



# THE NATIONAL ROADWAY SAFETY STRATEGY

## HOW UTAH IS APPLYING THE PRINCIPLES

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The National Roadway Safety Strategy describes the major actions the US Department of Transportation plans to take to make a meaningful difference over the next few years to reduce fatalities and serious injuries nationwide. The core of this strategy is the adoption of the **Safe System Approach** to roadway safety. The approach is based on six principles and five key focus areas.

PRINCIPLES	KEY FOCUS AREAS
<ol style="list-style-type: none"> <li>1. Death/serious injury is unacceptable</li> <li>2. Humans make mistakes</li> <li>3. Humans are vulnerable</li> <li>4. Responsibility is shared</li> <li>5. Safety is proactive</li> <li>6. Redundancy is crucial</li> </ol>	<ol style="list-style-type: none"> <li>1. Safer People</li> <li>2. Safer Roads</li> <li>3. Safer Vehicles</li> <li>4. Safer Speeds</li> <li>5. Post-crash care</li> </ol>

These principles are **not new initiatives in Utah**, as they align with the current strategies of the Department of Public Safety and the Utah Department of Transportation.

- Utah has implemented the Zero Fatalities Program since 2006.
- Stakeholders focus on human behavior and implement data-driven effective countermeasures that address problem areas and vulnerable road users.
- Shared responsibility crosses all stakeholders, including law enforcement agencies, local government, advocacy groups, nonprofits, health and medical, emergency medical services, and most importantly, the drivers and road users themselves.
- The state is proactive through our environmental scans, data-driven approaches, traffic studies, and other measures to identify and reduce fatalities and serious injuries.
- Through partnerships, no single agency stands alone in this fight. We work as a team to ensure that areas of transportation safety are addressed.

### WHAT UTAH IS ALREADY DOING

- Stakeholders and partners conduct **community education and outreach** at safety fairs, businesses, and other public events, as well as school-based education programs.
- **Media campaigns** are created to address risky driving behaviors. Campaigns utilize relevant media channels (print, broadcast, billboards, social and digital media) to reach the audience that meets the targeted demographic. Efforts include:
  - The annual 100 Deadliest Days campaign focuses on the summer months and the risky driving behaviors that tend to occur such as speed, drowsy driving, impaired driving, distracted driving, and aggressive driving.
  - Public information and education campaigns are created to address seat belt and car seat usage, bicycle, pedestrian, motorcycle safety, speeding, distracted, and impaired driving involving both alcohol and drug use.
- **Collaboration with partners** and stakeholders in an effort to influence road user behavior. Efforts include:

- Zero Fatalities announced that Salt Lake City is the first local jurisdiction to become a partner in the program. This same opportunity was given statewide, to other local jurisdictions.
  - Together for Life is a rural seat belt project that is now in 9 counties (Box Elder, Cache, Sanpete, Sevier, San Juan, Carbon, Tooele, Iron, and Uintah).
  - The Child Passenger program educates parents on the correct usage of car seats and booster seats. Safe Kids Utah, Shriners Hospital, Primary Children’s Hospital, and the Utah Safety Council have teamed up to provide education.
  - Members of the Utah Safety Council Traffic Safety Coalition are businesses that promote traffic-safety practices and policies within their companies to reduce risky driving behaviors of their employees and their families, on and off the job.
- **High visibility enforcement campaigns** are one of the most effective tools in preventing crashes and improving driver behavior.
    - Conduct targeted enforcement periods that focus on behaviors such as speed, seat belt use, crosswalk safety, distracted driving, and impaired driving are conducted in communities and at high crash locations.
  - Statewide implementation of the **24/7 Sobriety Program**, which is currently in 8 counties, but will be expanded to 12.
  - **Infrastructure improvements** to mitigate crashes involving vulnerable roadway users, wrong-way driving, and speed. Efforts include:
    - Coordinate with local jurisdictions on road safety audits.
    - Promote the installation of protected bike lanes and sidewalks.
    - Conduct quarterly fatal review meetings with partners, where fatal crashes are analyzed to identify the need for infrastructure and program improvements.
    - Coordinate with State and local jurisdictions to implement Complete Street initiatives.
    - Continue to research connected and automated vehicle technologies and expand test sites throughout the Wasatch front and statewide.
  - A focus on **post-crash care** - our responsibility does not end when a crash occurs.
    - Educate the public about the “Move Over Law” that protects first responders.
    - Support Traffic Incident Management training for law enforcement and other public safety entities.
  - **Data analysis** is at the core of all activities which must be data-driven and effective in preventing crashes. Data consists of information from crash reports, citations, the toxicology lab, seat belt surveys, traffic volume reports, and other pertinent data sources.

## LOOKING TOWARD THE FUTURE OF TRANSPORTATION SAFETY IN UTAH

- Identify gaps in compliance, awareness, infrastructure, roadway engineering, and enforcement to eliminate **wrong way driver threats** to traffic safety.
- Identify opportunities to enhance traditional **speed enforcement** strategies.
- **Fully integrate and link all crash data**, including trauma and pre-hospital data, to evaluate post-crash response, high-risk locations, and injury level data to build a holistic picture of crashes.
- Through a partnership with the American Bar Association, Utah implemented a statewide **Judicial Outreach Liaison program** beginning in FY23. The program aims to provide training and resources to the state’s judges regarding sentencing and rehabilitation opportunities for the state’s DUI offenders.