

VERSION 3.0



STRATEGIC HIGHWAY

# SAFETY PLAN

Updated 3/13

**zero<sup>®</sup>**  
**Fatalities**

*A Goal We Can All Live With*

## Executive Summary:



In 2003, several Utah agencies came together to form the Utah Safety Leadership Executive Committee (USLEC). This united effort began years before the federal requirement to form such a team. The group began meeting on a regular basis to address the growing number of traffic-related fatalities. The goal was to create a comprehensive, integrated plan aimed at reducing serious injuries and fatalities, with the ultimate goal of Zero Fatalities on Utah's roads. To maximize their efforts, additional safety advocates were asked to join the Team. This new, expanded group is called the Utah Safety Leadership Committee. This united approach is working. Traffic fatalities in Utah have continued on a declining trend for the past decade.

Utah's ultimate goal is Zero Fatalities. The loss of one life is too many. Our state goal reflects everyone's personal goal. When you ask someone how many of their loved ones they want to lose on the road this year, everyone has the same answer: zero. In order to reach that goal, USLEC identified the top five contributors to fatalities on Utah's roads—drowsy driving, distracted driving, impaired driving, aggressive driving and not buckling up. The Zero Fatalities goal is the foundation of the Utah Strategic Highway Safety Plan (SHSP). All of the focus areas of the SHSP are designed to help Utah reach its ultimate goal – Zero Fatalities, a goal we can all live with.

The SHSP is the culmination of the joint efforts of all traffic safety organizations in Utah and sets the direction for our future collective safety efforts. It cannot be focused on one organization or one specific area of concern. The Plan recognizes the importance each discipline plays in improving safety. Each organization has developed its own safety plan in its specific area. As the various groups coordinate their safety plans, it leverages the limited resources, obtaining maximum impact. To see each organization's plan, go to [ut.zerofatalities.com/safety\\_plan.php](http://ut.zerofatalities.com/safety_plan.php).

Utah's goal of Zero Fatalities supports larger goals nationwide and globally. The national strategy on highway safety, *Toward Zero Deaths*, sets the vision for traffic fatalities in the United States. The global Decade of Action strives to prevent five million road traffic deaths globally by 2020. For more information, visit [DecadeOfAction.org](http://DecadeOfAction.org).

**Zero Fatalities®**  
*A Goal We Can All Live With*



## SAFETY LEADERSHIP



### UTAH SAFETY LEADERSHIP EXECUTIVE COMMITTEE

Utah Department of Transportation (UDOT)  
 Motor Carrier Division  
 Traffic and Safety Division  
 Utah Department of Public Safety (UDPS)  
 Utah Highway Patrol  
 Utah Highway Safety Office  
 Utah Department of Health (UDOH), Violence and  
 Injury Prevention Program  
 Utah Bureau of EMS and Preparedness  
 U.S. Department of Transportation  
 Federal Highway Administration (FHWA)  
 Federal Motor Carrier Safety Administration  
 (FMCSA)  
 National Highway Traffic Safety Administration  
 (NHTSA)



### UTAH SAFETY LEADERSHIP COMMITTEE

AAA Utah  
 AARP  
 American Traffic Safety Services Association (ATSSA)  
 Association of General Contractors  
 DPS, Utah Highway Patrol  
 DPS, Utah Highway Safety Office  
 FHWA  
 FMCSA  
 Federal Railroad Administration  
 Local Technical Assistance Program [LTAP]  
 Med One Capital  
 Metropolitan Planning Organizations  
 Cache MPO  
 Dixie MPO  
 Mountainland Association of Governments  
 Wasatch Front Regional Council

### NHTSA

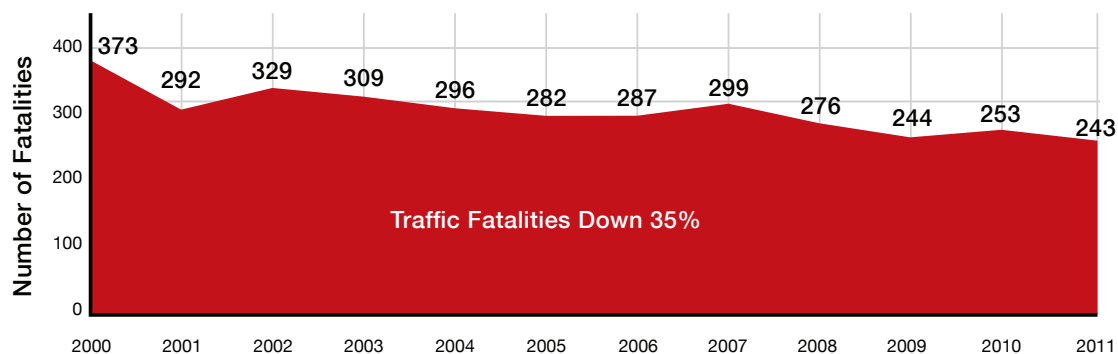
Operation Lifesaver Utah  
 Primary Children's Medical Center  
 Rural Planning Organization (RPO)  
 Wasatch County RPO  
 Tooele County RPO  
 Box Elder County RPO  
 Eastern Washington County RPO  
 Iron County RPO  
 Safe Kids Utah  
 Salt Lake City Transportation Department  
 Salt Lake Mayor's Bicycle Committee  
 Statewide Local Law Enforcement Agencies  
 Statewide Unified and Local Fire Departments  
 UDOH, Violence and Injury Prevention Program  
 UDOH, Utah Bureau of EMS and Preparedness  
 UDOT, Motor Carrier Division  
 UDOT, Traffic and Safety Division  
 Utah Chiefs of Police Association  
 Utah Department of Alcoholic Beverage Control  
 Utah Driver and Traffic Safety Education Association  
 Utah Driver License Division  
 Utah Mothers Against Drunk Driving  
 Utah Prosecution Council  
 Utah Rural County Governments  
 Utah Safety Council  
 Utah Traffic Records Coordinating Committee  
 Utah Transit Authority  
 Utah Trucking Association

## FIVE E'S

### Zero Fatalities

*A Goal We Can All Live With*

The Utah Strategic Highway Safety Plan strategies are focused on engineering, education, emergency response and enforcement efforts. Each discipline has a unique direction to improve safety, yet each is strongly connected to the others. However, while these are the main elements to improving traffic safety on our roads, there is one key element that is missing. It's what we'll call the fifth E: Everyone.



UTAH ANNUAL FATALITIES

### ENGINEERING

The focus on safety within engineering begins with designing and building safe roadways. Transportation engineers use design principles that have been proven to be safe and reliable. National standards are used for signs and traffic markings to provide consistency for the traveling public. However, engineers continue to look for new and innovative ways to make transportation safer.

### EDUCATION

Education plays a key role in helping the public understand what they should and should not do when driving. Increased education leads to a change in habits and, ultimately, a decline in fatalities on our roads. Education efforts are directed toward all age groups and numerous safety issues.

### ENFORCEMENT

Unfortunately, despite the best safety education programs and safely designed and built roadways, enforcement is needed to remind people of the laws associated with the use of our transportation systems. State, county, and municipal law enforcement agencies statewide work alongside highway safety partnering agencies to enforce Utah's traffic laws during regular patrols, as well as specialized mobilization efforts.

## EMERGENCY RESPONSE

Swift response from emergency teams can save lives, and not just those involved in a crash or incident. Not only can emergency responders care for immediate injuries, but they can also clear roadways, thereby reducing the risk of more crashes happening as a result of unusual traffic flow. Keeping roadways clear is vital to traffic safety and essential for preventing further problems due to unsafe road conditions.

## EVERYONE

No matter how hard we try to engineer the roads so people can get to their destinations safely, no matter how hard we try to educate drivers about safe driving, no matter how hard we try to enforce the laws or respond in an emergency, the ultimate responsibility rests upon everyone who gets in a car. We all need to work together if we are going to reach Zero Fatalities. Everyone is the most important “E” in traffic safety.



**YOUR FRIEND. YOUR WIFE. YOUR CHILD.  
YOUR RESPONSIBILITY.**

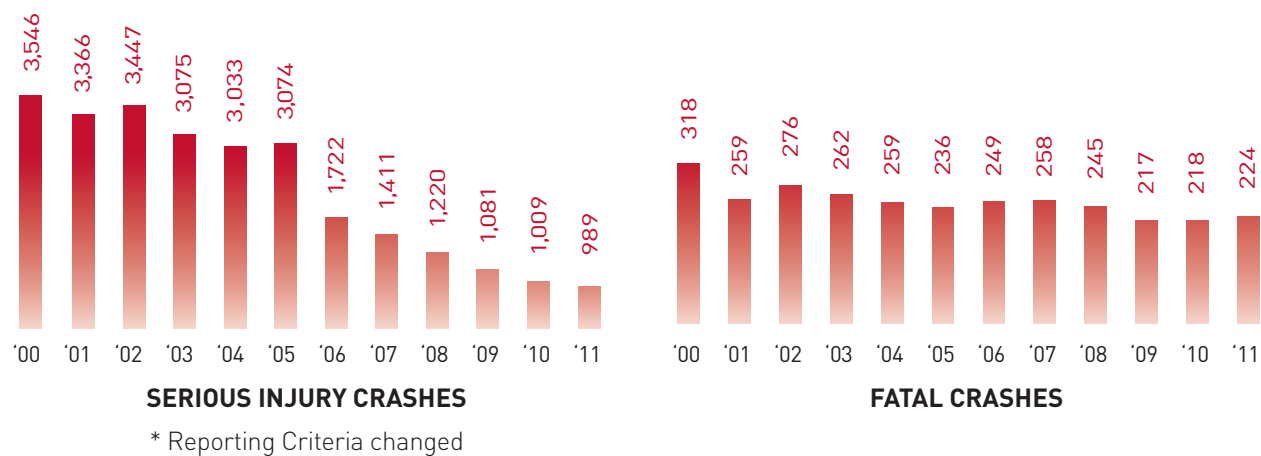
## EVALUATION

Periodic evaluation is a critical element of an effective SHSP. So, how do we determine success? Do we have Zero Fatalities on our roads today? Obviously not, but we're making progress; progress in terms of raising awareness, changing behavior and saving lives.

Independent surveys show that overall awareness of the Zero Fatalities program has steadily grown from 35 percent in 2006 to 73 percent in 2011. Of these people, more than half (56 percent) say the Zero Fatalities message "Definitely" or "Probably" influenced them to avoid the top behaviors killing people on the roads. However, the ultimate measure of success is saving lives. Since the Zero Fatalities program began in 2006, fatalities have dropped 14 percent, and at the end of 2011, fatalities were at the lowest point they've been since 1974.

The SHSP lists what areas we want to focus on and why we should address those areas. The next logical step is detailing how it's done. That's where the Zero Fatalities Progress Forum (see next page) comes in. This online collaboration tool details what each member of the Safety Leadership Committee is doing to reduce fatalities and serious crashes.

When we follow the SHSP and Zero Fatalities Progress Forum, then analyze Utah's crash statistics, we have a better picture of what we are doing and how it helps reduce fatalities and serious injuries on the road. Together, these resources help us determine what has been working and what changes must be made in order to achieve maximum effectiveness.



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UTAH

## Zero Fatalities\*

A Goal We Can All Live With

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### Safety Programs Progress Update

Project Name	Project Date	Location	Agency	Emphasis Areas	Continuous Areas
Car Seat Checkpoint at Rose Park Elementary	2012-05-11	SLC, Utah	Safe Kids Utah	Use of Safety ...	Child Safety
Granger High School Truck Smart Presentation	2012-05-10	Magna, UT	Zero Fatalities		Truck and Bus...
PTA Conference	2012-05-10	Provo, UT	Zero Fatalities	Younger Drive...	Child Safety
Pleasant Grove High School Driver Ed Presentation	2012-05-10	Pleasant Grov...	Zero Fatalities	Younger Drive...	
Paradigm After-school Driver Ed	2012-05-10	Pleasant Grov...	Zero Fatalities	Younger Drive...	
Fremont High Driver Ed Presentation	2012-05-09	Plain City, UT	Zero Fatalities	Younger Drive...	
Rich High School Assembly	2012-05-09	Randolph, UT	Zero Fatalities	Younger Drive...	
Cyprus High Driver Ed Presentations	2012-05-08	Magna, UT	Zero Fatalities	Younger Drive...	
Tooele High Health Classes	2012-05-07		Zero Fatalities	Younger Drive...	
American Prep High School	2012-05-07	Draper, UT	Zero Fatalities	Younger Drive...	
Davis County Safe Kids Fair	2012-05-05	Kaysville, UT	Zero Fatalities	Younger Drive...	
Pleasant Grove High School Driver Ed Presentations	2012-05-01	Pleasant Grov...	Zero Fatalities	Younger Drive...	

## Zero Fatalities Progress Forum

## Overview: SAFETY AREAS



The Utah Strategic Highway Safety Plan does not address every safety strategy currently being implemented in the state, but focuses primarily upon strategies with the greatest potential to reduce crashes and injuries. These strategies are implemented in locations identified using an evidence-based approach that takes into account crash history, system characteristics, environmental conditions and driver behaviors. The Plan acts as the guiding document that directs the

development of specific goals, strategies and performance measures for the individual organizations. It does not replace the existing documents for each group, but it should reference and guide development of other internal documents as necessary. The process continues down through the organizations, resulting in detailed programs and plans that are implemented and finally evaluated to measure the success of reducing fatalities and serious injury crashes.

## SAFETY AREAS



The Utah Strategic Highway Safety Plan is comprised of three separate and distinct areas. Each part has a different overall direction while maintaining the ultimate goal to reduce serious injury crashes and fatalities.

### PART 1 – EMPHASIS SAFETY AREAS

In Part 1, there are 11 programs listed that will be given added attention and emphasis in the safety organizations for the next five years:

- Public Outreach and Education
- Roadway Departure Crashes
- Use of Safety Restraints
- Impaired Driving
- Aggressive Driving
- Drowsy Driving
- Distracted Driving
- Intersection Safety
- Teen Driving Safety
- Motorcycle Safety
- Speed Management

### PART 3 – SPECIAL SAFETY AREAS

The programs contained in Part 3 represent opportunities for the safety community to enhance the programs used to support the goal to reduce fatalities or injuries:

- Traffic Data
- Judicial System
- Emergency Services

### PART 2 – CONTINUING SAFETY AREAS

Part 2 addresses programs or processes currently underway within the safety agencies. These programs must continue to be supported and enhanced:

- Pedestrian Safety
- Child Safety
- Work Zone Safety
- Truck and Bus Safety
- Railroad Crossing Safety
- Older Driver Safety
- Bicycle Safety
- Transit System Safety
- Rural Local Road Safety



# EMPHASIS

SAFETY AREAS

# Public Outreach and Education

## Emphasis Safety Areas

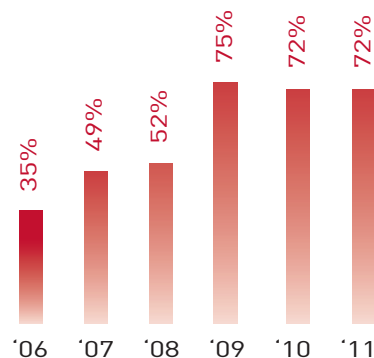


### CHALLENGES

Over 90 percent of all crashes in Utah are behavior related. Novice drivers are involved in nearly a quarter of all crashes, and experienced drivers often get too comfortable behind the wheel and are willing to take risks that put them and others on the road in danger. Statistics show that the top five behaviors that are killing people on Utah's roads are: drowsy driving, distracted driving, aggressive driving, impaired driving and not buckling up.

### DIRECTION

Partnering efforts must continue to spread the message to Utah drivers about their role in eliminating these preventable crashes through communication, education, and community outreach to bring the safe driving message home.



### AWARENESS OF ZERO FATALITIES PROGRAM

Source: Dan Jones & Associates/Lighthouse Research

## PRIORITY STRATEGIES

### Education

- › Continue educating parents and teen drivers using the Don't Drive Stupid Parent Program
- › Develop and implement a safe driving business program
- › Continue media outreach
- › Support community events
- › Continue reaching out to teen drivers through peer-to-peer safe driving programs

### LEADERS

Zero Fatalities  
 Don't Drive Stupid  
 Utah Department of Transportation  
 Utah Highway Safety Office  
 Utah Highway Patrol  
 Safe Kids Utah  
 Primary Children's Medical Center  
 UDOH, Violence and Injury Prevention Program  
 UDOH, Utah Bureau of EMS and Preparedness  
 Operation Lifesaver Utah

# Roadway Departure Crashes

## Emphasis Safety Areas

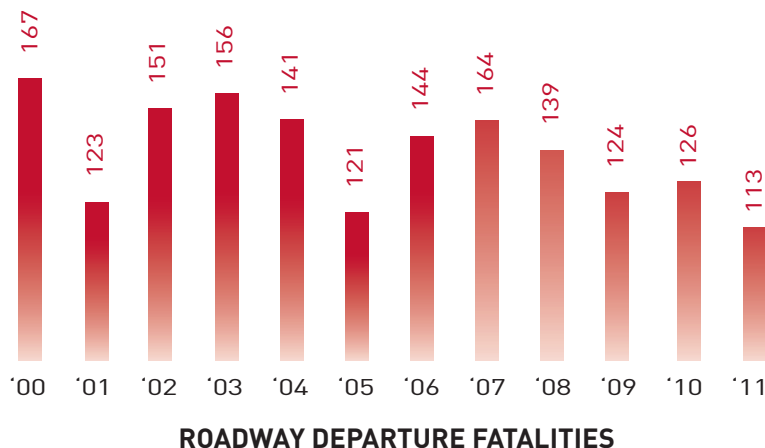


### CHALLENGE

In Utah, nearly 46 percent of all annual fatalities are associated with roadway departures. This fact is in contrast to the total of roadway departure crashes, which represent only 12 percent of all crashes that occur in the state. These crashes result from drowsy driving, impaired driving, speeding and many other contributing factors. Utah has accepted the challenge to be an AASHTO lead state in the reduction of roadway departure crashes. The lead state initiative focuses on reducing fatalities associated with the predominant crash type in a state. In Utah, this crash type is single vehicle roadway departure crashes.

### DIRECTION

Efforts must be made to keep vehicles on the roadway, in their proper lanes and when vehicles do leave the roadway, reduce the possibility and/or severity of crashes.



### PRIORITY STRATEGIES

#### Engineering

- › Continue installation of rumble strips where necessary
- › Enhance roadway delineation and warning signs
- › Continue installing median barrier treatments along high crash corridors

#### Education

- › Implement an educational outreach program on roadway departure
- › Provide multi-discipline training to local governments

#### Enforcement

- › Develop enforcement strategies targeting driving behaviors in this area

### LEADERS

Utah Department of Transportation  
Utah Highway Patrol  
Federal Highway Administration

# Use of Safety Restraints

## Emphasis Safety Areas

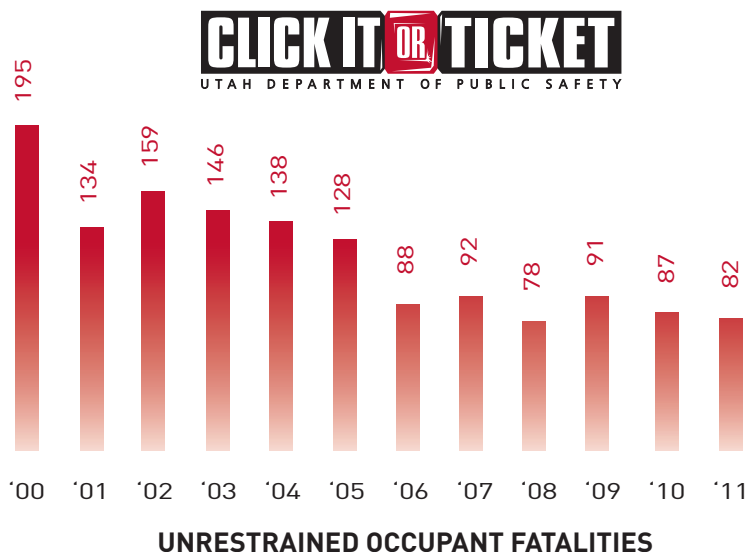


### CHALLENGE

In 2010, safety restraint use in the state reached 89 percent. However, nearly one third of motor vehicle occupants killed are not wearing safety restraints. Occupants in rural crashes are over three times more likely to be unrestrained than occupants in urban crashes.

### DIRECTION

Although safety restraint use has continued to increase in Utah, the state does not have a primary seat belt law. Efforts must continue to promote the advantages of seat belt use. It should be noted that there is consistency between the overall fatality reduction trends with the increase in safety restraint use.



### PRIORITY STRATEGIES

#### Education

- › Continue to work with Safe Kids Utah and state and local health departments to provide child passenger safety training workshops
- › Support Child Safety Seat Fitting Stations and car seat inspection events
- › Promote booster seat use
- › Develop and implement a program that reaches the hard core non-user and part-time user of safety belts
- › Develop programs that increase safety belt use among motorists in rural communities
- › Continue to promote and educate on Utah's primary seat belt law for ages 0-18

#### Enforcement

- › Support the passage of a primary safety belt law for all ages
- › Continue multi-agency statewide law enforcement/public information campaigns
- › Support national "Click It or Ticket" campaign
- › Support outreach efforts to high-risk motorists

#### LEADERS

Utah Chiefs of Police Association  
Utah Highway Safety Office  
Utah Highway Patrol  
Safe Kids Utah  
Primary Children's Medical Center  
Utah Safety Council  
UDOH, Violence and Injury Prevention Program  
UDOH, Utah Bureau of EMS and Preparedness

# Impaired Driving

## Emphasis Safety Areas



### CHALLENGE

While the fact that impaired driving is recognized as being an incredibly dangerous behavior, fatal crashes due to alcohol and drugs continue to occur. Impaired driving arrests continue to increase every year.

### DIRECTION

Continue to reduce alcohol and drug-related fatality and serious injury rates.



### PRIORITY STRATEGIES

#### Education

- › Conduct multi-agency statewide law enforcement/public information campaigns
- › Continue support of programs to reduce DUI in the 21 – 34 age groups
- › Continue support for alcohol/drug/highway safety programs at universities
- › Provide DUI awareness materials for public distribution
- › Enhance DUI court participation with training and resources
- › Continue to educate on Utah's "Not A Drop" law, which prohibits anyone under the age of 21 from drinking "a drop" of alcohol

#### Enforcement

- › Continue support for DUI legislation
- › Encourage the law enforcement community to test BAC on all fatal crashes

### LEADERS

Utah Highway Patrol  
Utah Highway Safety Office  
Utah Department of Alcoholic Beverage Control  
Utah Division of Substance Abuse & Mental Health  
Utah Substance Abuse Advisory Council DUI Committee  
Utah Mothers Against Drunk Driving  
Statewide Local Law Enforcement Agencies  
Utah Chiefs of Police Association

# Aggressive Driving

## Emphasis Safety Areas

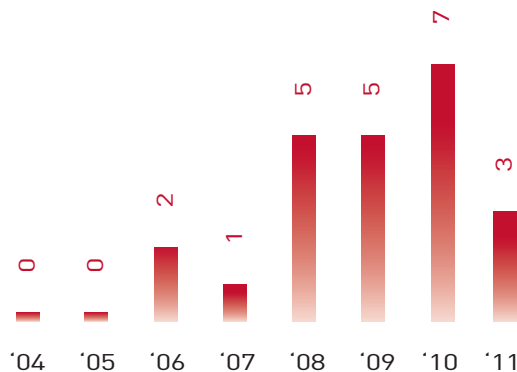


### CHALLENGE

Aggressive behaviors such as tailgating, weaving in and out of lanes, failure to yield, running red lights/stop signs and road rage continue to plague our roads. As congestion and travel delays increase, so does aggressive driving.

### DIRECTION

Continued or increased efforts must be made to fund aggressive driving enforcement and educational campaigns.



**AGGRESSIVE DRIVING FATALITIES**

Source: UDPS

## PRIORITY STRATEGIES

### Education

- › Continue to support aggressive driving educational programs in high schools, businesses and community outreach events

### Enforcement

- › Continue to support aggressive driving mitigation programs
- › Continue to conduct aggressive driving enforcement campaigns

### Engineering

- › Continue to use variable message signs to inform drivers of road conditions ahead
- › Continue improving signal coordination to produce efficient and increased traffic flow on roadway corridors

## LEADERS

Utah Chiefs of Police Association  
 Utah Highway Patrol  
 Utah Highway Safety Office  
 Utah Department of Transportation  
 Statewide Local Law Enforcement Agencies

# Drowsy Driving

## Emphasis Safety Areas

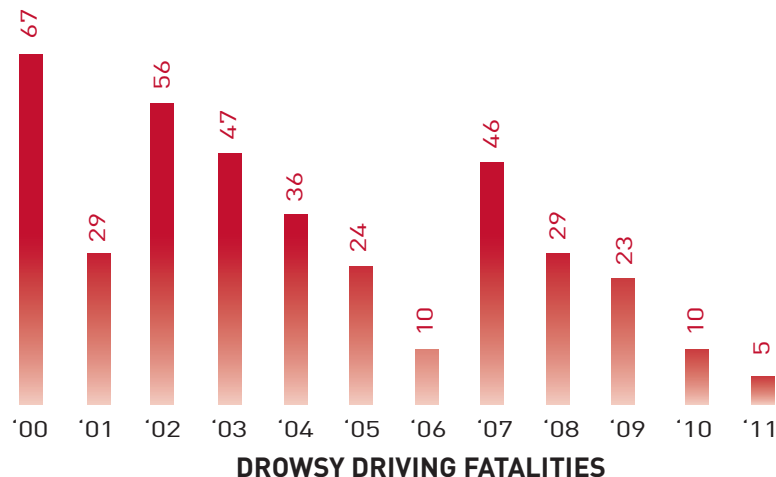


### CHALLENGE

Fatalities related to drowsy driving are a concern in the state. Unfortunately, drowsy driving violations and crashes are under-reported due to deficiencies in crash reporting and the difficulty of attributing crashes to sleepiness.

### DIRECTION

Maintain efforts to reduce drowsy driving-related crashes and fatalities.



Source: UDPS

## SLEEP SMART. DRIVE SMART.

*DROWSY DRIVING KILLS*

### PRIORITY STRATEGIES

#### Engineering

- › Drowsy driving warning signs in high crash locations
- › Update current rumble strip policy
- › Install median rumble strips at high crash locations on arterial roadways

#### Education

- › Continued partnership with UDOT, UDPS, and Med One Capital as part of the "Sleep Smart. Drive Smart." campaign
- › Support educational activities and media campaigns

#### Enforcement

- › Improve drowsy driving crash reporting with law enforcement

### LEADERS

Utah Department of Transportation  
Utah Highway Patrol  
Utah Highway Safety Office  
Med One Capital

# Distracted Driving

## Emphasis Safety Areas

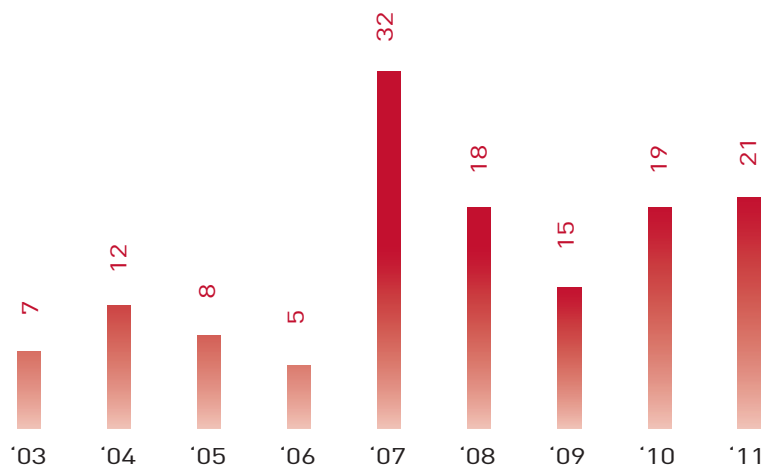


### CHALLENGE

Fatalities related to distracted driving are a growing concern in the state. Distracted driving violations and crashes are under-reported due to deficiencies in crash reporting and the difficulty of attributing crashes to distractions. Unfortunately, drivers are increasingly engaged in other activities while driving, especially using interactive electronic devices.

### DIRECTION

Reduce the number of fatalities and serious injury crashes related to driver distraction.



**DISTRACTED DRIVING FATALITIES**

Source: UDPS

### PRIORITY STRATEGIES

#### Education

- › Develop educational programs focusing on driver distractions
- › Partner with various traffic safety entities to hold educational events and activities at high schools, workplace settings, local communities and special events

#### Enforcement

- › Work with law enforcement agencies to promote enforcement of Utah's texting law

### LEADERS

Utah Highway Patrol  
 Utah Highway Safety Office  
 UDOH, Violence and Injury Prevention Program  
 UDOH, Utah Bureau of EMS and Preparedness

# Intersection Safety

## Emphasis Safety Areas

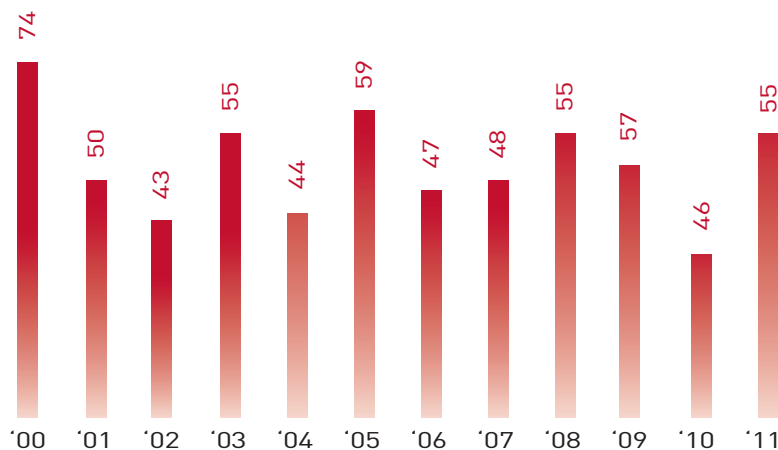


### CHALLENGE

Intersection crashes are the most common crash type in urban areas. These crashes range from numerous rear-end crashes to severe right-angle crashes. Other causes for crashes are: improper lookout, red light running, running stop signs, sight distance issues, speed and following too closely. Intersection safety can be viewed in two different ways. One view is to identify intersection locations that have a high number of crashes. The other view is to identify locations where serious injury or fatal crashes occur.

### DIRECTION

Efforts must be made to reduce the possibility and/or severity of crashes within intersections.



INTERSECTION RELATED FATALITIES

Source: UDOT

### PRIORITY STRATEGIES

#### Engineering

- › Evaluate locations having significant crash trends involving an intersection
- › Improve visibility and signing, improve sight distance and enhance intersection lighting
- › Evaluate traffic signal systems at signalized intersections

#### Education

- › Develop education programs about existing and new methods for intersection safety

#### Enforcement

- › Improve the ability to enforce violations at high-crash intersections

### LEADERS

Utah Chiefs of Police Association  
 Utah Department of Transportation  
 Federal Highway Administration  
 Utah Highway Patrol  
 Metropolitan Planning Organizations  
 Statewide Local Law Enforcement Agencies

# Teen Driving Safety

## Emphasis Safety Areas

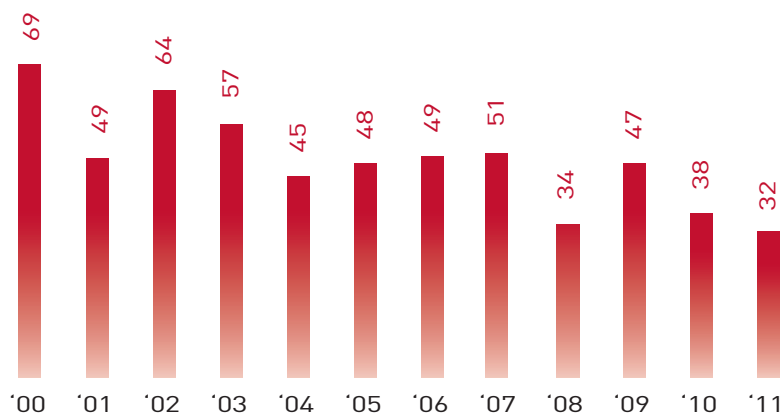


### CHALLENGE

Teen drivers (ages 15 – 19) account for a disproportionate number of fatalities and crashes. This fact has been associated with young drivers' driving habits, inexperience and distractions. Only about 7 percent of all licensed drivers in Utah fall into the younger driver category, yet they typically account for nearly one-fourth of all motor vehicle crashes.

### DIRECTION

Focus efforts on innovative education methods to improve teen driver capabilities.



FATALITIES INVOLVING TEEN DRIVERS

Source: UDPS



### PRIORITY STRATEGIES

#### Education

- › Continue to support overall teen driver education
- › Support continued innovation in driver education methods
- › Provide Peer Leader Training and quarterly anti-drinking/drug-usage theme campaigns for Utah high schools via the youth tracks at the annual Power of Prevention and Peer/Youth Court Conferences
- › Provide education through high school programs and outreach activities
- › Continue to promote 'Alive at 25' program
- › Continue to promote and educate on Utah's primary seat belt law for ages 0-18
- › Continue to educate on Utah's "Not A Drop" law, which prohibits anyone under the age of 21 from drinking "a drop" of alcohol

#### Enforcement

- › Continue to support and enforce the Graduated Driver License laws

#### LEADERS

Utah Driver License Division  
 Utah Highway Patrol  
 Utah Highway Safety Office  
 UDOH, Violence and Injury Prevention Program  
 AAA Utah  
 Utah Driver and Traffic Safety Education Association  
 UDOH, Utah Bureau of EMS and Preparedness  
 Utah Safety Council

# Motorcycle Safety

## Emphasis Safety Areas

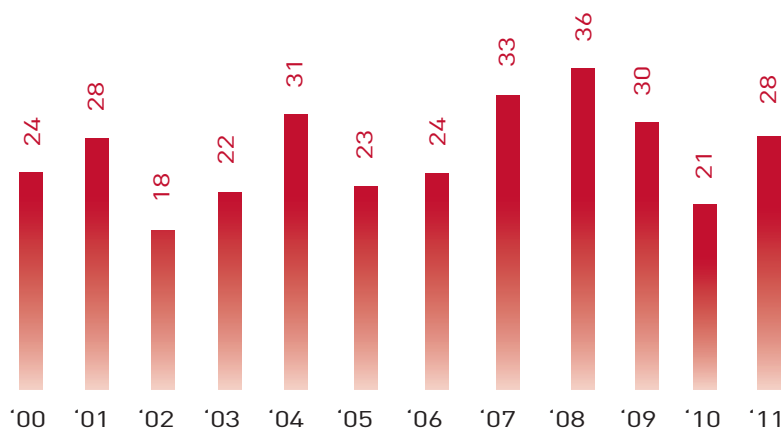


### CHALLENGE

More individuals are looking to motorcycles as an alternative transportation mode. As a result, motorcycle-related fatalities will likely increase unless there is intervention through educational efforts. The rate of motorcycle crashes is increasing each year with a 16 percent increase in total motorcycle crashes from 2007 to 2008. Motorcyclists accounted for 1 percent of persons in crashes and 13 percent of deaths. Utah's current helmet law only applies to persons under the age of 18 who are required to wear a USDOT approved helmet while operating or riding a motorcycle.

### DIRECTION

Efforts must be made to reduce motorcycle fatalities and serious injury crashes.



**MOTORCYCLE FATALITIES**

Source: UDPS



**DRIVE AWARE. RIDE AWARE.**

### PRIORITY STRATEGIES

#### Education

- › Increase public awareness of motorcyclist concerns through promotion of the "Drive Aware. Ride Aware." campaign
- › Promote increased availability of beginning and experienced rider training courses throughout the state
- › Promote wearing proper protective gear for motorcyclists
- › Utilize social media to expand messaging and information available to the public

### LEADERS

Utah Highway Safety Office  
 Utah Driver License Division  
 Statewide Local Law Enforcement Agencies  
 Utah Highway Patrol  
 Utah Chiefs of Police Association  
 UDOH, Utah Bureau of EMS and Preparedness

# Speed Management

## Emphasis Safety Areas

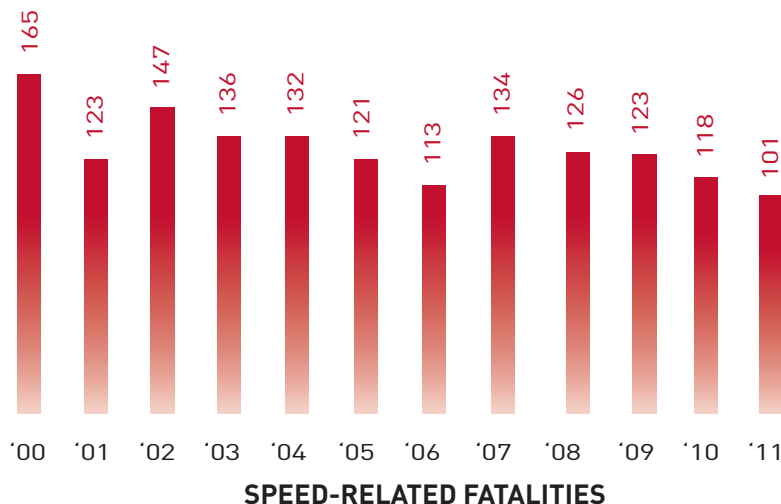


### CHALLENGE

Speeding has become a major concern to the overall traffic safety realm of injury and fatal vehicle crashes, and continues to be the number one contributing factor for fatal crashes in Utah. With aggressive enforcement and public education efforts, injuries and fatalities can be reduced.

### DIRECTION

Efforts must be focused on reducing speeding on the roads and the associated elements of reckless and careless attitudes that often accompany such driver behavior.



Source: UDPS

### PRIORITY STRATEGIES

#### Enforcement

- › Continue to aggressively participate in speed management efforts
- › Pursue funding for special speed enforcement campaigns
- › Promote public awareness and voluntary compliance with motorists obeying posted speed limits

#### Education

- › Public information and educational outreach activities

#### Engineering

- › Continue the use of driver feedback signs to inform drivers of travel speeds

### LEADERS

Utah Highway Patrol  
Utah Highway Safety Office  
Statewide Local Law Enforcement Agencies  
Utah Department of Transportation  
Utah Chiefs of Police Association



# CONTINUING

## SAFETY AREAS

# Pedestrian Safety

## Continuing Safety Areas

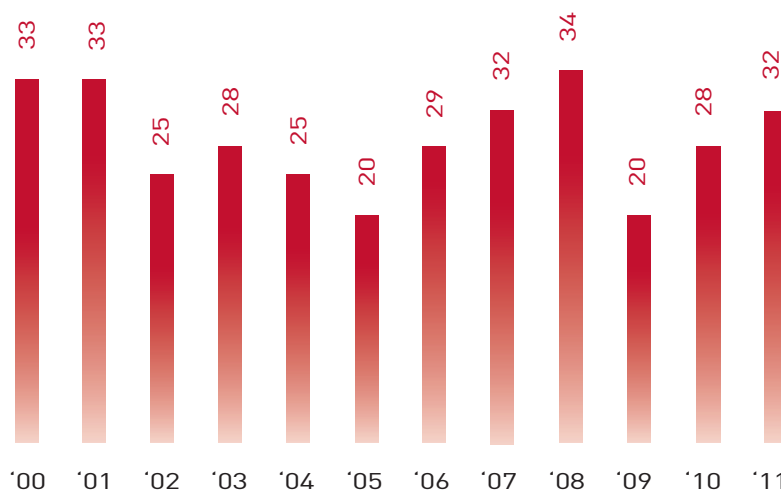


### CHALLENGE

Pedestrian fatalities have been slightly lower than the base year 2000, yet they account for about 10 percent of all traffic related fatalities. More attention to education and infrastructure must be given to this area in order to continue reducing pedestrian fatalities.

### DIRECTION

Efforts must be made to prevent pedestrian crashes by implementing a comprehensive plan to provide safer pedestrian travel.



PEDESTRIAN FATALITIES

Source: UDPS



### PRIORITY STRATEGIES

#### Engineering

- › Evaluate locations having significant crash trends involving pedestrians
- › Develop and implement improvement projects including signage, lighting and roadway design

#### Education

- › Continue to support and implement education programs aimed at all age groups

#### Enforcement

- › Encourage enforcement of pedestrian laws
- › Promote crosswalk enforcement/public information campaigns when funding is available

### LEADERS

Utah Department of Transportation  
 Utah Highway Safety Office  
 Utah Highway Patrol  
 Statewide Local Law Enforcement Agencies  
 Utah Chiefs of Police Association

# Child Safety

## Continuing Safety Areas

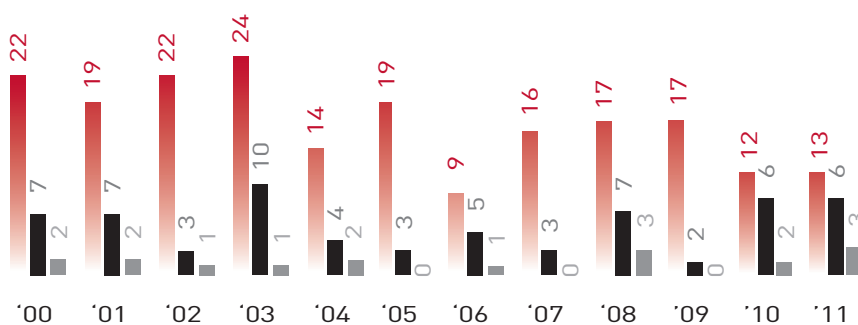


### CHALLENGE

More than 2,200 children in Utah are injured each year while walking, biking or riding in motor vehicles. As children age, the rate of them being properly restrained in a motor vehicle declines.

### DIRECTION

Efforts must be made to educate children and their parents about safety in and around cars and to reduce the possibility and/or severity of crashes involving children.



CHILD FATALITIES IN MOTOR VEHICLE CRASHES (AGE 0-14)

■ M.V. OCCUPANT ■ PEDESTRIAN ■ BICYCLIST

Source: UDPS



### PRIORITY STRATEGIES

#### Engineering

- › Identify locations having significant crash trends involving school zones
- › Continue to support the Safe Routes to School program

#### Education

- › Continue to encourage schools to use the Student Neighborhood Access Program (SNAP)
- › Develop or cultivate existing programs to better address the transportation needs of children with special health care needs
- › Continue to develop new educational programs and local government training
- › Provide child safety seats and education to Utah's underserved population

#### Enforcement

- › Promote increased enforcement of child safety laws, including school zone areas, the booster seat law and the primary seat belt law for ages 0-18

### LEADERS

Utah Department of Transportation  
 Federal Highway Administration  
 Utah Highway Patrol  
 Utah Highway Safety Office  
 UDOH, Violence and Injury Prevention Program  
 Safe Kids Utah  
 Primary Children's Medical Center  
 Utah Safety Council  
 UDOH, Utah Bureau of EMS and Preparedness

# Work Zone Safety

## Continuing Safety Areas



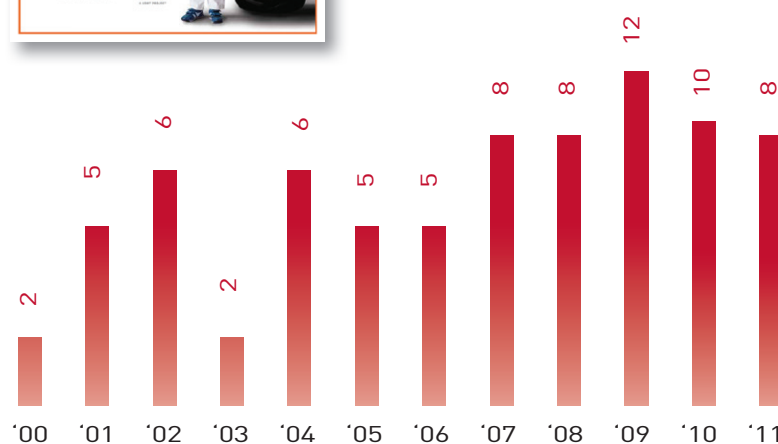
### CHALLENGE

Utah work zone related fatalities occur in two areas: encroachments into the work zone and crashes outside the work zone but influenced by the area. Most of the injuries and fatalities that occur in work zones are drivers and passengers—not construction workers.



### DIRECTION

Efforts must be made to reduce the possibility and/or severity of crashes. Practices in traffic control or work zone management that lead to reduced work zone safety must be identified and limited.



WORK ZONE FATALITIES

Source: UDOT

### PRIORITY STRATEGIES

#### Engineering

- › Identify types of work zones having significant crash trends
- › Identify characteristics of projects where work zone crashes have occurred
- › Increase the number of work zone reviews and assessments

#### Enforcement

- › Continue the use of law enforcement within work zones

#### Education

- › Continue to emphasize work zone safety training
- › Continue to educate about the dangers of playing around work zones

### LEADERS

Utah Department of Transportation  
 Utah Highway Patrol  
 Federal Highway Administration  
 American Traffic Safety Services Association  
 Statewide Local Law Enforcement Agencies  
 Association of General Contractors  
 Utah Chiefs of Police Association

# Truck & Bus Safety

## Continuing Safety Areas

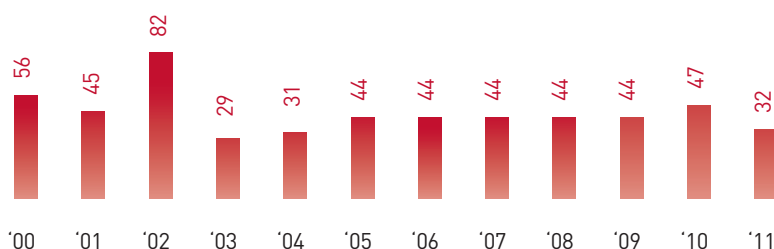


### CHALLENGE

Each year, an average of 42 people die on Utah's roads in commercial motor vehicle-related crashes. These collisions involving CMVs and passenger vehicles are more likely to be severe due to the size differences between the two vehicles. While the perception is that the truckers are causing these crashes, in actuality, 3 out of 4 times, the crashes are the fault of the passenger vehicle drivers. However, efforts must be made to address both groups of drivers.

### DIRECTION

Sustain efforts to reduce commercial vehicle crashes and fatalities. The Federal Motor Carriers Safety Administration and UDOT's Motor Carrier Division oversee the safety issues of this area.



COMMERCIAL MOTOR VEHICLE-INVOLVED FATALITIES

Source: UDOT



### PRIORITY STRATEGIES

#### Engineering

- › Continue efforts to mitigate high-crash corridors for commercial vehicles
- › Continue efforts to utilize Weigh-in-Motion and Mainline Bypass Technologies to effectively facilitate commerce and minimize CMV back up on Utah's main interstates

#### Education

- › Continue Truck Smart Campaign activities, which teach drivers of passenger vehicles to drive safely around commercial motor vehicles
- › Continue the Drive to Stay Alive Campaign which encourages commercial vehicle drivers to slow down, buckle up and stay alert
- › Continue efforts to partner with the Board of Education and private driving schools to educate young drivers about the nuances of driving safely around commercial motor vehicles

#### Enforcement

- › Continue the safety compliance reviews of high-risk carriers
- › Continue to partner with law enforcement agencies to identify and cite safety violators
- › Implement the federally funded TACT (Ticketing Aggressive Cars and Trucks) program in the year 2011

### LEADERS

Utah Department of Transportation  
Utah Highway Patrol  
Federal Motor Carrier Safety Administration  
Utah Trucking Association

# Railroad Crossing Safety

## Continuing Safety Areas

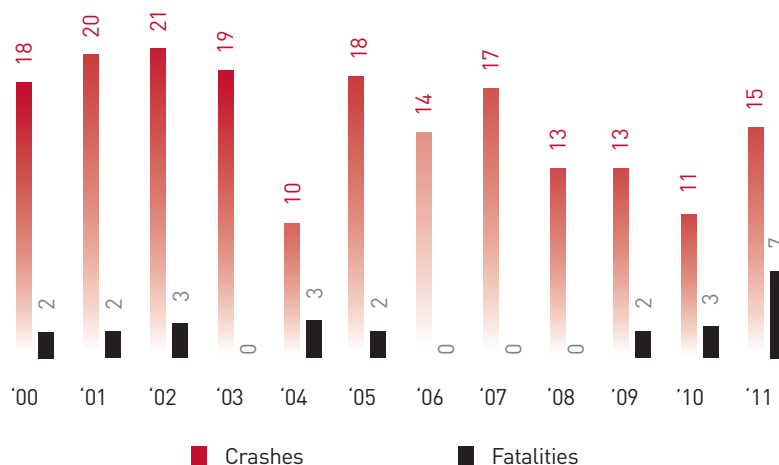


### CHALLENGE

While railroad crossing crashes represent only a small number of the total crashes in Utah, they are some of the most severe. According to the Federal Railroad Administration, there were 174 crashes at railroad crossings in Utah from 2000 to 2010. Those crashes resulted in 80 fatalities/injuries. As the number of trains in Utah increase with expanded transit, commuter and freight services, the probability of railroad crossing crashes may also increase.

### DIRECTION

Continue efforts to reduce crashes at railroad crossings through education, engineering, and enforcement.



### CRASHES AND FATALITIES OCCURRING AT RAILROAD CROSSINGS

Source: Federal Railroad Administration



### PRIORITY STRATEGIES

#### Engineering

- › Support and encourage continued engineering research and innovation that improves railroad crossing safety
- › Enhance railroad crossing inspection, evaluation and engineering upgrade

#### Education

- › Educate new drivers, school bus drivers, professional truck drivers and the public about railroad crossing safety
- › Continue to support railroad crossing safety and educational programs

#### Enforcement

- › Support law enforcement as they continue to enforce the laws at railroad crossings
- › Provide law enforcement with opportunities to participate in free Grade Crossing Collision Investigation Courses (GCCII) offered by Operation Lifesaver Utah

### LEADERS

Federal Highway Administration  
Federal Railroad Administration  
Operation Lifesaver Utah  
Utah Department of Transportation  
Utah Highway Patrol  
Utah Transit Authority

# Older Driver Safety

## Continuing Safety Areas

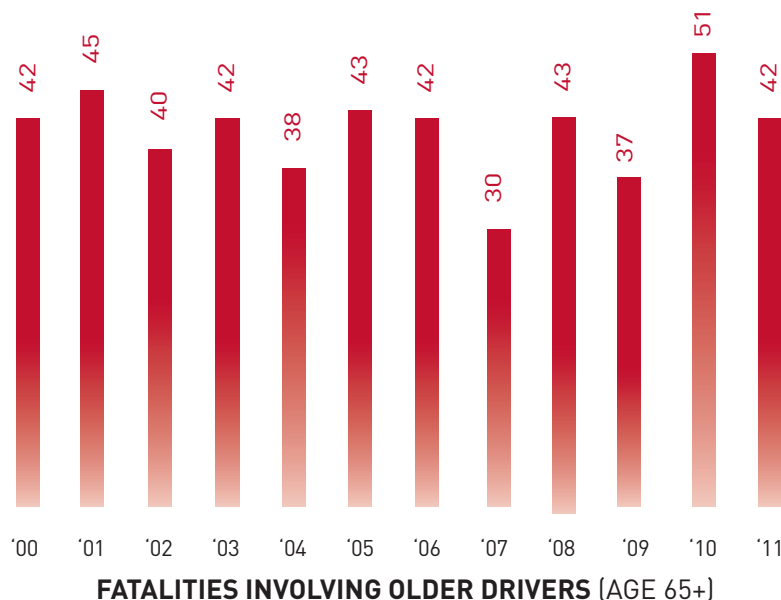


### CHALLENGE

As the number of older drivers continues to grow in Utah, efforts must be made to ensure the mobility, accessibility and safety for this age group.

### DIRECTION

Special consideration must be given to improving the highway system to accommodate older drivers and their needs.



Source: UDPS

### PRIORITY STRATEGIES

#### Engineering

- › Continue to consider older drivers when designing and installing highway signage
- › Implement FHWA guide on older driver mobility

#### Education

- › Partner with local health districts, AAA Utah and AARP to promote older driver safety

### LEADERS

Utah Department of Transportation  
 Federal Highway Administration  
 Utah Highway Safety Office  
 AAA Utah  
 Utah Driver License Division  
 UDOH, Violence and Injury Prevention Program  
 UDOH, Utah Bureau of EMS and Preparedness  
 AARP

# Bicycle Safety

## Continuing Safety Areas

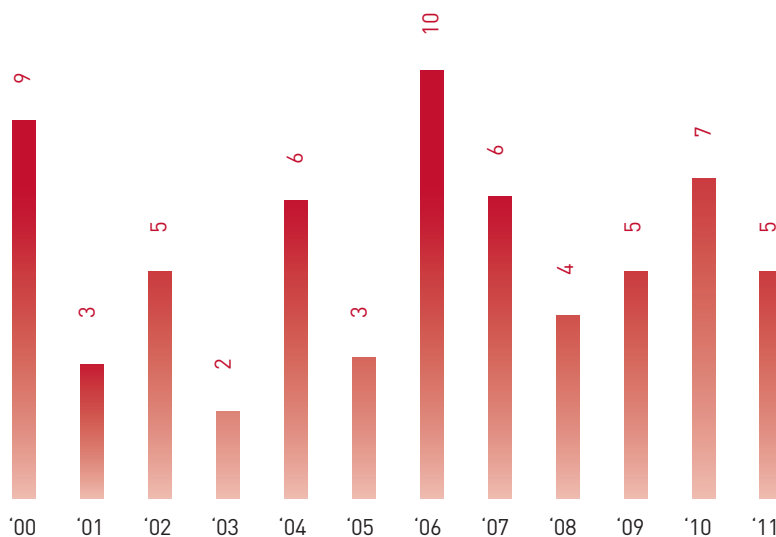


### CHALLENGE

Bicycle travel is gaining in popularity. Bicycle safety presents an opportunity for a partnership with many organizations to improve this mode of travel. Important components of this area are promoting helmet use and education directed to both motorists and bicyclists.

### DIRECTION

Continue addressing bicycle user needs on transportation facilities. Increase efforts for bicyclist and motorist education.



**BICYCLIST FATALITIES**

Source: UDPS



### PRIORITY STRATEGIES

#### Engineering

- › Continue to use the AASHTO Guide for the Development of Bicycle Facilities
- › Increase road signage—Share The Road and 3-Foot Law—along heavily used bicycle corridors

#### Education

- › Increase the promotion of bicycle helmet use, with a special focus among school-aged children
- › Continue partnership for educational programs targeting adults and children on bicycle safety
- › Continue development of educational programs that teach drivers the importance of sharing the road and the 3-Foot Law

#### Enforcement

- › Encourage enforcement of traffic laws as they pertain to bicyclists

### LEADERS

Utah Highway Safety Office  
 Utah Department of Transportation  
 Utah Highway Patrol  
 Statewide Local Law Enforcement Agencies  
 Metropolitan Planning Organizations  
 Utah Chiefs of Police Association  
 UDOH, Utah Bureau of EMS and Preparedness

# Transit System Safety

## Continuing Safety Areas

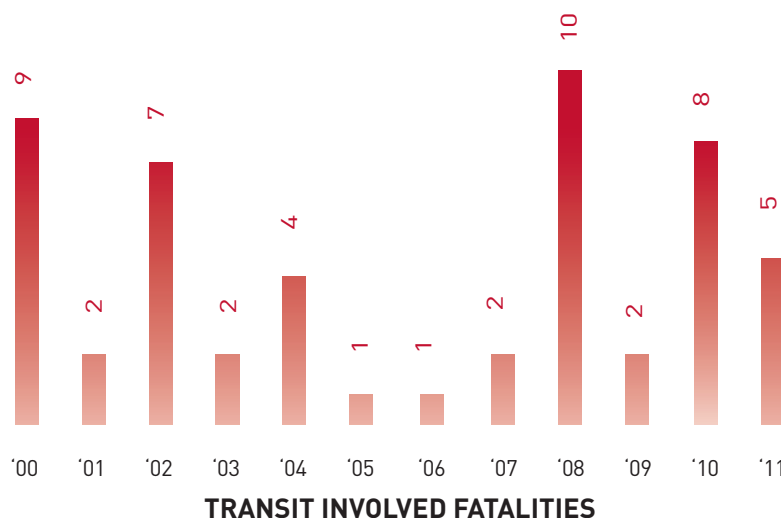


### CHALLENGE

As the transit system grows, more conflicts will arise between personal vehicles, transit vehicles and pedestrians. The potential for large catastrophic events must be considered when advancing safety improvements to the system.

### DIRECTION

Special consideration must be given to improving the safety of the transit system including rail and bus travel.



Source: UDOT



### PRIORITY STRATEGIES

#### Engineering

- › Enhance railroad crossing inspection, evaluation and upgrades

#### Education

- › Continue to support railroad crossing safety programs
- › Continue support of railroad safety education programs

### LEADERS

Utah Department of Transportation  
Utah Transit Authority



# Rural Local Road Safety

## Continuing Safety Areas

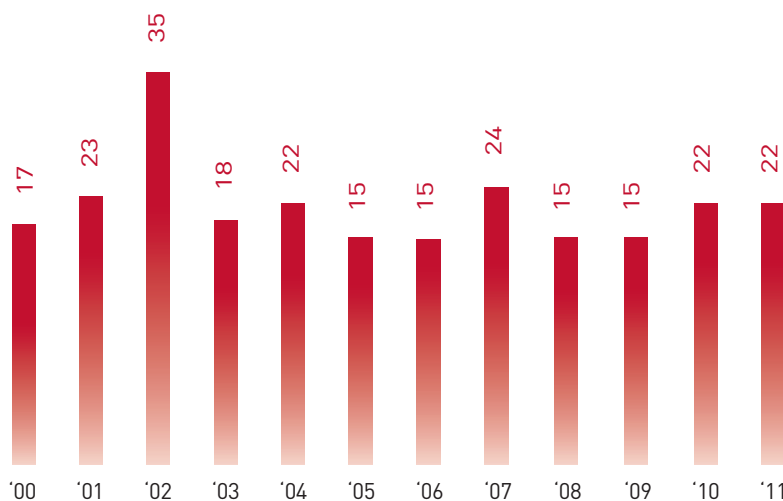


### CHALLENGE

The majority of roadway departure fatalities occur in the rural portions of Utah. This fact requires special attention be given to the safety of rural roadways on and off the State system. To effectively reduce statewide fatalities, special safety projects focused on local rural roads must be completed.

### DIRECTION

Special consideration must be given to improving the rural roadway system.



RURAL LOCAL FATALITIES

Source: UDOT

### PRIORITY STRATEGIES

#### Engineering

- › Continue Road Safety Audits
- › Continue High Risk Rural Roads program

#### Emergency Response

- › Continue the Pre-Hospital Trauma Life Support (PHTLS) program.
- › Provide trauma injury treatment education to rural pre-hospital care providers

### LEADERS

Utah Department of Transportation  
Federal Highway Administration  
Utah Rural County Governments  
Rural Planning Organizations  
UDOH, Utah Bureau of EMS  
and Preparedness



# SPECIAL

## SAFETY AREAS

# Traffic Data

## Special Safety Areas

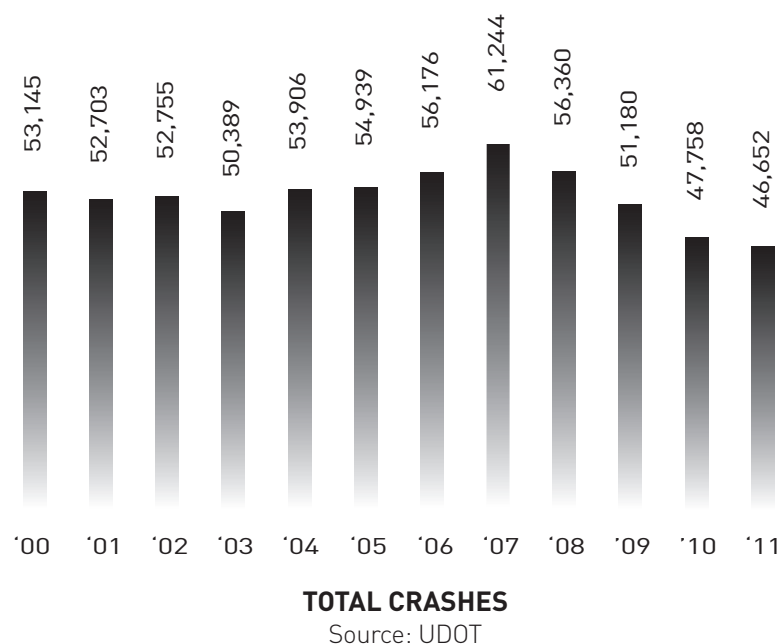


### CHALLENGE

The development and collection of crash data is the foundation of a comprehensive system to improve safety. A single crash repository must be maintained containing both electronically submitted crashes and manually entered crashes. The repository must contain all data elements and include an optimal accuracy rate for validity purposes.

### DIRECTION

Achieve the conversion of the crash data system to a fully electronic format to allow for near instantaneous access to crash information.



### PRIORITY STRATEGIES

#### Engineering

- › Identify and implement advanced technologies to collect, manage, analyze and distribute crash data in a timely, accurate, complete and uniform manner to authorized users for analytical purposes
- › Enhance the ability to combine crash data with traffic volume and roadway features to perform network screening on all public roads

#### Emergency Response

- › Continue collection of vehicular crash victim treatment and transportation data
- › Provide access to pre-hospital injury data for prevention data collection

#### Enforcement

- › Develop multi-agency data quality control and quality assurance standards
- › Promote the use of an electronic submittal protocol from roadside investigators
- › Educate statewide law enforcement agencies on the importance and uses of complete, accurate and uniform crash data
- › Promote accountability in statewide law enforcement agencies for the timeliness of crash reports and edited or amended reports

### LEADERS

Utah Department of Transportation  
Federal Highway Administration  
Utah Highway Patrol  
Utah Highway Safety Office  
Federal Motor Carrier Administration  
Utah Traffic Records Coordinating Committee  
Statewide Local Law Enforcement  
UDOH, Utah Bureau of EMS and Preparedness

## JUDICIAL SYSTEM

### Special Safety Areas



#### CHALLENGE

Justice and District Courts do not place a high priority on non-moving traffic violations, such as occupant restraint and safety equipment, because of the focus on the more grievous violations. Other challenges include assuring accurate adjudication history to facilitate charging second and subsequent offenders appropriately, the lack of real-time access to traffic violation history, the court's inability to provide adequate monitoring of judicial ignition interlock orders and the Driver License Division having no mechanism to monitor or enforce administrative ignition interlock requirements.

#### DIRECTION

Direction includes making stronger efforts to assure the violator is correctly charged in cases of second or subsequent offenses; exploring real-time access to traffic violation history for courts; continuing enforcement of approved programs to educate traffic violators on the dangers of aggressive, impaired and distracted driving; discontinuing the practice of dismissing lesser traffic charges; pursuing mechanisms for adequate ignition interlock monitoring.

#### PRIORITY STRATEGIES

##### Enforcement

- › Execute laws through the court system
- › Streamline DUI-related driver license suspension/revocation hearings
- › Promote DUI-related procedural rule changes that increase effectiveness and avoid redundancies
- › Enhance efficiency of reporting DUI convictions

##### Education

- › Utilize traffic safety programs to educate traffic violators on safe behavior
- › Promote a standard curriculum for plea-and-abeyance defensive driving courses
- › Encourage drivers aged 18-25 attend the 'Alive at 25' safe driving course
- › Coordinate with Utah's Driver License Division to assess traffic violation history and apply appropriate penalties

#### LEADERS

Utah Driver License Division  
 Utah Highway Patrol  
 Utah Safety Council  
 UDOH, Utah Bureau of EMS and Preparedness  
 Utah Chiefs of Police Association  
 Administrative Office of the Courts

## EMERGENCY SERVICES

### Special Safety Areas



#### CHALLENGE

Timely emergency response, appropriate treatment and rapid transport to an appropriate healthcare facility are all major components to survivability in motor vehicle collisions. Efforts must be made to promote the coordination and involvement of emergency services into transportation safety and injury prevention efforts.

#### DIRECTION

Sustain commitment to and cooperation with the Incident Management System. Strengthen partnerships that assist law enforcement and emergency services efforts. Coordinate prevention efforts with existing emergency services programs.

#### PRIORITY STRATEGIES

##### Engineering

- › Improve communication infrastructure for emergency response and dispatch

##### Education

- › Increase education and involvement of EMS in transportation safety
- › Develop and support integrated EMS and transportation safety programs

##### Enforcement

- › Enhance communication interoperability in an effort to decrease incident response time

##### Emergency Services

- › Maintain efforts to facilitate rapid response, treatment and transport of vehicular crash victims

#### LEADERS

UDOH, Utah Bureau of EMS and Preparedness  
 Utah Chiefs of Police Association  
 Utah Department of Transportation  
 Utah Highway Patrol  
 UDOH, Violence and Injury Prevention Program  
 Statewide Local Law Enforcement Agencies  
 Statewide Unified and Local Fire Departments



## TEXTING AND DRIVING DEFIES BOTH COMMON SENSE AND THE LAW

People who send and receive text messages behind the wheel are 20 times more likely to be involved in a crash. No wonder it's against the law. Save your texting for later and you just might be saving a life. And maybe a few years in jail.

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The background of the entire page is a grayscale image of interlocking puzzle pieces. The pieces are arranged in a way that creates a sense of depth and movement, with some pieces appearing to be in the foreground and others receding into the background. The lighting is soft, highlighting the edges and textures of the puzzle pieces.

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