not link or integrate with outside agencies, and, in some cases the systems are not working efficiently in-house. This has caused redundancy, incompleteness, inaccuracy and lack of timeliness. Utah implemented the Utah Traffic Records Advisory Committee (UTRAC) as a means to coordinate the data efforts within the agencies involved with traffic records and to implement a comprehensive Traffic Safety Information Systems Strategic Plan. The UTRAC Coordinator has the responsibility to maintain, monitor and coordinate the Traffic Safety Information Systems Strategic Plan, as well as the operation of the Utah Traffic Records Advisory Committee. The UTRAC Coordinator also supports and coordinates the efforts of the UTRAC’s technical and working committees.

**TR080510**                    **CAD SHARING (CARRIE)**  
**FUNDING SOURCE**        **408**  
**PROJECT YEAR**            **FIRST**



Currently, a computer-aided dispatch (CAD) center may dispatch an officer, fire unit, EMS unit, etc. to a crash, depending on the severity and circumstances. At the time of dispatch, the CAD center assigns a case/incident number within its system. Each time a different type of agency is brought to the scene, that particular agency assigns its own case number to the same crash/incident. The different agencies do not have the case numbers from the other agencies; therefore, following a crash from beginning to end is extremely difficult. This also reduces the ability to have complete information and integrate with other systems. This project will entail developing a service in the DPS web services/enterprise service bus environment to provide CAD-to-CAD sharing, to capture CAD records into a central repository and to link incident-case numbers by inserting/updating records in the master index system. Equipment purchases of \$5,000 or more will be subject to NHTSA approval.

**TR080511**                    **EMS PRE-HOSPITAL DATA REPORTING (CARRIE)**  
**FUNDING SOURCE**        **408**  
**PROJECT YEAR**            **FIRST**



The Bureau of EMS (BEMS) collects data from every emergency medical response by EMS agencies licensed or designated to operate within the state of Utah. During the past federal fiscal year, the BEMS reporting system, which was initially a DOS-based application, underwent a major redesign. Elements from the National Emergency Medical Services Information System (NEMSIS) were implemented during the development of the new software and database specifications. The ability to use the electronically transferred data in a real-time fashion has yet to be addressed, as well as getting all of the agencies trained and using the redesigned system. Future plans will be to implement a web-enabled portal for uploading data to the state health and crash injury databases, train users on the new software application and enabling the EMS community to purchase acceptable equipment to operate the new software. However, equipment purchases of \$5,000 or more will be subject to NHTSA approval.

# PEDESTRIAN & BICYCLE PROGRAM

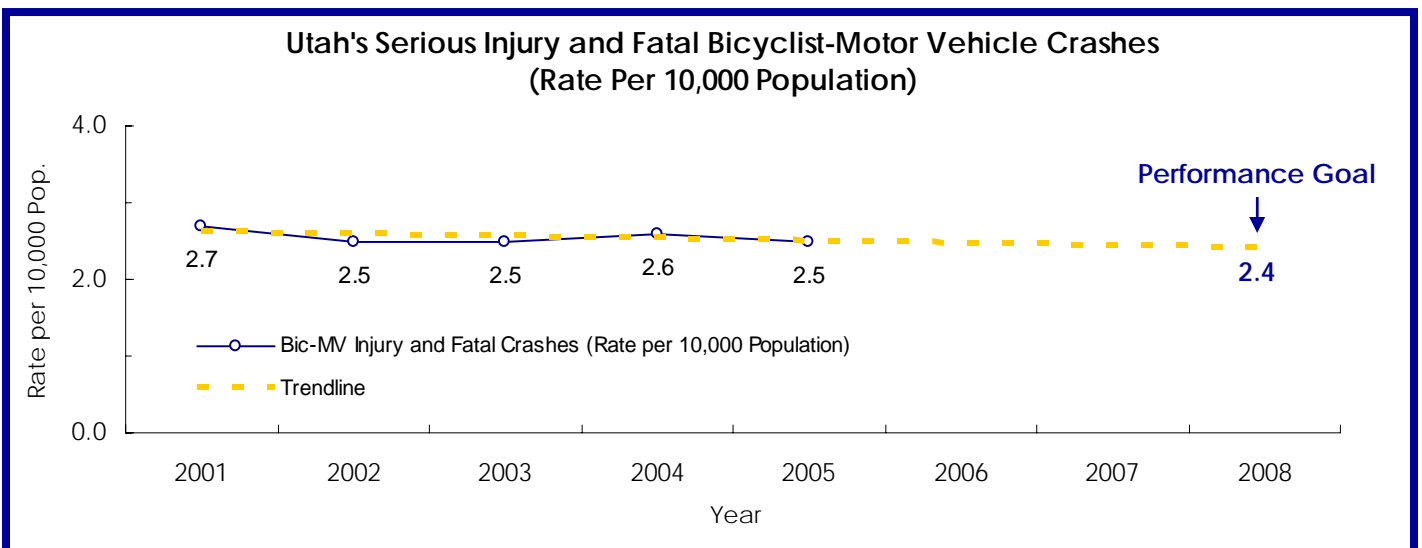
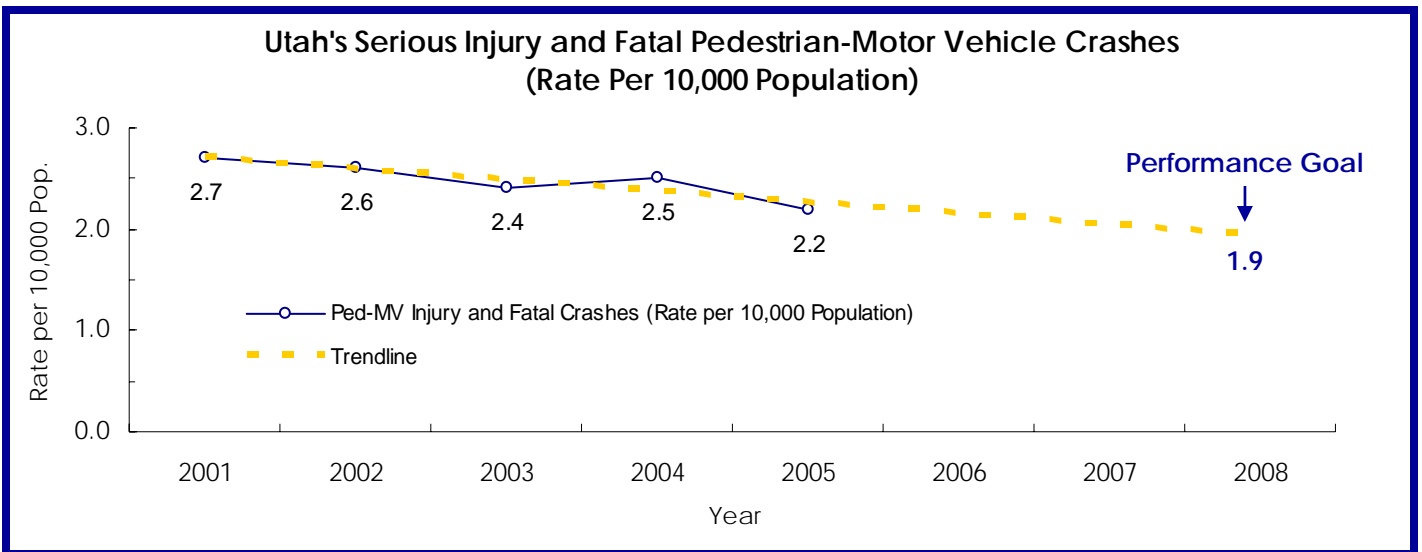
## Performance Goal:

Through support of prevention, educational and enforcement programs, continue the downward trend in the reduction in the pedestrian and bicyclist traffic fatality and serious injury rates.

## Performance Measure:

Continue the favorable trend by demonstrating a reduction in the serious injury and fatal pedestrian-motor vehicle crash rate per 10,000 population to 1.9 in 2008.

Continue the favorable trend by demonstrating a reduction in the serious injury and fatal bicycle-motor vehicle crash rate per 10,000 population to 2.4 in 2008.



**Action Plan:**

- Continue fostering the partnership on pedestrian and bicycle projects and campaigns with the Utah Department of Health and the Utah Department of Transportation.
- Continue to establish branding for the “Share The Road” identifier with bicycle programs, and increase the public awareness of bicycle laws and bicyclist concerns through public and private groups.
- Implement the Pedestrian Safety Media and Enforcement Campaign.

**Justification:**

- Pedestrian deaths comprise about 10% of Utah traffic fatalities.
- Bicyclist injury and fatal incidents continue to receive high media attention.

**Other Partnering Agencies:**

- The Utah Department of Transportation has awarded Transportation Enhancement Funds and also uses 163 .08 BAC funds to support pedestrian and bicyclist safety projects.
- The Utah Department of Health provides in-kind and materials support for this focus area.
- Primary Children’s Medical Center provides additional support for the “Spot The Tot” program.

## Pedestrian & Bicycle Projects

<b>PS080701</b>	<b>PEDESTRIAN &amp; BICYCLE COORDINATOR (KERI)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>FUNDING YEAR</b>	<b>ONGOING</b>

Utah is a state known for its outdoor recreation opportunities where many people enjoy the state’s scenic landscape and city skylines on bicycle and foot. However, nearly all pedestrians and bicyclists sustain serious injury in a crash as compared to motor vehicle occupants. The Pedestrian and Bicycle Coordinator plans, coordinates and provides technical assistance for pedestrian and bicycle activities involving local and regional health departments, law enforcement agencies (statewide), and other community and safety organizations. Project focus includes reducing the serious injury and fatality rate, with emphasis on the 5 to 19 year old age group. The coordinator will act as the state “expert” on pedestrian and bicycle issues and conduct the Annual Bicycle Helmet Usage Observational Survey. This project also provides educational materials and supplies to requestors to encourage, promote and support pedestrian and bicycle programs and activities statewide. Support is also offered to programs or projects that show promise for reducing the pedestrian and bicycle serious injury and fatality rates, and includes support for the various bicycle rodeo programs. If unfunded, the position and traffic safety programs would be eliminated.

**PS08-08-02**                    **SHARE THE ROAD BICYCLE SIGNS (HULL)**  
**FUNDING SOURCE**        **UDOT 163. 08 BAC**  
**FUNDING YEAR**            **SECOND**

Funding is being used to produce "Share the Road" signs for local communities and national parks to promote the concept of sharing the road with bicyclists. Smaller communities typically do not have signing budgets to address these issues. Signs will be provided to the local communities and they will provide the installation.

**PS08-08-03**                    **PEDESTRIAN SAFETY CAMPAIGN (KERI)**  
**FUNDING SOURCE**        **UDOT TRANSPORTATION ENHANCEMENT FUNDS**  
**PROJECT YEAR**            **SECOND**

In 2006, the number of pedestrian fatalities in Utah was at its highest since 2003, with a total of 28 fatalities. In addition, pedestrians are 20 times more likely to be killed in a motor vehicle crash than occupants of a motor vehicle. To combat this highly preventable cause of death, this project will initiate a campaign using paid media and enforcement to educate pedestrians and motorists about pedestrian safety and the responsibilities of each group. The media component will cover almost 18 months, and will include an aggressive radio, billboard and possibly a busboard campaign. The enforcement aspect will occur six months into the campaign involving 20 law enforcement agencies in identified problem areas in the state and will provide specialized training to assist the officers in identifying both pedestrian and motorist violations.

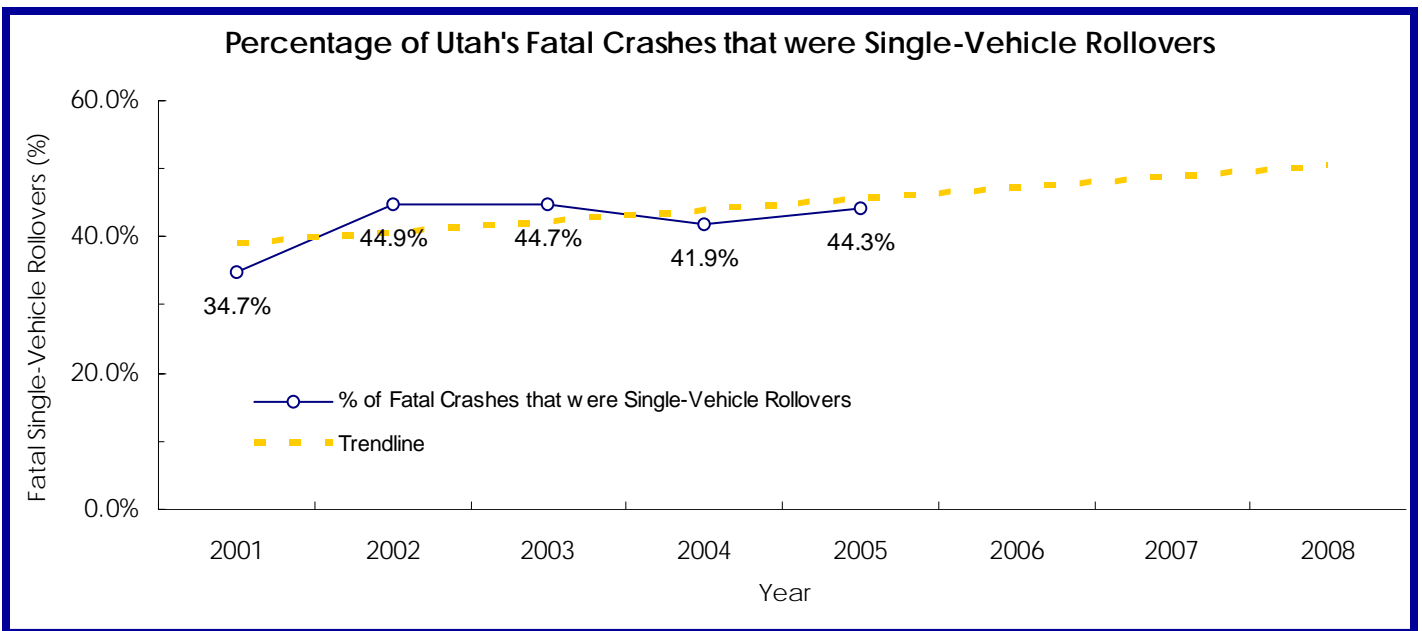
# ROADWAY SAFETY PROGRAM

## Performance Goal:

Support prevention, educational and enforcement programs to reduce the single-vehicle rollover fatality and serious injury rate.

## Performance Measure:

Reduce the upward trend in the percentage of fatal crashes that were single vehicle rollovers in CY 2008.



## Action Plan:

- Continue support of fatigued driving education programs with special focus on young drivers.
- Focus on developing a comprehensive speed management program for implementation in problematic areas of the state.
- Continue partnership with the "Zero Fatalities" group of UDOT.

## Justification:

- Fatigue is a factor in at least 10% of Utah traffic fatalities, and likely more.
- Railroad crossing education continues to be a need, especially with the large number of unregulated crossings in Utah.
- Aggressive driving and speeding continue to be problematic on state highway and other major roads.

## Other Partnering Agencies:

- Utah Department of Transportation provides 163 .08 BAC funds for these projects.

## Roadway Safety Projects

**RS080801**                    **OPERATION LIFESAVER (TED)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **ONGOING**

As Utah's population continues to grow, and exurban sprawl reaches farther into previously rural areas, drivers and pedestrians encounter numerous unregulated railroad crossings, with which they likely have limited familiarity. This remains just one of the educational gaps that Operation Lifesaver seeks to bridge through statewide campaigns and presentations about safety at railway crossings and railway right-of-ways. In spite of the state's high number of railroad crossings and many miles of railroad tracks, Utah has maintained relatively low numbers of collisions, injuries, and fatalities at both crossings and in trespassing incidents: in 2006, 14 collisions, 3 injuries, and zero fatalities at crossings; and zero injuries and one fatality in trespassing incidents. By targeting all segments of the population, from kindergarteners to adults, Operation Lifesaver insures that its railroad-highway safety messages help keep the public safe. The program will exceed the 269 presentations it conducted in 2006 by increasing the number of active presenters, and seeks to reach more than 20,000 people this year.

**RS080802**                    **FATIGUED DRIVING PREVENTION PROGRAM (KRISTY)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **SECOND**

Fatigued or drowsy driving is a major contributing factor to the number of fatal and overall crashes in Utah. In Utah, in 2005, 19 people died and 499 were injured as a result of someone falling asleep at the wheel. In addition, a 2006 telephone survey showed that 40% of Utah drivers (about 642,000 people) say they have fallen asleep or nodded off while driving and that "driving while severely sleepy or drowsy" is just as concerning as "drinking and driving" and "running red lights" with regard to the respondents' personal safety and the safety of their families. The "Sleep Smart. Drive Smart." task force will work to reduce fatigue-related motor vehicle crashes in an effort to reduce the upward trend in the percentage of fatal crashes that were single vehicle roll-overs. The program will involve improved public information and education, placement of media advertisements and young driver and public outreach efforts.

**RS080803**                    **ADOPT A HIGH SCHOOL (KRISTY)**  
**FUNDING SOURCE**        **405**  
**PROJECT YEAR**            **SECOND**

Teenage drivers ages 15 to 19 years represented 7.4% of the licensed drivers in Utah in 2005, yet they were involved in over one-quarter (26.8%) of all motor vehicle crashes. On average, motor vehicle crashes account for 40 deaths, 330 hospitalizations, and 5,400 emergency department (ED) visits a year for Utah residents ages 15-19 years. In addition, motor vehicle crash death rates are highest in the 15-19 and 70+ age groups and motor vehicle crash hospitalization and ED visit rates are highest in the 15-19 age group. Hospital and ED charges for 15-19 year-old motor vehicle crash victims added up to \$13 million in Utah for the treatment of injuries in 2005. To help combat this traffic safety problem, a Teen Driving Task Force was established to develop resources and implement programs designed to increase safety belt use, reduce impaired driving, and decrease aggressive driving among this high risk group. The task force brings together driver license officials, emergency responders, hospitals, law enforcement, public health, public safety, school officials, state legislators, and transportation officials.

**RS080804**                    **SPEED MANAGEMENT PROGRAM (TED)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **FIRST**



As highway congestion and travel delays increase, so have aggressive driving occurrences. Speeding, as a component of aggressive driving, has been identified as a major contributor to fatalities in Utah. A comprehensive speed enforcement and management program will be developed and implemented in an effort to reduce fatalities associated with speeding. This program will target problem roadways within the state with emphasis on both the interstate as well as secondary roadways. The trend in speed-related fatalities can and has been reduced by combined efforts of enforcement, education and engineering, which will make this project very effective.

**RS080806**                    **UDOT FATIGUED DRIVING MEDIA CONTRACTOR (KRISTY)**  
**FUNDING SOURCE**        **163 .08 BAC**  
**PROJECT YEAR**            **SECOND**

The services of an advertising agency will be contracted to assist with public relations activities and media efforts related to the "*Sleep Smart. Drive Smart.*" campaign. The agency will develop and produce all paid media spots as well as campaign materials. Materials will be used to combat fatigued driving related fatalities and injuries. Funds for this project were provided by the Utah Department of Transportation through the 163.08 incentive award.

**RS080807**                    **UDOT ZERO FATALITIES CAMPAIGN (HULL)**  
**FUNDING SOURCE:**        **UDOT 163 .08 BAC**  
**PROJECT YEAR:**            **THIRD**

This campaign is intended to raise the awareness of the public and develop an operational philosophy within the state's safety organizations of the benefits of establishing a goal to achieve zero fatalities from traffic crashes. The effort is focused on an educational advertising campaign about the dangers of certain driving behaviors. It will also attempt to develop a cultural change in the community. This culture change applies to the 4 E's of safety: Engineering, Enforcement, Education and Emergency Medical Services. Funds for this project were provided by the Utah Department of Transportation through the 163.08 incentive award.



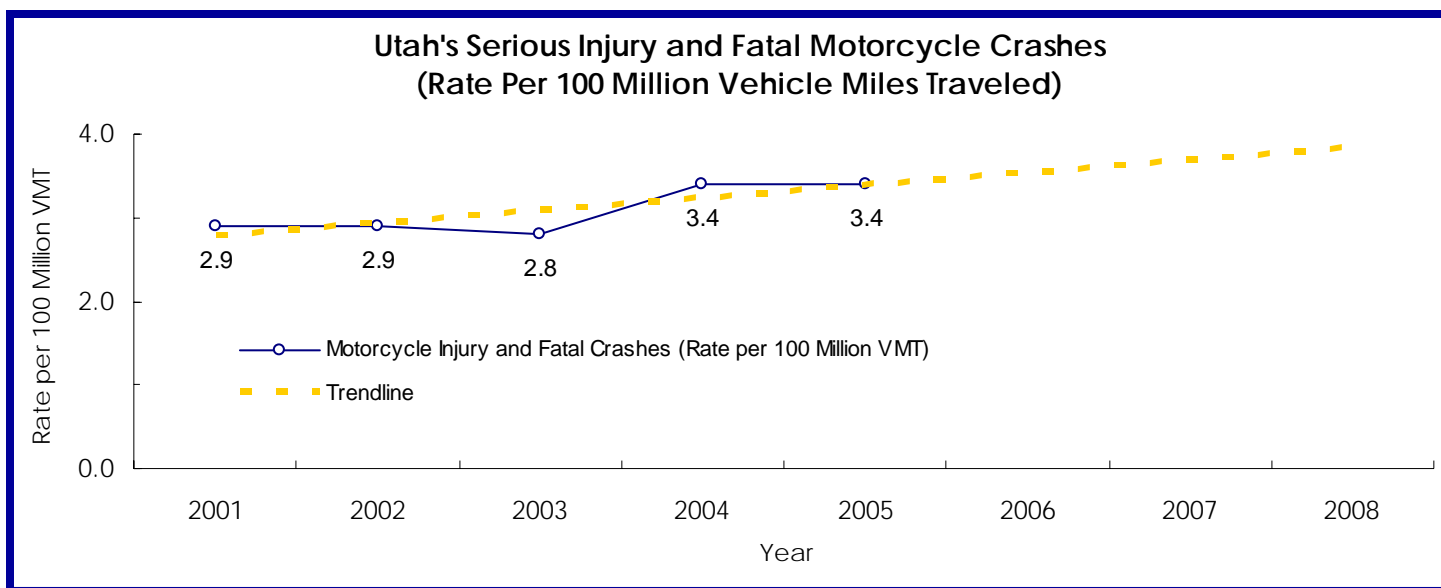
# MOTORCYCLE SAFETY PROGRAM

## Performance Goal:

Support training and educational programs to reduce the upward trend in the motorcyclist traffic fatality and serious injury rate.

## Performance Measure:

Reduce the upward trend in the serious injury and fatal motorcycle crash rate per 10,000 population in 2008.



## Action Plan:

- Establish branding for the "Share The Road" identifier with motorcycle programs, and to increase the public awareness of motorcyclist concerns.
- Continue partnership with the Driver License Division and the Utah Chapter of ABATE to distribute educational materials, and expand partnerships to other motorcycle and highway safety organizations.
- Support the Governor's Motorcycle Safety Advisory Committee, as requested.
- Conduct a comprehensive motorcycle safety media campaign as ridership increases.

## Justification:

- Over 10,000 new motorcycle licenses were issued in Utah in 2006.
- The number of recreational riders increases each year.
- The number of riders is predicted to increase due to rising gasoline costs.

**Other Partnering Agencies:**

- Utah Department of Public Safety oversees the Rider Education Program to provide training to motorcyclists.
- The Utah Highway Patrol provided training for motorcycle officers in law enforcement agencies statewide.
- The Rider Education Advisory Committee provides input and support for this focus area.

## Motorcycle Safety Projects

**MC080901                      MOTORCYCLE SAFETY PI&E (KERI)**  
**FUNDING SOURCE            402**  
**PROJECT YEAR                ONGOING**

Motorcycle riders now account for one out of every ten U.S. road fatalities each year, with motorcyclist deaths from traffic crashes rising each of the last eight years. Utah has shown an upward trend in the motorcycle serious injury and fatality rate, mirroring the national numbers. The goal of this project is to increase motorcycle safety awareness and educate motor vehicle drivers to share the road with motorcyclists. This will be achieved through participating in Motorcycle Safety Awareness Month, conducting a press event, and supporting campaign partners. This project provides support including technical assistance, educational materials and supplies to encourage, promote and support motorcycle safety programs and activities statewide. "Mini-grant" support is also offered to programs or projects that show promise for creating motorcycle safety awareness, providing education and promoting the "Share the Road" campaign.

**MC080902                      MOTORCYCLE MEDIA CONTRACTOR (KERI)**  
**FUNDING SOURCE            2010**  
**PROJECT YEAR                FIRST**



In an effort to decrease the rate of motorcycle injuries and fatalities in Utah and to effectively create motorcycle safety awareness, a motorcycle safety media campaign will be implemented. The media contractor will develop a "Share the Road" logo and artwork, and assist with all facets of developing a well-rounded Motorcycle Safety Awareness campaign.

**MC080903                      MOTORCYCLE RIDER EDUCATION PROGRAM STATE MATCH**  
**FUNDING SOURCE            STATE MATCH FOR 2010**  
**PROGRAM YEAR                ONGOING**

The Motorcycle Rider Education Program has been in effect since 1994, with a program-specific coordinator appointed by the Commissioner of Public Safety. This program administers rider training programs for beginning and experienced riders, and also an instructor training course. The courses are available statewide, and specifically in the counties where over 75% of motorcycles are registered in the state. The standards for all the training courses meet or exceed those set by the Motorcycle Safety Foundation (MSF). All instructors in the Utah program are MSF-certified. This program is funded with monies collected from motorcycle vehicle registrations, and motorcycle endorsement fees collected as part of the driver licensing process.

**MC080904**                    **MOTORCYCLE TRAINING (KERI)**  
**FUNDING SOURCE**        **402**  
**PROGRAM YEAR**         **ONGOING**

The Utah Highway Patrol (UHP) is actively involved in training and instructing motor officers from Utah and surrounding states. In FFY 2008, the UHP Motorcycle Squad will conduct two basic motorcycle officer training courses, and one motorcycle officer instructor course, and the courses will be offered to police agencies statewide. Two motor officers will be sent to attend a national Police Motorcycle Training which will allow them to strengthen their instructor skills and maintain their certification. The Utah Highway Patrol motor-squad will host a regional motorcycle training event for allied agencies, especially motorcycle officers from several western states. Project funds will be used to help support saturation patrols during the busy holiday periods of Memorial Day weekend, July 4<sup>th</sup>, and Labor Day. As part of this project, the UHP motor-squad will promote general motorcycle safety and participate in the "Share the Road" campaign.

## PLANNING & ADMINISTRATION PROGRAM

### Performance Goal:

Continue the effective highway safety program in Utah through partnerships and participation with groups and coalitions focusing on highway safety issues, and by encouraging professional development of HSO staff members.

### Performance Measure:

- Provide staff members with continuing education opportunities, encourage new and continued professional affiliations, and inspire refinement of leadership skills.
- Successful alignment of the annual Highway Safety Plan (HSP) with the goals and measures of the Utah Comprehensive Safety Plan.

### Action Plan:

- Offer professional development opportunities to staff members, promote attendance at the Leadership Academy, and support professional affiliations..
- Participate as part of the Utah Safety Leadership Team and the updating process of the "Utah Comprehensive Safety Plan."

## Planning & Administration Projects

<b>PA081001</b>	<b>PLANNING &amp; ADMINISTRATION (DAVE)</b>
<b>FUNDING SOURCE</b>	<b>402</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>

Effective planning and administration are a crucial element of the successful Highway Safety Program in Utah, and this project provides funding for those activities. The HSO studies and analyzes annual and historical state and national crash data to identify trends, emerging problem areas, and to measure the success of previous efforts. State and federal funding resources are also analyzed to determine if the available monies can be used to effectively address the identified problems. This information is used as part of the Highway Safety Planning and Reporting process for Utah. Other tasks performed include providing support for project development including technical assistance, resource allocation, monitoring and reporting. Staff fully or partially funded by this project may include the director, deputy director, a finance officer, five program managers, and an administrative secretary.

<b>PA081002</b>	<b>PLANNING &amp; ADMINISTRATION (DAVE)</b>
<b>FUNDING SOURCE</b>	<b>STATE MATCH</b>
<b>PROJECT YEAR</b>	<b>ONGOING</b>

This state match portion compliments the federal funds in providing planning and administration and provides direction for the highway safety program in Utah, and may be used for specialized staff training and development, and purchases such as office furniture and equipment. Staff fully or partially funded by this project may include the director, deputy director, a finance officer, various program managers and coordinators, and an administrative secretary.

**PA081003                    PLANNING & ADMINISTRATION (DAVE)**  
**FUNDING SOURCE        STATE MATCH (EASY)**  
**PROJECT YEAR            SECOND**

This state match portion compliments the federal funds in providing planning and administration and provides direction for the highway safety program in Utah, especially involving alcohol and youth programs. In addition, this state match portion is used for expenses not allowable for federal funds such as some specialized staff training and development, and includes purchases such as office furniture. Staff fully or partially funded by this project may include the director, deputy director, a finance officer, a program coordinator, and an administrative secretary.

**PA081004                    PAID MEDIA CAMPAIGN EVALUATIONS—(KRISTY)**  
**FUNDING SOURCE        402**  
**PROJECT YEAR            SECOND**

With the increasing emphasis placed on media campaigns as a tool for highway safety behavioral modification projects, the Highway Safety Office desires to measure the effectiveness of the various media projects. A deliverables contract will be negotiated with a vendor to conduct an evaluation to measure the market penetration and recognition of the various "branding" messages. This evaluation is planned to be conducted in the summer of 2008.

## PAID MEDIA PROGRAM

### Performance Goal:

Increase public recognition of highway safety-specific campaigns through branding, and their awareness of traffic safety issues and concerns.

### Performance Measure:

Support the various highway safety focus areas with sustained media messages.

### Action Plan:

- Provide over 5000 sustained highway safety radio "spots" messages throughout the state in FFY 2008, including all focus areas and including speeding, aggressive driving, bicycle safety, inclement weather, etc.
- Provide a year long, sustained media campaign to educate the public on the dangers of underage alcohol consumption, and the social implications of early alcohol addiction.
- Continue an aggressive "Click It Or Ticket" media campaign in conjunction with the national efforts.
- Establish the new alcohol identifier "Drunk Driving. Over The Limit. Under Arrest." with the public using the "Click It Or Ticket" media methodology.
- Continue the sustained fatigued driving prevention media campaign, "Sleep Smart. Drive Smart."
- Start a 30-month, sustained radio, billboard and busboard campaign on pedestrian safety, in conjunction with earned media from press releases and enforcement blitzes.
- Continue to establish the "Share The Road" identifier for motorcycle safety and education including using radio, billboard and busboard sources.
- Continue the "Spot The Tot" media campaign to raise awareness of the driveway "back over" danger for children.

### Justification:

- Sustained paid and earned media continue to demonstrate measurable results in establishing branding with the public.
- Creative messages are more effective at penetrating the "white noise" atmosphere of media over saturation.

### Other Partnering Agencies:

- Utah Department of Transportation
- Department of Alcohol Beverage Control
- Primary Children's Medical Center
- Governor's Motorcycle Safety Council

## Paid Media Projects

PM081101	HIGHWAY SAFETY RADIO CAMPAIGN (KRISTY)
FUNDING SOURCE	402
PROJECT YEAR	FOURTH

The HSO will work with the Salt Lake Radio Broadcaster's Association (SLRBA) to place monthly non-commercial sustaining announcements promoting 14 traffic safety issues. The Salt Lake Radio Broadcasters Association is a non-profit corporation and is affiliated with a total of 37 local radio stations including several Spanish-language stations. The SLRBA will provide a deliverables package of 30- and 60-second radio messages and 10-second promotional copy messages that precede special events. The HSO will write and produce the announcements with the assistance of the association. Each month different traffic safety messages will be selected and will coordinate with national and state campaigns.

**PM081102**                    **CLICK IT OR TICKET MEDIA CAMPAIGN (KRISTY)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **ONGOING**

This project provides paid media associated with the high-visibility *“Click It Or Ticket”* campaign and related national efforts. All paid media efforts will be proposed to and approved by the National Highway Traffic Safety Administration when required.

**PM081103**                    **MOTORCYCLE MEDIA CAMPAIGN (KERI)**  
**FUNDING SOURCE**        **2010**  
**PROJECT YEAR**            **FIRST**



In an effort to decrease the rate of motorcycle injuries and fatalities in Utah, and to effectively create motorcycle safety awareness, a motorcycle media campaign will be implemented. This project will fund all paid media related to motorcycle safety and the *“Share the Road – Start Seeing Motorcycles”* public awareness campaign. Radio spots, billboards and other media messages will be placed during the year when motorists and motorcycles are heavily traveling the roads and highways.

**PM081104**                    **SPOT THE TOT MEDIA CAMPAIGN (KERI)**  
**FUNDING SOURCE**        **402**  
**PROJECT YEAR**            **THIRD**

Between 1997 and 2006 more than 40 Utah children were killed and over 600 were seriously injured by vehicle *“back-overs.”* In 2004, the number of children killed in a single year doubled to 10. At least one Utah child under the age of 10 is injured or killed by a *“back-over”* every week. The *“Spot the Tot”* media campaign will help increase awareness of this preventable tragedy through public information and education. This project will continue an educational program to increase awareness of driveway and parking lot *“back-over”* dangers. Earned and paid media will be used to reach the target group through educational and informational broadcast messages.

**PM071105**                    **UDOT FATIGUED DRIVING PREVENTION MEDIA CAMPAIGN (KRISTY)**  
**FUNDING SOURCE**        **163 .08 BAC**  
**PROJECT YEAR**            **THIRD**

This project will fund paid media activities related to the fatigued driving prevention program, *“Sleep Smart, Drive Smart.”* Media may include the purchase and placement of television, radio and outdoor advertisements promoting awareness of falling asleep at the wheel. Funds for this project will be provided by the Utah Department of Transportation through the 163.08 incentive award.

**PM081106**                    **IMPAIRED DRIVING MEDIA CAMPAIGN (TERI)**  
**FUNDING SOURCE**        **410**  
**PROJECT YEAR**            **SECOND**

This project will implement an educational/public awareness program that will inform the public about the dangers, risks and consequences of driving impaired. The project will utilize the NHTSA national campaign messages including *“Drunk Driving. Over the Limit. Under Arrest”* when stepped up enforcement is being deployed, *“Friends/Fans Don’t Let Friends/Fans Drive Drunk”* and *“Buzzed Driving is Drunk Driving”* that communicate and encourage social responsibility year round; and *“Zero Tolerance”* for underage drinking. This project will utilize earned and paid media to reach the target group.

**PM081107**                    **EASY MEDIA CAMPAIGN (DABC)**  
**FUNDING SOURCE**        **STATE MATCH**  
**PROJECT YEAR**            **SECOND**

The Eliminating Alcohol Sales to Youth (EASY) program seeks to curtail the retail supply of alcohol to minors through compliance checks. By providing reimbursement to city and county law enforcement agencies throughout Utah for conducting alcohol compliance checks at off-premise retail locations, EASY addresses the lack of resources that prevented many of these agencies from maintaining consistent compliance check programs. The compliance checks are run in conjunction with a statewide media campaign that aims to educate parents, teens and community members about the harmful effects of underage drinking and to mobilize the community as a whole to make underage drinking unacceptable.



## STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR§18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

### Certifications and Assurances

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- National law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6108), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

## Drug-Free Workplace

### **The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):**

The State will provide a drug-free workplace by:

- A. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- B. Establishing a drug-free awareness program to inform employees about:
  1. The dangers of drug abuse in the workplace.
  2. The grantee's policy of maintaining a drug-free workplace.
  3. Any available drug counseling, rehabilitation, and employee assistance programs.
  4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.

- C. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- D. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  - 1. Abide by the terms of the statement.
  - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- E. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- F. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted —
  - 1. **Taking appropriate personnel action against such an employee, up to and including termination.**
  - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- G. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

## Buy America Act

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

## Political Activity (Hatch Act)

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

## Certification Regarding Federal Lobbying

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an

officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

## Restriction On State Lobbying

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

## Certification Regarding Debarment And Suspension

### Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.

2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.

3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those

regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

#### Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

## Environmental Impact

The Governor's Representative for Highway Safety has reviewed the State's Federal Fiscal Year 2008 Highway Safety Planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

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**Scott T. Duncan, Commissioner**  
**Utah Department of Public Safety**  
Governor's Representative for Highway Safety

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Date

## Section 405 Grant Certification and Assurances

### UTAH OCCUPANT PROTECTION INCENTIVE GRANT PROGRAM CERTIFICATION FFY 2008

#### General Certification:

I hereby certify that the State of Utah:

- Has an occupant protection program that meets the requirements of 23 U.S.C. 405;
- Will use the funds awarded under 23 U.S.C. 405 only for the implementation and enforcement of occupant protection programs;
- Will administer the funds in accordance with 49 CFR part 18 and OMB Circulars A-102 and A-87; and
- Will maintain its aggregate expenditures from all other sources, except those authorized under Chapter 1 of Title 23 of the United States Code, for its occupant protection programs at or above the average level of such expenditures in fiscal years 2003 and 2004.

#### Program Certification:

I also certify that the State of Utah has not changed its Safety Belt Use Law, Primary Safety Belt Use Law, Minimum Fine or Penalty Points Law, or the Child Passenger Protection Law, and is enforcing laws that conform to 23 USC 405 and 23 CFR 1345.5.

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**Scott T. Duncan, Commissioner  
Utah Department of Public Safety  
Governor's Highway Safety Representative**

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Date



## Section 406 Grant Certification and Assurances

### UTAH SAFETY BELT USE RATE INCENTIVE GRANT CERTIFICATION FFY 2008

#### State Safety Belt Survey Certification:

I hereby certify that:

- In Survey Year 2006, Utah had a State Safety Belt Usage Rate of 88.6%, with a Standard Error of  $\pm 0.26\%$ ;
- In Survey Year 2007, Utah had a State Safety Belt Usage Rate of 86.8%, with a Standard Error of  $\pm 0.28\%$ ;
- The reported safety belt use rate is based on a survey whose design was approved by NHTSA, in writing, as conforming to the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340;
- The survey design has remained unchanged since the survey was approved;
- The survey samples all passenger motor vehicles (including passenger cars, pickup trucks, vans, minivans and sport utility vehicles with a gross vehicle weight rating of less than 10,000 pounds), measures safety belt use by all front outboard occupants in the sampled vehicles, and counts the safety belt use completely within the calendar year for which the safety belt use rate is reported; and,
- The individual named in the Data and Statistician Contact Information portion is a qualified statistician and has reviewed and approved the safety belt use rate and standard error rate reported above.

I also certify that the State of Utah:

- Will use the Section 406 grant funds awarded in accordance with the requirements of Section 2005(e) of SAFETEA-LU, Pub. L. 109-59; and,
- Will administer the Section 406 grant funds in accordance with 49 CFR Part 18.

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**Scott T. Duncan, Commissioner  
Utah Department of Public Safety  
Governor's Highway Safety Representative**

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Date

#### **Part B: Data and Statistician Contact Information**

The above reported safety belt use rate and standard error are based on information on pages 58 and 59 (2006 Survey), and pages 60 and 61 (2007 Survey).

**The reported 2006 safety belt use rate and standard error are based on the following:**

Observation Site	Inverse of Site Selection Probability	Number Belted	Number Observed
Cache - 33	1,608.357	9	10
Cache - 37	1,483.724	11	15
Cache - 57	1,165.476	84	101
Cache - 71	876.011	39	54
Cache - 106	526.985	104	123
Cache - 124	400.487	36	49
Cache - 134	348.431	179	201
Cache - 150	245.326	156	173
Cache - 156	225.893	71	82
Cache - 164	208.661	202	232
Cache - 168	194.905	217	279
Cache - 176	179.424	459	549
Cache - 177	179.424	188	236
Cache - 178	179.424	387	501
Cache - 181	149.531	144	154
Cache - 182	149.531	429	472
Cache - 186	149.531	80	93
Cache - 189	140.394	125	136
Cache - 194	138.853	296	326
Cache - 206	126.842	278	330
Cache - 211	120.639	243	291
Cache - 236	75.284	320	416
Cache - 238	75.284	348	456
Cache - 239	71.141	293	367
Cache - 240	70.990	658	809
Cache - 243	64.611	531	643
Cache - 244	60.428	239	287
Davis - 107	561.455	520	556
Davis - 108	561.455	449	473
Davis - 114	554.052	242	299
Davis - 118	554.052	294	340
Davis - 154	451.577	328	379
Davis - 161	423.998	339	379
Davis - 163	411.434	324	356
Davis - 187	318.083	239	289
Davis - 191	301.803	479	526
Davis - 192	300.033	369	429
Davis - 206	266.396	400	475
Davis - 220	258.336	344	385
Davis - 225	231.484	519	630
Davis - 236	172.781	480	508
Davis - 246	114.967	389	480
Davis - 258	104.590	435	528
Davis - 259	98.646	232	275
Davis - 260	92.197	344	371
Davis - 261	87.428	523	565
Davis - 262	87.428	692	763
Davis - 268	83.291	424	446
Davis - 272	78.055	303	315
Davis - 273	78.055	404	422

Davis - 275	77.895	555	595
Davis - 276	75.748	279	305
Davis - 278	75.748	504	533
Davis - 281	75.748	424	481
SL - 12	189.363	795	902
SL - 14	264.967	335	351
SL - 42	271.588	458	494
SL - 119	1,028.122	288	304
SL - 123	856.505	324	347
SL - 132	494.738	379	406
SL - 150	1,191.627	195	247
SL - 155	1,580.447	176	216
SL - 207	1,048.927	204	223
SL - 250	1,026.000	249	255
SL - 279	588.321	259	292
SL - 292	678.771	237	246
SL - 298	1,046.679	288	309
SL - 329	798.864	200	260
SL - 352	831.981	372	431
SL - 366	709.660	241	261
SL - 377	3,229.282	106	130
SL - 512	2,279.805	90	98
SL - 528	848.542	250	264
SL - 589	922.958	88	112
SL - 601	744.628	350	388
SL - 639	1,632.156	286	340
SL - 714	1,397.621	254	269
SL - 768	250.022	306	325
SL - 774	416.725	398	423
SL - 782	602.415	504	536
SL - 806	2,308.160	74	82
Utah - 2	773.972	51	56
Utah - 78	664.697	660	723
Utah - 80	515.243	693	741
Utah - 84	487.465	609	637
Utah - 109	146.544	823	879
Utah - 110	146.544	54	61
Utah - 113	146.544	25	25
Utah - 118	177.155	634	703
Utah - 121	137.254	737	800
Utah - 128	120.082	194	215
Utah - 129	118.635	655	717
Utah - 133	124.743	158	185
Utah - 135	150.600	98	108
Utah - 136	150.600	256	277
Utah - 140	143.053	120	144
Utah - 142	132.546	69	75
Utah - 293	229.813	143	158
Utah - 300	268.973	564	717
Utah - 318	458.699	490	609
Utah - 366	742.588	220	292
Utah - 439	451.322	189	216
Utah - 440	356.589	114	146
Utah - 454	359.018	201	227
Utah - 455	359.018	154	184
Utah - 463	238.909	433	542

Utah - 467	285.083	194	224
Utah - 549	277.648	289	309
Wash - 1	73.846	320	357
Wash - 2	105.513	310	347
Wash - 16	236.318	239	253
Wash - 22	236.318	322	397
Wash - 26	236.318	265	341
Wash - 32	213.120	147	216
Wash - 49	863.915	93	107
Wash - 73	92.780	301	392
Wash - 76	92.780	335	396
Wash - 83	104.997	198	242
Wash - 84	81.854	301	355
Wash - 87	81.854	335	414
Wash - 91	119.820	435	448
Wash - 95	119.820	273	308
Wash - 96	119.820	441	458
Wash - 106	226.529	438	520
Wash - 107	218.256	467	540
Wash - 109	218.256	268	289
Wash - 110	218.256	134	179
Wash - 112	205.636	568	645
Wash - 119	206.736	383	450
Wash - 149	80.849	240	280
Wash - 150	80.849	279	394
Wash - 151	80.849	510	600
Wash - 159	355.418	156	166
Wash - 179	1,570.968	34	46
Wash - 187	77.364	331	487
Weber - 3	78.294	326	394
Weber - 8	100.505	255	300
Weber - 9	89.258	281	320
Weber - 10	89.258	94	105
Weber - 11	89.258	284	312
Weber - 12	89.258	297	351
Weber - 13	89.258	84	157
Weber - 17	106.637	370	425
Weber - 21	130.663	108	136
Weber - 29	168.319	97	108
Weber - 30	275.896	377	473
Weber - 34	177.375	354	374
Weber - 36	160.572	920	1034
Weber - 59	253.758	337	391
Weber - 60	253.758	405	480
Weber - 61	274.289	311	375
Weber - 88	2,885.737	109	114
Weber - 108	361.607	263	307
Weber - 119	453.034	147	297
Weber - 135	606.336	221	255
Weber - 157	266.852	335	390
Weber - 158	266.852	465	611
Weber - 165	215.628	517	676
Weber - 177	316.330	346	416
Weber - 231	357.781	339	376
Weber - 234	308.993	242	282
Weber - 282	193.939	214	253
Total	N/A	49714	57308

**Statistician Contact Information:**

Michael R. Overson  
3694 E. Feather Ave  
Gilbert, AZ 85234  
Phone: 480-584-5437  
Email: [moveronline@cox.net](mailto:moveronline@cox.net)

**The reported 2007 safety belt use rate and standard error are based on the following:**

Observation Site	Inverse of Site Selection Probability	Number Belted	Number Observed
Cache - 33	1,608.357	35	35
Cache - 37	1,483.724	24	28
Cache - 57	1,165.476	33	38
Cache - 71	876.011	39	54
Cache - 106	526.985	143	161
Cache - 124	400.487	46	74
Cache - 134	348.431	218	243
Cache - 150	245.326	209	248
Cache - 156	225.893	78	98
Cache - 164	208.661	272	284
Cache - 168	194.905	288	340
Cache - 176	179.424	370	446
Cache - 177	179.424	321	338
Cache - 178	179.424	394	480
Cache - 181	149.531	302	311
Cache - 182	149.531	149	159
Cache - 186	149.531	220	265
Cache - 189	140.394	268	277
Cache - 194	138.853	336	375
Cache - 206	126.842	211	247
Cache - 211	120.639	260	319
Cache - 236	75.284	552	617
Cache - 238	75.284	244	368
Cache - 239	71.141	421	463
Cache - 240	70.990	361	449
Cache - 243	64.611	411	486
Cache - 244	60.428	314	409
Davis - 107	561.455	475	577
Davis - 108	561.455	440	504
Davis - 114	554.052	261	290
Davis - 118	554.052	212	246
Davis - 154	451.577	287	357
Davis - 161	423.998	465	503
Davis - 163	411.434	218	255
Davis - 187	318.083	392	423
Davis - 191	301.803	543	577
Davis - 192	300.033	167	199
Davis - 206	266.396	74	88
Davis - 220	258.336	327	343
Davis - 225	231.484	309	354
Davis - 236	172.781	443	484
Davis - 246	114.967	171	194
Davis - 258	104.590	137	171
Davis - 259	98.646	191	251
Davis - 260	92.197	688	729
Davis - 261	87.428	518	558
Davis - 262	87.428	251	280
Davis - 268	83.291	816	875
Davis - 272	78.055	1081	1218
Davis - 273	78.055	1159	1226

Davis - 275	77.895	652	687
Davis - 276	75.748	171	191
Davis - 278	75.748	497	551
Davis - 281	75.748	198	220
SL - 12	189.363	236	264
SL - 14	264.967	309	321
SL - 42	271.588	292	309
SL - 119	1,028.122	305	405
SL - 123	856.505	260	308
SL - 132	494.738	404	547
SL - 150	1,191.627	443	491
SL - 155	1,580.447	317	392
SL - 207	1,048.927	235	259
SL - 250	1,026.000	210	230
SL - 279	588.321	97	118
SL - 292	678.771	196	208
SL - 298	1,046.679	317	342
SL - 329	798.864	258	306
SL - 352	831.981	352	391
SL - 366	709.660	226	253
SL - 377	3,229.282	133	156
SL - 512	2,279.805	128	143
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SL - 639	1,632.156	322	391
SL - 714	1,397.621	323	371
SL - 768	250.022	284	336
SL - 774	416.725	145	166
SL - 782	602.415	178	193
SL - 806	2,308.160	305	350
Utah - 2	773.972	228	250
Utah - 78	664.697	241	276
Utah - 80	515.243	216	249
Utah - 84	487.465	81	94
Utah - 109	146.544	89	102
Utah - 110	146.544	258	293
Utah - 113	146.544	234	255
Utah - 118	177.155	944	1039
Utah - 121	137.254	679	741
Utah - 128	120.082	191	203
Utah - 129	118.635	632	715
Utah - 133	124.743	181	208
Utah - 135	150.600	257	274
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Utah - 439	451.322	260	331
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Utah - 454	359.018	195	232
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Utah - 549	277.648	142	155
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Wash - 26	236.318	264	366
Wash - 32	213.120	270	338
Wash - 49	863.915	127	138
Wash - 73	92.780	229	293
Wash - 76	92.780	339	403
Wash - 83	104.997	282	370
Wash - 84	81.854	332	400
Wash - 87	81.854	342	372
Wash - 91	119.820	307	350
Wash - 95	119.820	456	513
Wash - 96	119.820	324	347
Wash - 106	226.529	293	313
Wash - 107	218.256	284	302
Wash - 109	218.256	386	432
Wash - 110	218.256	152	175
Wash - 112	205.636	343	367
Wash - 119	206.736	452	540
Wash - 149	80.849	540	658
Wash - 150	80.849	153	230
Wash - 151	80.849	575	692
Wash - 159	355.418	110	131
Wash - 179	1,570.968	20	25
Wash - 187	77.364	314	465
Weber - 3	78.294	127	142
Weber - 8	100.505	334	381
Weber - 9	89.258	200	240
Weber - 10	89.258	628	687
Weber - 11	89.258	346	381
Weber - 12	89.258	195	210
Weber - 13	89.258	136	174
Weber - 17	106.637	97	105
Weber - 21	130.663	483	533
Weber - 29	168.319	540	574
Weber - 30	275.896	399	494
Weber - 34	177.375	385	439
Weber - 36	160.572	235	304
Weber - 59	253.758	67	98
Weber - 60	253.758	283	346
Weber - 61	274.289	503	563
Weber - 88	2,885.737	113	134
Weber - 108	361.607	222	274
Weber - 119	453.034	326	365
Weber - 135	606.336	269	297
Weber - 157	266.852	493	564
Weber - 158	266.852	188	241
Weber - 165	215.628	256	327
Weber - 177	316.330	278	321
Weber - 231	357.781	406	479
Weber - 234	308.993	300	337
Weber - 282	193.939	398	442
Total	N/A	48,993	56,440

**Statistician Contact Information:**

Michael R. Overson  
3694 E. Feather Ave  
Gilbert, AZ 85234  
Phone: 480-584-5437  
Email: [moveronline@cox.net](mailto:moveronline@cox.net)

## Section 408 Grant Certification and Assurances

### UTAH TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENT (23 U.S.C. 408) SUCCESSIVE YEAR CERTIFICATION STATE OF UTAH FFY 2008

I hereby certify that, pursuant to Section 408:

- Utah has had an Assessment or Audit of the Utah's highway safety data and traffic records systems, conducted or updated within the preceding 5 years;
- The Utah Traffic Records Advisory Committee (UTRAC) continues to operate and supports the Strategic Plan; and
- Utah has adopted and is using the MMUCC and NEMSIS data elements, or that 408 grant funds it receives will be used toward adopting and using the maximum number of MMUCC and NEMSIS data elements as soon as practicable;

And that Utah will make available or provide to NHTSA:

- A Current Report or Annual Report demonstrating the Utah's measurable progress in implementing the Strategic Plan;
- An Assessment or Audit of Utah's highway safety data and traffic records systems, conducted or updated within the preceding 5 years; and
- An updated charter or membership list, to the extent that the Utah Traffic Records Advisory Committee (UTRAC) charter or membership has changed since Utah's previous 408 Application.

And that, if awarded Section 408 grant funds, Utah will:

- Use the funds only to evaluate, improve and links its highway safety data and traffic records systems, in accordance with the eligible uses detailed in 23 U.S.C 408;
- Administer 408 grant funds in accordance with 49 C.F.R Part 18; and
- Maintain its aggregate expenditures from all other sources for highway safety data programs at or above the average level of such expenditures maintained by Utah in FY2003 and FY2004.

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**Scott T. Duncan, Commissioner  
Utah Department of Public Safety  
Governor's Highway Safety Representative**

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Date

## Section 410 Grant Certification and Assurances

**UTAH ALCOHOL-IMPAIRED DRIVING PREVENTION PROGRAMS GRANT (23 U.S.C. 410)  
LOW FATALITY STATE CERTIFICATION  
STATE OF UTAH  
FFY 2008**

As the Governor's Highway Safety Representative in Utah, I hereby certify that, pursuant to 23 U.S.C. 1313.5, the State of Utah:

- Will use the funds awarded under 23 U.S.C. Section 410 only for the implementation and enforcement of alcohol-impaired driving prevention programs in § 1313.6 and other associated costs permitted by statute.
- Will administer the funds in accordance with 49 CFR part 18 and OMB Circular A-87.
- Will maintain its aggregate expenditures from all other sources for its alcohol-impaired driving prevention programs at or above the average level of such expenditures in fiscal years 2004 and 2005.
- Has an alcohol-impaired driving prevention program that meets the requirements of 23 U.S.C. Section 410 and 23 CFR part 1313.

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**Scott T. Duncan, Commissioner  
Utah Department of Public Safety  
Governor's Highway Safety Representative**

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Date

## Section 2010 Grant Certification and Assurances

### UTAH MOTORCYCLIST SAFETY GRANT PROGRAM CERTIFICATION FFY 2008

I hereby certify that the State of Utah:

- Has made no changes to the materials previously submitted to and approved for award by NHTSA under this criterion and the State continues to offer its motorcycle rider training courses in the same manner.
- Has made no changes to the materials previously submitted to and approved for award by NHTSA under this criterion and the State continues to implement its motorcyclists awareness program in the same manner.

I also certify that the State of Utah:

- Will use the motorcyclist safety grant funds only for motorcyclist safety training and motorcyclist awareness programs, in accordance with the requirements of section 2010(e) of SAFETEA-LU, Pub. L. 109-59;
- Will administer the motorcyclist safety grant funds in accordance with 49 CFR Part 18 and OMB Circular A-87; and,
- Will maintain its aggregate expenditures from all other sources for motorcyclist safety training programs and motorcyclist awareness programs at or above the average level of such expenditures in fiscal years (FY) 2003 and 2004.

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**Scott T. Duncan, Commissioner  
Utah Department of Public Safety  
Governor's Highway Safety Representative**

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Date